

# Online Marketing Turkey

**Prepared by e-Zeppelin**

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member

## About e | Zeppelin Ltd.

- Who we are:

*“An Online marketing agency that delivers highly effective direct marketing services through various touch points”*

- Our Solutions:
  - ✓ Lead Generation
  - ✓ Email marketing
  - ✓ Direct marketing
  - ✓ SMS marketing
  - ✓ Online research
- Our offices:
  - ✓ Turkey (Istanbul)
  - ✓ The Netherlands (The Hague)

**Turkey's #1 online loyalty platform:  
SendeBuyur.com**

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# SendeBuyur.com

**SendeBuyur**  
sende kazan

HOME JOIN EARN SPEND POINTS MY ACCOUNT HELP

Email  Password  [Sign In](#) [New Member?](#) [Forgot Password](#)

**JOIN SendeBuyur NOW & Earn Rewards for**  
-Reading your emails  
-Doing short surveys and  
-Playing games  
**It's totally FREE !!**

NOT YET A MEMBER? SIGN UP NOW!

**Sign up FREE** → **Earn Points** → **Get Rewards!**

**JOIN NOW, IT'S FREE!** **GET YOUR FIRST 150 POINTS TODAY!**

Welcome to Turkey's most popular #1 Online Loyalty Program. Please join us and earn rewards for reading your emails, doing short surveys and playing games. Start getting rewarded for what you do everyday online. It's totally FREE !!

**Kenan Ipek,**  
SendeBuyur Member  
"Join for FREE and earn reward points"  
[more >>](#)

**Sevda Can,**  
SendeBuyur Staff Member  
"Exchange your points for cash or prices"  
[more >>](#)

**Dilek Uzun,**  
SendeBuyur Member  
"Receive points for filling out surveys"  
[more >>](#)

Sign-up Why Join? Earn Rewards Cash-out Surveys Games Bargains Tell-a-friend Facebook Play&Win FAQs

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## SendeBuyur.com

Consumers sign up at SendeBuyur.com and get rewarded for:

- ✓ Reading tailored commercial e-mails;
- ✓ Doing surveys;
- ✓ Playing online games;
- ✓ Inviting friends;

The screenshot displays the SendeBuyur.com website interface. On the left, a 'MEMBERSHIP ACTIVATION' email is shown, addressed to 'Kenan'. It includes a personalized message, login details (E-mail: y\_suyttlu@live.nl, Password: 71uytagrhdyghtas), and a button to activate membership and earn 150 points. On the right, the website's user interface is visible, featuring a navigation menu (HOME, JOIN, EARN, SPEND POINTS, MY ACCOUNT, HELP) and a 'Spend Points' section. This section offers options to redeem points for 'Presents', 'Lira's' (cash-out), and 'Free SMS'. A 'Present of the month' banner shows a t-shirt for 1,000 points. A notification at the top indicates that the user's profile is not complete and offers a reminder to update it.

**Let us help you create great  
multi-channel exposure in Turkey !**

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## Our propositions

### ➤ Email, Direct and Mobile marketing:

The image shows a user profile form with several sections and annotations. On the left, a 'My Profile' sidebar shows progress bars for various categories: About you (5/9), Finance (9/9), Your job (9/9), Your household (5/9), Interest (5/9), Travel (5/9), Internet & Technology (12/12), Media Consumption (5/9), and Health & Lifestyle (5/9). The main form is titled 'Your details' and includes fields for Gender, First Name, Surname, Date of Birth, Email Address, Password, Telephone Mobile, City, Marital status, Educational Level, and Home ownership. A 'Financial Services' section asks about bank accounts and products. A 'SEND SMS' interface is shown on the right, including a 'New Message' form and a 'Recent messages' list.

**Lifestyle and sociodemographic variables**

**Targeted online leads**

**SEND SMS**

**New Message**

To: [Select favourite] [Edit favourite](#)

Message: [120 characters left] [SEND](#)

**Recent messages**

Date/Time	To	Message
You dont have any recent SMS messages		

➤ Selection variables:

### Your household

Are you the main wage earner in your household?

Yes  
 No

Are you the parent or guardian of a child?

Yes  
 No

How many people aged 18 or over live in your household?

1 ▾

How many people aged under 18 live in your household?

1 ▾

Where do you live?

I live in a home that I own outright  
 I live in a home that I own with a mortgage  
 I live in a home that I rent (I am the tenant)  
 I live with my parents, family, or friends

### Your job

What is your current work status?

Working full time  
 Working part time  
 Casual worker  
 Home Duties (House-wife/House-husband)  
 Self-Employed  
 Retired – do not intend to work in the future  
 Student  
 Not currently employed, seeking work  
 Not currently employed, not seeking work

What is your annual personal income before tax?

Select.. ▾

Which of the following best describes the industry of your current employer?

Select.. ▾

Which of the following best describes your job title?

Select.. ▾

### Travel

On average, how many times per year do you take leisure/holiday travel?

Select.. ▾

On average, how many times per year do you take business/holiday travel?

Select.. ▾

On average, how many times per year do you take business/job-related travel?

Select.. ▾

On average, how many times per year do you take business/job-related travel?

Select.. ▾

### My Profile

62% completed  
(Last updated 10/08/2009)

5/9	About you	<a href="#">Update</a>
9/9	Finance	<a href="#">Update</a>
9/9	Your job	<a href="#">Update</a>
5/9	Your household	<a href="#">Update</a>
5/9	Interest	<a href="#">Update</a>
5/9	Travel	>>
12/12	Internet & Technology	<a href="#">Update</a>
5/9	Media Consumption	<a href="#">Update</a>
5/9	Health & Lifestyle	<a href="#">Update</a>

## Our propositions

### ➤ Lead Generation:

- ✓ Our lead generation service will help your company generate high quality sales leads in Turkey;
- ✓ Ongoing activity;

The screenshot displays the SendeBuyur website interface. At the top, there is a navigation bar with links for HOME, JOIN, EARN, SPEND POINTS, MY ACCOUNT, and HELP. Below the navigation bar, a user is logged in as Rico, with a welcome message and a progress indicator showing 42% completion. A notification banner states: "Your SendeBuyur profile is not complete! Don't miss out on any SendeBuyur reward mails or surveys and complete your SendeBuyur profile. You will earn 200 Points after completion. Click here to update your SendeBuyur profile." The main content area is divided into three sections: 1. "EARN POINTS RIGHT NOW!" featuring a survey titled "Hi RicoEMcash, Would you like to earn Points straight away? Answer today's Quick Survey and earn 2 Points." with a question: "Would you be interested in having your loans checked and get free advice?" and radio button options: Yes, No, Possibly, and I prefer not to answer this question. 2. "Launch offer. Tell a friend and Earn more!" featuring an "Invite your friends to join SendeBuyur" campaign with a "INVITE NOW!" button. 3. "ACCOUNT" section showing "Profile" (Complete and earn 500 points), "Points" (68), and "Settings". There is also a "More ways to earn rewards! Play SendeBuyur's Jackpot!" and "Send SMS for Free! Send SMS using your points!" section. A red circle highlights the survey area.

## Our propositions

### ➤ Online Surveys:

Let us conduct and broadcast your research questionnaires to profiled consumers in Turkey;

**Panel Puan**  
**SendeBuyur**

1 - Strongly Disagree    2 - Disagree    3 - Neutral    4 - Agree    5 - Strongly Agree

Using a scale from 1 to 5 where 1 means 'strongly disagree' and 5 means 'strongly agree, please respond to each of the following statements:

1. Our organization creates frequent opportunities for people to relax and have fun together.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
2. Our organization often has to face meetings for dealing with complex issues.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
3. People in our organization feel bound to a 'telling beyond your profitable or otherwise'.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
4. Our organization is open about promotion policies.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
5. On the whole, leaders 'walk the talk' - they behave consistently, fairly, reasonably and ethically.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
6. Our organization uses storytelling to build a shared sense of identity. There may include some stories about past and present challenges and incidents that were important to our organization's success.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
7. It is not viewed as 'meeting time' when people in our organization congregate informally to chat.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
8. We encourage informal networking to build relationships across departments and to help us do the critical work of our organization.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
9. We share essential information freely in our organization so that everyone has their part of the team.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
10. Anyone in our organization can easily recite our vision and mission if asked.	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5



## **Why select our services?**

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## Why select our services?

### We can help you:

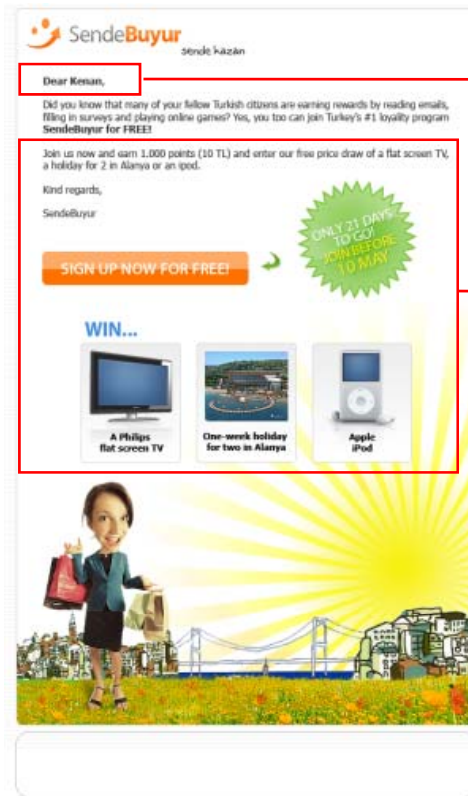
- ✓ Communicate and interact with your target group by using our double opt-in permission based Consumer Lifestyle database;
- ✓ Initiate new customer relationships and strengthen existing customer relationships;
- ✓ Get exposed using multi-channel media (e-mail, sms and direct mail);
- ✓ Boost your Sales Revenue;

### Relevant suggestions:

- ✓ Personalized content / Offers;
- ✓ Design review / Testing;
- ✓ Call center integration;

## Why select our services?

Get exposed to thousands of profiled Turkish households by joining our online newsletter:



Personalized message sent to highly targeted Turkish households.

Target group is invited to join SendeBuyur.com and get rewarded with points and presents.

Your LOGO !!

## Why select our services?

Based on the criteria of your target group, we will broadcast a personalized email campaign to your audience specifically:

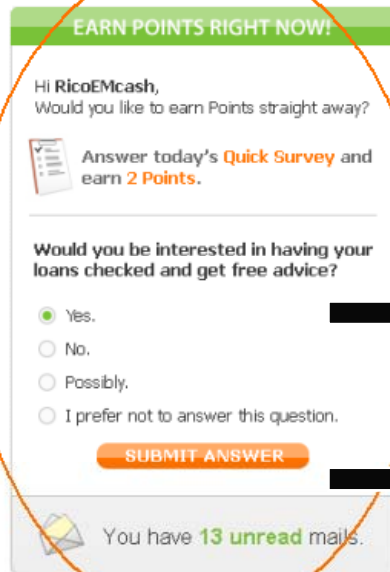


→ Communicate one-to-one with your audience through our email marketing technology.

→ The performance of your the campaign will be analyzed, optimized and reported.

## Why select our services?

We can supply you with highly qualified sales leads through our Lead Generation capabilities:



**EARN POINTS RIGHT NOW!**

Hi RicoEMcash,  
Would you like to earn Points straight away?

Answer today's **Quick Survey** and earn **2 Points**.

Would you be interested in having your loans checked and get free advice?

Yes.  
 No.  
 Possibly.  
 I prefer not to answer this question.

**SUBMIT ANSWER**

You have **13 unread** mails.

Respondents to your questions to be followed up quickly!!

Call center integration

## Why select our services?

Create exposure through our online Memory Game at SendeBuyur.com:



Viral element

Your brand at the back of the Memory Game card decks

## How to stand out? Improve message relevancy

*Internet Users:* 46% say commercial emails they receive are not targeted to their needs

Source: eMarketer 2007

**e | Zeppelin strategic services:** Examine customer behaviour to identify areas of improving the relevance of online marketing

- Personalization
- Offer strategies
- Transactional email strategies
- Segmentation
- Recency and frequency data
- Multi-channel integration
- Click-stream analysis
- Preference-based messaging

## Contact details:

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e | Zeppelin

building powerful brands online

**JOIN SendeBuyur NOW  
& Earn Rewards for**

- Reading your emails
- Doing short surveys and
- Playing games

**It's totally FREE !!**

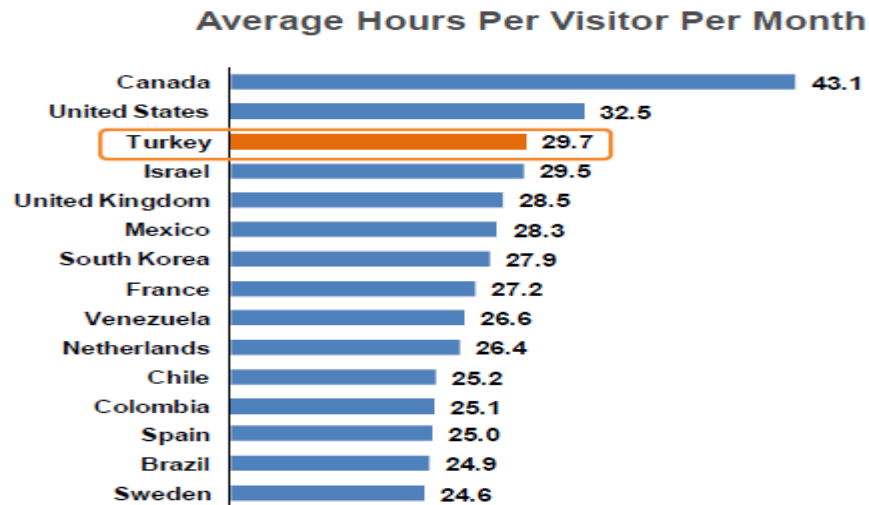


## **Facts & figures internet usage Turkey**

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## Fact & figures internet usage Turkey:

- Approximately 22 million internet users
- One of the youngest population in Europe
- Online marketing promotions in 2006 amounted to \$ 40 million
- Top 3 countries globally with highest online engagement:



Source: Comscore World Metrics 2009

## Fact & figures internet usage Turkey:

-Ranked 3rd globally with highest number of active

 Facebook users (outside US)

Country	2/8/08	7/29/08	Growth	Growth %
United Kingdom	8,680,900	11,389,300	2,708,400	31%
Canada	8,724,260	9,513,920	789,660	9%
Turkey	2,848,020	3,498,020	650,000	23%
Australia	2,347,200	3,356,480	1,009,280	43%
Colombia	777,960	2,691,760	1,913,800	246%
Chile	106,960	2,456,480	2,349,520	2197%
France	1,279,920	2,451,180	1,171,260	92%
Norway	1,067,540	1,140,260	72,720	7%
Sweden	1,095,440	1,137,640	42,200	4%
Mexico	648,360	1,098,360	450,000	69%
Venezuela	137,100	1,073,080	935,980	683%
South Africa	732,660	971,980	239,320	33%
Hong Kong		912,240	912,240	
Egypt	612,720	800,360	187,640	31%
Denmark	409,800	787,600	377,800	92%
Spain	333,040	774,120	441,080	132%
India	540,820	768,080	227,260	42%
Germany	481,880	695,900	214,020	44%
Israel	427,940	606,740	178,800	42%
Italy	239,560	572,400	332,840	139%
Finland	429,840	538,440	108,600	25%
Belgium	258,340	519,280	260,940	101%
Greece	184,300	518,500	334,200	181%
Argentina	96,620	510,600	413,980	428%
Malaysia	296,700	492,100	195,400	66%

Source: Comscore World Metrics 2009

## Fact & figures internet usage Turkey:

### Market insight: Financials

- 44 million credit card holders
- Consumers satisfy their needs more using online channels
- GDP growth over 5% in 2007
- ATM transaction grew higher than credit cards for the first time

Source: Comscore World Metrics 2009