

# İnternette Pazarlama

Profaj, Youtube ve Video Çözümleri

profaj

PREMIER

Google  
Partner



# Profaj ile tanışın!

profaj

## 26 Kişilik Deneyimli Ekip

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Tasarım  
Video  
Sosyal Medya  
İnternet Reklamları  
SEO  
Mobil Uygulama  
Yazılım

profaj

Dijital Pazarlama

internet  
akademisi

Eğitim

profaj  
studio

Kreatif

dividyo

Video

profajnet

Mobil Uygulama ve Web  
Yazılımları

# Profaj: Rekabet Gücünü Artıran Pazarlama ve Teknoloji Çözümleri Sunar

## TASARIM

İnternet Sitesi  
Sosyal Medya  
Video  
Fotoğraf

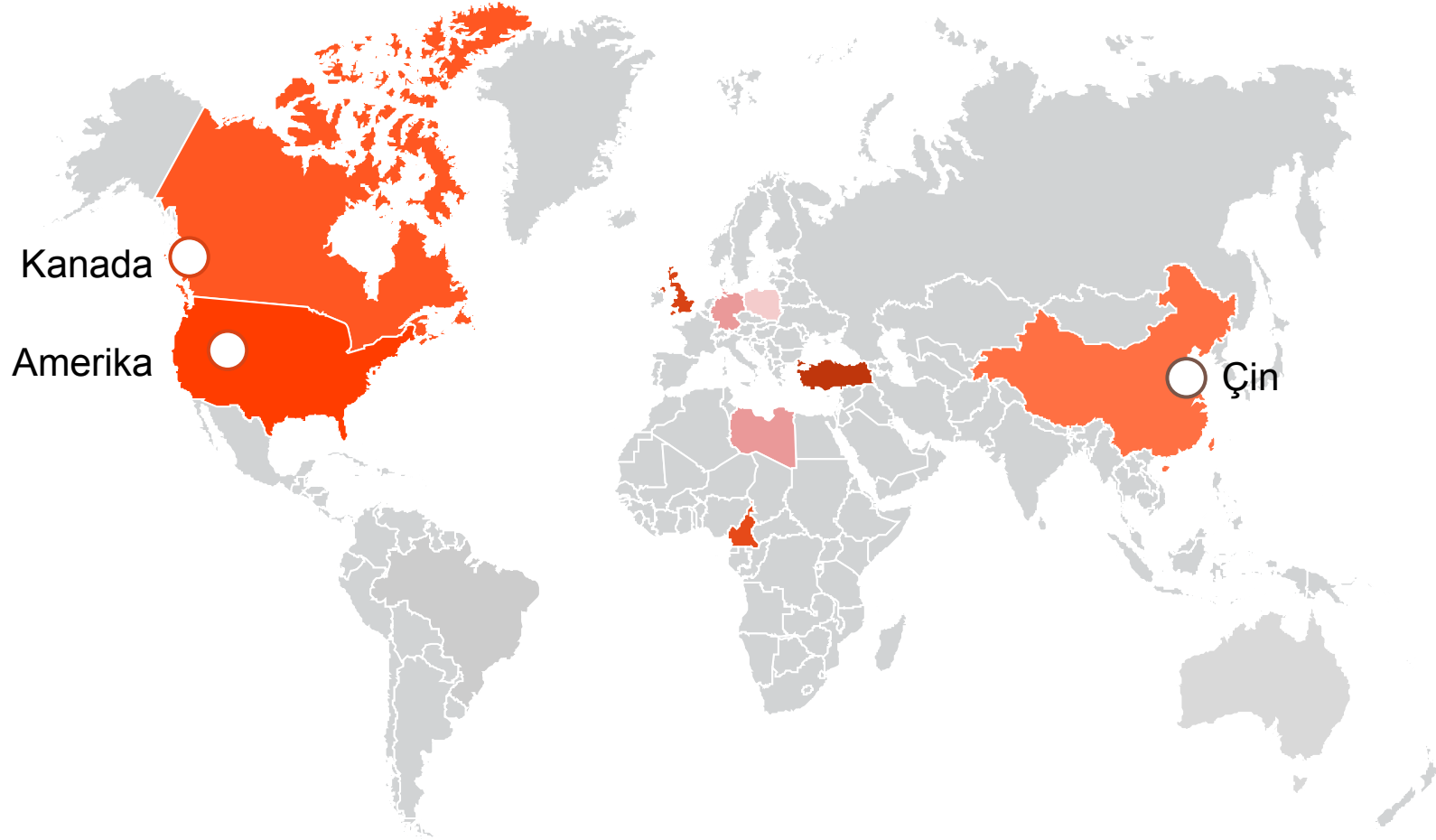
## TANITIM

İnternet Reklamları  
Google - Youtube  
Facebook  
YouTube  
Instagram

## TEKNOLOJİ

SEO  
Yazılım  
Web Ölçümleme  
A/B Testi  
Mobil Uygulama

# Dünya Çapında 200 Aktif Müşteri 500+ Referans



# Profaj Müşterileri

profaj





Bisquitte

ÇİMSTONE

Tarzım  
Stil



ofis  
alsancak



İKON  
TRIA

İnci Oran  
estetik & güzellik



HepsiKampanyada



W Haojue



MİSTRAL

GÜMÜŞ  
İNŞAAT

ulukent  
GreenLife

gökdeniz  
kartal

Fame  
City



Aylin Bengi  
Kurucu Ortak



Armağan Bengi  
İş Geliştirme Müdürü



Alp Koşar  
Kilit Müşteri Yönetimi



Nesrin Yıldız  
Finans Uzmanı



Oğuz Uçak  
Kreatif Direktör



Direnç Altay  
Art Director



Büşra Bütün  
Digital Art Director



Türküler Algüz  
Duransoy  
Görsel Tasarım Uzmanı



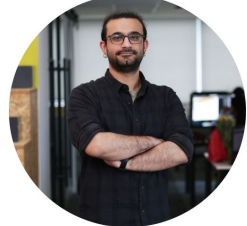
Tuğba Özdem Kılıç  
SEO/SEM Specialist



Gizem Şar  
Sosyal Medya Uzmanı



Çağatay Törün  
Sosyal Medya Uzmanı



Aral Yıldırım  
Sosyal Medya Uzmanı



Deniz Gündoğar  
Görsel Tasarım Uzmanı



İhsan Canitez  
Görsel Tasarım Uzmanı



Coşkun Doğan  
Görsel Tasarım Uzmanı



Gizem Akoğlu  
Dijital Reklam Hesap Yöneticisi



Ecem Orhunbilge  
Dijital Reklam Hesap Yöneticisi



Özgür Demirci



Özgür Taylan Nefes



Seniha Canyurt



Gökhan Lüleci  
Web Geliştirme



Bekir Sargılı  
Webmaster



Emre Solugan  
Yazılım Uzmanı



Utku Başer  
Yazılım Uzmanı

# Bize Güvenen İşletmelerin Yanındayız.

profaj



# Yeni Pazarlara Açılırken Yanınızdayız

1. Pazarı Seç
2. Pazara Hazırlan
3. Tanıtıma Başla

# Kriz Geçirmez



# Kriz Geçirmeyenler



**3A Makina**

Makina Satıyor



**Litum**

Teknoloji Satıyor

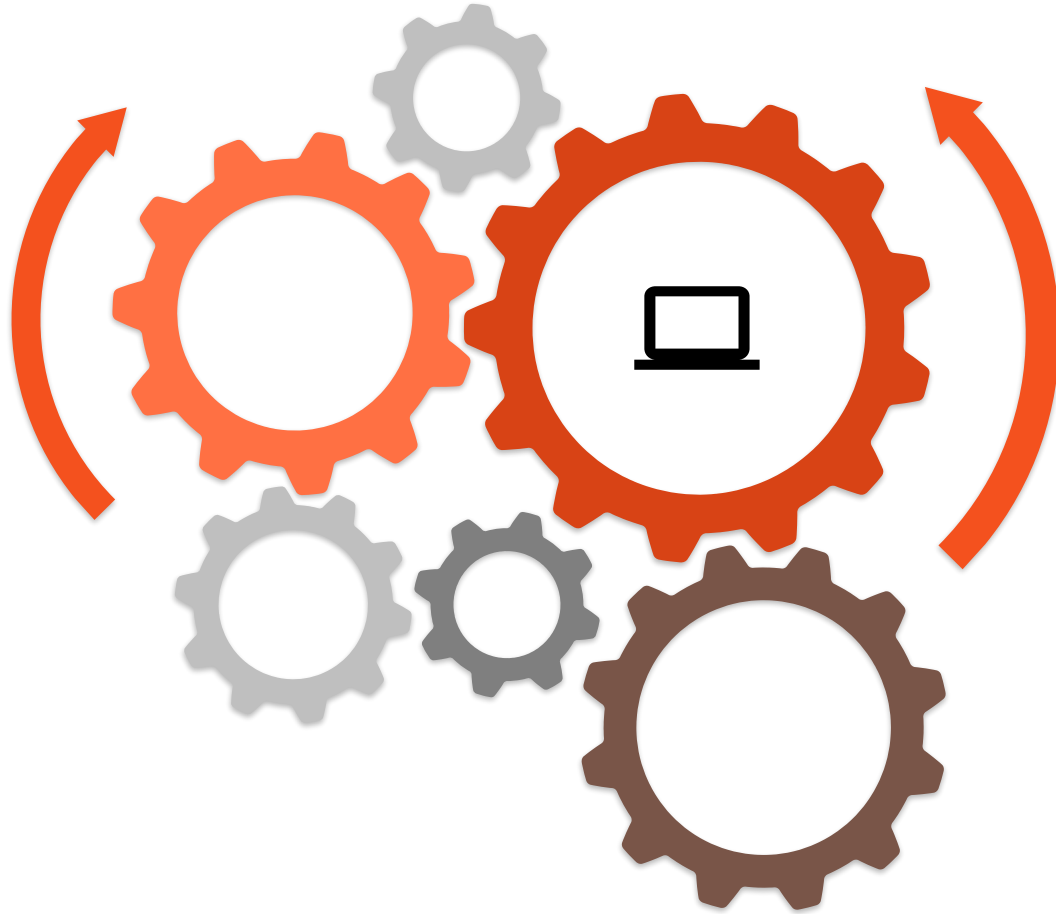


**Global Medical Care**

Sağlık Hizmeti Satıyor



# Farklı Ülkeler Farklı Tepkiler



## Farklı Ülkeler Farklı Amaçlar

Her ülkenin ve oradaki kitlenin davranışı farklı. Mesajınız, pazarlama hedefiniz ülkeye özel olmalı.

- ✓ Web Siteniz ve Açılış Sayfanız
- ✓ Reklam Yayınlama Ayarları - Hedefleme
- ✓ Kreatifler - Video, sosyal medya ve görseller

# Anahtar Kelime ve Hedeflemeri Seçerken Yardım Ederiz

Market Finder Dashboard Find new opportunities Plan your operations Market your business Tariszeytin... Website

1 United States [MORE DETAILS](#)

~14m Monthly searches across categories

\$0.74 Google Ads recommended bid

#8 out of 190 countries Ease of doing business index (rank)

\$46.5k Household net disposable income

[Remove from shortlist](#)

2 France [MORE DETAILS](#)

~9.5m Monthly searches across categories

\$0.33 Google Ads recommended bid

#29 out of 190 countries Ease of doing business index (rank)

\$32.7k Household net disposable income

[Add market](#)

Market filter

FILTER Country / Region

Your business

YOUR WEBSITE ADDRESS <http://www.tariszeytinyagi.com>

PRODUCT CATEGORIES Select your categories

Olive Oil Vegetable Oils

Hand & Body Soaps & Cleansers

Hygiene & Toiletries

DOMESTIC MARKET Turkey

Google AdWords Home Campaigns Opportunities Tools Customer ID: 845-665-0728 alessandro.binda114...

Keyword Planner Add ideas to your plan Your product or service camera [Get ideas](#) [Modify search](#)

Targeting [?](#)

Australia, United Kingdom, United States

English

Google and search partners

Negative keywords

Date range [?](#)

Show avg. monthly searches for: Last 12 months

Customize your search [?](#)

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

Search volume trends [?](#)

Average monthly searches

Jun 2014 Sep Dec May 2015

Ad group ideas [?](#) Keyword ideas [?](#) [Download](#) [Add all \(55\)](#)

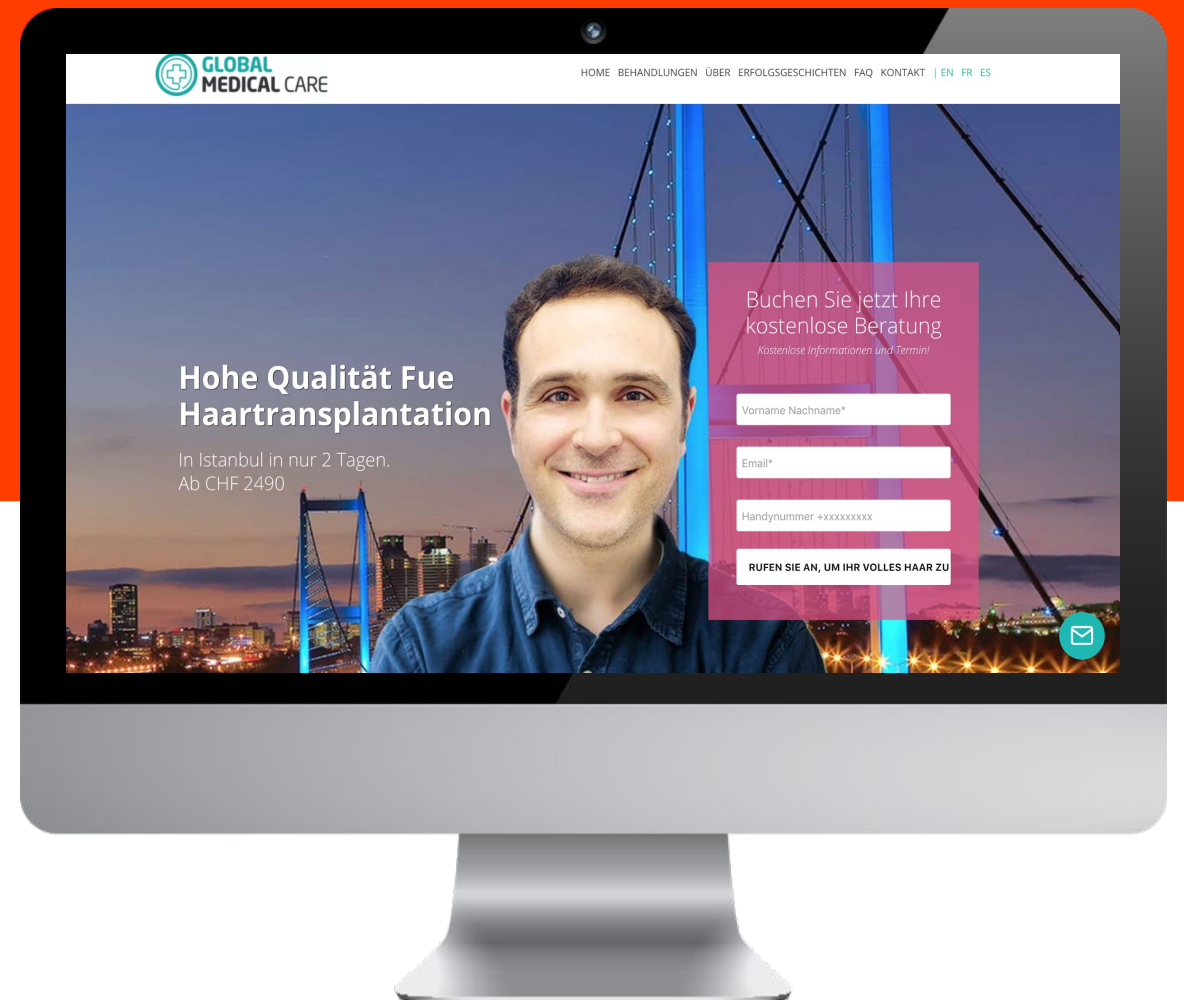
| Ad group (by relevance) | Keywords             | Avg. monthly searches <a href="#">?</a> | Competition <a href="#">?</a> | Suggested bid <a href="#">?</a> | Ad impr. share <a href="#">?</a> | Add to plan       |
|-------------------------|----------------------|-----------------------------------------|-------------------------------|---------------------------------|----------------------------------|-------------------|
| Cheap Camera (...)      | cheap digital ca...  | 59,020                                  | High                          | €0.68                           | —                                | <a href="#">»</a> |
| Sir Cameras (10)        | digital sir camer... | 314,490                                 | High                          | €1.05                           | —                                | <a href="#">»</a> |
| Camera Review...        | slr camera revie...  | 69,680                                  | High                          | €0.54                           | —                                | <a href="#">»</a> |
| Camera Sales (24)       | camera sale, ca...   | 91,120                                  | High                          | €1.12                           | —                                | <a href="#">»</a> |
| Best Camera (31)        | best digital cam...  | 171,580                                 | High                          | €0.90                           | —                                | <a href="#">»</a> |
| Buy Camera (16)         | buy camera, digi...  | 15,980                                  | High                          | €0.86                           | —                                | <a href="#">»</a> |

Your plan is empty

Add ad group and keyword ideas from the table to your plan

+ Or start with an empty ad group

# Farklı Ülkeler - Farklı Pazarlama Amaçları

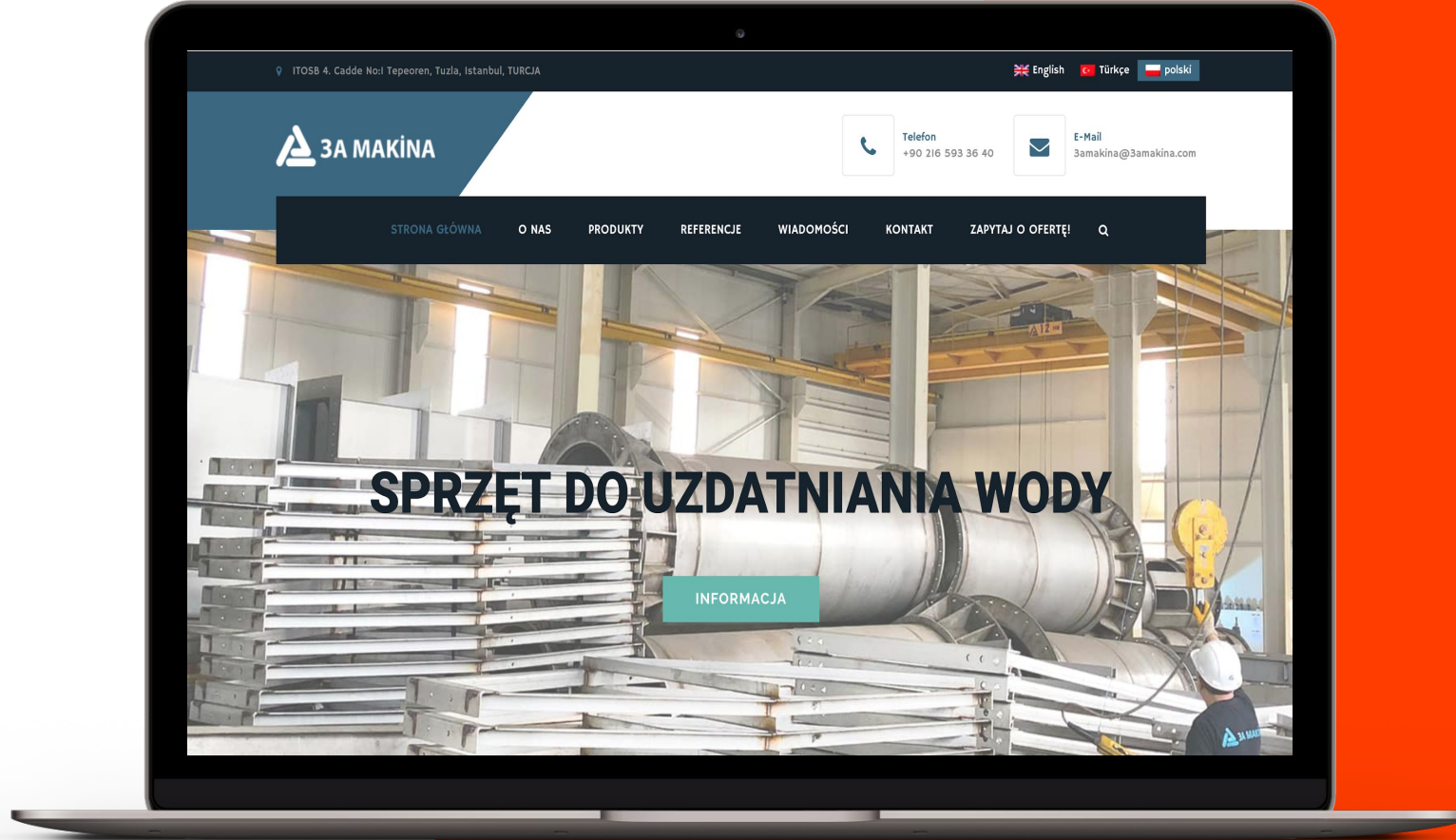


# Sadece İngilizce Yetmez

## En Etkili Pazar İçin Yerelleştirme

Hedefleme Önceliklerine Göre

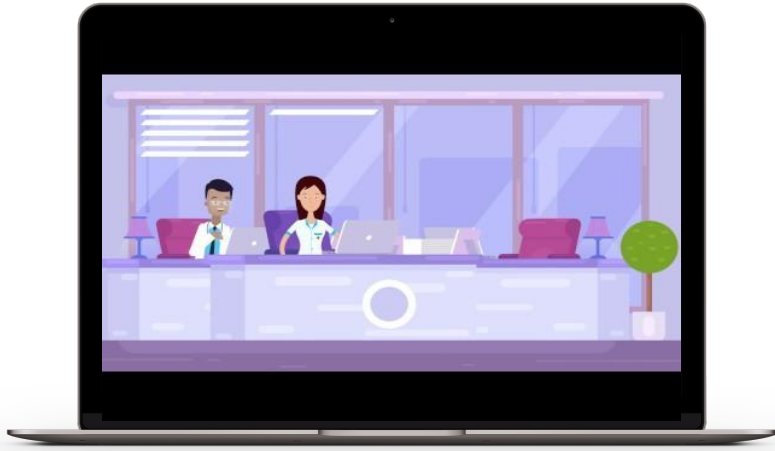
Türkçe  
İngilizce  
Almanca  
Rusça





# Videolar hem internette hem sosyal medyada kendinizi anlatmanın kolay yolu

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Süreci Anlatın

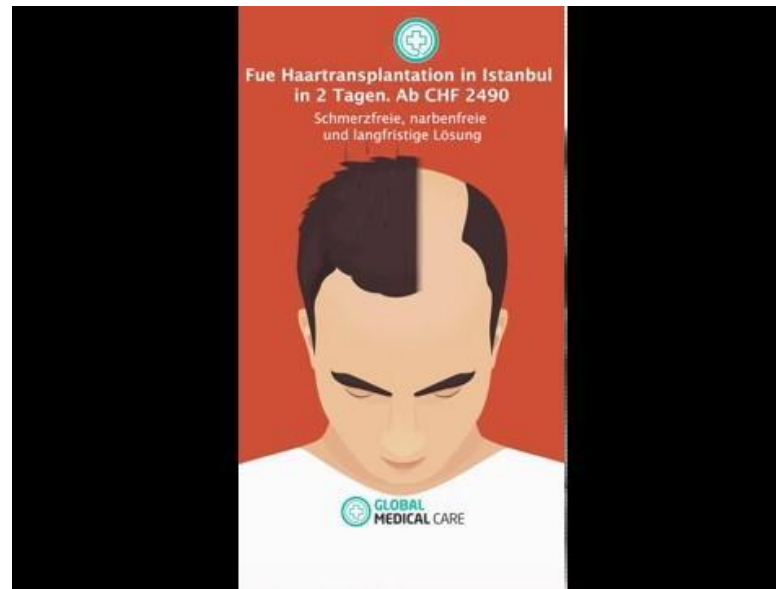
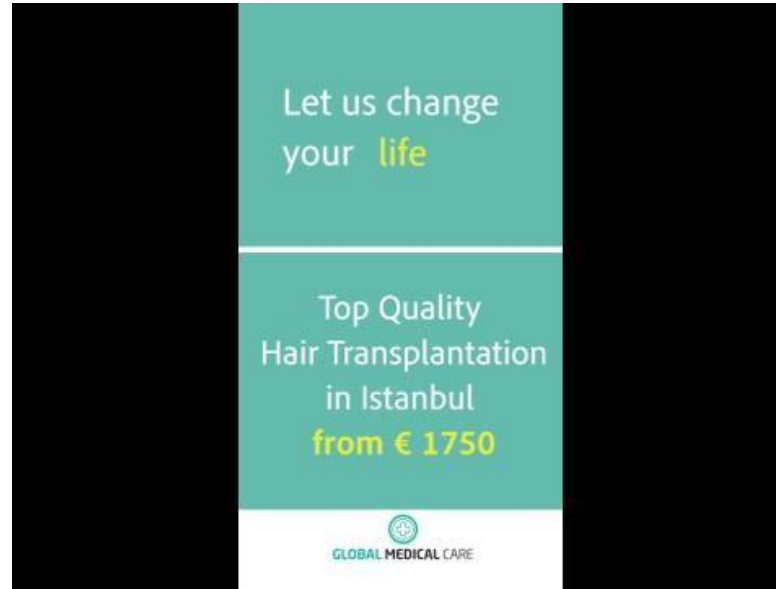
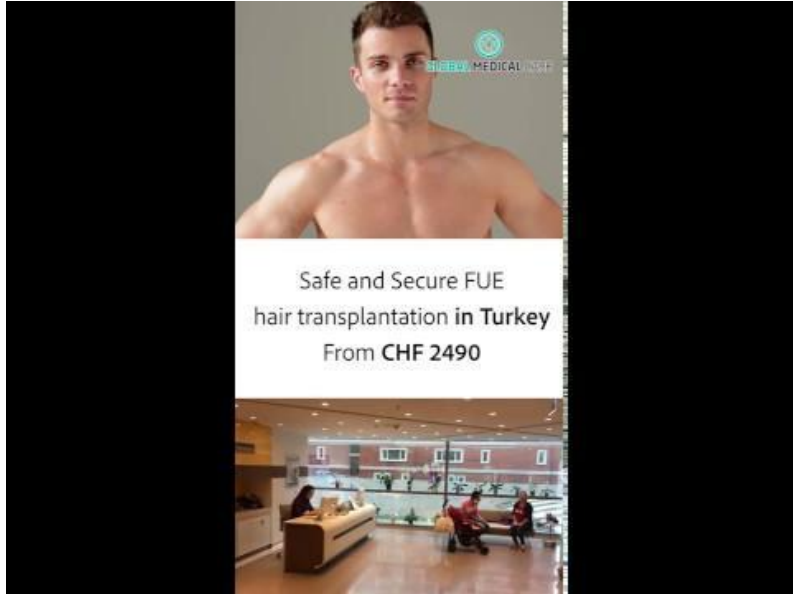


Çözümlerinizi Anlatın



Şirketinizi anlatın

# Dik ekran videoları ilgi çeker



# Ücretsiz Gösterimleri Kullanın!

skip

5  
seconds  
free

10  
seconds  
free

29  
seconds  
free

30  
se  
c

paid view  
at the 30th sec  
or on click

Logo

Tag line

Copy

Contrasting background

Call to action

Product or model

**tj**

**DRIVE  
MORE  
TRAFFIC**

GET MORE  
IMPRESSIONS THAN  
ANYWHERE ELSE ON  
THE INTERNET.

**START  
TODAY**

Farklı renk ve yerleşimleri test edin.

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IN ISTANBUL FROM  
**2250€**



HIGH QUALITY  
**FUE HAIRTRANSPLANT**



GLOBAL  
MEDICAL

IN ISTANBUL FROM  
**2250€**



HIGH QUALITY  
**FUE HAIRTRANSPLANT**



GLOBAL  
MEDICAL

**Volles  
Haar in nur  
2 Tagen**



**Hochwertige FUE  
Haartransplantation  
in Istanbul ab  
CHF 2490**



Sizin için reklamları yönetir, optimize eder  
ve önceliklendiririz.

A group of approximately eight penguins, likely King penguins, are standing on a snowy, uneven terrain. They are arranged in a loose line, with some facing forward and others slightly turned. The penguins have white bodies, black heads and backs, and distinctive white bands around their necks. The background is a vast, white, snow-covered landscape under a pale sky. The overall tone of the image is soft and slightly desaturated.

# ORGANIZE EDER

| Accounts                                         |                 |                    |                 |
|--------------------------------------------------|-----------------|--------------------|-----------------|
| Unique email and password<br>Billing information |                 |                    |                 |
| Campaign                                         |                 | Campaign           |                 |
| Budget<br>Settings                               |                 | Budget<br>Settings |                 |
| Ad Group                                         | Ad Group        | Ad Group           | Ad Group        |
| Ads<br>Keywords                                  | Ads<br>Keywords | Ads<br>Keywords    | Ads<br>Keywords |

# ÖNCELİKLENDİRİR

**PRIORITY**

**OTHER Q**

AUTRE QUEUE • ALTRA FILA • ZWYKŁA KOLEJKA  
OTRA FILA • ANDERE REIHE

BOARDING PASS

FLIGHT NO. 1234  
CLASS OF SERVICE  
CARRIER  
FLIGHT NO.  
CLASS OF SERVICE  
CARRIER

WARNING

RYANAIR  
GIFT VOUCHERS

PRIORITY Q

BOARDING PASS

FLIGHT NO. 1234  
CLASS OF SERVICE  
CARRIER  
FLIGHT NO.  
CLASS OF SERVICE  
CARRIER

WARNING

RYANAIR  
GIFT VOUCHERS

OTHER Q

PRIORITY PRIORITY

NAME  
NAME  
NAME

10:20 FR042  
Brussels CRL  
Delayed 10:40

Keywords
Negative keywords
Search terms

### Negative keywords

Negative keywords can prevent your ad from showing to p

#### Ad group level

Filter ▼

+ KEYWORDS
Edit ▼
Download

| <input type="checkbox"/> | Negative keyword      |
|--------------------------|-----------------------|
| <input type="checkbox"/> | free travel           |
| <input type="checkbox"/> | free train tickets    |
| <input type="checkbox"/> | travel without paying |

**EXCLUSIONS**  
People you don't want...

| + AD SCHEDULE            |                     | Set bid adjustment                                 | Remove | Sched |
|--------------------------|---------------------|----------------------------------------------------|--------|-------|
| <input type="checkbox"/> | Day and time        | Bid adj. <input <="" th="" type="text" value="?"/> |        |       |
| <input type="checkbox"/> | Monday - all day    | <input type="text" value="--"/>                    |        |       |
| <input type="checkbox"/> | Tuesday - all day   | --                                                 |        |       |
| <input type="checkbox"/> | Wednesday - all day | + 50%                                              |        |       |
| <input type="checkbox"/> | Thursday - all day  | --                                                 |        |       |
| <input type="checkbox"/> | Friday - all day    | --                                                 |        |       |
| <input type="checkbox"/> | Saturday - all day  | --                                                 |        |       |
| <input type="checkbox"/> | Sunday - all day    | --                                                 |        |       |
| Total - removed          |                     |                                                    |        |       |
| Total                    |                     |                                                    |        |       |

**BID ADJUSTMENTS**  
People you want...

## WITH

### ASOS.com - Shop Women's and Men's Fashion at ASOS

**Ad** [www.asos.com/](http://www.asos.com/) ▼

Discover Fashion Online.

60,000 Products · Free Delivery · Personal Stylists Advice

Categories: Accessories, Clothing, Shoes, Gifts

Accessories: Bags & Purses, Beauty, Sunglasses, Socks & Tights

#### New In: Clothing at ASOS

Find the Latest Clothing at ASOS.

Get Free Delivery and Returns!

#### Men's 70% Off Outlet

Get Men's Fashion from Top Brands

Up to 70% Off in the ASOS Outlet!

#### Students Discount -10%

Get 10% Off Your Order Now.

Enjoy Free Delivery at ASOS!

#### Women's 70% Off Outlet

Get Up to 70% Off Big Brands &

Shop Cool Styles in the Outlet Now!

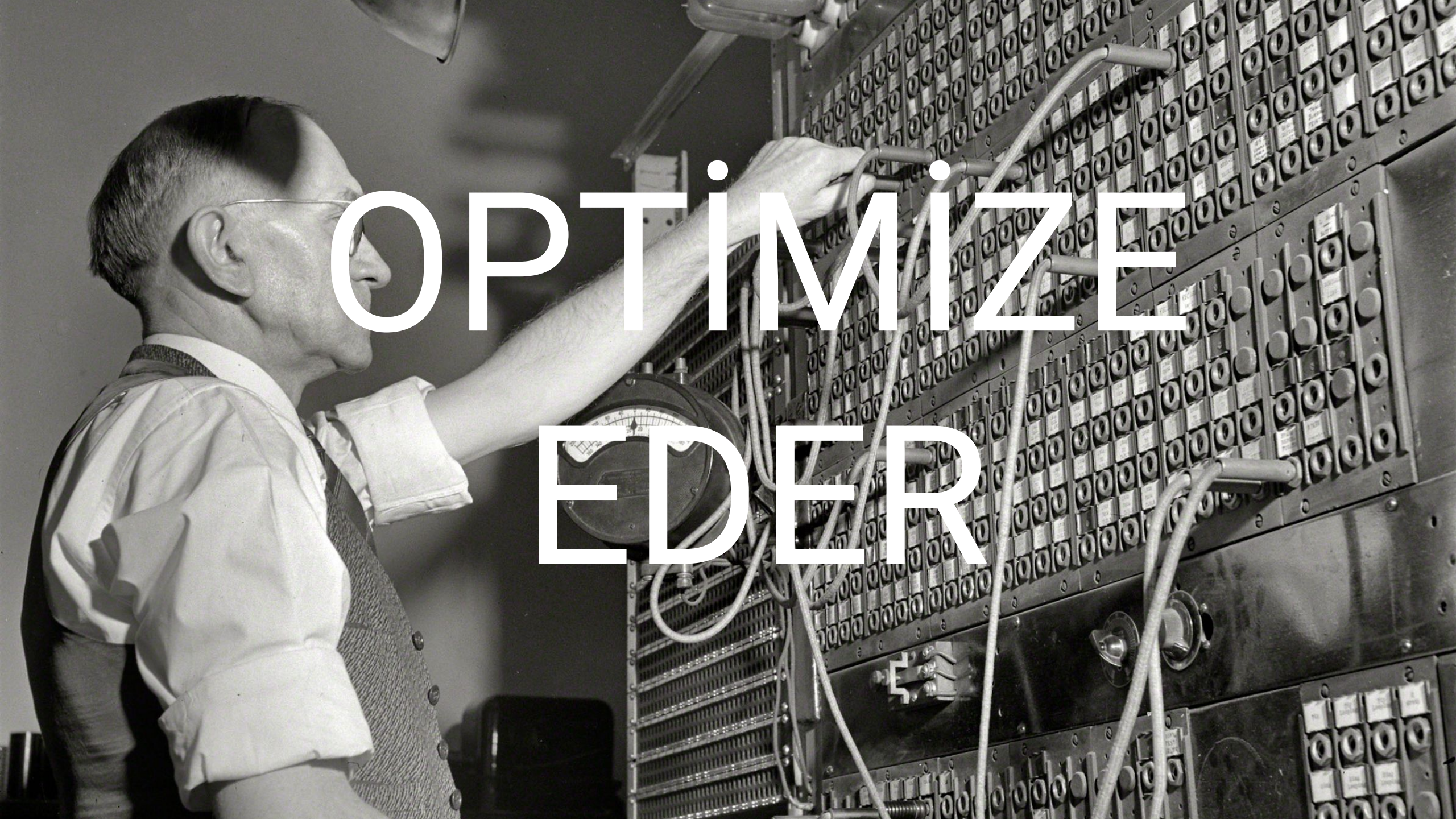
## WITHOUT

### Buy Mobile Phones - Buymobiles.net

**Ad** [www.buymobiles.net/](http://www.buymobiles.net/) ▼

Free Mobile **Phones** & Free Gifts. Free Next Day Delivery. **Buy Now !**

# AD EXTENSIONS



OPTIMIZE  
EDER



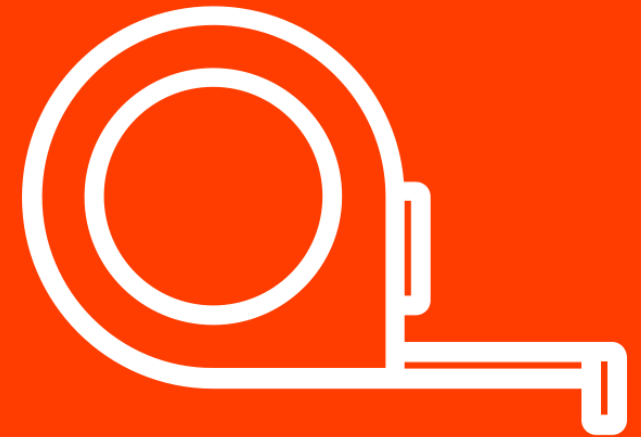
## **MOBILE**

*creatives, bids, msite*



## **AUDIENCE**

*RLSA: right person, right  
message, right time*



## **MEASUREMENT**

*where did my money go?*



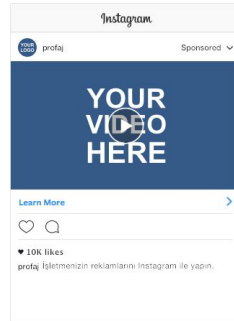
# HOW MUCH?

# Örnek Aylık Bütçe

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| Kanallar               | İzlenme       | Gösterim                   | Maliyet         |
|------------------------|---------------|----------------------------|-----------------|
| YouTube                | 100000        | 600000                     | 1500 USD        |
| Google + GDN           | 100000        | 700000                     | 2000 USD        |
| Facebook/<br>Instagram | 100000        | 700000                     | 1500 USD        |
| <b>Total</b>           | <b>300000</b> | <b>2 Milyon - 5 Milyon</b> | <b>5000 USD</b> |



Reklam  
Yönetimi ve  
Kreatifler

300-1000USD

# %70



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Teşekkürler

Sorular?