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The use of digital marketing in information transport in social media: the example of Turkish companies

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Abstract

The aim of this research is to examine the relationship between brands and consumers in the Turkish digital marketing business and to reveal results. aims. In this research, the definition of digital marketing, the definition of the development process, the development of digital marketing and the situation in Turkey are analyzed. The research mainly includes positive or negative examples of brand and consumer communication through social media channels and other digital channels. In addition, examples of these communication types and the evolution of ever-changing marketing concepts are given in the digital environment. Marketing efficiency, information transfer and consumer behavior of the digital platform were evaluated. The communication between consumers and brands through digital channels and the effect of this communication on consumer behavior in the purchasing process are examined. Then, the campaigns of various companies on social media and the results of these activities are explained. In this study, the concept of digital marketing, which is one of the leading forms of marketing today, is emphasized. For this, firstly, the concept of digital marketing is explained. Then, the campaigns that explain the advantages of digital marketing to the sales of different brands and the effects of these campaigns are explained.

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1. Introduction

Increasing technological developments bring many innovations. This situation changes the communication, processes and distribution channels between individuals and institutions. Technology-enriched communication systems have removed time and space limitations between individuals. With the widespread use of the Internet, social media has entered human life more and more. The spread of social media platforms all over the world has

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enabled the free transfer of feelings and thoughts. As a result, social media has caused various innovations and changes in marketing science.

The fact that most people in the world use any or all social networks and spend a significant part of their time in these networks has made it mandatory for brands to be represented in social networks. Today, competition among companies is very high. It has become mandatory for companies to use social media in their works such as customer relations, brand, sales and marketing. With the presence of digital and social media, marketing has gained a new dimension. Traditional marketing methods are insufficient for both brands and customers. Even traditional marketing tools such as television, newspaper, magazine, radio, brochure and poster are insufficient in today's marketing understanding. Social media provides an easier and more cost-effective environment than other tools. In addition, it offers instant and fast communication to both the company and the customer. This situation requires businesses to be much more effective for their marketing activities. Brands that use social media effectively in marketing reach more customers. In addition, product and service promotions are improved. Social media is effectively used by customers to buy products. One of the most important features of social media is feedback. In this way, companies can learn what customers think about their products and services. Accordingly, they can innovate and increase their sales. Thanks to social media, they can learn the criticisms of customers more easily. Brands carry out many activities through social media. They share the content they produce with their customers, inform them and interact with them. In addition to the power to reach millions of people at the same time, they can support sales and marketing activities by making corporate advertisements with visual and video content.

However, it is necessary to do the marketing work well by using social media by companies. For this, social media platforms should be used in accordance with marketing efforts and purposes. Companies need to use their marketing strategies and some of the costs that will arise for social media marketing. Businesses should design the marketing of all their products in accordance with social media marketing rules, along with pre-sales, sales and after-sales services. For this reason, brands need to adopt the use of social media correctly and effectively and discover which social media features are necessary and indispensable for social media marketing. Because brands that cannot use social media marketing effectively and cannot develop a correct social media sharing strategy by fulfilling the requirements may be disadvantaged in marketing, sales and customer relations compared to brands that can do social media marketing well.

In this direction, in the first part of this study, the definition of digital marketing was made and the digital marketing process was emphasized. Then, the second part, social media marketing, was started. In this section, the advantages of social media marketing over traditional marketing are also mentioned.

In the third part, the activities of brands on social media sharing, content production, campaigns and social media marketing are examined.

Discussion and conclusion are presented in the last and fourth chapters of the study.

1.1. Definition of digital marketing

Digitalization is one of the most important areas of interest of the century. It has become a compelling variable in regulating and changing customer trends, relational connections, business organisations, business and public activities. Like several different techniques, promotion has received incredible attention in the business and scientific world, as well as in many other fields (Kaplan and Haenlein, 2010).

The idea of digital marketing emerged from what began as a monetary product trade measure between a seller and a buyer, now being completed with computerized information moving forward. Digital marketing involves establishing correspondence and collaboration between the buyer and the organization so that the shopper is involved in the purchasing behavior to assist the brand directly on the web with strategies from traditional media and to further the brand in a roundabout way (Kotler and Keller, 2012).

Companies should understand digital marketing correctly and adopt the right strategies. Digital is a reliable bilateral communication channel and an undeniable marketing actor company for today's customers and companies (Leefflang et al., 2014).

Due to innovative progress and the penetration of the Internet into all walks of life and the rise of another demand, business framework associations have begun to exploit the opportunities of this new framework to fulfill their intended interest groups. The critical determinant of advanced rebellion is said to be the Internet, which

provides numerous benefits for its customers or clients and their associations, such as rapid customer response, low-predictive promotional efforts, fast renewed emphasis, methodologies for assessing buyer needs and wants, and so on.

Kotler and Armstrong (1993) view computerized stimulation as a tool that empowers people and associations to meet their desires and needs. As detailed by Gartner (2013), despite traditional promotion, roughly 28% have extra computerized advertising spending plans. Researchers such as Kotler and Armstrong (2012) agree that although the majority of advertising efforts over the past 10 years have been reset in addition to mass display, the new promotional concentrate is now directly addressing or promoting basic display procedures.

1.2. Digital marketing process

Philip Kotler (2010) describes the marketing management process; "Marketing activities are analyzing emerging market opportunities, researching and selecting target markets, formulating marketing strategies, marketing plans, organizing, implementing and controlling marketing activities".

Chaffey and Smith (2013) stated that the first way to make a digital marketing plan in a digital marketing strategy is to understand the status quo of the company. Companies should conduct SWOT analysis to understand their strengths and weaknesses, threats and opportunities. The company must then set goals as part of the marketing management process. After analyzing the market, the company should set goals to develop a digital marketing plan. After that, the company used digital positioning to create a digital marketing strategy. Personalization and selection of target market segments is very important in digital marketing. In this strategy, the company should clearly articulate the benefits it offers to customers through digital channels. The marketing mix of digital channels should be reviewed. Then implement and check the strategy by measuring the effectiveness.

2. Social media marketing (SMM)

Kabani (2012) first defined marketing and then social media as follows:

- Marketing: "Promoting a product or service to increase sales."
- Social Media: "Online platforms where people connect and communicate."

In this definition, the words "marketing" and "social media" are combined into another single idea. Thus, the meaning of the new term is: SMM describes the use of informal organizations, online networks, sites, wikis or some other online synergetic media for promotion, deals, advertising and customer service. Normal SMM devices today are Twitter, blog, LinkedIn, Facebook and YouTube. Weber (2009) acknowledges that "SMM is about integrity, building connections, gaining trust, building credibility, and developing discourse with partners". Weinberg (2009) to allow the media for advertising; clear, measurable, reasonable and useful.

SMM is another idea. Therefore, there is still some confusion about its status in incentive discipline. Online media display is outside of traditional direct promotion (Weinberg, 2009; Lascu, 2004; Kurtz, 2008; Kotler, 2006; Sherwin, 2007). Direct marketing channels are mobile instant messages, messages, private letters, TV promotions, outdoor advertising, intuitive shopping sites, inventory handling, paper and magazine advertisements. Palmer and Lewis (2009) divide direct deals into two parts: the "traditional route" and the "state-of-the-art route". Moreover, online media advertising was remembered for its direct exposure by Palmer and Lewis.

According to the advanced age we live in, the usage trends of the vast majority have changed. The Microsoft Digital Advertising Solutions report (2007) shows that 43% of online media customers in Europe visit the brand space in interpersonal organisations. Similarly, 16% of customers post messages or talk to organizations through informal communities. Another study showed that if an organization has a blog, 36% of Internet customers think it is more certain, while 32% of Internet customers depend on the opinions and evaluations of bloggers. This shows that buyers love to talk to organizations through online media. It is normal in the next ten years that individuals will use web-based media more than they do today. This means that web-based media advertising will likewise be used more frequently. Then, an important question at this point is how the organization will respond to this change. As mentioned earlier, SMM is an extremely groundbreaking idea.

Social media have several advantages. The most important thing is "guessing". Everything is predictable through social media. This is a suitable method for promotion and advertising work. Likewise, their companies can make

various applications through social media and successfully measure the results. It should be noted that social media is not free (Barker et al., 2012). Social media also has a cost but is still cheaper than traditional media. Company promotions can be viewed by anyone. Also, many companies today are not willing to promote in traditional media. Many people do not watch commercials and change channels. The same is true for newspapers and magazines. However, online media advertisements are made depending on the inclinations of individuals. What kind of organization do people online like, what kind of lifestyle do they have? These are important questions.

If an institution is followed on Facebook or Twitter, its advertisements will naturally be seen. As a result, organizations can choose their markets to sell through online media without too much pressure. This makes advertising practices more convenient and cheaper. Through online media networks, companies discover target markets based on customers' gender, age, education, and marital status. This is an approach to entering a new market with minimal cost. The company has another advantage. Companies can measure all their advertisements made through web-based media.

2.1. Advantages of social media marketing over traditional marketing

Social media is an indispensable part of the marketing efforts of many companies. Social media has become one of the best ways to reach customers. For this reason, social media and social networking sites provide many advantages to their users. Some of these are those; “Low cost, Unlimited access, Simplicity, Global coverage, Flexibility and Measurability” (Salcido, 2021).

Jackson and Ahuja (2016), social networking sites can provide some advantages to participants and users. These advantages are “Guaranteed meeting place, stay in touch with family members and be aware of the world”.

3. Use of digital marketing in social media

3.1. Finance sector in social media

Social media is used effectively by the financial sector. Banks use social media to reach both existing and potential customers. In addition, banks use social media in the development of new products, in managing and regulating their relations with customers, in establishing bilateral communication with customers, in marketing transactions and in managing this crisis in crisis situations. Today, transactions that can be made from a bank branch can be made through mobile applications or Facebook account. Users can perform transactions such as credit card expenditures, cash flow tracking, sending/receiving money and applying for loans.

3.1.1. Yapı kredi bank example

Yapı Kredi Bank was established in 1944. It is Turkey's first national private bank. Thanks to its high-quality banking approach and leadership in technology, it broke new ground in the sector. Yapı Kredi Bank can record customers with a smart phone using video call technology. It has both an internet branch and a mobile application. It has many awards and achievements. As seen in Fig. 1, it won the “Global Finance Best Digital Bank Award” as Turkey's Best Digital Bank and Europe's Best Integrated Corporate Website.



Fig. 1. Awards won by Yapı Kredi Bank.

Yapı Kredi Bank's mobile application was evaluated by 1,315,046 people on Google Play and 354,200 people on App Store.

Yapı Kredi Bank:

- Followed by 1,324,619 people on Facebook.
- He is followed by 212,551 people on Twitter. The "Flock to Unlock" feature, where Twitter displays the content in case of certain interaction, was used by Yapı Kredi. Viewers, who learned the campaign hashtag, tweeted within 1 hour and watched the video specially prepared for Play card followers. At the end of the campaign, it was stated that approximately 13 thousand tweets were sent in 1 hour, while the number of people reached during the broadcast was 4.5 million.

- He is followed by 105,842 people on Instagram.

- He has 79,800 subscribers on YouTube.

Yapı Kredi Bank uses YouTube mostly to show promotional and commercial films. In addition, some promotional videos on how to use some applications are uploaded to its customers. Yapı Kredi Bank uses Facebook, Twitter and Instagram, which are other digital areas, in a similar way. In these areas, mostly announcements and promotion of their products are dominant.

3.1.2. Garanti BBVA bank example

Garanti Bank was established in 1946 in Ankara. As of 2019, it is Turkey's second largest private bank. For Garanti BBVA, data and technology are the key elements that enable it to realize its "best and most connected team" strategy. Since 2019, Garanti BBVA has gained more than 2.5 million new customers and has more than 11 million digital customers and 10.6 million mobile customers. The share of sales in digital channels in total sales has exceeded 80%. The bank is constantly investing in technology, leveraging advanced data analytics and artificial intelligence.

For the first time in Turkey, Garanti Bank has implemented a special finance application only for the 18-25 age group. It was aimed for the young target audience to establish an emotional connection with a financial application where they can do all their transactions free of charge from their smartphones. At the end of the launch period, GarantiOne received more than 600,000 downloads and started to be used actively by the target audience of 18-25 years old. It has risen to the 1st rank in the AppStore and the 5th rank in the Google Play in terms of communication time.

Garanti BBVA Bank's mobile application was used by 604,645 people on Google Play. In the Store, 489,100 people evaluated it.

Garanti BBVA Bank:

- Followed by 1,731,235 people on Facebook. Garanti Bank, which reached 1.5 million likes on Facebook, published a special animation. Sharing that it ranks first among financial institutions in Turkey and Europe on Facebook with 1.5 million likes, Garanti Bank also introduced innovations such as lending on Facebook. Garanti

Bank launched the Facebook campaign organized as part of the promotional activities of Bonus Genç, the new credit card that offers special opportunities to young people. In the campaign that drew attention to the advantages of the Bonus Genç card offered to young people between 18 and 25, Facebook users were greeted with a wide range of rewards.

- It is followed by 282,125 people on Twitter. Garanti BBVA shared its needs with emojis with the 'My Emoji Need List' campaign on its Twitter account. It has given the opportunity to use credits with special advantages for followers who transfer on Twitter. It was the first of its kind to generate leads using emoji.

- He is followed by 168,168 people on Instagram.

- He has 151,000 subscribers on YouTube.

Garanti BBVA Bank uses YouTube mostly to show promotional and commercial films, it is seen that it is more active on Facebook, although it uses other digital areas in similar ways.

3.1.3. İşbank example

Established in 1924, İşbank's asset size reached TL 926.6 billion by the end of 2021. İş Bankası is the largest private bank in Turkey. With the aim of producing shareable and sustainable value, it continues to provide financial support to the real sector and families in line with the needs of the country's economy. With its deep-rooted and strong business model, it tries to direct its resources to the right areas. With the Parakod application, İşbank emphasized its innovative feature with videos on social media. QR codes were read 3,742 times on TV only in the first evening. A total of 85,000 clicks were obtained from rich media banners. The video was watched 113,000 times, including the Facebook page post.

İşbank's mobile application was evaluated by 792,213 people on Google Play and 1,300,000 people on the App Store.

İşbank:

- Followed by 632,108 people on Facebook.

- He is followed by 225,180 people on Twitter.

- Followed by 126,244 people on Instagram.

- He has 37,400 subscribers on YouTube.

Like other banks, İşbank uses YouTube mostly to show promotional and commercial films, while using other digital areas in similar ways.

3.2. Telecommunication sector in social media

3.2.1. Vodafone example

Vodafone Turkey is part of the Vodafone Group, one of the world's largest technology companies. It offers all telecommunication technologies in line with the vision of "Building a digital future for everyone". Vodafone Turkey serves 23.6 million mobile customers as of 30 June 2020. Vodafone Turkey received 3 awards in the world final of the 16th Contact Center World Awards, one of the most prestigious award programs in the world. Vodafone Turkey Customer Services ranked first in the world in the "Best Customer Service" category. It also ranked second in the world with "Best Technology Innovation - In-House Solution" and "Best Technology Innovation - Live Support Solution".

Vodafone Turkey:

- He has 2,645,643 Facebook followers.
- 568,025 Twitter followers. It is possible to advertise on Twitter by targeting according to many different criteria. The most recent criterion to be added to these criteria was the "emoji" targeting. In this new targeting model, Vodafone Turkey uses emojis to advertise with special GIFs and announces Vodafone campaigns to potential customers.
- 209,174 Instagram followers.
- 64,000 YouTube followers.

Vodafone Turkey's social media channels have the same advertisements and information. There is no separation according to the type of social media.

3.2.2. Turkcell example

Turkcell was established in Turkey; is an established, integrated communications and technology services company. It offers its customers voice, data, TV services and value-added individual and corporate services over their mobile and fixed networks.

Turkcell received the 'Best Advance in Managing a Remote Workforce ' gold award for its 'Flexible Working Model', which it started during the pandemic period, which allows working independently from the workplace. In addition, the new graduate recruitment program 'GNÇYTNK' and 'Best Unique' or Innovative It also received a gold award in the 'Talent Management Program' category. Turkcell started with the cooperation of “Game Factory” to support the development of the Turkish game market and the employment of local software developers. In this way, it was awarded the gold award in the category of 'Best Advance in Creating an Extended Enterprise Learning Program' with 'Gameventure' .

Turkcell:

- He has 2,871,558 Facebook followers.
- 684,352 Twitter followers. In addition, a mobile phone model produced by Turkcell has been subjected to intense criticism on social media and especially on Twitter.
- 327,183 Instagram followers.
- 324,000 YouTube followers.

Turkcell's social media channels have the same advertisements and information. There is no separation according to the type of social media. Only YouTube videos explaining how to use some of their services are included.

3.2.3. Türk Telekom example

Türk Telekom, which has a long history of 180 years, is Turkey's first integrated telecommunication operator. It has a "customer-oriented" and integrated structure to respond in the strongest and most accurate way to the rapidly changing communication and technology needs of its customers. As of March 2021, it serves 16.4 million fixed access lines, 13.6 million broadband and 23.3 million mobile subscribers. Türk Telekom provides services with its 34,863 employees with the vision of bringing Turkey together with new technologies and accelerating the transformation into an information society.

Türk Telekom:

- He has 3,134,369 Facebook followers.
- 434,951 Twitter followers.
- 192,833 Instagram followers. Türk Telekom was one of the first companies to evaluate when the live broadcast feature came to Instagram.
- 205,000 YouTube followers. Türk Telekom's advertisement titled “Art Inside, Life Outside, Türk Telekom in Its Heart” became one of the most watched ads on YouTube in 2021.

There is not much difference between the information given in all of Türk Telekom's social media channels.

3.3. Snack sector in social media

The competition in the snack sector, which covers many things that the consumer sees on the shelves, continues as intensely in the social media as in the field.

3.3.1. The Ülker example

It was established in 1944. It exports snacks to over 100 countries. It is the 3rd largest biscuit company in the world. It is the first food processing company to manufacture chocolate in Turkey. In addition, Ülker is the first Turkish company to produce filled chocolate. Ülker's roof brand, Pladis Turkey, has been awarded the “Top Employers” certificate, one of the world's leading certification programs.

Ülker:

- He has 2,107,384 Facebook followers. Ülker used Facebook to increase the awareness of its Dido product among students. In a game that tells the story of a student who missed the shuttle bus, "going to school", users were running over obstacles while running. This game has been played 1,594,632 times by 32,586

users. Before this game, there were 42,000 people who liked the Dido fan page. This number reached 147,572 after the game.

- 138,787 Twitter followers. Ülker, which is among the brands that started two-way communication with social media users, has done a remarkable job. Considering the increase in diseases in November-December, Ülker communicated with users who shared on Twitter about flu, cold and illness and sent their addresses for an immune-supporting product.
- Ülker, which launched another social media campaign on Twitter, presented a product to its followers in exchange for a tweet to be sent with the hashtag “#tweetineulker”.
- 92.006 He has Instagram followers. Biskrem, an Ülker product 17 different Instagram accounts, 70 images and 7 videos were prepared for the Instagram Adventure. The agency created the setup of the campaign in 6 steps. As a result, Biskrem 's Instagram followers increased by 850 percent. In this campaign, 9,990 likes and 9,658 positive comments were received.
- 165,000 YouTube followers.

3.3.2. *Eti sample*

It was established in 1962. It produces in the fields of biscuits, cookies, cakes, pies, chocolate, wafers, baby food and ready-made food products. of ETİ factories were awarded with the "Special Advanced Application Award" of the world-renowned quality management system TPM. In addition, Eti, with the efficiency management it implements in its factories, is the Japan Institute of Plant. It also won the "Advanced Special Award for TPM Achievement" at the TPM Awards given by Maintenance (JIPM).

Eti launched a campaign to enable consumers to interact emotionally with the brand and increase brand loyalty with an experience starting from the packaging. Using AR technology for a digital experience starting from the package, users were offered an innovative music playing experience. In the first week that the application was released to the stores, both the App On Store and Google Play entered the trending charts. It reached 490.000 downloads in 6 months. In the 6th month of the application, the number of daily active users is between 7,000-10,000. Studies done with influencers reached over 1,000,000 views.

Eti:

- 731,135 Facebook followers. “Share a Eti!” on Eti's Facebook page. has included the application. Facebook users have gifted an Eti product to their chosen friends.
- 62,623 Twitter followers.
- 42,253 Instagram followers.
- 206,000 YouTube followers.

3.3.3. *The Doritos example*

Doritos is one of the most recognized snack brands in the PepsiCo portfolio. Doritos products are sold in more than 70 countries around the world since their introduction in the United States in 1966. Doritos has been sold in Turkey since 1995. Doritos, the biggest brand of the total snack market in Turkey, decided to launch a new flavor and form of chips in order to enlarge the market and strengthen its brand image. This new product was a first in Turkey with its different shape and taste. Doritos Academy, which was opened to bring young people together on a youth platform, is positioned to maintain its presence in social media after promotions in traditional media such as television, outdoor and radio. The campaign reached a total of 233,673 views.

Doritos:

- Has 16,232,120 Facebook followers. Doritos, who is always with the young people and involved in the fun, has suggested the philosophy of “Add Spice to Life” to the young people to get rid of the routine. The Doritos Academy campaign” was the starting point for this. An unusual academy was created for the unusual chip. Since social media is the most suitable platform to spread our idea that has the value of sharing, the brand idea of "Add Spice to Life" was moved here. Haydar Ling, one of the most beloved professors of Doritos Academy, was followed by a large audience with his unique English and teaching techniques. In order to increase the fan base of the teacher in constant communication with his students on Twitter and Facebook and to make his English lesson more attractive, 3 interactive English lessons were designed. As a result, Doritos' turnover increased by 3%. Over 70% of the targeted sales in the first 3 months .

- A campaign was organized to make Doritos number 1 in the snack category in Turkey and to increase brand awareness. Special media applications were designed to give the feeling of "risk and excitement", out of the ordinary, in the main channels used by the target audience. One of the main channels was Spotify and it was decided to rock Spotify with a first, brand new media usage. Users are invited to risk on Spotify Masthead. But the home page of those who clicked started to get confused. Users were given the feeling that Spotify had been hacked. It was a moment of great excitement and risk. Finally, the page was corrected and the message "Doritos Risk" was given. 80% of the 1,400,000 views accepted the risk invitation. That day, Spotify hacked consumers +1,000,000 times! With the surprise of being hacked, they spent 3.8 times the normal time on the masthead, Spotify masthead hack was a first in Turkey.
- 824,262 Twitter followers.
- 20,674 Instagram followers.
- 49,300 YouTube followers.

4. Discussion and conclusions

All digital marketing channels, especially social media, have significant effects on consumers' purchasing preferences. As stated in this study, the shift of traditional marketing to digital with the internet has a great impact on consumers. Social networks, digital marketing elements and social media, when used correctly, provide important services for companies to reach their customers.

As technological developments increase, traditional marketing has evolved into digital marketing. The importance of social media platforms in reaching consumers is increasing. Digital marketing and social media channels are rapidly replacing the classical and familiar channels of traditional marketing. Two-way messages are replacing the one-sided message sending activity of traditional marketing, which is quite inadequate today. Accordingly, companies that cannot keep up with this new situation will shrink and even disappear day by day. Today, consumers can announce their wishes to businesses via social media. Brands that do not respond to the demands of their consumers are doomed to disappear.

It is very difficult for companies that cannot connect with their customers through social media to retain even loyal customers. Businesses need a well-crafted digital marketing and social media strategy to retain their customers. In order to reach consumers, the content to be shared on the social media page must be prepared very well. For this, very good observations should be made. In order to promote a new product or increase its market share, it is necessary to observe what the target audience is doing on social media. This is also the first and most important step that the brand will take to increase the number of consumers. In short, every step to be taken is primarily digital. Consumers who constantly follow their producers start to ask more questions in an interactive environment. They criticize more. They expect more attention. This two-way interaction makes marketing elements more complex. In this case, businesses must constantly renew themselves, pay close attention to digital marketing and listen to the voice of consumers very carefully.

Social media is one of the easiest ways to influence potential customers' purchasing decisions. In today's intensely competitive environment, it would be a huge mistake for companies and brands not to have a presence on social media. This creates a negative perception for the business. Regardless of their demographics, people are now aware that they can find the answer to any question on the Internet. These include questions and problems about items they have bought with money and would like to buy. It is necessary to give a good image to potential customers in the digital environment. For this, importance should be given to digital marketing and social media and all stages should be well planned.

Being on social media means that the company and the customer are in the same universe. Every step that brands take on social media means either gaining new customers or losing existing customers. A brand needs to advertise its product very well on social media and reach people. Thus, people will recommend that page to others by owning and liking it and following that page constantly.

Digital marketing and social media should be perceived as an inseparable duo. The slightest mistake or an unimportant issue to be made here will surely turn into a problem for the brand in the future. It should not be forgotten that every user on the internet is a potential customer. It is only a click away for these customers to reach

the brand. For this reason, that user should not encounter any problems or deficiencies when they reach the brand. This is possible with full social media management.

In this study, the concept of digital marketing, which is one of the most popular forms of marketing today, is emphasized. For this purpose, first of all, the concept of digital marketing is emphasized. Campaigns explaining how digital marketing and social media contribute to the promotion of different companies and the advantages they bring to sales rates are explained.

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