T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES

SOCIAL MEDIA AND ADVERTISING AS A MARKETING TOOL IN BUSINESS

THESIS

Afag MAMMADLI

Department of Business Administration
Business Administration Program

Thesis Advisor: Prof.Dr. Akin MARSHAP

MARCH - 2016

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES

SOCIAL MEDIA AND ADVERTISING AS A MARKETING TOOL IN BUSINESS

M. Sc. THESIS

Afag MAMMADLI

(Y1112.130007)

Department of Business Administration
Business Administration Program

Thesis Advisor: Prof.Dr. Akın MARSHAP
Program: Business Management Program

MARCH, 2016

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

.

Yüksek Lisans Tez Onay Belgesi

Enstitümüz İşletme İngilizce Ana Bilim Dalı İşletme Yönetimi İngilizce Yüksek Lisans Programı **Y1112.130007** numaralı öğrencisi **Afag MAMMADLI**'nın **"SOCIAL MEDIA AND ADVERTISING AS A MARKETING TOOL IN BUSINESS"** adlı tez çalışması Enstitümüz Yönetim Kurulunun 12.02.2016 tarih ve 2016/04 sayılı kararıyla oluşturulan jüri tarafından *oybirliği* ile Tezli Yüksek Lisans tezi olarak *kabul* edilmiştir.

<u>Öğretim Üyesi Adı Soyadı</u>	<u>İmzası</u>

Tez Savunma Tarihi :03/03/2016

1)Tez Danışmanı: Prof. Dr. Akın MARŞAP

2) Jüri Üyesi :   Prof. Dr. Hüseyin Besim AKIN

3) Jüri Üyesi :   Prof. Dr. Kamile AKGÜL

Not: Öğrencinin Tez savunmasında **Başarılı** olması halinde bu form **imzalanacaktır**. Aksi halde geçersizdir.

DECLARATION

I inform that, the information given in this thesis presented according to the rules and the ethical conduct. Master's thesis that, I presented as "Social Media And Advertising As A Marketing Tool In Business" is written without recourse to contradict the tradition that consists of those shown in the Bibliography, it indicates that it has been used with reference to them, and I declare with pride. (05.02.2016)

Afag MAMMADLİ
Signature:

FOREWORD

February, 2016   **Afag MAMMADLİ**

TABLE OF CONTENTS

ABBREVIATIONS

ACM	Advertising Social Marketing
AIDA	Attention, Interest, Desire, Action Model
AIM	AOL Instant Messenger
AJAX	Asynchronous Java Script
AMA	American Marketing Association
BBG	Boston Consulting Group
BBS	Bulletin Board Systems
CMS	Content Management System
CRM	Customer Relationship Management
CTO	Chief Technology Officer
DAGMAR	Defining Advertising Goals for Measured Advertising Results
DTC	Direct-To-Consumer
e.g.	Forexample
Ed.	Editor
etc.	Et Cetera
eCRM	Electronic Customer Relations
FAQ	Frequently Asked Questions
FEE	Foundation for Environmental Education
FFC	Federal Communications Commission
GGM	Consumer Generated Marketing
GWT	Google Web Toolkit
ICQ	I seek you
ICT	Information and Communication Technology
IEM	Industrial Engineering and Management
IM	Instant Messaging
IRC	Internet Relay Chat
MUD	Multi User Dungeones
pp.	Pages
QCV	Quality, Value, Convenience
QVC	Quality, Value, Convenience
RIA	Rich Internet Applications
RSS	Really Simple Syndication
SMB	Server Message Block
SMM	Social Media Marketing
SNA	Strategic National Advertising
SNS	Strategic National Stockpile
TLD	Top Level Domain
UGC	User - Generated Content
UK	United Kingdom
URI	Uniform Resource Locator
WoM	Word of Mouth
WSDM	Web Search and Data Mining
XML	Extensible Markup Language

LIST OF TABLES

LIST OF FIGURES

İŞLETMELERDE PAZARLAMA ARACI OLARAK SOSYAL MEDYA VE REKLAM

ÖZET

Çalışma teorik ve ampirik bölümden oluşturulmuştur. Teorik kısımda, reklam, sosyal medya uygulamaları ve pazarlama kanallarının rolü açıklanmaya çalışılmıştır. Niteliksel yaklaşım uygulanan ampirik kısımda ise, geleneksel pazarlama iletişimin yanı sıra, önemli ölçüde sosyal medya uygulamalarını da kullanan FLO ve Ayakkabı Dünyası şirketlerinin çalışma süreci incelenmiştir. Araştırmanın temel amacı, pazarlamada iletişim aracı olarak kullanılan sosyal medya uygulamaları ve reklamın avantajlarını ve sosyal medyanın araştırma hedefi olarak belirlenen FLO ve Ayakkabı Dünyası şirketleri üzerine etkilerini ortaya koymaktır. Diğer bir yaklaşım, şirket imajı için birincil pazarlama iletişim yöntemi olarak sosyal medya ya da geleneksel medya kanallarının hangisinin daha önemli olup olmadığını değerlendirmektir. Böylece, ele alınan çalışmadaki bu konu üzerine şirketin perspektifi bakımından odaklanmaya çalıştım. Araştırma, şirketin sadece sosyal medya kullanımı ve reklam üzerine odaklanmış olup, şirketlerin uluslararası ve diğer faaliyetleri araştırma dışındadır.

Bu çalışmanın sonucunda şu söylenebilir ki, günümüzdeki şirketlerin çağdaş pazarlama iletişiminde sosyla medya ve reklam çok önemli bir unsurdur. Hatta soyal medya, günümüzdeki önemi dolayısıyla, önümüzdeki yıllarda çoğu şirketlerde birincil kanal olarak kabul edilebilir. Çünkü günümüzde bir pazarlama kanalı olarak internet ve özellikle sosyal medya, reform için potansiyel bir araç olarak sunulmaktadır. Bu araçlar, şirket ve ürünlerinin tanıtımı için çok etkili araçlardır. Şirketler geleneksel pazarlama kanallarına göre, sosyal medya uygulamaları ile daha kısa vadede hızlı, yeni ve büyük hedef kitlelerine ulaşması mümkündür.

Son pazarlama çalışmalarında bu durum (sosyal medya kullanımı), Türkiye'de günlük yaşamın bir parçası haline gelmesi beklenmektedir. Her iki şirket de son yıllarda pazarlama iletişim yöntemlerinin ne kadar çok hızlı gelişmeye başladığının farkında olmaya başlamıştır. Özellikle, internet, sosyal medya ve reklam FLO ve Ayakkabı dünyası için pazarlama aracı olarak 'daha görünür ve etkili' bir iletişim haline gelmiştir. Ayrıca, ürün (ve fiyatları) hakkında tüketicinin uzmanlaşması, yüksek bilgi ve enformasyon akışının sonucunda artmaya başlamıştır. Bu nedenle, her iki şirketin sadece geleneksel satış ve pazarlama süreçlerine dayalı olarak sınırlı kalmasının yararlı olmadığını söyleyebiliriz.

Anahtar kelimeler: *Sosyal medya, reklam, pazarlama, tüketici ve müşteri.*

SOCIAL MEDIA AND ADVERTISING AS A MARKETING TOOL IN BUSINESS

ABSTRACT

The study consisted of theoretical and empirical part. Aim of theoretical part is to clarify the role of advertising, social media applications and marketing channels. By using a qualitative approach, the empirical part aims was to investigate the actions and processes of FLO and Ayakkabı Dünyası that uses social media applications and advertising in often manner. The main aims of the research was to clarify the advantages of social media applications when they are used as a marketing communication tools, and to examine how they impact on indicated companies as FLO and Ayakkabı Dünyası. Another aim was to evaluate both companies' dependence on using social media or traditional channels as a primary marketing communication method. Thus, in this research I focused on both topics from the perspective of thematically companies. Study oriented only on social media and advertising. Companies' international and other activities are excluded in this research.

As a conclusion, this study argues that social media and advertising are so important elements in modern marketing communication of the companies, that even if their current aim is to support mainly other channels, in nearest future social media will be considered as a major channel in various companies. Because, nowadays Internet and social media, as marketing channels, are offering potentially attractive tools for reformation. They are very effective tools to increase recognition of the company and attract the attention of its products. By using social media applications, companies are able to cover new and relatively large target groups in short term, than by using traditional marketing channels.

According to the last marketing studies, this situation (usage social media) has been anticipated to become a part of everyday life in Turkey as well. Both companies have started to take for granted how fast and extensively marketing communication methods have been developed during the last years. Especially internet, social media and advertising have become 'even more important and effective distributors' of the marketing communication for FLO and Ayakkabı Dünyası. And also, consumer's competency on product and its price has also increased as a result of high information flow. Thus, we can say that it is not beneficial for both companies to count only on traditional sales and marketing methods. In order to become top marketing company, they will be find new ways to cover more demanding customers.

Keywords: *Social media, advertising, marketing, consumer, costumer.*

1. INTRODUCTION

Social media is among the favorable opportunities for connecting with potential consumers. Because this source win the trust of consumers at a higher grade. Marketers are accepting many various social media chances and performing another public programmes in a great deal. Selling with the companies that use social media became refined. The blowing up of social media is booming in maddening platform. So, marketers started to make use of social media with novelties to rule their promotion group with social media bussiness.

So, in the second chapter it's shown the concept of social media in advertising and gives an outline about social media selling in business. In the chapter of the study discusses theoretical creative definition, historical development, importnace, function, purpose, classification, tools, strategies, effectiveness, positif and negative effects of social media and advertising.

The third chapter discusses empirical data of companies FLO and Ayakkabı Dünyası. In this chapter discusses the data of these companies and evaluation of the usage of social media and advertising like a tool of business. Also in this section, social media and promotion, generally, the impact on the role of business and marketing tool, is considered the advantages and disadvantages. Also, the main point of research was intended to determine if this type of marketing is regarded as effective when compared to traditional methods. In addition to the survey data was interviewed to companies FLO and Ayakkabı Dünyası. It inquried if the businesses were present on social media, what sites they used, and how they used them for business purposes.

In the last fourth chapter of this study discusses methodology and analysis of this research. This research supply a study of usage social media and advertising in performing interviews with companies FLO and Ayakkabı Dünyası and full – service those companies on social media. Another objective is to understand social media as a primary marketing communication method and provide valuable insight for actual practitioners.

1.1. Purpose of Thesis

The active usage of social media and advertising indicate a potential and effective platform for business. Nevertheless, little academic study considers how companies make use of these platforms for marketing and communications. The major point of the research is to clarify the advantages of promotion on social media as a marketing communications tool in business. It aims examining their effects on specified target companies as FLO and Ayakkabı Dünyası as well.

At last, the thesis provides insights on how companies as FLO and Ayakkabı Dünyası make use of societal medium and advertising as a selling device in the marketplace of Turkey.

Also, this research characterize the kinds of societal medium and advertising are used in Turkey, also chances and experiments, their usage in bussiness.

1.2. Research Questions

The social media and advertising has provided significant benefits for businesses. They are often use as a tool. That's why social media and advertising's impact on business are examined.

The questions of this study:

RQ_1: What are social media and advertising usage of FLO and Ayakkabı Dünyası, and what are their effectiveness?

RQ_2: How do the companies reach the target audience?

RQ_3: What are the risks and dangers of these companies on social media marketing?

1.3. Hypothesis

H_1. Social media and advertising is utilized as a marketing tool in business.

H_2. Social media and advertising is used to create brand awareness in business.

H_3. Social media and advertising is used to increase sales in business.

2. THEORITICAL FRAMEWORK

2.1. Internet and Social Media

The quick improvement of both innovation and the abilities and learning of social media users implies that what makes up 'social networking' keeps on changing at a fast rate, as new sites and online substance seem every day. As Scott P.R and Jacks M.J. contend, there is no single perceived meaning of online networking. Scott. P.R and Jacka, M.J fight that it can be said that social media is the arrangement of Webbased telecast advancements that empower the democratization of substance, giving individuals the capacity to rise up out of buyers of substance to distributers (Scott and Jacka, 2011: 5).

For some individuals, well - referred to informal organization destinations, for example, Facebook and Twitter encapsulate social media. The locales have turned out to be gigantically well known crosswise over demographics of race, age and sexual orientation, and have a huge number of users.

Kaplan and Haenlein created their own particular specialized meaning of online networking, "Social networking is a set of Internet - based applications which assemble by the ideological also innovative foundations of Web 2.0, and which allow the creation and exchange of User Generated Content" (Kaplan and Haenlein, 2010: 61). So Web 2.0 may be thought as the ideological and mechanical establishment of social networking. The simple distributed of substance is less intelligent and fits in with the prior Web 1.0 time; shared activities, beginning with web journals, have a place with Web 2.0.

Web 2.0 present generous and spread alterations to correspondence between businesses associations, groups, and people individuals (Kietzmann and Hermkens, 2011: 241-251); (Vaynerchuck, 2014: 39). Accordingly, societal medium is doubtlessly about imparting and intending on a communal idea, regularly planning to

3

suggest suitable or educated decision toward the end. In broad meaning social mass media are distinguished to denote some comparatively economical and generally available technical devices which empower anybody to issue and admit facts, work together with a mutual attempt, or develop friendship(Murthy, 2013: 7-8).
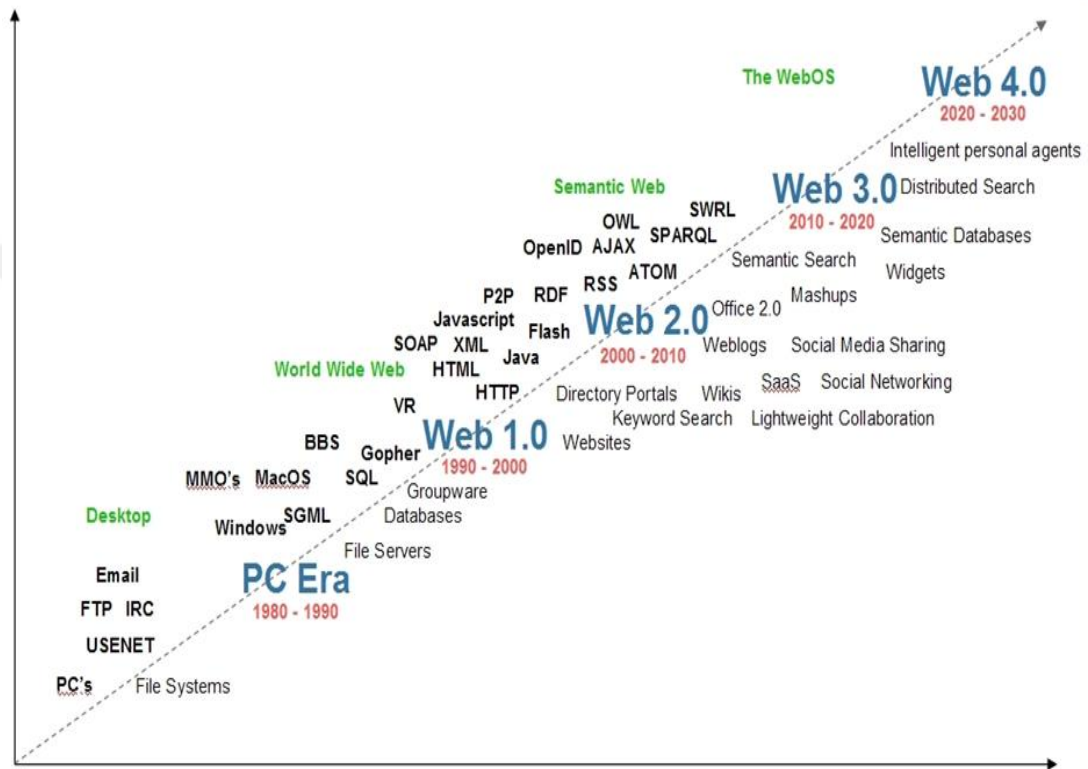
Figure 2. 1 : Comparison Web 1.0 / 2.0/ 3.0/ 4.0

In the figure 2. 1 we see moves Web world of Web 1.0 to Web 4.0. Each Web technology has its peculiarities. If you look at the features and comporasion of these Technologies, we see the following:

For example, Web 1.0 is slower than today. Special features of Web 1.0 have been read-only, company focus, home pages, owning content, directories, banner advertising, Britanicca online, HTML portals etc.

Web 2.0 special features is, widly – read – write, community focus, blogs, sharing content, tagging, wikipedia, interactive etc.

4

And Web 3.0 special features is, individual focus, portable and personel, lifestreams, smart applications, user behavior user engagement, the semantic web etc.

We are now in Web 2.0 era. But in the future Web Technologies of Internet will evolve to Web 4.0, may be further. Electronic communications network, that connects computer systems on the internet in the future will probably surprise us more and more

Figure 2. 2 : Internet Use In 2015 Regional Internet Penetration Figures

From this figure we see that in January 2015 88% people of countries North America, 69% of Oceania people and 58 % population of West European countries of the world had more access to the internet. On report We Are Social, the world's 42 % of population had admission to the web in the month of January in 2015. Nowadays people more than 3 billions in the whole planet make use of the web through the various technical gadgets. Though, admission equally does not spread: in the lands of Bahrain, Iceland, Bermuda the quantity of internet users almost equals the entire reported population of countries, also statistics shows that a smaller amount of people exactly 0.1% of inhabitants have a right of entry to the internet. Speeds of the web link differ considerably in the earth, for example in South Korea

from the normal degree more than 25 Mbps, in India just about 2 Mbps. United States of America, Japan, Singapore and Hong Kong are on a top 5 most rapid countries following South Korea, with every recording rapdity in surplus 10 Mbps, placing on higher universal middle 4.5 Mbps. The consumer of the middle internet conducts about 4 hours and 25 minutes, using a network every day.

Figure 2. 3 : Global Digital Snapshot In 2015 (in the world)

According to statistics in the figure 2. 3 of Digital Statshot, on report We Are Social, mobile more and more prevails over the digital world, and we are sure that "general possibility" of connection will collect even more rate during 2015, because more cheap receivers and suitable connections of data arrive at further in the whole world. Moreover, with the services oriented by mobile like Whatsapp, Wechat, Facebook and Messenger, arriving at higher social taking seat medias places in some from world most economies, it is obvious that nowadays people's behavior is going around electronic tools. Data are founded on tendencies within limits of it, and it is supposed that a mobile will have helped to have access of the internet after 50 earth's inhabitants from the middle till late 2016.
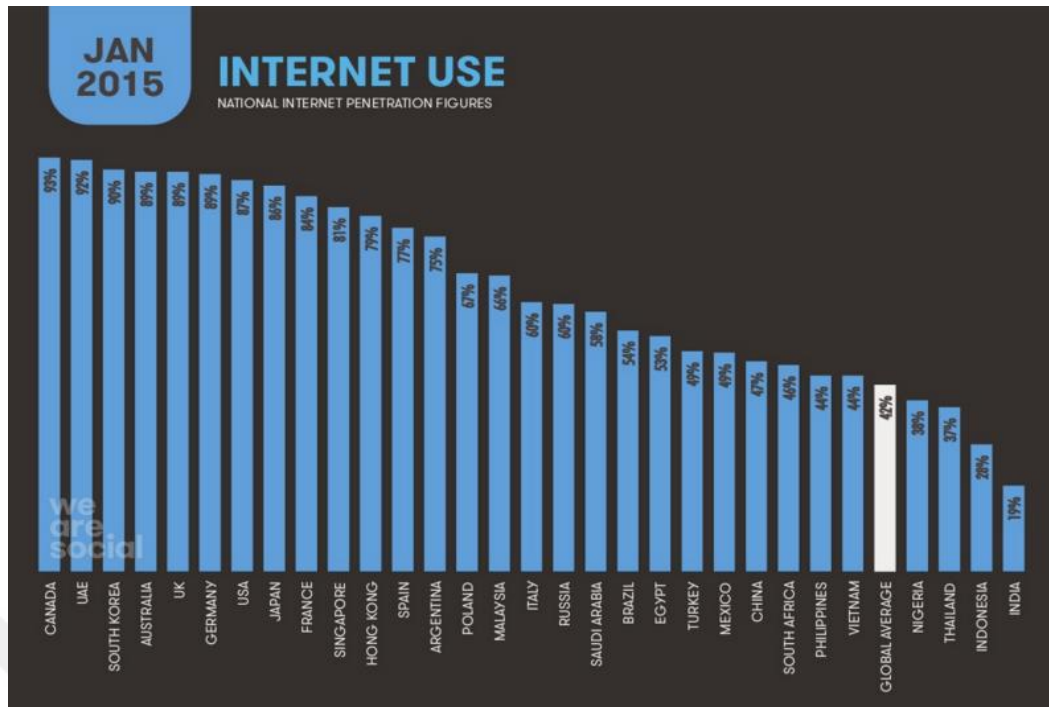
Figure 2. 4 : Turkey Is In 19th Position In The Rankings

Figure 2. 5 : Digital Snapshot In Turkey In 2015

According to statistics in these figures of Digital Statshot, on report We Are Social, mobile more and more prevails over the digital world in Turkey. Also, As we see that much of this height growing significance of electronic tools fuelled in everyday lives of people. By societal medium, any person with internet access can interrelate with millions of people online.

2.1.1. A history of social media

According to explanation mentioned before, the first famliar web-site began in the year of 1997. The site of SixDegrees.com permitted to the users to invent sketches, enumerate companions. From 1998 one more function is added, to investigate acquaintances records. Certainly, all these function were existed before the site of Six Degrees.

The function of profile was on various internet-associations main web-sites of acquaintances. Even though the friends were invisible to other, an AIM and lists of contacts of ICQ supported the acquaintances records. Besides the site of classmates. com let to the people to link in places of education also investigate a system of connection, however the profiles hadn't been invented or enumerated acquantances by consumers. The earliest to consolidate all components was the site of sixdegrees. (Kiehne, 2004: 7). So a long range public set of connection service was from the step to assemble interpersonal organizations and public dealings with suggested backgrounds, genuine associations and interests between individuals. Demonstration of social connections and collection of supplementary services are included in a public webnetwork service. close

SixDegrees advanced itself to individuals as a device to mail. It stopped working as a sustainable business when the site of sixDegrees drew attention of vast majority of utilizers and in the year of 2000 the service put up the shutters. The creator of sixDegrees thinks that it was simply comparatively radical. Most people didn't extend set of connections of online acquaintances, while other people form a group in the internet. Most users were not interested by meeting outsiders, when the first adopters made a complaint for nothing to do in the wake of tolerating Friend asks for. Start support

Many public tools began to maintain numerous profile combinations and widely explained Friend, from the year of 1997 till 2011. Many netwoks like MiGente and Asian Avenue, also Black Planet permitted internet customers to make individual, proficient, profile informations. Internet customers were able to distinguish Contacts of own web not looking at endorsement for associations. Similarly, in 1999 Live journal recorded one way associations on the page of internet user, soon later than its dispatch. Inventor of Live journal expected to form these Friends later texting amigo records on the web Live journal, individuals point anothers as Friends to take after their diaries and oversee private information. From 1999 the Korean site of Cyworld began to work. In 2001 it included SNS highlights, autonomous than different locales. Similarly, in the year of 2000, when the LunarStorm, the Swedish network group, altered its image as a SNS, acquaintances records, journal pages and guestbooks were included in it (Kiehne, 2004: 6-8). Online networking contains a number of sites, which denotes many meanings. And only relathionship among sites is that people can communicate with the site and associate within different visitors.

The following wave of SNSs started to work in 2001, when Ryze. com was opened to assist on people's marketing works. At first the creator of Ryze. com showed the site to close relatives who were the people from the business and innovation group in San Francisco, also the financial investors of numerous future SNS. Specifically, the general population under Friendster and Tribe.net, LinkedIn and Ryze was laced actually and proficiently. Without competition, they might bolster each other. Finally, Ryze. com did not obtain any prominence, also Tribe. net tried to catch the attention of user's base. As for Linkedin, it tuned into a great marketing service. Also Friendster developed into main dissatisfactions in history of Internet (Kiehne, 2004: 6-8).

We can say that the improvement of social media began with plain stages, like Sixdegrees. com. Unlike texting customers, the foremost online marketings which were made for genuine individuals, utilizing own genuine names like AIM of AOL, sixdegrees.com and ICQ. But the lives of the foremost interpersonal organizations were short by the reason of the consumers lost interest. The growth of system service destinations has been prompted by the Social Network Revolution. Research demonstrates that the gathering of people invests a greater amount of spare time on

web destinations, subsequently showing the prominence of socila media. Moreover, in many ways social media vary from customary or industial media comprising achievement and value, quickness and regularity, ease of use and changelessness. Social media works in a dialogic transmision approach. It's opposite to customary media which is used in a monological transmission model.

Figure 2. 6 : The Dates of Main Social Network Sites

10
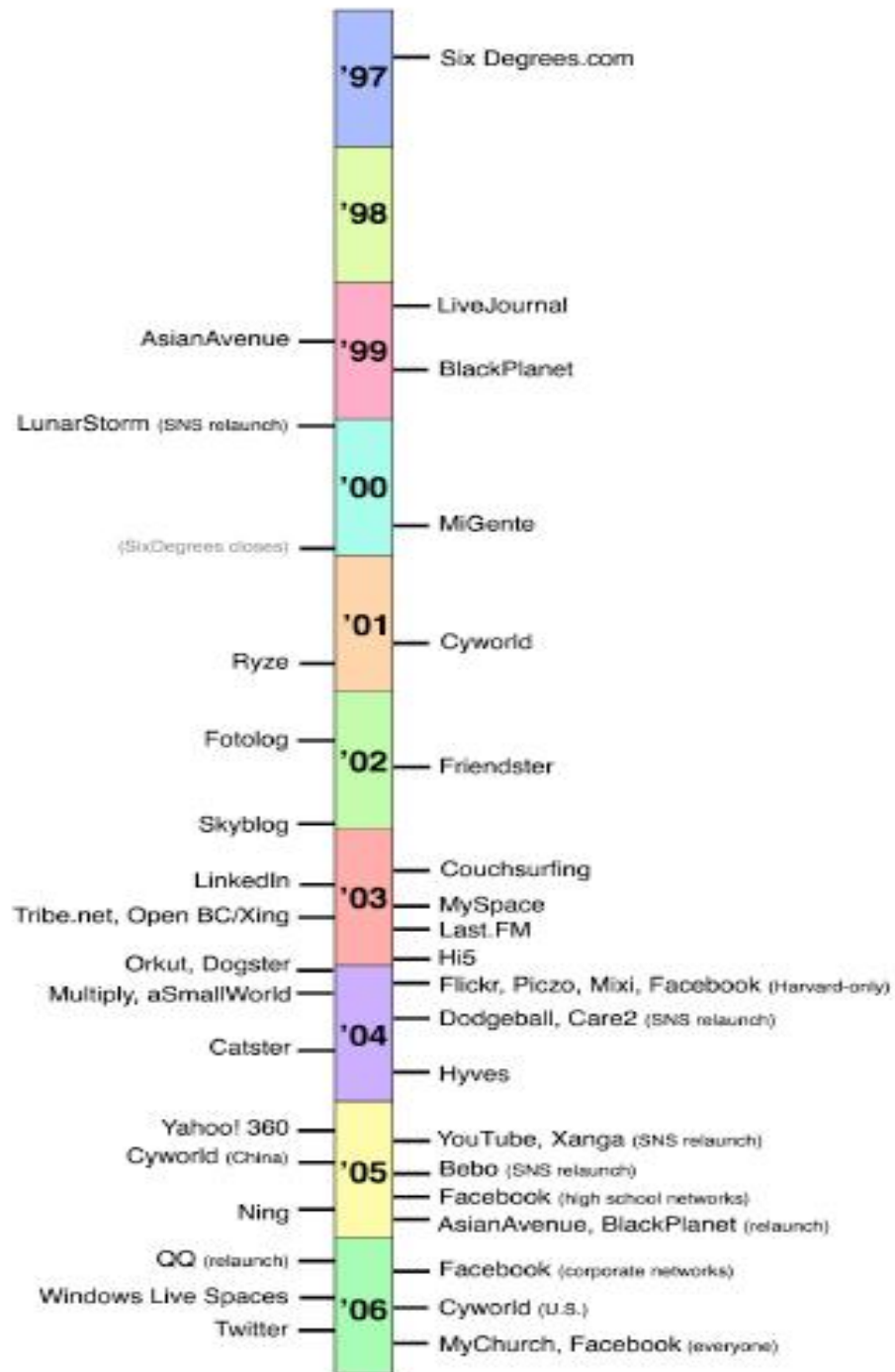
This figure demonstrates that the social media and public web don't work as in the earliest stages. Since the development of the first online networking arranges about two decades back, social web has carried on evolving and suggest customers of all the world innovative and important methods to connect with general population and problematic occasions. Nowadays, the social media are devloping quicker than we think and have turned into a fundamental part of people's life. Today, social web is really a universal wonder.

Table 2. 1 : The Major Categories of Web 2.0

Category	Tools
Communication	Blogs, Micro-Blogging/Presence Applications, Internet Forums/Messages Boards, Social Networking Sites, Event Sites
Collaboration	Wikis, Social Bookmarking, Social News, Opinion Sites
Multimedia and Entertainment	Photo Sharing, Video Sharing, Live Casting, Virtual World Sites
News and Information	News Broadcasting, Institutional Sites, Online Newspapers
Policy Making and Public Participation	Crowdsourcing or ideation, Online contests or competitions, Wikis, Online town halls or chats, Social Media

Also, today the Internet is growing rapidly and needs to categorize. In this table we

see on the Nomad Research 5 categories (Nomad, 2012) of Web 2.0 appliances: News and Information, Collaboration, Multimedia ant Entertainment, Policy making and Public Participation. It's most popular categorization of web 2.0 applications. It should be noted that at present, social networking is growing rapidly and really becoming an integral part of our daily lives.

2.1.2. Social media platforms

Understanding which is the right channel to utilize is an unequivocal component for including visitors and using the media as a part of the most ideal way. For a division that should be brisk, Twitter may best, while Facebook may be better for those building relations, and for inside and out projects it may be worthstarting up a site. New services are everlastingly supplanting old ones, so information about them is a perishable decent. What takes after is a brief gone through of at present accessible services:

- Micro – blogging sites are Posterious, Twitter, Tumble;
- Photo sharing sites are Instagram, pinterest, Flikr and etc.;
- To the social web sites belong Google, Gather, Facebook, Fitsugar, Cafe Mom;
- YouTube, Viddler, Vimeo are video sharing sites;
- News and social bookmarking sites are Delicious, Digg;
- Group buying sites are Living Social, Crowdsavings, Groupon;
- World of Warcraft, Farmville, Second life are the sites of virtual world;
- To the personal broadcasting tools belong Ustream, Livestream, Blog Talk radio;
- Publishing tools are Squarespace, Blogger, Wordpress;
- As for collaboraion tools, they are WikiBooks, Wikipedia, WikiTravel;
- Widgets are Profile badges, Like buttons etc.;
- Yelp, Check-ins, Foursquare and Facebook Places are the location based services;
- Rating or review sites are Angie's List, Amazon ratings.

Figure 2. 7 : Most Popular Social Media Sites 2015

We know the most popular social system that offers different services like American Instagram, Google+, Reddit, Tumblr, Twitter, Vine, and LinkedIn are broadly used by people all over the world; Xanga, Myspace, XING are used in Europe; Vkontakte, Badoo, Bebo websites from Russia, and Canadian site Nexopia, Hyves from the Netherlands, the sites of Latvia – Draugiem.Iv, Delphi, Hungarian iWiW, from Germany the Sphere, StudiVZ, Soup from Austria, in central and south America Orkut and Hi5; the Pasific Islands and Asian people use Wretch, Frienster and Sina Weibo web and Mxit in Africa(Social networking service, n.d.).
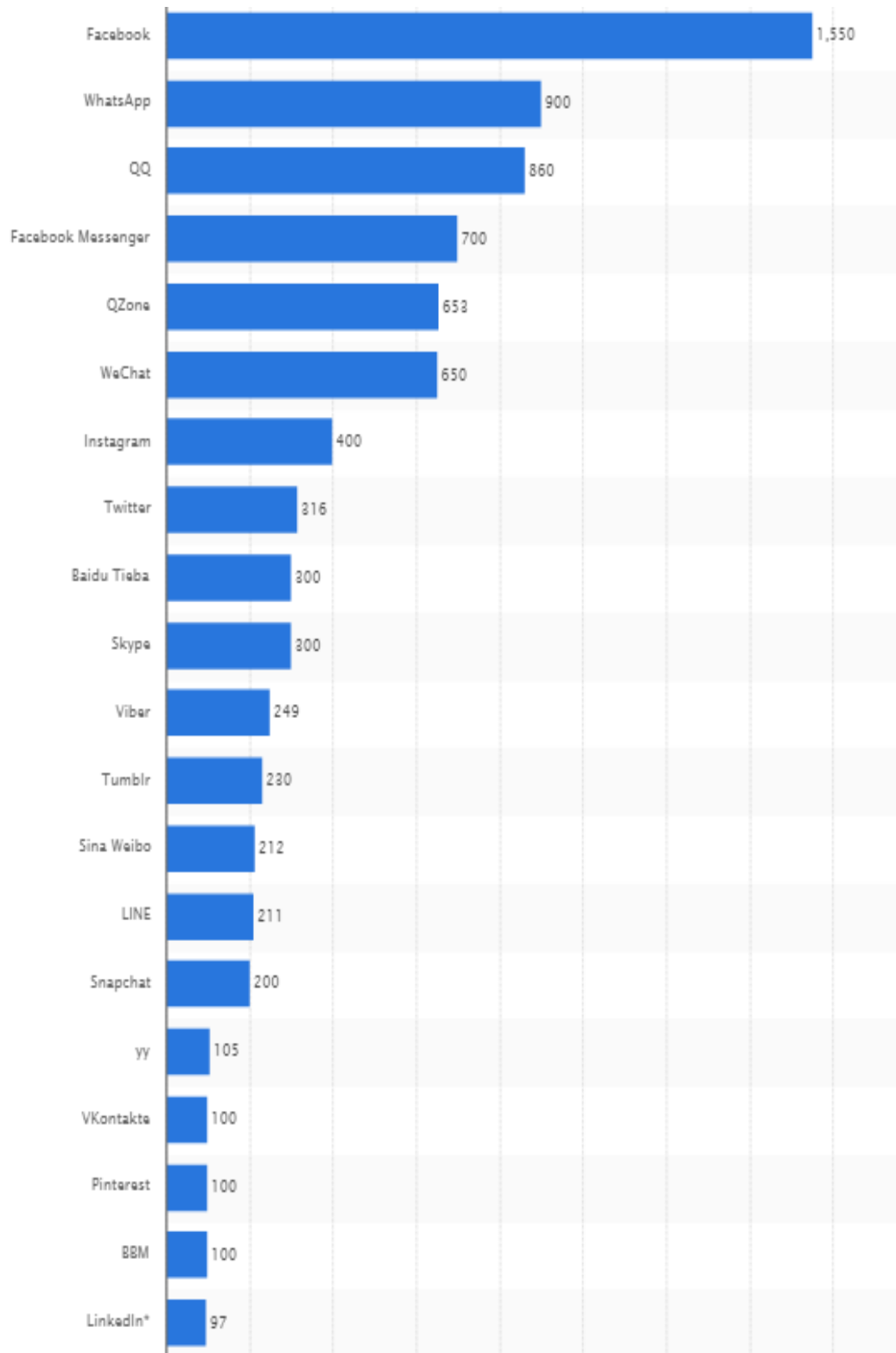
Figure 2. 8 : The Popular Networks Worldwide 2015 (active users in millions)

These statistic research mentioned above shows the information about the most known networks of the world for November in 2015. In this table the first web of the

world Facebook had 1 billion registered accounts according to statistics. After that WhatsApp, QQ, Facebook Messenger, QZone, WaChat, Instagram, Twitter etc. are the most online networking that are situated in the first column of large quantities of groups of onlookers. In the meantime, internet web utilizers continue to spend much time on socitiel web destinations comparing with other sites. On the whole social network is in broad meaning characterized as the widely accessible electronic device which empower people to publish and get messages, information, make relationships.

Also, the most frequently visiting sites that have made the brand through online marketing in Turkey even abroad are facebook.com, youtube.com, google.com, twitter.com, google.com.tr, trendyol.com and etc. (Baloğlu, 2015: 150). This detail will continue in the next part of the study.

As a result we can say that presence in social media, as a rule, are only beginning to ripen in most countries. Also, new channels of social media regularly developing and suggesting many effective marketing opportunities for making business.

2.1.3. Advantages and disadvantages of social media

There are many types of social media, who came into our lives and improve somewhat. The most important advantages of social media are (bench3.com, n.d.):

- The part and eventual fate of social networking sites is to keep up straightforward and simple association among people. Friends who have lost touch can again interface with one another dependably stay in touch. Likewise, with the different security settings, one can alter their profiles and classify their loved ones as needs be, and make gatherings to make talking simple.

- These sites always help friends to stay joined the most of the times, and makes sharing and talking simple.

- Other than just uniting with companions, numerous persons can even meet and converse with other individuals who originate from diverse nations, and become more acquainted with their way of life and method for living. It is great stage for becoming acquainted with different people.

- Also, it furnishes us with less expensive correspondence. Through social

15

networking sites, advancing your business idea is straightforward, as one can discover potential customers by simply sitting at home.

- Sharing pictures and recordings is additionally conceivable through these locales. They give the chance to make your photo collections and recordings, and post them in your profile.

- With the office of sharing pictures and chatting, the separation between peope has decreased as well.

In spite of the fact that more sites bring a considerable measure of advantages to people all around, the basic reason for them is being manhandled as well. Let us try to investigate the different disadvantages of social networking sites as well.

- Social organizing sites oblige public to make their own particular profile on the site. These profiles are made out of uncovering ones close to home subtle elements, which could be abused by other obscure people.

- The profile requests the sure hobbies and contact subtle elements that could bring about an issue for youths.

- Also, a few adolescents are willing to manhandle another person's space or security, and even make a fake profile to bring about them issues. For this situation, the person must instantly block such a profile, which will stop such sort of unsettling influences to their security.

- Online tricks, stalking, identity theft, and so on, are other tremendous and unpleasant problems that are brought on under social networking sites.

- There is also a possibility of your record being hacked. This could be a big problem as the programmer may have a tendency to forward disgusting pictures or send messages through your record to your social network. To maintain a strategic distance from this, one must keep a mind the security settings, and the password must be recharged now and again.

- Millions of individuals around the globe are dependent on these networking mediums, and for no valuable purposes, which brings about a considerable measure of exercise in futility.

- Most of these social networks, much the same as internet dating services, oblige users to give out specific pieces of information. This generally incorporates a client's age, sex, area, interests, and maybe a photo.

Discharging exceptionally individual dinformation is generally debilitated for wellbeing reasons.

Bellow shows the difference that is useful side of social media than tarditional media.
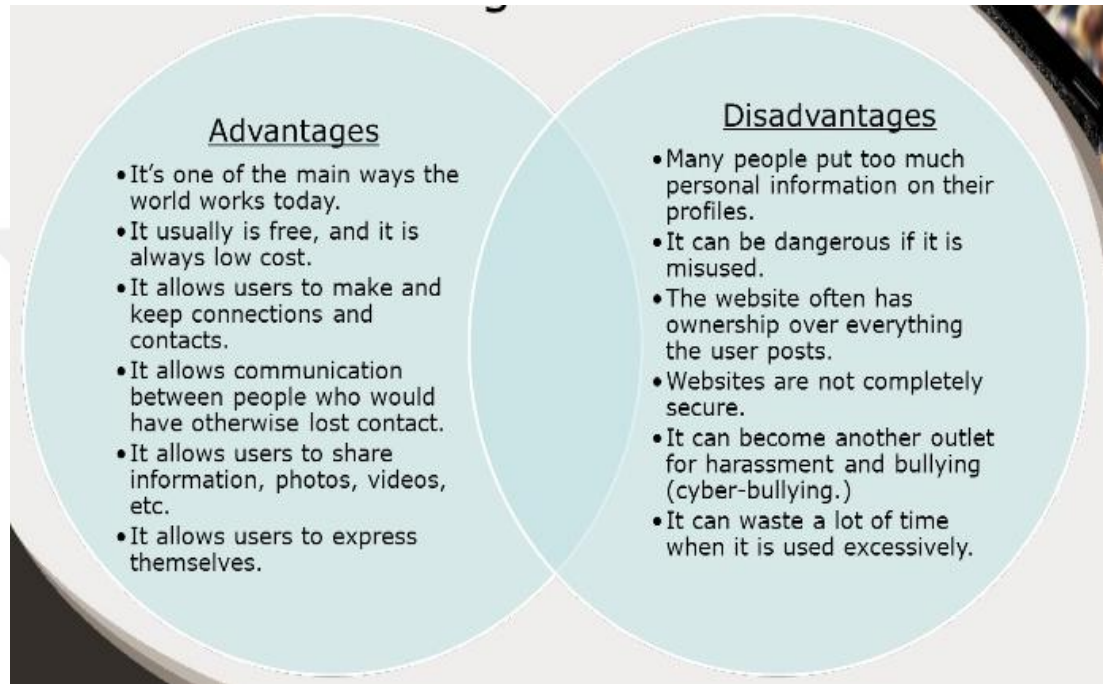
Figure 2. 9 : Advantages and Disadvantages of Social Media

Shortly, individuals of all ages can be a piece of the social network. In any case, keeping up strict security and not encroaching into any other individual's space is key to maintain a strategic distance from any kind of terrible practices. These sites are raised with the end goal of bringing individuals of comparable hobbies together, and to try and advance a thought of business to contact individuals all around the world. At the point when the genuineness of such sites is kept up, then one can understand the real reason and capability of social networking websites.

2.1.4. Social media's impact on businesses

Social media shows inexpensive instruments which are utilized to consolidate innovation and societal cooperation of the words usage. And these instuments are normally web or portable based as YouTube, MySpace, Twitter, Facebook.

We can distinguish two benefits of media which are essential to marketing, and benefits comprise (Neti, 2011: 3):

- Diminishing time of cost reduction;
- Increasing probability of income generation;

Societal media empowers organizations to :
- Divide own experiences and learning;
- Look in to the choice of buyers;
- Make possible to give a hand consumers;
- Engaged point of view by consumer thought.

By this way social media's benefits comprise consciousness, brand reach, customer collaborations by referrals, exchanges, notoriety management.

Social media's usage is developing at a galactic rate. Social media's critical impacts on businesses are (Business questions, n.d.)

- *Tactics.* Social media sites like Pinterest, Twitter, Facebook, Linkedin present to a tremendous idea for the consideration of consumers while at the same time doing brand name. Many tactics may be used that marketing can employ to do this with the formation of prestigious profiles of societal networks, for instance, Fan pages of Facebook and innovative publicizing by the means of marked postcards and applications.
- *Word Of Mouth.* Now Social media is developing in fast speed all over the world. Folks can connect on online web and calmly make an interest in people's lives through network. A brand "Liking" on Facebook can spread everything by different social media channels. It's significant people believe the assessments of companions comparing a shiny journal promotion. Numerous people check the products and benefits specifically with the help

of web sites using video of Youtube that is shared and distributed by the means of various other social web sites. In the result, population increasingly have a look on online web to identify the surveys on various items and service to offer some assistance with doing choices. Accordingly, organizations are able to give items to prevalent the site of Youtube users to review for subscribers and make their own particular marked Youtube channels with branded recordings.

- *Communicating With Customers.* When companies are able to use for benefit, they might glance the negative analysis about items or services as a terrible thing. If we use social media efficiently, companies are able to link with disappointed customers specifically, inside of their own online webs, to discover creative methods for enhancing the product or service which they have to suggest.

- *Influence.* While making a social media advertising system, it merits considering who is being focused on. There will be people inside of your interpersonal organizations who may not as a matter of course are customers, but rather who can massively affect your advertising endeavors.

There are 3 particular classes of social media influencers of different sorts according to Forrester Analyst Augie Ray:

- Social broadcasters (in the beginning)
- Mass influencers (center)
- Potential influencers (base of pyramid)

"Possible influencers" comprise 80% of population. This merits attempting to distinguish that individuals are in your system and interface with them to draw in shares and loves that at last to increase image title. The brilliant site for recognizing those individuals is called Klout. Klout shows to web users a score out of 100 that shows how persuasive people are over their system while additionally distinguishing who the telecasters or users are inside of the web.

- *Considerations.* Social media always continue to affect on advertising and marketing. Also consern how businesses cope with their target business. To use the social media for developing and link with others keeps on developing

at a surprising rate, so it would savvy for any business to create and actualize a manageable social web technique so as to effectively exploit that evolving environment.

In other words, in nowaday's extreme economic atmosphere, social media is basic to adequately speak with customers to give predominant service, enhance productivity and diminish costs. To guarantee the achievement of your business, you should expand the powerful in your every day communications. Since social media offers a chance to associate and communicate with consumers, advance your image and direct people to your site. Getting included in social media can also make a more human face to your business and be fun in the meantime.

Numerous companies concentrate their attention on dealing with particular consumers, many had acknowledged that are able to take in a great deal from considering their opponent's clients. Also Metayer prompts, distinguish them with focused inquiries to have a look on what they are stating and using in online social webs. Mark what they are purchasing, eating, understanding and where they are voyaging, she also says, because that data are able to suggest points of view into how to grab market share.

2.2. Social Media Marketing

2.2.1. The marketing definition

For human evolution an involving driver was the way that people are able to communicate. Last years technical improvement is altering about how we recieve, assess, or use facts. And technical improvement gives wonderful opportunities for marketers, and new challenges, also how to bring into use or control these technologies. For the purpose of advertising and selling the product, brand, service, marketing should be in touch with service and brand, the worth of a customers' product. Market segmentation, advertising a brand's value to the consumer, choosing target markets by market analysis are the marketing methods. According to social opinion, marketing is the connection between public's material needs and economical patterns of response. Marketing fulfils these requirements, and by exchange processes makes enduring relationships (Wikipedia, n.d.).

The American Marketing Association characterizes advertising as in the accompanying: Marketing is the forms for making, set of organizations, and conveying, action, and trading suggestions that have esteem for clients, customers, accomplices, and public (Wikipedia, n.d.).

Explanation demonstrates the broad perspective of the advertising discipline. It likewise depicts 3 fundamental promoting patterns. To start with, showcasing fills more than simply the needs of a given business. It likewise incorporates the general exercises and foundations past the extent of conventional establishments. This theoretical augmentation thinks about that promoting is no more guided by just organizations, additionally by offices, self-composed gatherings, or even people. Also, the traditional comprehension of promoting is no more constrained with practical viewpoints. The theoretical edge is much more extensive, so that advertising likewise incorporates non-utilitarian interests, for instance, exercises that are not as a matter of course connected with a relating yield.

The next principle change is the connection in the middle of organizations and clients. Particularly in the second part of the 20th century, advertising is no more restricted to the restricted quality conveyance from organizations to clients. At present time, purchasers and venders have gone into long haul connections that emphasis on trade contrasting and uneven communication. Specifically, with the serious utilization of computerized correspondence advances, clients have ended up dynamic partakers in the organization customer relationship. In this manner, they can not be portrayed any more as aloof esteem beneficiaries. The third vital change concerns the beneficiaries of advertising exercises subsequent to these are no more restricted to clients essentially, however now likewise incorporate accomplices and "society on the loose". Marketing is progressively seen as a trade between organizations, clients, and group bunches, where every included partie see one another as equivalent accomplices and adjust their look in like manner(Müller, Alt and Michelis, 2011: 1-29).

An advertising technologist and CTO of particle intuitive Scott Brinker recorded a rundown of 131 wrote of promoting in 2010. What's more, the quantity still ascents. Not just on account of new innovations and progressively advancing commercial center, additionally advertisers are making new sorts of showcasing to advance

themselves. Here's a gathering of several marketing definitions by experienced professionals by different specialties (heidicohen.com, n.d.):

- Seth Godin characterizes showcasing as the specialty of telling a story that reverberates with your gathering of people and after that spreads. Furthermore, an extremely prominent meaning of advertising is: Marketing is all that you do.

- Dr. Philip Kotler characterizes showcasing as the science and specialty of investigating, making, and conveying worth to fulfill the necessities of an objective business sector at a benefit.

- Marketing is generally the methods by which an organization imparts to, unites with, and draws in its intended interest group to pass on the estimation of lastly offer its items and administrations. Be that as it may, subsequent to the presence of computerized media.

- Marketing catches research, focusing on, correspondences (promoting and regular postal mail) and frequently advertising. Advertising is to deals as furrowing is to planting for an agriculturist - it readies a group of people to get an immediate deals pitch.

- Perceptive by outline, promoting matches the right message/reason to the correct individual. Discovering somebody who is by and by identified with your item, benefit or cause in a way that is humble and welcoming. A portion of the best promoting results originate from the most straightforward activities. Keeping it straightforward is at times the right technique.

Whereas the meanings of promoting vary in view of viewpoint, they for the most part allude to pulling in an objective business sector of purchasers or different clients.

2.2.2. Effective relationships in social media marketing

Social networking advertising empowers organizations to accomplish a superior comprehension of clients needs so as to assemble successful connections. These powerful connections are:

- *Impact*: Distinctive position of social networking is that empowering clients to converse with each other is an augmentation of customary verbal

correspondence. Chiefs are confronted with the subject of how this force can be controlled to advantage the association. Despite the fact that organizations can't specifically control what clients are stating, they do be able to impact the discussions purchasers are having.

- *Strategy:* The devices and techniques for corresponding with customers had altered. Social networking devices give assists organizations correspond with individual clients, that are able to set up continuing relations. Online networking devices, for example, discussions, writes, or visit rooms make an intuitive dialog for organizations to connect with clients. But, in the meantime, clients can create data around an organization and instruct others about items, brands, administrations, and the sky is the limit from there.

- *Process*: Together with the main objectives at the top of the priority list, an advertiser first screens all vehicles for substance of premium (e.g., notice of a brand or item).

- *Influence Discussions:* Online networking techniques can be produced nearby other advertising and correspondence endeavors keeping in mind the end goal to keep up consistency over all channels. One way that organizations can impact examinations is to utilize websites and other online networking instruments to draw in clients. At the point when buyers can submit input, they feel more drew in with items and associations.

In conclusion, according to buiness point of view, online networking may be regarded as mindfulness with a specific message which can be either positive or negative, and in this manner it likewise influences the concerning steps.

	Social Media Marketing	Traditional Media Marketing

Social Media Marketing

1. We see multi way. Brand↔customer, customer ↔ customer.

2.Participatory.

3. User generated.

Traditional Media Marketing

1. One way. (brand to customer).

2. Push and interrupt.

3. Brand generated.
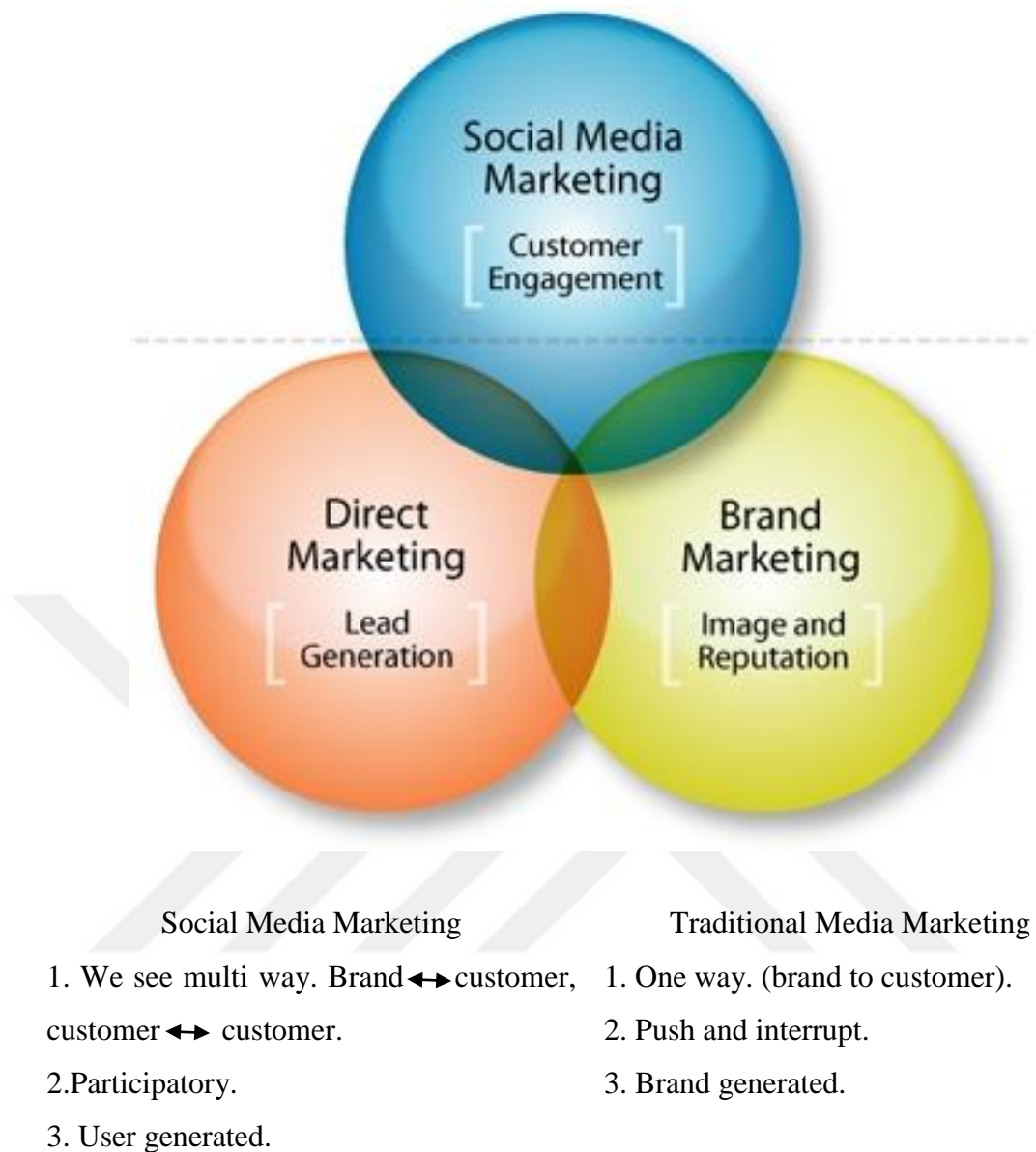
Figure 2. 10 : Effective Relationships In Social Media Marketing

In this figure shown effective relationships in social media marketing and traditional media marketing. In the result see, that social media marketing effectively than traditional media marketing.

2.2.3. Social media marketing channels

Each advertiser has own specific manner of perceiving one social media from another. Hence, in this segment, we will display some sorts of social media Marketing channels introduced beforehand, compressing their fundamental guideline, giving a couple of illustrations, and breaking down the points of interest

and hindrances of every channel. Informal organizations are thought to be a capable spot for internet advertising. They give a direct and focused on approach to speak with the significant gathering of people, and they require less spending than more conventional promoting methods.

Next, Social Media makes a radical new universe of protection, security, licensed innovation. The social media group necessities to comprehend data innovation law before making an online networking lawful system. Observing future or existing workers utilizing social media destinations has legitimate risks. For sure, social media business is not generally simple, snappy or modest. At times, contingent upon the business sort, estimate and age, hard endeavors should be made in different zones.

Additionally, the aftereffects of the Social Media Marketing channels system should be controlled and measured frequently with a specific end goal to comprehend what is working and what is most certainly not. Particular battles should be measure too, and the effects of every post should be investigated. In any case, it is normally entirely hard to quantify the arrival on venture, or if we say the arrival on discussion, of such a system.

Evaluating the estimation of one channel over another can be difficult to assess, as the estimation and investigation instruments accessible for nothing are regularly unique in relation to one Social Media channel to another. Overall, social media business is an amazingly effective marketing device that not each business knows how to utilize appropriately yet. It is still new and it should be actualized through a genuine and solidly characterized system. The couple of constraints and dangers identified with social media business can appear to be alarming and testing, however they are just insurances to be tackled time keeping in mind the end goal to make complete eminent progress in the social media technique.

Table 2. 2 : The Social Media Channels and Their Business Characteristics

Social networks		
Examples	**Advantages**	**Disadvantages**
Facebook LinkedIn Google+…	Feedback Advertiser's dream	Negative content of the posts
Blog and microblog		
Blogger Type Pad Word Press	Easy to use Interactive and multimedia	Possible some negative comments Time wasting
Media sharing sites		
Pinterest YouTube Vimeo Flickr	Easy to share and viral Relatively young audience Creativity and control	Copyright issues Mainly young audience Oversaturation
Wikis		
Wikipedia Wetpaint	Transparency and crowdsourcing Theamwork Synergy	Time consuming Vigorous controls needed
Forums		
PHPbb Phorum	Interactive Niche markets	Less popular Hard to get involved
Social events		
Upcoming Eventful Meetup…	Real time organization Reduced costs	Possible negative failure

As we see bellow of the table, social media business offers to organizations a substantial assortment of assets as far as social media channels accessible, and an expansive assortment of advantages, for example, brand introduction, focused on

activity and drives era. Notwithstanding, social media business for organizations additionally requests endeavors and diligent work, and has its own particular confinements and dangers before making remarkable progress.

2.2.4. Social media marketing plan and strategy

Social media plan and strategy is not an easy task for marketers. That is, social media for each tweet and all comments must be guided by the plan. Many companies must have specific comprehensive plan for social media and marketing. Companies in the plans should include an action, monthly or long-term goal, that is the nearest and future goals. Overall, the plan to obtain effective results or implementation. This plan or strategy will guide the actions of the company to success in social media.
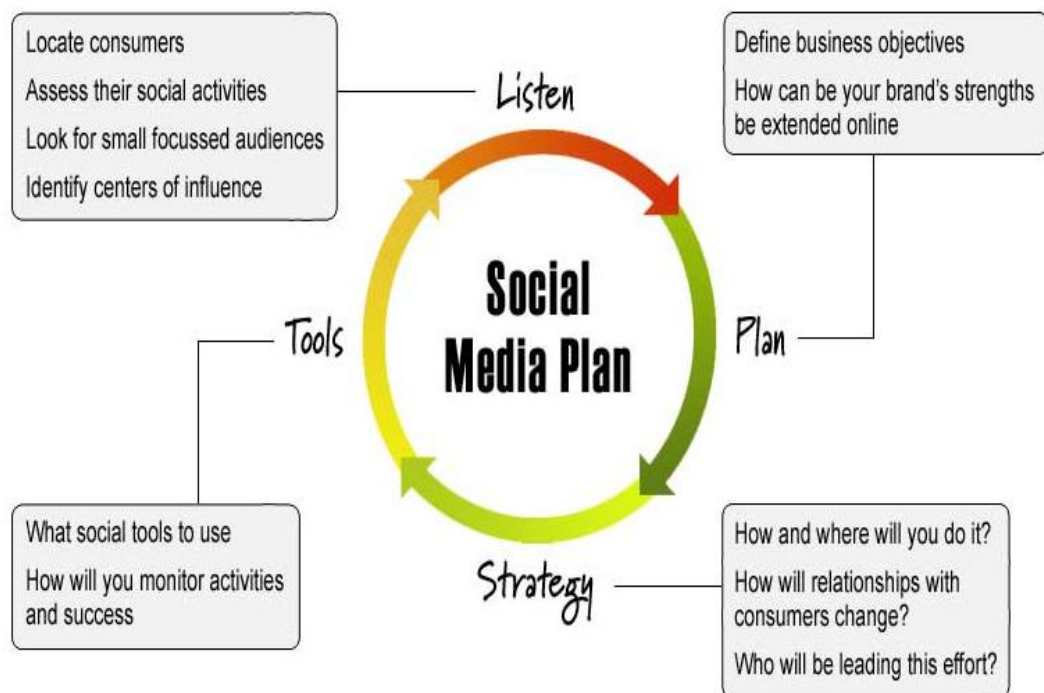
Figure 2. 11 : Social Media Plan

Figure 2. 12 : Social Media Marketing Strategy

As wee see the social media plan consist of plan, listen, strategy and tools. And social media strategies consist of set goals, determine audience, choose platform, greate content, implement, track and measure progress, and adjust. Sometimes some companies approach social media marketing without a clear plan. But result such actions may be lower than your expectations.

And so, many companies tend to need to understand the many aspects of the internal and external environment. That is, economic, cultural, technological, political, legal aspects, etc. Because, it explains the marketing strategy of action and strategies to be taken for a long time to reach their goals. Typically, planned strategy depends on the type of market. And so different companies strategies may be extended for many years or a shorter period. It depends on the market situation.

Typically, the purpose of the marketing strategy is to increase sales and achieve sustainable competitive advantage.

Figure 2. 13 : Visually Social Media Marketing Strategy

In short plan and strategies of social media marketing surrounding raises a progression of chances furthermore challenges for online networking promoting professionals. The groups of onlookers turn out to be more divided and proactive, at the same time, then again, the organization has the likelihood to unite different modes and classifications of data in a perplexing message. Online networking additionally permit the endeavors to gather, enlist, investigate and utilize client information and criticism for better focusing on online crowds and modifying it's messages. How we see in the graphs 10, today very popular tools like Facebook, Twitter, Youtube, Orkut, BIGADDA, Flickr, Yahoo, Youtube, Buzz, Linkedin, APNA etc.

In the world there are so many popular sites. But the winner is the one who controls the correct amount of time they invest in it. That is, instead of blindly following the crowd to the social network, it is best to have an understanding, determination and a good understanding of the potential or existing customers who are interested in you or your products.

2.2.5. Advantages and disadvantages of social media marketing

Today many companies can learn through social media about their audience in detail, use more effectively tools for find potential audience, expand audience, learn customers comments, get ahead of competitors through social media etc. Sharing pictures and recordings is additionally conceivable through these locales. They give the chance to make your photo collections and recordings, and post them in your profile. With the office of sharing pictures and chatting, the separation between peope has decreased as well.

Also, there are many benefits of social media marketing in business. Through social media, advancing your business idea is straghtforward, as one can discover potential customers by simply sitting at home or at office. Bellow we see the benefits of social media marketing.
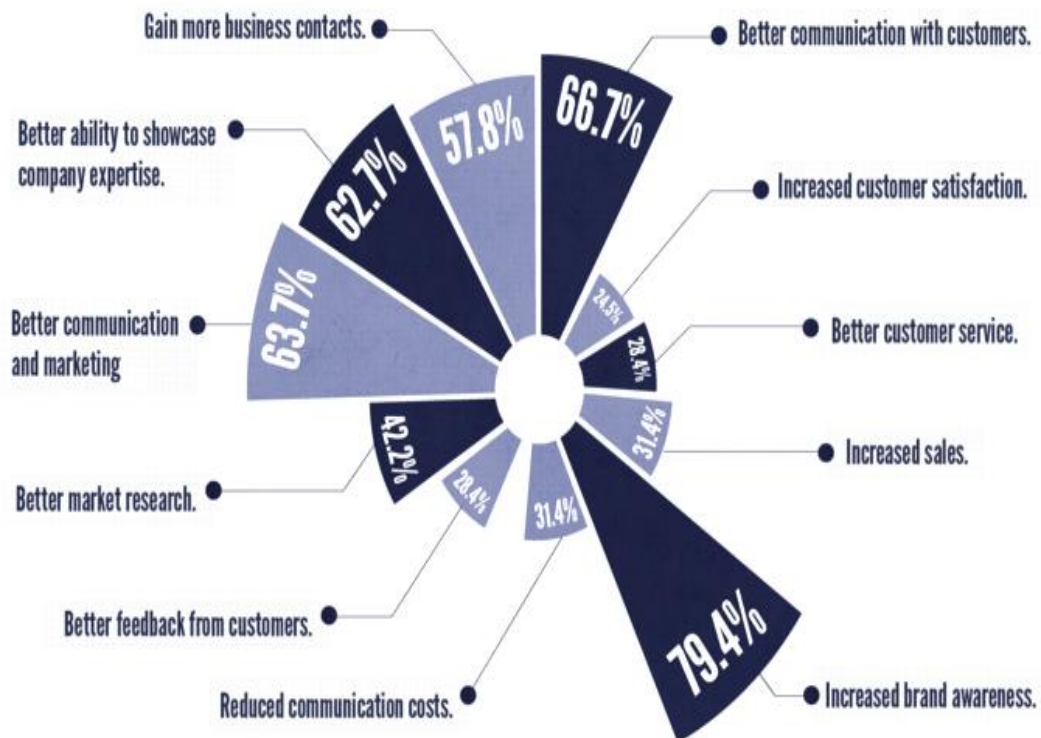
Figure 2. 14 : Benefits of Social Media Marketing

30

In spite of the fact that more sites bring a considerable measure of advantages to people and companies all around world, the basic reason for them is being manhandled as well. But there some different disadvantages of social networking in marketing or business. Bellow we give the table disdvantages of social media marketing.
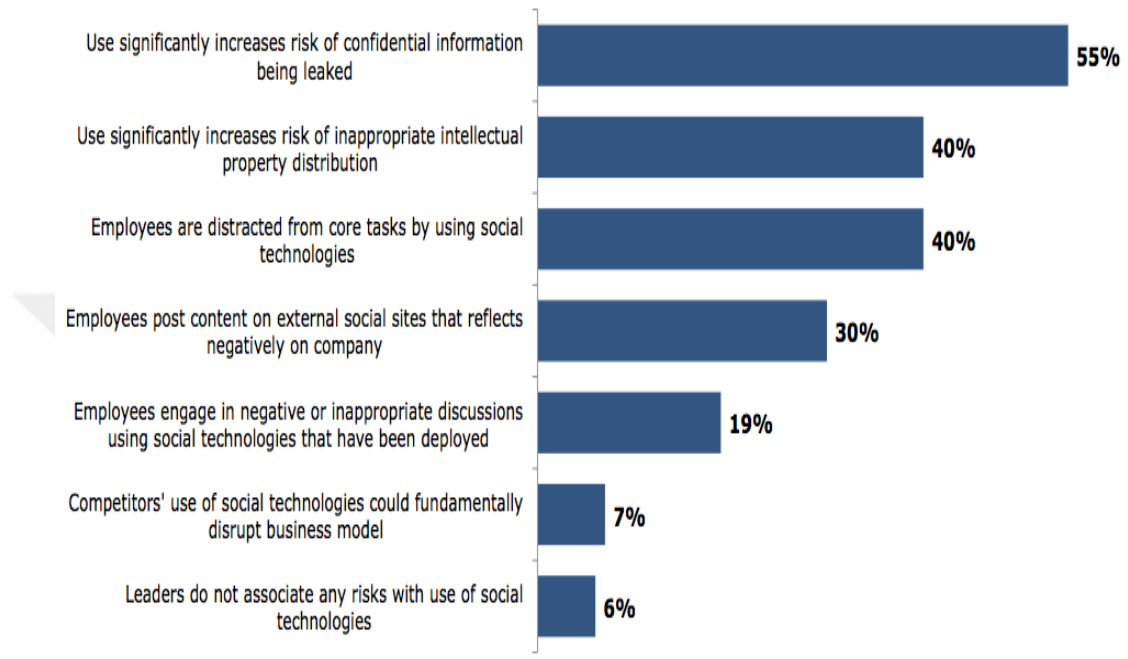
Figure 2. 15 : Risks of Social Media Marketing

Shortly, any companies can be a piece of the social network. In any case, keeping up strict security and not encroaching into any other individual's space is key to maintain a strategic distance from any kind of terrible practices. Companies utilizing conventional social media tools regularly burn through millions to find their objective markets. Setting up an online networking methodology will offer them some assistance with seeing where potential clients are hanging out.

2.3. Advertising

The word "advertising" denotes the Latin word "advertee" with the meaning " to turn the brains towards". The explanation of "advertising" is advancing generally as the practice is experiencing steady changes. For example, around the begin of the twentieth century, Albert Lasker, who today is largely respected as the father of present day publicizing in a couple quarters, had a conspicuous publicizing office,

Lord and Thomas. Then, he described promoting as "charismatic aptitude in print, driven by an inspiration driving why" (Arens et al., 2014).

In any case, that was much sooner than the coming of radio, TV, or the Internet. In other words, the expression "advertising" has been characterized by distinctive showcasing experts and specialists as a specialized instrument to supply clients of product and service information with the reason to offer.

Modern advertising was made with the inventive techniques presented with tobacco advertising in the 1920s, most fundamentally with the Edward Bernays' movement campaigns, who is frequently viewed as the originator of modern, Madison Avenue advertising (Frisbee and Studler, 2011: 1-13). There are many definitions of advertising. As an sample of promoting company includes the creation and arrangement of a progression strategic communications that are brought together by a basic topic or core message. The interchanges are proposed to advance a brand, item, service, association, or idea. The messages are ordinarily intended to resound with a group called a target audience. Campaigns generally have specific objectives, like expanding item awareness or inducing individuals to attempt a service or give cash to an applicant.

Also, there many models, like Dagmar, AIDA (Belch and Belch, 2014: 146-147), Lavidge and Steiners Hierarchy etc. One of the principle objectives of advertising and marketing models is to make and convey persuading messages to focused markets. The most ideal approach to convey these messages can rely upon the circumstance, the crowd and the sort of business from that it begins.

2.3.1. Cllasification of advertising

Advertising is an important function of marketing which offers association to do promoting some assistance with researching, deals and appropriation adequately. We can classify advertising into different types based on target viewers, media, geography and purpose. Advertising is the advancement of an organization's products and benefits however distinctive mediums to expand the offers of the product and services.
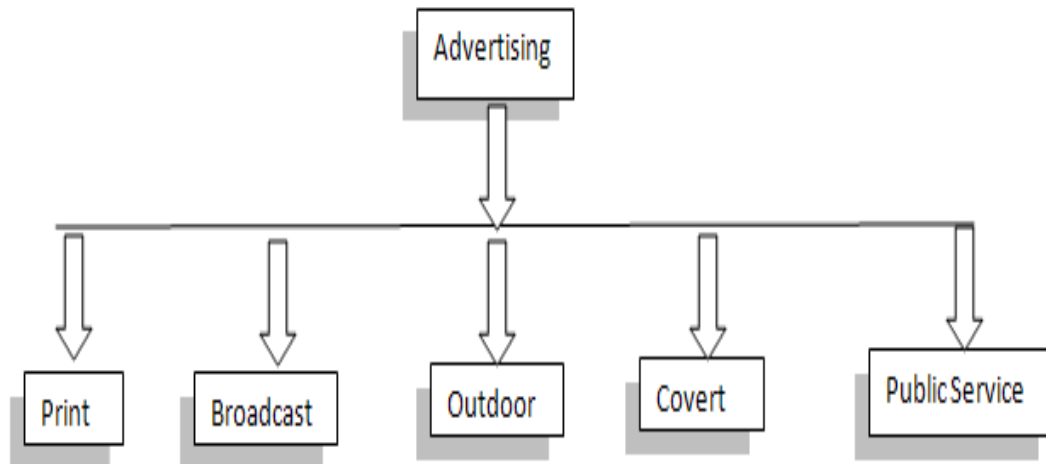
Figure 2. 16 : Classification of Advertising

Classification of advertising plays an essential part in nowadays in business. Advertising has several forms, which have been improved as progressions have been made in communications innovations. Trade advertising media can capture billboards, printed flyers, wall pictures and column cards, street furniture parts, web banners, radio, cell phone screens, cinema and TV adverts, shopping carts, skywriting, web popups, human billboards and frontal advertising, bus stop benches, taxicab doors, newspapers, musical stage shows, advertisements on seatback tray tables or overhead storage binsroof mounts and passenger screens.

The next are types of advertising taken from world encyclopedia (New World Encyclopedia, n.d.):

- *Word of Mouth:* Gratutous advertising (also called word of mouth advertising), can give great presentation at insignificant expense. Individual proposals ("bring a friend"), or accomplishing the deed of likening a brand with a typical thing – "Xerox" – identical to printer, "Kleenex" to issue, also "Vaseline" to petroleum jam are the apexes of any advertising campaign. Nevertheless, a few companies have restricted the utilization of their image name to mark an object.

- *Television Advertising:* In 2014, a study led more than 7 years found that the TV commercial isstill the best mass-business sector advertising type. TV commercials are well known techniques for advancing items and services.

33

The advertiser gives money for a particular measure of time, normally under one moment, amid or between specific projects in where to exhibit their message.

- *Printed Advertising:* Printed materials utilized as a part of advertising can take into acount wall pictures, billboards, street furniture segments, transport stop seats, magazines, daily papers, sides of transports, taxi cab entryways, rooftop mounts, undergroundmetros, stickers on products in markets, notices, and the backs of occasion tickets and store receipts.

- *Covert Advertising:* Covert advertising implanted in other amusement media is known as product placement. Examples incorporate a PC or a watch with its logo unmistakably obvious, a specific brand of shoes said as often as possible as "classics" by the lead character, or a specific brand of vehicles utilized as a part of activity arrangements.

- *Virtual Advertising:* Virtual ads may be embedded into general TV programming through PC representation. These may be embedded into generally clear settings or used to supplant local billboards that are not significant to the remote show audience. Virtual product arrangement is additionally used to incorporate things that did not exist in the actual scene. Today virtual advertising is one of important and popular types of advertising.

2.3.2. Major advertising objectives and decisions

Advertising objectives and decisions have an immediate means-end relationship to general marketing and business objectives. The achievement of advertising objectives and decisions in this manner adds to the satisfaction of higher corporate goals.

How we see below in marketing have efor important decisions wich us efor developing an advertising program. These four important decisions objective setting, budget, message, media and advertising evalution. Also, advertising objectives ought to be characterized by substance, degree, time, and target fragment. They can be separated into intellectual, enthusiastic, and conative objectives as the accompanying order of advertising objectives demonstrates (Müller, Alt and Michelis, 2011):
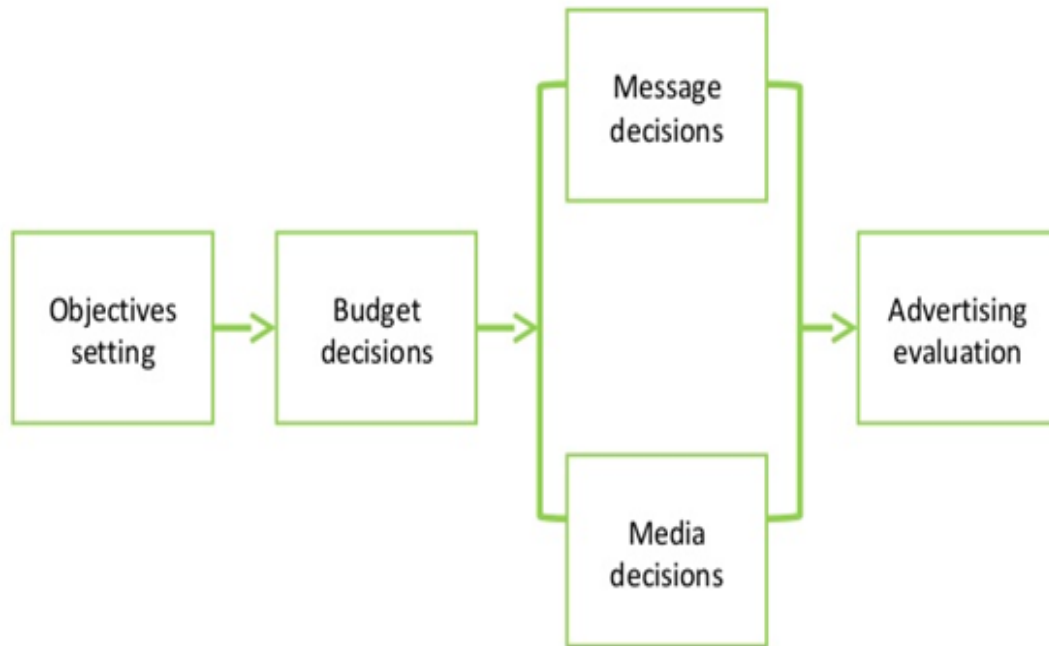
Figure 2. 17 : Major Advertising Decisions

- *Cognitive Objects:* If the correspondins need is minor, the crucial data on the product or service ought to be communicated. A need is called minor, at whatever point the beneficiary knows that the need is right now display and that it can be fulfilled by accessible offers. For this situation, it is regularly adequate to impart the key elements of the product.

- *Emotional Objectives:* Emotional advertising intends to connect a product or service with particular feelings that lead to a separation from different offerings. Feelings are utilized essentially as a part of developed markets with technically and functionally compatible products (cigarettes, chocolate, and so forth.).

- *Conative Objectives:* Conative objectives are identified with real customer activity. In this case, advertising intends to stimulate potential purchasers to purchase, request, utilize, or make a move in in any other form etc.

Companies have numerous objectives and decisions while advertising their products and services. These goals shift according to their commercial ventures, accessible distribution channels and general marketing strategies. The key with all advertising is drawing in the right purchasers. These are individuals who more apt to buy a company's wares based on demographics like age and wage, for instance.

Advertising supervisors ought to rehash their messages frequently enough to familiarize purchasers with their offerings.

Today, people need to be dynamic members in their social life, human services and that of their families. We trust it's important to help people who need to see how to anticipate life more excellent. Product advertising and communications endeavors from companies contain instructive brochures, sites and recordings, and direct-to-consumer advertising on TV or in magazines. All types of direct-to-purchaser training give people information. Thus, company's can help your campaigns' performance.

Adding audiences permits you to achieve individuals based on their particular interests as they scan pages, recordings, and content across YouTube and the Google Display Network and additionally channels and recordings on the YouTube Search Network.

2.3.3. The effects of digital media on advertising markets

When we look and compare advertising costs of past times to the present, we can see a big difference, even we can surprised. Because, today digital era of stability and viability of advertising spending on advertising is higher. We know that throughout the recent history of the advertising industry there was the print media (newspapers, magazines, brochures, etc.). Then the radio. It added audio. Then they both joined and there was television. And the advent of the Internet has brought new something. Today Internet and other digital media gives to advertisers a lot of opportunities and growing market of digital advertisements.

Below in this figure we see the effectiveness of online video advertising. We know, that the digital advertising associated with visualization or video. This figure shows the research BrigntRol. It surveyed 120 American advertising agencies associated with the effectiveness of online video advertising. According BrigntRol, 72 percent of advertising agencies says, that online video advertising is effective than TV. Even says is more effective than television. And 10 percent of the participants have nothing not understand. Including interest on the figure shows a very big impact on sales.
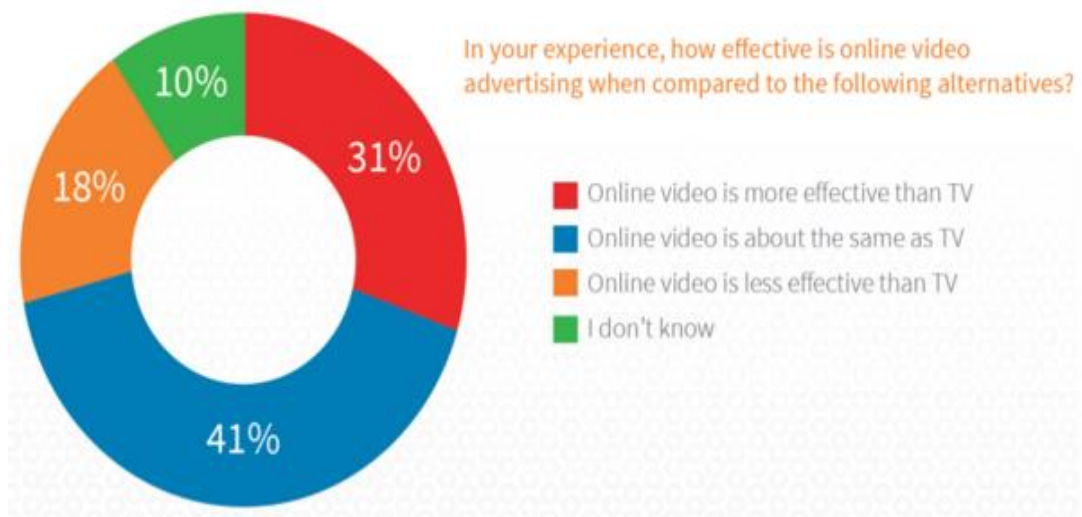
Figure 2. 18 : Effectives of Online Video Advertising
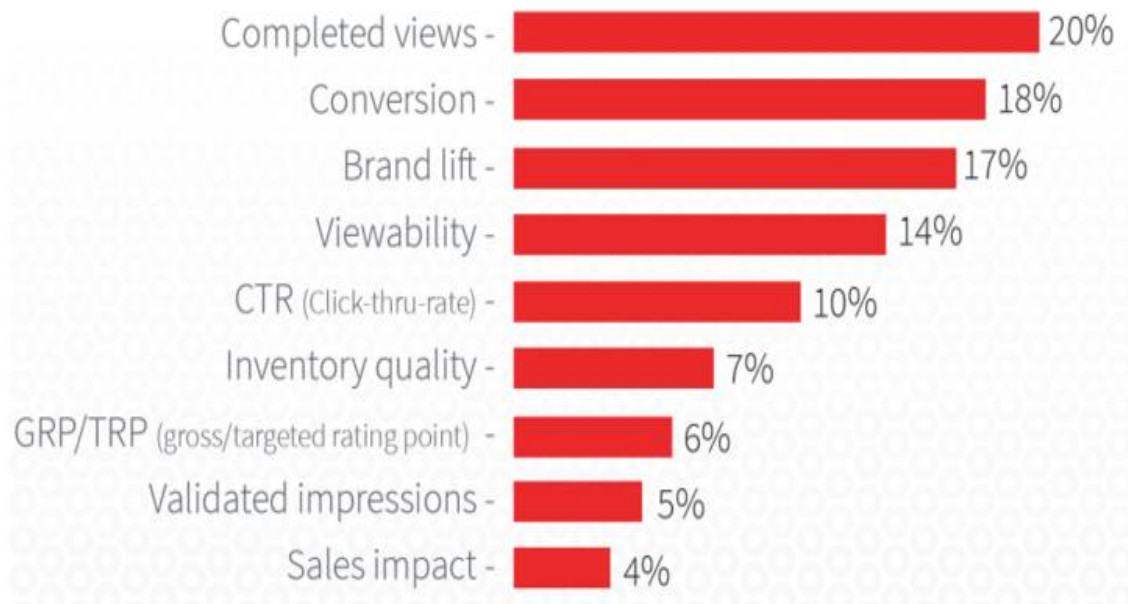
Figure 2. 19 : The Most Important Success Metric For Digital Video Campaign

In this figure shown the most ımportant success metric for digital video campaign. We see the effectiveness of online video advertising. This figure shows the research by Strata Marketing. Here don't repeat percents in the figure, but it is obvious a digital video has an important role in advertising. And in the future expect increase use digital media and video advertising.

2.3.4. Online advertising practices in social media

The interest shown on the website in social media, indirect advertising practices lead to a shift to a new generation of electronic media than traditional media, and the new generation of applications that need small-scale both should preferably be used by large companies.

Internet advertising was the most commonly used in a variety of ways banner ads, and sponsorships sites come second. However, unlike the two methods spam too, used advertising through block pop-ups and search engines, forums and social networking sites, etc.

For example, on online advertising practices in social media the forums created under the name of Dell firmdelloutlet. These forums are best examples for using advertising on social media. Around two years these forums through facebook, twitter and other social networking sites developed special campaigns for the followers. In short time on the internet took access the sales. It is an important example in terms of revealing the events(Dell.com, n.d.).

Another example, Starbucks and Toyota companies have a few people running. They are active use many channels of social media for success sales and being able to meet good communication with customers. Today many companies for advertising the new products use new media as follows:

- Through blogs
- Through social networking
- Through forums
- Through e-mail
- Through website etc.

Social networks, it could have the opportunity to communicate more effectively accessed with more customers. New advertising practices makes change inevitable. The involvement of understanding rather than one-sided advertising on the site is provided to provide communication-based advertising model, it enhances the effectiveness of ads. In general, ads should adopt the local tone, because of the high

rate of ads to spread word of mouth on social media, modest, it requires sympathetic and remarkable messages. Also, ads must add value oriented. Social networks should be supported by ads strengths in terms of personal contact, so take a share of the advertising should be effective communication.

1 | Facebook
3 - eBizMBA Rank | **1,100,000,000** - Estimated Unique Monthly Visitors | 3 - Compete Rank | 3 - Quantcast Rank | 2 - Alexa Rank | *Last Updated* February 1, 2016.
The Most Popular Social Networking Sites | eBizMBA

2 | Twitter
12 - eBizMBA Rank | **310,000,000** - Estimated Unique Monthly Visitors | 21 - Compete Rank | 8 - Quantcast Rank | 8 - Alexa Rank | *Last Updated* February 1, 2016.
The Most Popular Social Networking Sites | eBizMBA

3 | LinkedIn
18 - eBizMBA Rank | **255,000,000** - Estimated Unique Monthly Visitors | 25 - Compete Rank | 19 - Quantcast Rank | 9 - Alexa Rank | *Last Updated* February 1, 2016.
The Most Popular Social Networking Sites | eBizMBA

4 | Pinterest
22 - eBizMBA Rank | **250,000,000** - Estimated Unique Monthly Visitors | 27 - Compete Rank | 13 - Quantcast Rank | 26 - Alexa Rank | *Last Updated* February 1, 2016.
The Most Popular Social Networking Sites | eBizMBA

5 | Google Plus+
30 - eBizMBA Rank | **120,000,000** - Estimated Unique Monthly Visitors | *32* - Compete Rank | *28* - Quantcast Rank | NA - Alexa Rank | *Last Updated* February 1, 2016.
The Most Popular Social Networking Sites | eBizMBA

6 | Tumblr
34 - eBizMBA Rank | **110,000,000** - Estimated Unique Monthly Visitors | 55 - Compete Rank | *13* - Quantcast Rank | 34 - Alexa Rank | *Last Updated* February 1, 2016.
The Most Popular Social Networking Sites | eBizMBA

7 | Instagram
77 - eBizMBA Rank | **100,000,000** - Estimated Unique Monthly Visitors | 49 - Compete Rank | 145 - Quantcast Rank | 36 - Alexa Rank | *Last Updated* February 1, 2016.

8 | VK
97 - eBizMBA Rank | **80,000,000** - Estimated Unique Monthly Visitors | *150* - Compete Rank |
120 - Quantcast Rank | 21 - Alexa Rank | *Last Updated* February 1, 2016.
The Most Popular Social Networking Sites | eBizMBA

9 | Flickr
123 - eBizMBA Rank | **65,000,000** - Estimated Unique Monthly Visitors | 138 - Compete Rank | 139 -
Quantcast Rank | 91 - Alexa Rank | *Last Updated* February 1, 2016.
The Most Popular Social Networking Sites | eBizMBA

10 | Vine
581 - eBizMBA Rank | **42,000,000** - Estimated Unique Monthly Visitors | 237 - Compete Rank | 335 -
Quantcast Rank | 1,172 - Alexa Rank | *Last Updated* February 1, 2016.
The Most Popular Social Networking Sites | eBizMBA

11 | Meetup
596 - eBizMBA Rank | **40,000,000** - Estimated Unique Monthly Visitors | 791 - Compete Rank | 701 -
Quantcast Rank | 296 - Alexa Rank | *Last Updated* February 1, 2016.
The Most Popular Social Networking Sites | eBizMBA

Figure 2. 20 : In 2016 Years The Most Visited Social Networking

In this figure shows the most visited social networkin in 2016 years. The following is
brief information about these sites (eBizMBA.com, n.d.):

Facebook

Type: Social Networking Site

Facebook is a social networking site aimed people communicate and acchange
information with other people. Founden at February 4, 2004 by Harvard Universitu
student Mark Zuckerberg. In 2006, Facebook became first communication network
covering the whole world. Today, facebook is lider in social media.

Estimated Unique Monthly Visitors: 1,100,000,000.

Twitter

Type: Micro Blogs, Social Networking Sites, RSS

The most powerful representative of the communication network Twitter, also
powerful advertising tool. Every second, more than 6 thousand tweets on Twitter as

idle, is made entries over 500 million tweets per day. Twitter account nearly 75 % provide their users Access via mobile devices.

Estimated Unique Monthly Visitors: 310,000,000.

Linkedin

Type: Professional Networkin Site

Bring together people from different field business in the world of social platforms. Especially actively used for community and brand management. People can build Professional connections with each other.

Estimated Unique Monthly Visitors: 255,000,000.

Pinterest

Type: Visual – Based Social Networking Site

PİN visual bookmarkers are called and the pins forming the "Board" is called social media site that allows sharing with social Networks through visual collections. It can be shared with all kinds of visual description.

Estimated Unique Monthly Visitors: 250,000,000.

Google +

Type: Digital Identity, Social Networking Site

Social networking and authentication service managed by Google. Google is social media tools, that u ploaded 2 billion photos in week, since 2011 quickly grown. Google Plus has became giant photo uploaded and leave behind other social Networks.

Estimated Unique Monthly Visitors: 120,000,000.

Tumblr

Type: Social Networking Sites, microblogging

Trumblr enables text, photos, videos, and allows for different shares sounds and Trunmler is microblogging product Yahoo site. And also, it enables users to send messages to each other. Admiration with share and buttons.

Estimated Unique Monthly Visitors: 110,000,000.

Instagram

Type: Photo /Video Sharing Network

Instagram is mainly used by young people, with a record breaking 55 million daily photo sharing. It is known, that 57% of users account log in every day. 40 % of the users are young people between 18-29 years of age. Instagram transforms into the most effective social tool that can be preferable to reach young peole. Management of brand and promotional campagns are carried in this field.

Estimated Unique Monthly Visitors: 100,000,000.

VK

Type: Social Networkin Site

Social networking site Vkontakte has become known as the VC. VC is Europe's second largest after the Facebook. Also ranks 23 in Alexa's list of Global Top 500 Sites. This social network is used too much in the former USSR member countries, already the most visited site after Yandex in Russia. Every day 55 million users are online VK that is considered among the world's 10 most popular social media site.

Estimated Unique Monthly Visitors: 80,000,000.

Flickr

Type: Photo /Video Sharing Network

Every day in the Flickr uploaded around 4 million images photo and offers for members and non-members the video sharing social network, also the opportunity to view it. Flickr, offers the opportunity to benefit from the 1 terabayt of storage in the free membership.

Estimated Unique Monthly Visitors: 65,000,000.

Vine

Type: Photo /Video Sharing Network

The service Vine was founded in June 2012. Vine is a short-form video sharing service. Twitter acquired in October 2012, just before its official launch. Vine enjoys the support of Twitter, it competes with others such as Viddy, Cineverse and Mobli.

Estimated Unique Monthly Visitors: 42,000,000.

Meetup

Type: Social Networking Site

Founded in 2002, Meetup organize an offline meetings group and sharing with social networking site. Offering to meet people with common interests as members of the Group Meetup brings together users, who want to meet in the same city or district. The group is located more than 100 thousand sites, digital media.

Estimated Unique Monthly Visitors: 40,000,000.

2.3.5. The future of digital advertising

Today, on the Internet, you can sell or advertise. And it is easier than in the past. If we recall the past, the advertising has been for a long time. At that time advertising occupied much space in newspapers or magazines, you had to have a budget, advertising mouth to mouth etc.

But today, Internet free for all people and you can do quickly and efficiently all things. Today, we can not even imagine the Internet without adverts. Very rarely find Internet sites without promotional photo or video.

Specific features of today's digital media is the speed, free, a lot of spectators and offers a lot of opportunities. And these features of digital media enough for the purpose of advertisers.

Until today's advertising market we did not see a huge evolution of consumer information. The digital evolution has changed the traditional advertising trends. The power of the Internet still continues to surprise us, and is not even clear what awaits us in the future.

But despite this, we offer information at the bottom of the statistical center statista spending worldwide in 2012 and 2018.
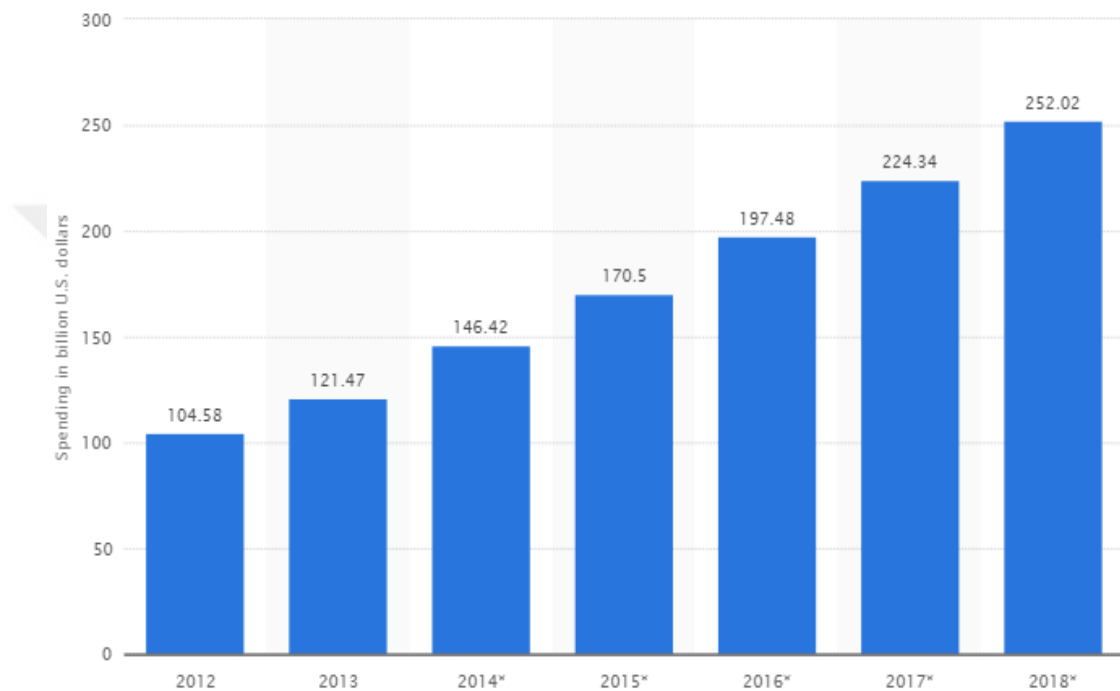
Figure 2. 21 : Digital Advertising Spending Worldwide from 2012 to 2018

In this figure, according to the statistical center article presents data on the global cost of digital advertising billion U.S. dollars. In this figure we see the cost of advertising in 2012 and 2013. In statista information and forecasts global digital ad spending by 2018 will reach 252.02 billion US dollars (Statista, 2015). That is, this figure can be said, that digital signage will continue develpoing and expenses on advertising also will be more and more.

We know that, on the Internet or social networks a lot of commercials. Some people are attracted to these advertisements, and some do not. But in fact the statistics at the top of the digital advertising or use of the Internet and social networking is only to benefit marketers.

Also, digital media investments in Turkey, cutting speed continues to rise. Last year, for the first time in terms of market share and size of newspapers and magazines was one of the fastest growing digital advertising media in the first half of 2015.

According to results announced by the Association of Advertising Agencies, growing 7.8 percent compared to the same period last year advertising investments in Turkey reached a total 4.3 billion pounds in size. The largest share of the investment is 52 percent compared to TV. Here 21 percent share of digital; down by 17 percent and 7 percent, followed by outdoor advertisements. The share of 2 percent share of traditional radio and cinema ads that get limited to 1 percent. However, note that the movie is supposed to be one of the rising channel. Cinema advertising investments, which created some 22 percent this year compared to the previous year, reaching 41 million pounds in size (http://webrazzi.com, n.d.).
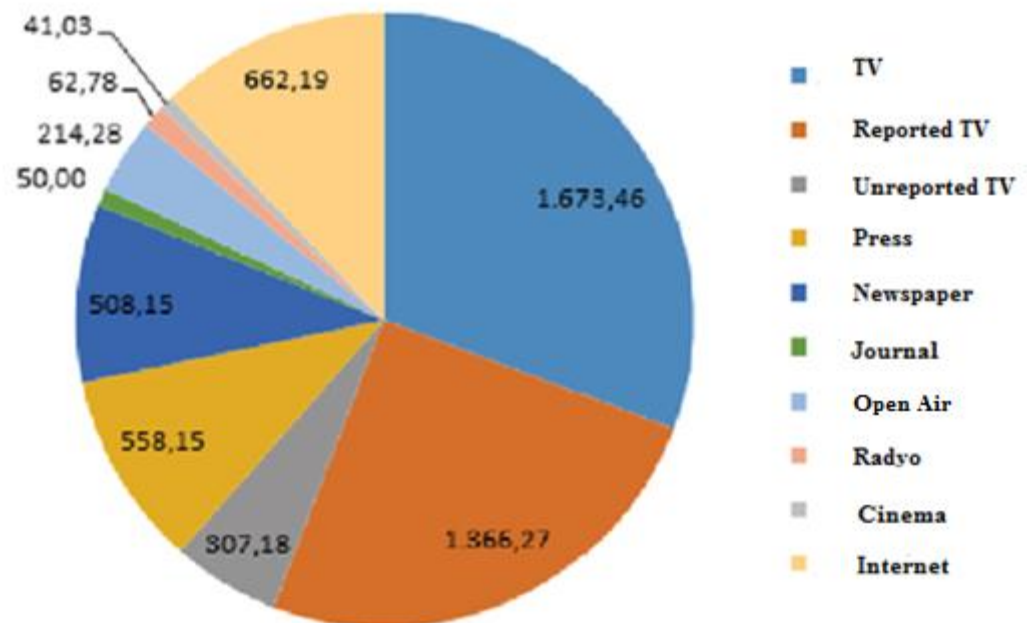
Figure 2. 22 : Comparative Media Investments 2015

Table 2. 3 : Digital Advertising Investments in Turkey in 2015

Million TL	2014 first 6 month (mln TL)	Market share %	2015 first 6 month (mln TL)	Market share %	Change 2015-2014%
TV	1.563,33	52,47	1,673,46	52,1	7,04
Reported TV	1.263,40	42,41	1.366,27	42,54	8,14
Unreported TV	299,93	10,07	307,18	9,56	2,42
Press	576,52	19,35	558,15	17,38	-3,19
Newspaper	522,76	17,55	508,15	15,82	-2,79
Journal	53,76	1,8	50,00	1,56	-6,99
Open Air	199,06	6,68	214,28	6,67	7,65
Radio	66,05	2,22	62,78	1,95	-4,95
Cinema	33,50	1,12	41,03	1,28	22,49
Internet	540,87	18,5	662,19	20,62	22,43
Display	243,73		283,08		
Mobil	33,19		36,58		
Search	263,95		342,53		
Total	2.979,33	100,00	3.211,89	100,00	7,81

In this table and figure we see digital advertising investments in Turkey in the first six months of 2015 year reached 662 million pounds. Also we see that the newspapers and magazines continued to decline in advertising investment, newspaper advertising revenues in the first half of 2015, 3 percent; magazine advertising investments fell 7 percent. Away from the pressure of the media and advertisers the most important outcome of the report whereas the digital orientation. In fact, digital advertising investments in the same period have increased by 22 percent. Last year, 541 million pounds in the first half as the actual digital advertising investments in the first six months of this year reached 662 million pounds, according to the report.

Rich media, social media, especially mobile has a large competitiveness. Growth of social advertising (ads, video ads, auto-play video ads in social networks) since 2014, continues to grow rapidly. Display, a mobilnd internet with technological advances in terms of retail mobile applications can be delivered on the basis of marketing activity. It will help to reach customers in a timely and highly contextual messages based on one-to-one.

At the end of 2015, the advertising investment grew 5.3 percent worldwide, is expected to reach $ 574 billion (http://webrazzi.com, n.d.). The top five countries took the lead in investments; USA, Norway, Australia, Canada and Sweden.

Many study states that one quarter of the world's population uses social media and today we see a huge advertising integration in social networks.

The technological evolution it is like driver human and through technology people start communicate more than before. Last years technical improvement is altering about how we recieve, assess, or use facts. And technical improvement gives wonderful opportunities for marketers, and new challenges, also how to bring into use or control these technologies.

Understanding which is the right channel to utilize is an unequivocal component for including visitors and using the media as a part of the most ideal way. For a division that should be brisk, Twitter may best, while Facebook may be better for those building relations, and for inside and out projects it may be worthstarting up a site.

Social media shows inexpensive instruments which are utilized to consolidate innovation and societal cooperation of the words usage. And these instuments are normally web or portable based as YouTube, MySpace, Twitter, Facebook.

Here it is possible to distinguish two benefits of media which are essential to marketing, and benefits comprise; diminishing time of cost reduction and increasing probability of income generation.

Societal media empowers organizations to :

- Divide own experiences and learning;
- Look in to the choice of buyers;
- Make possible to give a hand consumers;
- Engaged point of view by consumer thought.

By this way social media's benefits comprise consciousness, brand reach, customer collaborations by referrals, exchanges, notoriety management.

Especially social media sites like Pinterest, Twitter, Facebook, Linkedin present to a tremendous idea for the consideration of consumers while at the same time doing brand name. Many tactics may be used that marketing can employ to do this with the formation of prestigious profiles of societal networks, for instance, Fan pages of Facebook and innovative publicizing by the means of marked postcards and applications.

Also, when companies are able to use for benefit, they might glance the negative analysis about items or services as a terrible thing. If we use social media efficiently, companies are able to link with disappointed customers specifically, inside of their own online webs, to discover creative methods for enhancing the product or service which they have to suggest.

While making a social media advertising system, it merits considering who is being focused on. There will be people inside of your interpersonal organizations who may not as a matter of course are customers, but rather who can massively affect your advertising endeavors.

3. EMPERICAL DATA

This study follows qualitative approach and discusses behavior with respect to marketing through social media applications target companies FLO and Ayakkabı Dünyası. Also, in this section explains the company's activity FLO and Ayakkabı Dünyası and the relationship to social media and advertising.

In other words, this chapter discusses the details of these companies and evaluate the use of social media and advertising as a tool in business. We know, that grows growth use of social media, and this study trying to determine the importance of social media compared to traditional methods.

Also, this study focuses on information on thematic interview. To survey was take interview the company FLO and Ayakkabı Dünyası. In an interview contained questions like, for example, if the company were present on social media, what methods are used, basically what sites they use and how they use them for commercial purposes.

Also, at the end of the study discusses the methodology and analysis of the study.

In short this chapter considers the analysis of the use of social media and advertising through interviews with companies FLO and Ayakkabı Dünyası and business - the services of these companies in the social media.

3.1. History of FLO

FLO is a part of a Group of Ziylan and is the biggest shoe retailer in Turkey and supplies exclusive brand items to its clients in various parts of the country and offers more than 5.000 unique models.

In accordance with the information of the company Ziylan Group, the activities of the group were started by Ahmet Ziylan. He began to uniquely designed shoes with a little workshop in the city of Gaziantep, in the 60s. Along these lines, the company changed to serial creation on a little scale. Amid the mid 70s, Ahmet Ziylan opened

the shoes sub industry producing in Istanbul. The main preparing shoes were made in 1985. The company got its first image Halley (http://www.ziylan.com.tr/en, n.d.).

Ziylan Group is the foremost position in retail shoes area in Turkey brands, for example, "FLO", which is the first shoes store of Turkey offering current design and extensive variety of products at affordable costs. Also, Ziylan group is proprietor of "Polaris", "Kinetix", "Lumberjack", "Sport InStreet" brands. Ziylan Group includes 359 stores in the household market. Ziylan exports to more than 25 nations around the world, as Georgia, Albania, Azerbaijan, Tunisia, Lebanon, France, Germany and Iran. There are also 25 franchising stores of Ziylan Group abroad (http://www.ziylan.com.tr/en, n.d.).

In addition, Ziylan offers its products and services through traditional methods and through digital technology. Ziylan especially emphasizes attention to digital technology. Because, today, many of the processes of work, distributed through the Internet. Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers and retain them.The key objective is to promote brands, build preference and increase sales through various digital marketing techniques (Özkan, Tandaçgüneş and Doğan, 2015: 123-124). That is, any potential customers can be reached in 24 hours per day at various sites and visible advertising over the Internet. In addition, buyers doing shop online and distribute their through the Internet.

3.1.1. The activities of FLO

FLO is one of the most popular brands and founder of the "footwear" market system in Turkey. It's brings different models of products for consumers of all ages in 223 stores all over Turkey. Below we see the map and the table that shows the FLO network of shops throughout Turkey, which continues to activities.

FLO stepping in the business trade turned into the biggest system in Turkey in footwear sector. FLO serves customers in many cities of the country.

Table 3. 1 : FLO Network of Shops In The Entire Territory of Turkey

Adana	Giresun
Adıyaman	Hatay
Afyon	Iğdır
Afyonkarahisar	Isparta
Ağrı	İstanbul
Aksaray	İzmir
Amasya	Kahramanmaraş
Ankara	Karabük
Antalya	Kastamonu
Artvin	Kayseri
Aydın	Kilis
Balıkesir	Kırıkkale
Batman	Kırşehir
Bolu	Kütahya
Burdur	Malatya
Bursa	Mardin
Çanakkale	Mersin
Çankırı	Muğla
Erzrum	Nevşehir
Eskişehir	Niğde
gaziantep	Osmaniye
Uşak	Rize
Van	Sakarya
Yalova	Samsun
zonguldak	Siirt
Trabzon	Tekirdağ
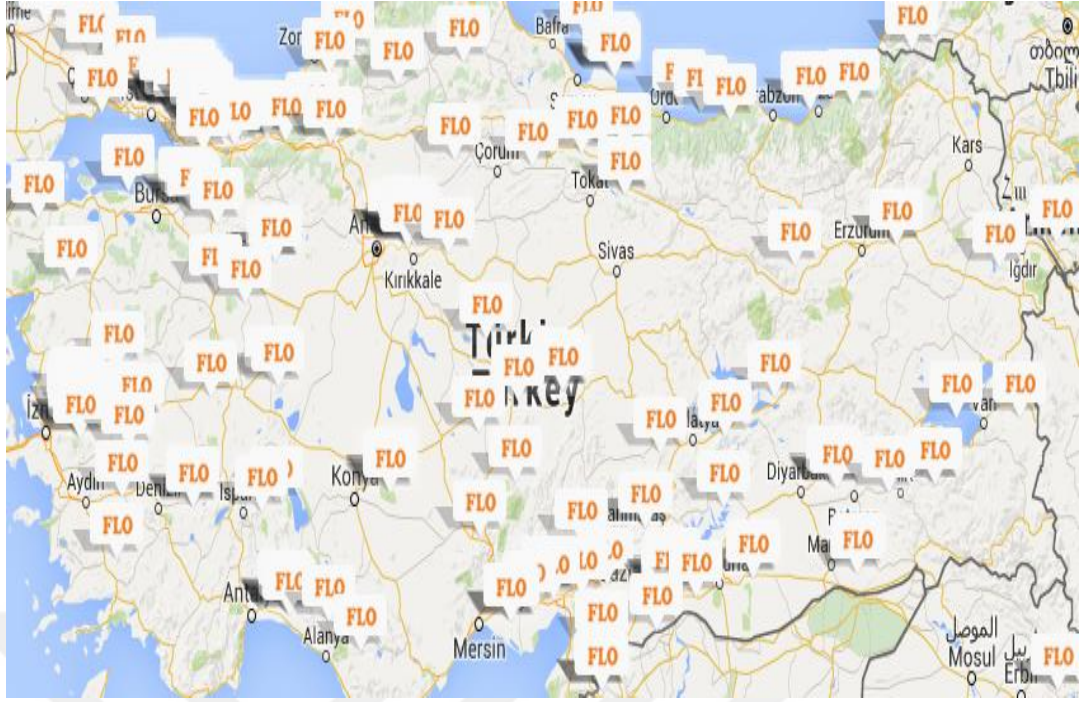
Figure 3. 1 : FLO Network of Shops In The Entire Territory of Turkey

As we see in the figure 7 and table 3 FLO serves customers in many cities of the country. FLO stepping in the business trade turned into the biggest system in Turkey in footwear sector. Today FLO serves clients in more than 227 shops and suggests buyers more than 5,000 unique models. FLO offers consumers more than 10 000 different products containing those in the class of shoes, sacks, accessories, sports accessories and clothing (http://www.ziylan.com.tr/en, n.d.).

The duty company of FLO is to meet clients' requirements at the highest level and to improve the quality of products. In order to know the necessities of clients the FLO Company utilizes digital opportunities. Social media, for the company, is a vital device in marketing that makes their products and benefits more productive. FLO offers through the online store www.flo.com.tr. Their products more effectively and in quick time.

Nowadays, it's important to improve competitiveness and profitability for FLO, in order to become a reliable and reputable company in Turkey. And constantly develop their own processes and industry in their area, make the better proficiency and performance of the company through a national or an international business sector.

3.1.2. Social media and advertising as a marketing tool in FLO

FLO is one of the companies who effectively utilize social media and actively use advertising through social media. Directors of FLO consider that the social media is a powerful business device for them. Particularly the opportunities and advantages of social media for FLO include:

- Social media gives opportunity to generate income through building a group or advertising your products or services;
- Using social media permits a profitable approach to exchange thoughts with like-minded people to develop the way you do business. Using online networking sites can be helpful to the growth of business.

One of the principle purposes in employing social media and advertising in marketing as a communication tool is to make the company FLO accessible to the people who are interested in the product and to give the information to those who have no knowledge of their products. Also, FLO managers think, that a social media strategy does not require astronomical budgeting like traditional media.

FLO used platforms like Facebook, YouTube, Twitter, Google+, Instagram etc. in order to reach much wider audiences. FLO uses this platforms to build relationships of trust with consumers. This method changed the ways that company of FLO approach interact with customers.

3.1.3. Interview

In order to understand and learn the elements affecting the determination of the phenomenon, research is needed. This will bring stability throughout the investigation and will produce some results and conclusions of the thesis. In order to present the thesis used the method interview. Data were collected through interviews with the management of the marketing department of social media in August 2015.

This section of the thesis examines the interview with the company FLO on the topic of social media advertising as a marketing tool in the business and understand the role of social media and advertising in marketing communication and how to realize

its profitability. The interview consisted of 5 sections and 25 questions and each question is accompanied by the answers.

3.1.3.1. Theme 1: Use of social media

1. Does your company use advertising and social media as a marketing tool?

✓ Yes

• No

2. How long time your company use social media?

• Don't use social media

• Less than 1 month

• 1 - 6 months

• 6 months - 1 year

✓ 2 year +

3. How important do you see social media for marketing?

• Not important

• Not very important

• Quite important

✓ Very important

4. What encouraged you to use social media?

✓ Product introductions and sales

✓ Company image

✓ The announcement of the campaign

✓ Communication with customers

✓ Receiving requests, complaints and requesting

5. What is the purpose your company use social media in marketing?

- ✓ Social media is used to create brand awareness
- ✓ Social media is used to increase sales
- ✓ Social media is used to find new customers
- ✓ Social media is used to improve communications with customers
- Social media is used in product development
- Other purpose _____

3.1.3.2. Theme 2: Startegy

6. What methods do you use to engage the audience?

- ✓ Campaigns
- ✓ One-to-one communication with customers
- ✓ Contest via social media
- ✓ To provide information on Fashion
- ✓ Production of content for specific audiences

7. What methods of social media have been the most effective at your company?

- ✓ Facebook
- ✓ Twitter
- ✓ Youtube
- ✓ Pinterest
- ✓ Linkedin
- ✓ Blogs
- ✓ Other. E-mail, Website, Instagram, Google+, Vimeo.

8. How often use your company a social media?

- ✓ Many times in a day
- Many times in a week
- Many times in a month
- Less frequently than once a month

9. What measures do you follow in your activities?

- ✓ The number of visits
- ✓ Number of comments
- ✓ Number of fans, subscribers etc
- ✓ Other sites and blogs that make links to the company
- • Other _____

10. Does your company have a marketing strategy in social media? How do you identify what strategies work and not work?

- ✓ If yes, what strategies?
- ✓ Priced communication strategy (picture and prices)
- ✓ Boiler information on fashion
- • If no, why?

3.1.3.3. Theme 3: Consumers

11. Consumers are more sensetive to messages in social media versus traditional communications.

- • Strongly disagree
- • Disagree
- • Neutral
- ✓ Agree
- • Strongly agree

12. Are you listening customer conversations that aren't about your brand, competitors?

- • Yes
- • No
- • Sometimes

13. Are you listening a comment about your competitors?

- ✓ Yes
- • No
- • Sometimes

14. Do you addressed to a specific audience when you market your products on different social media?

- ✓ If yes, which audience and where?
- ✓ Wide audience
- • If no, why?

15. Social media eliminate intermediaries, to reach consumers.

- • Strongly disagree
- • Disagree
- • Neutral
- ✓ Agree strongly agree

3.1.3.4. Theme 4: Problem

16. Is it difficult use social media as a marketing tool?

- ✓ Not difficult
- • Not very difficult
- • Quite difficult
- • Very difficult

17. What is the difficulty in marketing?

- ✓ Instant communication
- ✓ Instant feedback
- ✓ Crisis management

✓ To follow the agenda online

•

18. Do you think that social media marketing is dangerous?

• Not dangerous
• No very dangerous
✓ Quite dangerous
• Very dangerous

19. What kind of the risks or dangers do you see in the social media?

✓ Untimely and delayed feedback
✓ Vulnerable brand
✓ Wrong message detection
•
•

20. Can you tell me about some problems relation with social media?

✓ Sometimes disfavor of design
✓ Availability of complaints
•
•

3.1.3.5. Theme 5: Result

21. Have your company benefited from using social media and advertising? How?

✓ Expanded our target audience
✓ Increased brand awareness
✓ Increased brand image
✓ Sales increased
✓ Reaching more information about the product

22. What kind of experience have you gained in the use social media applications?

✓ Crisis management

✓ The importance of following online

✓ The importance of customer relations

23. How do you see a future of social media and advertising in marketing?

✓ Communication through social media and its importance can be increased

✓ Social media can increase as the use as a marketing tool

✓ Firms can increase the budget for advertising and social media

24. Companies are using social media more and more and do you think this trend will continue? What is the next thing?

✓ Yes

✓ It is expected diversification of video content

25. Is there anything else you'd like to add?

✓ No, thank you.

In interview was found that traditional marketing efforts are no longer enough.

One of the principle point of using social media and advertising in marketing as a communications tool by FLO is to be sufficiently available to those people who are interested in their product and to be visible to those people who don't have any idea related with their products. FLO utilizes social media to invent image, learn and explore targeted consumers. And one more quite significant reason - social media system does not require astronomical budget, comparing with traditional media, that is often cost-prohibitive to many companies.

But, social media network platform, which are popular in Turkey, is not essentially popular with other countries. Managers of FLO very clearly emphasize, that they should be where the clients are.

FLO accentuate that the feedback become an essential part of what has made them successful. Each time you make a sale, you have a chance to learn something either positive or negative from your client. Customer's point of view can correct deficiencies and lead you to new products and services and aslo, it can be a vital instrument in choice making. Your choices can be established on the commercial center.

Commonly, feedback comprises of a positive, negative, or neutral rating alongside a short remark of clients, buyers or consumers and your clients can give you significant bits of knowledge on coming requests or preferences (Genel, 2015: 22-23). So you can figure out what clients need, to convey products to the business sector necessities.

Sometimes a some firms is so certain of its product that doesn't request recommendations, however not forget that your clients' feedback could be the premise for making changes or alterations to what you are currently selling.

3.2. About Ayakkabı Dünyası

Akbacakoğlu's family started collaboration with Hafız Efendi in a workshop Yemen Mesa in 1923. The first marketing of footwear were started in Beypazarı. After that the family moved to Ankara in 1953 and opened a store in Samanpazarı. In the

footsteps of his grandfather and father, Mehmet Akbacakoğlu signed many firsts, as the representative of the third generation. In this sector Mehmet Akbacakoğlu started to work when him was 11 years old. In 1973 with the agreement of other entrepreneurs, he began to wholesale (ayakkabıdunyası.com.tr, n.d.).

At the wholesale sales period Akbacakoğlu created a new retail concept in footwear sector. In 1996 he opened the first shoe store Ayakkabı Dünyası in Ankara. So, he and his partners opened their first shoe TSE (Turkish Standrad Institute) store in Turkey. In 2008 year Ayakkabı Dünyası started selling their products over the Internet. In 2014 year Esas Group took a 60 percent stake of the company. Thus, in the company Ayakkabı Dünyası has been a big change. Ayakkabı Dünyası opened a new concept store in the city Bursa in AVM. Shoe store Ayakkabı Dünyası grows with the new concept stores opened each month and continues to attract more people (ayakkabıdunyası.com.tr, n.d.).

In short, Ayakkabı Dünyası created one of the largest footwear brand in Turkey, and selling more than 2 million pairs of shoes annually through its 46 stores (http://www.esas.com.tr/ad.html). The company which is established in 1923, has accumulated unparalleled knowledge and strong heritage in footwear business along with a higly recognized and trusted brand name in Turkey.

3.2.1. The activities of Ayakkabı Dünyası

In 2014, in the company Ayakkabı Dünyası was a big change. Esas Group took a 60 percent stake of company Ayakkabı Dünyası. As known, Esas Group one of the known a leading investment company, which makes direct private-equity type investments, wich focused mainly in Turkey and in abroad. Esas Group founded in 2000 by first and second generation family Sabancı (esas.com.tr, n.d.).

Not only name of this Group, also Mr. Şevket Sabancı and name of members too, influential in Turkey. Esas generally focuses on direct investments, like aviation, retail entertainment and leisure, healthcare, food, real estate, logistics.

Below is a map and a table that shows the Ayakkabı Dünyası network of shops throughout Turkey, which continues to activities.

Table 3. 2 : Ayakkabı Dünyası Network of Shops in the Entire territory of Turkey

Adana	İzmir
Ankara	Kıbrıs
Antalya	Kocaeli
Bolu	Konya
Bursa	Malatya
Çanakkale	Mersin
Diyarbakır	Sakarya
Erzrum	Samsun
Hatay	Sivas
İstanbul	

Figure 3. 2 : Ayakkabı Dünyası Network of Shops In The Entire Territory of Turkey

As we see in the chart and table Ayakkabı Dünyası serves clients in many cities of the country and Cyprus. Today, Ayakkabı Dünyası is one of the largest footwear sector in Turkey. Ayakkabı Dünyası offers consumers more than different shoes, including those in the category school bags and school stationery (http://www.ziylan.com.tr/en, n.d.).

The mission of company Ayakkabı Dünyası is meet customers' requirements at the highest level and improving the quality of products. To meet the requirements of customers the company Ayakkabı Dünyası too, uses digital opportunities. Social media, for the company is an important tool in marketing that helps to make their products and services more efficient.

One of the brand of Esas, Ayakkabı Dünyası, is proud to continue to be one of the major drivers of Turkish private footwear sector. Ayakkabı Dünyası is dedicated to create sustainable value and continue growing with a continuous focus on enhancing the growth and profitability.

3.2.2. Application in social media

Also the company Ayakkabı Dünyası is one of the organizations who effectively utilize social media and actively use advertising through online networking. Beside social media they made use of traditional sources, for example, printed company literature, the yellow pages and business directories.

Social media for Ayakkabı Dünyası the way to achievement is to know the audience. Since the latest years social media makes this conceivable, and less demanding to fulfill than any time in recent memory. And nowadays, Ayakkabı Dünyası use Facebook, Twitter, Instagram, Google+ etc. pages in which they communicate specifically with clients and react to inquiries or demands for help. Another progressively famous way to deal with the utilization of social media is to welcome clients to present their own particular thoughts for new products and services. This method not just produces a feeling of ID, it additionally gives profitable statistical surveying information.

3.2.3. Interview

In this part of the thesis, it is given explanation of the interview with company Esas Holding on subject of social media advertising as a marketing tool in business. The information was assembled by directing interviews in August 2015. Interview was led with a representative of the company, who chose to stay anonymous. The point of this interview is to research the role of social media and advertising in the marketing communication and how to actualize its benefit.

Interview comprises of 5 section and 25 questions and every question is accompanied with the answers.

3.2.3.1. Theme 1: Use of social media

1. Does your company use advertising and social media as a marketing tool?

- ✓ Yes
- • No

2. How long time your company use a social media?

- • Don't use social media
- • Less than 1 month
- • 1 - 6 months
- • 6 months - 1 year
- ✓ 2 year +

3. How important do you see social media for marketing?

- • Not important
- • Not very important
- • Very important
- ✓ Quite important

4. What encouraged you to use social media?

- ✓ Product introductions and sales
- ✓ Company image
- ✓ The announcement of the campaign
- ✓ Communication with customers
- ✓ Receiving requests, complaints and requesting

5. What is the purpose your company use social media in marketing?

- ✓ Social media is used to create brand awareness
- ✓ Social media is used to increase sales
- ✓ Social media is used to improve communications with customers
- ✓ Social media is used to find new customers
- • Social media is used in product development
- • Other purpose _____

3.2.3.2. Theme 2: Startegy

6. What methods do you use to engage your audience?

- ✓ One-to-one communication with customers
- ✓ Contest via social media
- ✓ To provide information on Fashion
- ✓ Production of content for specific audiences

7. What methods of social media have been the most effective at your company?

- ✓ Facebook
- ✓ Twitter
- ✓ Instagram
- • Youtube
- • Pinterest
- • Linkedin
- • Blogs

Other purpose _____

8. How often use your company post a social media?

- ✓ Many times in a day
- • Many times in a week
- • Many times in a month
- • Less frequently than once a month

9. What measures do you follow in your activities?

- ✓ The number of visits
- ✓ Number of comments
- ✓ Number of fans, subscribers etc.
- • Other _____

10. Does your company have a marketing strategy in social media? How do you identify what strategies work and not work?

- ✓ If yes, what strategies?
- ✓ Priced communication strategy (picture and prices)
- • If no, why?

3.2.3.3. Theme 3: Consumers

11. Consumers are more sensitive to messages in social media versus traditional communications.

- • Strongly disagree
- • Disagree
- • Neutral
- ✓ Agree
- • Strongly agree

12. Are you listening customer conversations that aren't about your brand, competitors?

- Yes
- No
- ✓ Sometimes

13. Are you listening a comment about your competitors?

- ✓ Yes
- No
- Sometimes

14. Do you addressed to a specific audience when you market your products on different social media?

- ✓ If yes, which audience and where?
- ✓ Wide audience
- If no, why?

15. Social media eliminate intermediaries, to reach consumers.

- Strongly disagree
- Disagree
- Neutral
- ✓ Agree
- Strongly agree

3.2.3.4. Theme 4: Problem

16. Is it difficult use social media as a marketing tool?

- Not difficult
- Not very difficult

- ✓ Quite difficult
- Very difficult

17. What is the difficulty in marketing?

- ✓ Crisis management
- ✓ To follow the agenda online
- ✓ Instant communication
- ✓ Instant feedback
-

18. Do you think that marketing in social media is dangerous?

- Not dangerous
- No very dangerous
- ✓ Quite dangerous
- Very dangerous

19. What kind of the risks or dangers do you see in the social media?

- ✓ Vulnerable brand
- ✓ Wrong message detection
- ✓ Do not in time feedback
-
-

20. Can you tell me about some problems relation with social media?

- ✓ Sometimes disfavor of design
- ✓ Availability of complaints
-
-
-

3.2.3.5. Theme 5: Result

21. Have your company benefited from using social media and advertising? How?

> ✓ Increased brand awareness
> ✓ Increarsed brand image
> ✓ Sales increased
> ✓ Expanded our target audience

22. What kind of experience have you gained in the use social media applications?

> ✓ Crisis management
> ✓ The importance of following online
> ✓ The importance of customer relations

23. How do you see the future of social media and advertising in marketing?

> ✓ Firms can increase the budget for advertising and social media
> ✓ Communication through social media and its importance can be increased Social media can increase as the use as a marketing tool

24. Companies are using social media more and more. Do you think this trend will continue? What is the next thing?

> ✓ Yes
> ✓ It is expected diversification of video content

25. Is there anything else you'd like to add?

✓ No, thank you

In interview found that traditional marketing efforts are no longer enough.

In interview found that company Ayakkabı Dünyası uses social media as marketing tool and they are have developed own websites. Via own websites they allow consumers to review products provide consumers with a means for communicating with the company. Also, we found, that Ayakkabı Dünyası active uses social media tools like Facebook, Twitter, Instagram and similar social media. Ayakkabı Dünyası used a social media and traditional media.

Ayakkabı Dünyası compared with FLO less use social media as a marketing tool. As a result, our study found some differences between the Flo and Ayakkabı Dünyası, this details will be included in the result and analysis section.

Table 3. 3 : Ayakkabı Dünyası In The Social Media

Ayakkabı Dünyası Facebook	Ayakkabı Dünyası Twitter	Ayakkabı Dünyası Instagram
298.833 Total pages liking	1.336 Tweets	496 Submit
6.577 People talking about this	4.373 Follower	5.827 Follower
2.386 Like new page	19 Favorite	Source: https://instagram.com/ayakkabidunyasi
Source: https://www.facebook.com/ayakkabidunyasi/likes	Source: https://twitter.com/AyakkabiDunyasi	

2.3.3.6. Comparative FLO and Ayakkabı Dünyası in social media

Table 3. 4 : FLO In The Social Media

Flo Facebook	Flo Twitter	Flo Instagram
789.078 Total pages liking 18.206 People talking about this 15.533 Like new page Source: https://tr-tr.facebook.com/floayakkabi	3.14 Tweets 7.777 Follower 25 Favorite Source: https://twitter.com/floayakkabi	1.332 Submit 25.3k Follower Source: https://instagram.com/floayakkabi/
Flo Pinterest		**Flo Youtube**
635 Pin 0 Total pages liking 138 Follower Source: https://www.pinterest.com/flomagazacilik/		238 Subscriber (abone) 79.513 Visualization Source: https://www.youtube.com/user/FLOAYAKKABI

It is comparative table of one week of companies FLO and Ayakkabı Dünyası on internet. This comments were obtained at 30.08.2015 from social media. In the results of this research was found that people discuss about products and brands on social media and post reviews of products frequently.

How we see, the traffic page of Facebook of the FLO increasing steadily every day. In the table FLO announced that on Facebook 789.078 total pages liking, 18.206 people talking about this and, 15.533 like new page in August 2015. According of company FLO data, they are use Facebook and other social media tools every day.

Also, the Twitter page of FLO shows that, have 3.14 tweets, 7.777 follower, 25 favorite; In Instagram 1.332 submit, 25.3k follower; In Pinterest 635 pin, 0 total pages liking, 138 follower; In Youtube 238 subscriber, 79.513 visualization.

In this tables, we see that, most followers FLO uses Facebook. After that Twitter, Instagram, Pinterest and, Youtube. FLO claims, that you cannot just expect that things happened, you have to be active.

Also, in this table shows, digital data of the company Ayakkabı Dünyası. The table of Ayakkabı Dünyası shows, on the page Facebook 298.833 total pages liking, 6.577 people talking about this, and 2.386 like new page. Also, the Twitter page of Ayakkabı Dünyası shows that have 1.336 tweets, 4.373 follower, 19 favorite; In Instagram 496 submit and 5.827 follower.

Facebook is at first place again. After that there are Twitter and Instagram. Ayakkabı Dünyası uses another social media too, but mostly uses Facebook, Twitter and Instagram.

In result, in this table compare details show, that FLO and their followers more active in social media than Ayakkabı Dünyası. Also, in both companies social media contexts is the important and build relationships with key consumers in the business network or target market.

Also, people discuss their products and brands on social media and post good or bad reviews about product. The number of the age participants that involve in the social media generally young people, said managers both companies. Managers both companies says, that social media has changed the ways interact with customers, also, emphasized that, don't forget about importance traditional media too.

4. METHODOLOGY

4.1. Methods of the Thesis

This dissertation follows the qualitative approach, which evaluating company's attitudes and behaviour towards the marketing through social media. This analysis no illustrate statistical significance texts or concepts, it illustrate range of the meanings of the phenomenon.

By applying a qualitative approach, this research analysed processes of two Turkish company's and seeking answers to the following questions:

What are social media and advertising use of FLO and Ayakkabı Dünyası, and what are their effectiveness?

How do they reach the target audience?

What are the risks and dangers of these companies in social media marketing?

For the the purposes of the study, focused interview on use of social media and advertising in businesses. This section provides a detailed findings and analysis of the research.

4.2. Purpose of the Thesis

The purpose of the study is to clarify the advantages of social media and advertising as a marketing communications tool, and analyze their consequences on specified target companies FLO and Ayakkabı Dünyası. Another purpose of this research is to investigate how these companies use social media and advertising as a marketing tool in the Turkish market. Also, this research endeavors to define the kinds of social media mostly used in Turkey and what opportunities and challenges the use of them in marketing gives rise to companies FLO and Ayakkabı Dünyası. Last purpose of the study is to determine which key performance indicators companies use the effect of marketing activities through social media.

4.3. Choice of the Topic and Limitations

During research of this study many companies were not prepared to participate in the research. This situation was the most serious problem and limitation in the study. It was impossible to get the details in department of the companies as intended. This was due to the company's confidentiality rules and many companies be prefer at contact with people who are directly involved with social media to maintain the confidentially of the company.

Flo and Ayakkabı Dunyası gave the permission to research. An important reason for choice these companies was because of its popularity in Turkey, wich uses social media for business development. Another reasons was that most companies doesn't gived consent to the research. This study takes purely marketing approach to this subject, but not technical solutions and the accurate business performance results are not tried to measure. The main point of research was determine that this marketing type effectively than traditional methods or don't effectively.

4.4. Literature Research

This study analyses the actions and procedures of two Turkish companies: FLO and Ayakkabı Dünyası. Examines the use of social media applications together with traditional marketing communication of these companies. The principle information collection is put into practice by theme interview collected in 30 August 2015.

Moreover, to achieve more comprehensive description of the research, the auxiliary information includes statics, thesis, articles and reports from the social media field and advertising. Also, experimental data was collected by a personal interview with companies' managers, and through the company's web applications.

4.5. Interview

This study examines the actions and processes of two Turkish companies. In this work, was took interview from managers companies FLO and Ayakkabı Dünyası wich was my experimental study approach. Interviews was anonymous, that they answer freely and without fear. Their opinions would be open for everyone. For the study, the real name of interviewer didn't used.

In this dissertation the aim of interview was to investigate the use of social media and advertising in business. Another words, the purpose of this interview clarify if the businesses were present on social media, what sites they used, and how they used them for business purposes.

The topics asked in the interview included themes: Use of social media, Strategy, Consumers, Problem and Results. The interview structure consist of 5 sections and 25 questions.

4.6. Result and Analysis of the Interview

In this section discusses the result of the research. The results of research indicated that companies FLO and Ayakkabı Dünyası active use social media and advertising. Furthermore, companies view social media platforms as a long term investments and, invest time and resources to develop and sustain them.

Today, many of the messages of the FLO and Ayakkabı Dünyası are designed to ınfluence audiences physically, cognitively, or emotionally. The result and analysis of the interview can be stated as follows:

4.6.1. The result of theme 1: Use of social media

Figure 4. 1 : Use Of Social Media

Q: 1 (Question). Does your company use social media and advertising as a marketing tool?

A: 1 (Answer) The results of the theme 1 in the interview indicated that both companies FLO and Ayakkabı Dünyası use the social media sites in businesses. The answer of the two companies are similar.

Q: 2. How long time your company use social media?

A: 2. Both companies using social media more than 2 years. The answers of the two companies are similar.

Q: 3. How important do you see social media for marketing?

A: 3. Both companies answer, that social media are quite very important in marketing. The answers of the two companies are similar.

Q: 4. What encouraged you to use social media?

A: 4. The reasons explaining the choice of the two companies to use social media are: the introduction and sale of products, the company image, the promotion, the communication with customers and the reception of requests, complaints. The answers of the two companies are similar.

Q: 5. What is the purpose your company use social media in marketing?

A: 5. Social media and advertisement are used by these companies to reach increase sales, find new customers and to improve relation with customers. The answers of the two companies are similar here, too.

Looking at the answers proposed, social media and advertisement play an important role and represent one of the most effective tools for both companies. Social media and advertisement are used to reach the same kind of purpose. Likewise, it was discovered that the main characteristics of FLO and Ayakkabı Dünyası companies are their ability to touch a large number of audience and to persuade consumers to buy products are same. Traditional marketing was accomplished through advertising, referrals or direct marketing. However, these methods was expensive, time-

consuming and ineffective. The advent of internet and social media changed strategy of many companies.

4.6.2. The result of theme 2: Strategy

Figure 4. 2 : Strategy Of Social Media

Q: 6. What methods do you use to engage the audience?

A: 6. To this question the two companies' answers were almost identical. Both companies have methods to engage audience: discounts and one-to-one communication with customers. They also provide information about fashion and categorize product regarding to specific audiences. The answer of the two companies are similar.

Q: 7. What methods of social media have been the most effective at your company?

A: 7. The answer of two companies was different. FLO answered that they use Facebook, Twitter, Youtube, Pinterest, Linkedin, Blogs, E-mail, Website, İnstagram,

Google+, Vimeo etc. As for Ayakkabı Dünyası, they use only Facebook, Twitter and Instagram.

Q: 8. How often your company use a social media?

A: 8. Both companies use social media a once every day. The answer of the two companies are similar.

Q: 9. What measures do you follow in your activities?

A: 9. Both companies answered the same answer, that both companies have taken measures such as, the number of visits, number of comments, number of fans and subscribers. But, FLO response adds, that they are also followed by other websites and blogs that make references to the company.

Q: 10. Does your company have a marketing strategy in social media? How do you identify what strategies are work and not work?

A: 10. Both companies have the same marketing strategy in social media. The first is price communication strategy. The second is the strategy of spreading information about trend. The answer of the two companies are similar.

Regarding to the theme 2, it can be said, that both companies have similar marketing strategy in social media. The main difference between two companies is the frequency use of social media. FLO uses actively the social media tools than Ayakkabı Dünyası.

The companies involved in the research study made it clear that the social media changed their strategies. In fact new practices of selling in social media engage totally the consumer than the traditional form of selling. Also, in theme 2 the popularity of communication channels of social media was measured. FLO answered that the popular communication channels used by them were Facebook, Twitter, Pinterest, Google+, Vimeo etc. Ayakkabı Dünyası answered that they use generally Facebook, Twitter and Instagram. In this social media channels, consumers can directly communicate their feelings and opinions to a large audience of their own.

4.6.3. The result of theme 3: Consumers

Figure 4. 3 : Consumers In Social Media

Q: 11. Consumers are more responsive to messages in social media versus traditional communications.

A: 1. Both companies answer that, consumers are more responsive to messages of social media than traditional communications. The answers of the two companies are similar.

Q: 12. Are you listening customer conversations that aren't about your brand, competitors?

A: 12. For this question, FLO answered that they listen the customer discussing about competitors and their brands. However, Ayakkabı Dünyası responded that they follow customer's conversations only sometimes.

Q: 13. Are you listening a comment about your competitors?

A: 13. Both companies have the same answer. FLO and Ayakkabı Dünyası following comments about their competitors.

Q: 14. Do you addressed to specific audience when you market your products in different social media?

A: 14. Both companies address their products to specific and wide audiences.

Q: 15. Social media eliminate intermediaries and reach consumers.

A: 15. Both companies agree that social медиа the best approach to reach consumers. The answer of the two companies is similar.

In both companies, social media context is allow to identify and build relationship with key consumers. In order to achieve the desired business objectives, both companies have online digital media managers. They are working on increasing the consumer's trust. They make decisions in order to address consumer concerns and to develop a proportional response.

Also, for example some companies can help each other. If two companies follow one another, the clients and customers following one company might be encouraged to follow the other one. Actually engaging someone in conversation is the best way to advertise and promote your brand in social media.

4.6.4. The result of theme 4: Problem

Figure 4. 4 : The Problem Of Social Media

Q: 16. Is it difficult use social media as a marketing tool?

A: 16. For this question the companies responded differently. FLO answered "not difficult" and Ayakkabı Dünyası responded that "quite difficult" to use social media as marketing.

Q: 17. What is difficulty in marketing?

A: 17. To this question the two companies' answer was almost identical. For both companies difficulties in marketing are: instant communication, instant feedback, crisis management and online agenda.

Q: 18. Do you think that social media marketing is dangerous?

A: 18. Both companies answered, "Quite dangerous".

Q: 19. What kind of the risks or dangers do you see in the social media?

A: 19. Here, both companies answered that there are some risks and dangers in advertising and marketing in social media. For example, to give late feedbacks, show vulnerable brand and spread wrong messages.

Q: 20. Can you tell me about some problems relation with social media?

A: 20. The answer both companies was, that they all face the customers' complaints about the design.

According to the answers delivered above, both companies have similarities except question 16.

4.6.5. Result

A: 21. Have your company benefit from using social media and advertising in some way? How?

A: 21. To this question two companies answer was almost identical. The benefices were: to expand our target audience; increase brand awareness; increase brand image

and sales; as well as and reaching the customers with more information about the product.

Q: 22. What experience have you gained using in social media applications?

A: 22. The experiences gained by both companies in social media are: crisis management; the importance of following customers online; and the importance of keeping good relationship with customers.

Q: 23 How do you see the future of social media and advertising in marketing?

A: 23. Both companies to the question responded that, communication with customers can be increased through social media. Social media can increase as a marketing tool. Therefore, firms can then increase the budget for advertising and social media to be effective.

Q: 24. Companies are using social media more and more and do you think this trend will continue? What is the next thing?

A: 24. Both companies responded that "In the future, it is expected diversification of video content".

Q: 25. Is there anything else you'd like to add?

A: 25. At the end of the study, both companies said that there was nothing to add.

Main goal of the interview and thesis was to understand about main role and benefit of social media networks channels to businesses. I choosed to research these companies because, more companies are now experiencing social media marketing in their business. This research helped me understand actuality of social media marketing, also know which channel are best in terms of reaching customer in their numbers of a new or old product.

The research, also improved my knowledge on how the product awareness is created in terms of product brand and product line through social media network. It was found that, advertising and social media marketing help to improve brand awareness whenever there is a new product in market.

In result was found, that today very important platforms in business are Facebook, Twitter, Pinterest, Instagram, Google + etc. They contribute to improve and increase marketing campaigns.

Looking at recent years, especially in 2015, the approach to marketing strategy expected improve. For example (Özkan, Tandaçgüneş and Doğan, 2015: 204); (Kawasaki and Fitzpatrick, 2015: 170-171):

- Marketing will now focus not in the direction towards the media, it will direction to the consumer;
- Instead global marketing, focus will be to individual marketing;
- Mobile compatible video ads will be more important (Özgüven, 2013: 71); (Eşidir, 2014: 17);
- Social media marketing in addition to Facebook and Twitter, will ahead sites like Snapchat, Pinterest;
- Consumers can to interact with brands using various platforms and devices, that to skillfully combine online and offline activities;
- Today and at the future you can see not only professionals and a human face at the brand.

This message was not intended to open the obvious thing, but to draw the attention of brands on the changes that occur in digital marketing.

In conclusion we must say that, social media network has a lot of benefit in terms of marketing to the public through promotion and advertising. In this thesis work, was found that, advertisement and social media marketing helps companies to increase sales. This is because that online market is a great method to persuade a lot of people to buy their product.

4.7. The Answers of Research Questions

By applying a qualitative approach, this research analysed processes of two Turkish company's and seeking answers to the following questions:

What are social media and advertising use FLO and Ayakkabı Dünyası, and what are their effectiveness?

How do they reach the target audience?

What are the risks and dangers of these companies in social media marketing?

For the the purposes of the study, was focused interview on use of social media and advertising in businesses. So, in the result the answers to the following questions:

1. FLO is one of the companies who effectively utilize social media and actively use advertising through social media. One of the principle purposes in employing social media and advertising in marketing as a communication tool is to make the company FLO accessible to the people who are interested in the product and to give the information to those who have no knowledge of their products. FLO used networks such as Facebook, YouTube, Twitter, Google+, Instagram.

Also the company Ayakkabı Dünyası is one of the organizations who effectively utilize social media and actively use advertising through online networking. Beside social media they made use of traditional sources, for example, printed company literature, the yellow pages and business directories. But, Ayakkabı Dünyası compared with FLO less use social media as a marketing tool. And nowadays, Ayakkabı Dünyası use Facebook, Twitter, Instagram pages in which they communicate specifically with clients and react to inquiries or demands for help.

In this research was found that FLO and Ayakkabı Dünyası active uses social media tools like Facebook, Twitter, Instagram, Pinterest and, Youtube and similar social media.

2. The answer for second question we can say that both companies to reach the target audience uses social media and traditional media as marketing tool. But, in this research also was found that traditional marketing efforts are no longer enough. Both companies to reach the target audience started   uses social media as marketing tool and they are have developed own websites. Via own websites they allow consumers to review products provide consumers with a means for communicating with the company. Another progressively famous way to deal with the utilization of social media is to welcome clients to present their own particular thoughts for new products and services.

In result, both companies used networks such as Facebook, YouTube, Twitter, Google+, Instagram and so on, for getting much wider audiences. They are utilizes these platforms to build relationships of trust with consumers. This method changed the ways of company approaches that interact with customers.

3. For both companies risks and dangers of these companies in social media marketing is:

- Availability of complaints;
- This situation can weaken the company's position in the market;
- Having too many competitors;
- Untimely and delayed feedback;
- Wrong message detection;
- Reputational risk;
- There is also a possibility of your account being hacked;

In short, Internet marketing offers a number of opportunities and challenges, too. Nowadays customers have become very actively involved in social networks. But, sometimes a some firms is so certain of its product that doesn't request recommendations, however not forget that your clients' feedback could be the premise for making changes or alterations to what you are currently selling.

4.8. SWOT Analysis

SWOT analysis is a structural planning method. It is used to give the strengths, weaknesses, opportunities an evaluation and threats involved in a project or in a business. In other words, it determines the purposes of business or project. About this method a lot said and investigated. In this topic, we turn right to the analysis of companies FLO and Ayakkabı Dünyası. specifically discusses strengths and weaknesses, opportunities and threats of these companies cause of the use of social media and advertising. Through this analysis we learn factors which may affect their ability to introduce a new product through social media and advertising.

Table 3. 5 : SWOT Analysis

Strength	Weaknesses
The companies have an upgrading social media brand pages	Failing to respond to negative feedback
A large numbers of fans and followers	Don't get interest in customers via some video media tools face like skype
Good relationship with customers	
Have more than thousand active users	The image of company is spoilt by the complaints of customers. This situation can weaken the position of the company in the market.
Understand the users' needs and desires.	
Opportunities	**Threats**
Rise in the number of internet users	Getting negative comments
Integration with many consumers	A lot of opinions against the social sites
Latest social media platforms and trends	Too many competitors
Good technology and faciliting sales.	Privacy issues like identity theft.

Concerning the **strengths** of the companies FLO and Ayakkabı Dünyası, I have presented some followinf factors:

- The companies have an upgrading social media brand pages
- A large numbers of fans and followers
- Good relationship with customers
- Have more than thousand active users
- Understand the users' needs and desires

Another strengths might include highly competent personel, which can creative thinking implement for quality improvement company through social media and advertising.

After that, **weaknesses** of companies discovered are as follows:

- Failing to respond to negative feedback
- Don't get interest in customers via some video media tools face like skype
- The image of company is spoilt by the complaints of customers. This situation can weaken the company's position in the market

Weaknesses of companies can take into account the lack of clients, along with the loss of a partner or major backer. Companies must be worried about where their weak are in terms of talent as well. Forexample, if in company don't have a strong graphic designer, or manager of social media and advertising marketing this is weakness.

Other common weaknesses include poor use of social media and advertising, insufficient management training in the department social media marketing that limits collaboration with other consumers and companies or organizations. This situation can negatively affect financial performance of companies, or increase costs and lower image of companies.

Opportunities of companies discovered are as follows:

- Integration with many consumers;
- Social media platforms and direction;
- Growth of internet users;
- Good technology faciliting sales

FLO and Ayakkabı Dünyası are one of companies that successful use social media and advertising to improve marketing processes and have lower costs and higher – quality product care.

Also, all businesses have some inherent **threats**. In the threats section, companies' performance are negatively affected by common threats that are:

- Having so many competitors;

- Negative comments;

- A lot of opinions against social sites;

- Aggressive team of competitors;

- Identity theft.

The analysis of possible treats should include negative comments, complaints, and competition. The mere existence of other agencies is not a threat in itself, but if somebody is doing what you do in the same market segment, that can be a danger.

As we see the result of SWOT analysis is a useful technique for understanding the companies' strengths and weaknesses, and for identifying both the opportunities open to companies and the threats you face. What makes SWOT particularly intense is that, it can help to companies to reveal opportunities that they are well placed to exploit social media for development. And by knowing the weaknesses of business, companies can manage and try to avoid the unexpected threats. And then using the SWOT structure, the companies can start to creat a strategy that helps to distinguish company from competitors.

5. CONCLUSION

During the research of this work many companies were not prepared to participate in the research. This situation had been the most serious problem and limitation in the study, also couldn't obtain details in department of companies as intended. This was due to the company's confidentiality rules and many companies preferred a contact with people, directly involved with social media to maintain the confidentiality of the company.

So, in this reserach the companies Flo and Ayakkabı Dunyası was chosed, which gave us permission to research. An important reason for choice of these companies was their popularity in Turkey, which use social media for their business development. Another reason was that other companies did not give consent on research. This study takes purely marketing approach to this subject, but technical solutions and the accurate business performance results are not tried to measure. The aim of research was intended to determine if this type of marketing is regarded as effective when compared to traditional methods.

The actions and processes of two Turkish companies FLO and Ayakkabı Dünyası were examined in this research work. In the result interview was understood that traditional marketing efforts aren't enough nowadays. Because we live in the century of technology, and companies FLO and Ayakkabı Dünyası like other companies in the world are competing to attract and get more client or potential customers to buy or purchase their product. Both companies use social media as a public relations tool – to disseminate advertising, information about their brands and products. Also, many messages of the FLO and Ayakkabı Dünyası are designed to influence on audience physically, cognitively, or emotionally.

Also, the results of two companies are similar. For example:

- The reasons explaining the choice of the two companies which use social media are: the introduction and sale of products, the company's image, the

promotion, the communication with customers and the reception of requests, complaints;

- Both companies have methods to engage audience, for example: discounts and face to face communication with customers. They also provide information about fashion and categorize product regarding to specific audience;

- FLO use webs like Facebook, Twitter, Youtube, Pinterest, Linkedin, Blogs, E-mail, Website, İnstagram, Google+, Vimeo etc. As for Ayakkabı Dünyası, they use only Facebook, Twitter and Instagram;

- Both companies use social media once everyday;

- For both companies difficulties in marketing are: instant communication, instant feedback, crisis management and following the online agenda;

- Both companies have the same marketing strategy in social media. The first is the price of communication strategy. The second is the strategy of spreading information about the trend;

- Both companies answered that there are some risks and dangers in advertising and marketing in social media. For example, giving late feedbacks, showing vulnerable brands and spreading wrong messages;

- Both companies think that, communication with customers can be increased through social media. Social media can increase as a marketing tool. Therefore, firms can then increase the budget for advertising and social media in order to be effective;

- Both companies responded that in the future, they expect diversification of video content.

Looking at the answers proposed, social media and advertisement play an important role and represent one of the most effective tools for both companies. Social media and advertisement are used to reach the same kind of purpose. Likewise, was discovered that the main characteristics of FLO and Ayakkabı Dünyası companies are their ability to communicate a large number of audience and to persuade consumers to buy products. Traditional marketing was accomplished through advertising, referrals or direct marketing. However, these methods were expensive, time-consuming and ineffective. The advent of internet and social media help companies how to do business.

The main difference between these two companies is in the frequently usage of social media. FLO uses actively the social media tools to do its marketing than Ayakkabı Dünyası. The companies which are involved in the research study made it clear that the social media changed their strategies. In fact new practices of selling in social media engaged totally the consumer than the traditional form of selling.

In both companies, social media are allowed to identify and build relationships with key consumers. In order to achieve the desired business objectives, both companies have online digital media managers. They work on increasing the consumer's trust. They make decisions in order to address consumer concerns and to develop a proportional response.

In this study main goal of the interview and thesis was to understand about main role and benefit of social media networks in the development of business. This research helped me to understand actuality of social media marketing, also to know which way is better in reaching customer for a new or old product. In this research, was found that, advertisement and social media marketing help companies to increase sales.

In connection with the subject also should be noted that Adidas and Nike are a good example for shoes and sports products sector. Because they are use a great method to persuade a lot of people to buy their products.

Mission of these companies is to bring inspiration and innovation to every athlete in the world. For example Adidas and Nike fosters a culture of invention. They are creating products, services and experiences for todays athlete while solving problems for the next generation. They have built quite a name for themselves in the social media world, having produced heaps of viral content and campaigns that really get people talking. http://linkhumans.com/case-study/nike; adidas.com.tr.

As a sports are an inherently social activities, so brands like Adidas and Nike are a natural fit when it comes to social media marketing. To find out how the sports giants make the many of these opportunities, interesting to see how it uses Facebook, Twitter, Pinterest and Google+. As a sport brand, social media is important for Nike, because in social media a sociable activity and sporting events create a huge social

media buzz. When analyzing social media, it can be seen how both the companies make use of Instagram, Facebook, Twitter, Youtube and other social media tools pinpointing where they excel and how they could improve their social media activities. These companies have really bolstered their brand on social media and it can be seen how and why. From captivating, carefully shot photographs, to arty videos, and contents are always really high quality and benefitting with their brand image, that encourages high energy activity and adventure.

According to the information that was gathered from Adidas represantatives through e-mail, Adidas Turkey does not have a department dealing only with social media in Turkey. All communications and social media efforts by Adidas brand in Turkey is being made by the director of the operations. Also, Adidas Turkey is working with social media agency (www.adidas.com.tr, n.d.). And Nike, since 2010 has developed a range of training products that are digitally linked using the Nike+ FuelBand. Users can then accumulate 'NikeFuel' points and set themselves goals or compete against other users. It has proven to be a hugely successful product for Nike as it taps into the social aspect of sports by allowing users to track their progress using a smartphone app and share their progress online(https://econsultancy.com/blog/62412-how-nike-uses-facebook-twitter-pinterest-and-google/, n.d.).

The social teams are obviously lucky in that they have a huge number of athletes around whom they can create and share content, therefore the global football stage displays a huge amount of content. Adidas and Nike responds to a huge number of people to discuss their training schedule and give motivational advice.

After analyzing the social media usage of international brands, like Nike and Adidas, it can be noted that FLO and Ayakkabı Dünyası use the similar social media tools as Instagram, Youtube, Twitter and Facebook. With the opportunities of social media marketing FLO and Ayakkabı Dünyası have a great chance to grow their business in the global market in the future.

REFERENCES

Arca, C. (2012)   Social media marketing benefits for business, Denmark: Aalborg University, Report, Master Thesis.

Arens, W., Arens, C., Weigold, M. and Schaefer, D. (2014) Advertising, 2nd edition, Boston: McGraw-Hill Profesional Publishing.

Baloğlu, A. (2015)   Sosyal medya madenciliği, İstanbul: Beta Yayınları.

Belch, G. and Belch, M. (2014) Introduction to advertising and promotion: An integrated marketing communications perspective, 10th edition, Boston: McGraw-Hill.

Eşidir, O. V. (2014) 'Digital mecrada kullanıcı röntgeni çekmek', Basın Hayatı Dergisi, vol. 30, pp. 12-21.

Frisbee, S. J. and Studler, D. T. (2011) 'Local tobacco control coalitions in the United States and Canada: Contagion asross the border?', Tobacco Control Coalitions in Canada and the USA, Waterloo, 2-52.

Genel, M. G. (2015) Yeni medya araştırmaları 1, İstanbul: Ekin Yayınları.

İşler, D. B., Yarangümelioğlu, D. and Gümülü, E. (2014) 'Online tüketici satın alma davranışlarını etkileyen faktörlere yönelik bir durum değerlendirmesi: Isparta ilinde bir uygulama', Uluslararası Alanya İşletme Fakültesi Dergisi, vol. 6, no. 3, pp. 77-94.

Kaplan, A. M. and Haenlein, M. (2010) 'Users of the world, unite! The challenges and opportunities of social media', Business Horizons, vol. 53, no. 1, pp. 59-68.

Kawasaki, G. and Fitzpatrick, P. (2015) Sosyal medya sanatı, İstanbul: MediaCat Digitale.

Kiehne, T. P. (2004) Social networking systems: History, critique, and knowledge management potentials, Austin: University of Texas.

Kietzmann, J. and Hermkens, K. (2011) 'Social media get serius! Understanding the functional building blocks of social media', Business Horizons, vol. 54, pp. 241-251.

Murthy, D. (2013)   Twitter: Social Communication In The Twitter Age, Cambridge: Polity Press.

Müller, J., Alt, F. and Michelis, D. (2011) 'Pervasive advertising', Human-Computer Interacton Series, pp. 1-29.

Müller, J., Alt, F. and Michelis, D. (2011) 'Pervasive advertising', Human-Computer Interacton Series, pp. 1-29.

Neti, S. (2011)   'Social media and its role in marketing', International Journal of Enterprise and Business Systems, vol. 1, no. 2, p. 3.

Nomad. (2012)   'Classicfication of web 2.0 social media and shareholder characteristics', ICT Seventh Framework Programme FP7, 1-22.

Özgüven, N. (2013) Mobil pazarlama ve mobil reklam, Bursa: Dora Yayınları.

Özkan, A., Tandaçgüneş, N. and Doğan, B. (2015) Yeni medya ve reklam, İstanbul: Derin Yayınları.

Samiran, A. (2013)   Consumer's perception and attitude toward advertising on social network, Maastricht: Maastricht School of Management.

Scott, P. R. and Jacka, M. J. (2011) Auditing social media: A governance and risk guide, New Jersey: John Wiley and Sons, Inc.

Stuard, F. L. and Tax, S. S. (1996) 'Planning for service quality in the hotel business', Tourism Economics, vol. 8, no. 4, pp. 361-376.

Taylor, F. W. (2013) The Principles of Scientific Management, Ankara: Adres Yayınları.

Vaynerchuck, G. (2014) Rakibini yere ser: Sosyal medya çağında hikaye anlatmak, İstanbul: Mediacat Yayınları.

Weinberg, B. D. and Pehlivan, E. (2011) 'Social spending: Managing the social media mix', Business Horizons, vol. 54, no. 3, pp. 275-282.

Internet Resources:

ayakkabıdunyası   [Online], Available: https://www.ayakkabidunyasi.com.tr/Icerik/GetContent/2326 [12 Oct 2015].

bench3.com,   [Online], Available: http://www.bench3.com/2011/08/advantages-and disadvantages-of-social.html [20 Nov 2015].

Busibess questins,   [Online], Available: http://nowsthetimetoask.com/?p=47.

Dell.com,   [Online], Available: http://en.community.dell.com/ [12 Dec 2015].

eBizMBA.com,   [Online], Available: http://www.ebizmba.com/articles/socialnetworking-websites [12 Dec 2015].

esas.com.tr,   [Online], Available: http://www.esas.com.tr/tr/hakkimizda.html [12 Oct 2015].

Guide Management Study, Classification of advertisement (2015), 15 May, [Online], Available: http://www.managementstudyguide.com/classification-ofadvertising.htm.

heidicohen.com,   [Online], Available: http://heidicohen.com/marketing-definition [12 Mar 2015].

http://webrazzi.com, [Online], Available: http://webrazzi.com [12 Dec 2015].

http://www.ziylan.com.tr/en, [Online], Available: http://www.ziylan.com.tr/en [12 Oct 2015].

https://econsultancy.com/blog/62412-how-nike-uses-facebook-twitter-pinterest-and-google/, [Online], Available: https://econsultancy.com/blog/62412-how-nike-uses-facebook-twitter-pinterest-and-google/ [15 Mar 2016].

New World Encyclopedia, [Online], Available: http://www.newworldencyclopedia.org/entry/Advertising [12 Dec 2015].

Social networking service, [Online], Available: http://en.wikipedia.org/wiki/Social_networking_ service [23 Jan 2015].

Statista (2015)   Leading social networks worldwide as of November 2015, ranked by number of active users, [Online], Available: http://statista.com/statistics/272014/global-social-networks-ranked-by-number-ofusers/.

Wikipedia. Marketing, [Online], Available: http://en.wikipedia.org/wiki/Marketing [11 Nov 2015].

www.adidas.com.tr, [Online], Available: www.adidas.com.tr [15 Mar 2016].

Figures and Tables Resources:

Figure 2.1: Comparison Web 1.0 / 2.0/ 3.0/4.0, [Online], Available: https://ravigeer.wordpress.com/tag/web1-0/ [12 Nov 2015].

Figure 2.2: Internet Use In 2015 Regional Penetration Figures, [Online], Available: http://wearesocial.net/blog/2015/01/digital-social-mobile-worldwide-2015/ [21 Jan 2015].

Figure 2.3: Global Digital Snapshot In 2015 (in the world), [Online], Available: http://wearesocial.net/blog/2015/01/digital-social-mobile-worldwide-2015/ [21 Jan 2015].

Figure 2.4: Turkey Is In 19th Position In The Rankings, [Online], Available: http://webrazzi.com/2015/01/21/we-are-social-2015-trendleri-raporu-turkiye/ [21 Jan 2015].

Figure 2.5: Digital Snapshot In Turkey In 2015, [Online], Available: http://www.dijitalajanslar.com/internet-ve-sosyal-medya-kullanici-istatistikleri-2015/ [21 Jan 2015].

Figure 2.6: The Dates of Main Social Network Sites', Journal of Computer-Mediated Communication, vol. 13, no. 1, pp. 210-230.

Figure 2.6: The Dates of Main Social Network Sites (Social Network Sities: Definition, History, And Scholorship, Journal of Computer - Mediated Communication, Vol. 13, Issue 1, October 2007, pp. 210 - 230.).

Figure 2.7: Most Popular Social Media Sites 2015, [Online], Available: http://3.bp.blogspot.com/I5DHCceXN5w/VQnCCcO9xZI/AAAAAA AAAEo/75y 8rdC0n7Q/s1600/Top-15-Most-Popular-Social-Media-Sites.jpg [21 Jan 2015].

Figure 2.8: The Popular Networks Worldwide 2015 (active users in millions), [Online], Available: http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/ [21 Jan 2015].

Figure 2.9: Advantages and Disadvantages of Social Media, [Online], Available: http://www.slideshare.net/readysetpresent/social-media-marketing-powerpoint-presentation [12 Dec 2015].

Figure 2.10: Effective Relationship In Social Media Marketing, [Online], Available: http://www.websocialinteractive.com/wp-content/uploads/2014/10/socialMediaMarketing-abhijit-roy.jpg [21 Jan 2015].

Figure 2.11: Social Media Plan, [Online], Available: https://ajaxjoshi.files.wordpress.com/2010/12/social-media-plan.jpg [22 Jan 2015].

Appendıx A: Intervıew

In order to present the thesis used the method interview. Data were collected through interviews with the management of the marketing department of social media in August 2015. In the thesis examines the interview with the companies FLO and Ayakkabı Dünyası on the topic of social media advertising as a marketing tool in the business and understand the role of social media and advertising in marketing communication and how to realize its profitability. The interview consisted of 5 sections and 25 questions.

Theme 1: Use of social media

1. Does your company use advertising and social media as a marketing tool?

- Yes
- No

2. How long time your company use social media?

- Don't use social media
- Less than 1 month
- 1 - 6 months
- 6 months - 1 year
- 2 year +

3. How important do you see social media for marketing?

- Not important

- Not very important
- Quite important
- Very important

4. What encouraged you to use social media?

- Product introductions and sales
- Company image
- The announcement of the campaign
- Communication with customers
- Receiving requests, complaints and requesting

5. What is the purpose your company use social media in marketing?

- Social media is used to create brand awareness
- Social media is used to increase sales
- Social media is used to find new customers
- Social media is used to improve communications with customers
- Social media is used in product development
- Other purpose _____

Theme 2: Startegy

6. What methods do you use to engage the audience?

- Campaigns
- One-to-one communication with customers
- Contest via social media
- To provide information on Fashion
- Production of content for specific audiences

7. What methods of social media have been the most effective at your company?

- Facebook
- Twitter

- Youtube
- Pinterest
- Linkedin
- Blogs
- Other. E-mail, Website, Instagram, Google+, Vimeo.

8. How often use your company a social media?

- Many times in a day
- Many times in a week
- Many times in a month
- Less frequently than once a month

9. What measures do you follow in your activities?

- The number of visits
- Number of comments
- Number of fans, subscribers etc
- Other sites and blogs that make links to the company
- Other _____

10. Does your company have a marketing strategy in social media? How do you identify what strategies are work and not work?

- If yes, what strategies?
- Priced communication strategy (picture and prices)
- Boiler information on fashion
- If no, why?

Theme 3: Consumers

11. Consumers are more sensetive to messages in social media versus traditional communications.

- Strongly disagree
- Disagree

- Neutral
- Agree
- Strongly agree

12. Are you listening customer conversations that aren't about your brand, competitors?

- Yes
- No
- Sometimes

13. Are you listening a comment about your competitors?

- Yes
- No
- Sometimes

14. Do you addressed to a specific audience when you market your products on different social media?

- If yes, which audience and where?
- Wide audience
- If no, why?

15. Social media eliminate intermediaries, to reach consumers.

- Strongly disagree
- Disagree
- Neutral
- Agree strongly agree

Theme 4: Problem

16. Is it difficult use social media as a marketing tool?

- Not difficult

- Not very difficult
- Quite difficult
- Very difficult

17. What is the difficulty in marketing?

- Instant communication
- Instant feedback
- Crisis management
- To follow the agenda online

18. Do you think that social media marketing is dangerous?

- Not dangerous
- No very dangerous
- Quite dangerous
- Very dangerous

19. What kind of the risks or dangers do you see in the social media?

-
-
-
-

20. Can you tell me about some problems relation with social media?

-
-
-
-

Theme 5: Result

21. Have your company benefited from using social media and advertising? How?

22. What kind of experience have you gained in the use social media applications?

23. How do you see a future of social media and advertising in marketing?

24. Companies are using social media more and more and do you think this trend will continue? What is the next thing?

25. Is there anything else you'd like to add?

Appendix B: Ethics Committee Approval
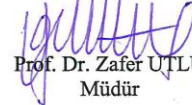
T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Sosyal Bilimler Enstitüsü Müdürlüğü

Sayı : 88083623-300-1651   24/03/2016
Konu : Afag MAMMADLI Etik Onay

Sayın Afag MAMMADLI

Enstitümüz Y1112.130007 numaralı İşletme Ana Bilim Dalı İşletme Yönetimi(İngilizce) Tezli Yüksek Lisans programı öğrencilerinden AFAG MAMMADLI' nin "SOCIAL MEDIA AND ADVERTISING AS A MARKETING TOOL IN BUSINESS" adlı tez çalışması gereği "INTERVIEW" ile ilgili anketi 01.03.2016 tarih ve 2016/04 İstanbul Aydın Üniversitesi Etik Komisyon Kararı ile etik olarak uygun olduğuna karar verilmiştir.
Bilgilerinize rica ederim.

Prof. Dr. Zafer UTLU
Müdür

Evrakı Doğrulamak İçin : https://evrakdogrula.aydin.edu.tr/enVision.Dogrula/BelgeDogrulama.aspx?V=BEKA4AFV

Adres:Beşyol Mah. İnönü Cad. No:38 Sefaköy , 34295 Küçükçekmece / İSTANBUL   Bilgi için: Canan TOPDEMİR
Telefon:444 1 428   Unvanı: Enstitü Sekreteri
  Elektronik Ağ:http://www.aydin.edu.tr/

RESUME

Name Surname   **:** Afag MAMMADLİ
Place and Date of Birth **:** 01.01.1980
E-mail   **:** agafmammadli@gmail.com

EDUCATION

- **Master**   **:** Master of Business Administration. Aydın University.
  Istanbul **-** Turkey. 12.09.2011 **-**

- **Bachelor** : Azerbaijan Language University (State University) D.Aliyeva
  Baku **-** Azerbaijan. 15.08.1996 – 30.07.2000

PROFESSIONAL EXPERIENCE

- **Syrian   Emergency   Respond,   Program   Coordinator**

Managing the donor projects as Malteser International, International Rescue Committee (IRC), UMCOR, Kinder USA, Catholic Relief Services (CRS), HELP. 01.09.2012 – 05.01.2015.

İmplemented Projects

Cash Transfer Assistance for Syrian out of Camp Refugees in Kilis, Turkey. By Catholic Relief Services (CRS), 01.11.2012 – 31.01.2013.

"Child Friendly Spaces for Syrian Refugees in Kilis, Turkey", By Catholic Relief Services (CRS), 01.11.2012 – 31.01.2014.

"Emergency Relief For Internally Displaced People in Syria" (Damascus, Syria-North) and for Syrian out-of-camp refugees in Kilis, Turkey. (Winterisation Project in Kilis, Support for Syrian School with teacher incetives, schoolbags, statioanries and snack for children. Food and Baby kits distributions in North Syria). By Malteser International. 05.02.2013 – 30.06.2013.

"NFI/Winterisation Kits Distribution Project Northern Syria", By International Rescue Comitee (IRC), February-March 2013. March-April 2014. September-October 2014.

"Incentives For Syrian Children School in Kilis, Turkey", By Deutsche Welthungerhilfe e.V. July-Augoust 2013.

"Emergency Medical Car efor Syrian in Turkey" (Temporary Fied Hospital Project in Kilis), By Malteser International, May 2013. - 31.12.2014.

"Medical assistance for Syrian refugees and structural support to the Syrian civil society in Kilis, Turkey" (Primary Health Care Center in Transit Receptioan Camp), By Malteser International, 17.06.2013 – 15.05.2013.

"Humanitarian Relief for Survival of Syrian Refugees in Kilis Province", By HELP – Hilfe zur Selbsthilfe e.V. (Daily Food Assistance in Transit Reception Camp), October – December 2013.

"Project" for Education and Psychosocial Support for Refugee Childeren from Syria – Reseption Camp Kilis, Turkey, (CFS in Transit Reseption and Oncupinar Camps), By IMCOR, 09.2013 – 08.2014.

"Improving the life and strengthening resilience of Syrian refugees in Kilis, Turkey" Community Center and Mental Helath Program
, By Malteser International, 01.09.2013 – 30.04.2015.
"Helath Care and Emergency Aid for Internally Displaced Persons in Syria" (Hospital in Bab Al Salamah Camp Syria, Primary Health Centers in Bab An Noor and Iman Camps), By Malteser International, 16.02.2014 – 31.12.2014.

"Emergency Response to Medical and NFIs Needs of Displaced People in Syria (Damascus, Homs and Aleppo Governorates)" By International Rescue Comitee (IRC), 11.2014 – 11.2015.

"Providing Basic Humanitarian Assistance for IDPS in Rural Damascus and Aleppo", By International Rescue Comitee (IRC), (Backery Project in Bab Al Salamah Camp. Syria), 01.07.2014 – 31.12.2014.

- **International Communication Coordinator:**

International Blue Crescent Relief and Development Foundation (IBC)
02.2012 – 06.2015. İstanbul **-** Turkey

Main activities and responsibilities

Ensure the coordination of universities from all over the world
Attracting the new members to EURAS
Ensure coordination between EURAS members
Annual fee payment controls
Organizing conferences, symposiums, trainings, summer camps etc.
Organizing student and staff exchanges between of member universities
Organizing quarterly regional meetings of EURAS in abroad
Organizing video conference sessions on regular bases between rectors of member universities

- **EurasianUniversities Union (EURAS) Istanbul Aydin University**

  Advertising and Marketing Department
  10.2011 **–** 12.2011. Istanbul **-** Turkey

  Main activities and responsibilities

  Research on Turkey's advertising market;
  Analyzing the advertising of the annual budgets of the local and foreign companies in TV Market;
  Calculating Ratings and Shares of the advertisement revenue of Channel T.

- **Manager For Sponsorship And Special Projects:**

  Kanal T (Channel T). Sales and Marketing Department
  01.04.2008 – 25.01.2011. İstanbul – Turkey

  Main activities and responsibilities

  Calculation and estimation of sale value of programs;
  Conducting negotiations with TV channel staff and defining advertising opportunities
  Supervise over conformity of sponsor advertisements with the requirements of legislation;
  Constant control over the international requirements in the contracts with FIFA, UEFA and other international companies and ensure prevention of any cases leading to punishment during broadcast; Preparation of sponsorship packages and proposals of programs based on clients;
  Preparation of presentations and holding meetings with customers and agencies;
  Agreeing the terms of packages with customers;
  Ensure preparation and signing of contracts based on conditions as agreed with partners; Providing the delivery of customer materials to the channel on time;

Quality control of sponsorship terms in the broadcast

- **Candidate for Municipality Election, Sabail dist.:**

Video International. Baku - Azerbaijan LİDER TV. 01.10.2009 – 24.12.2009.

- **Deputy Director:**

Election Commission. Baku – Azerbaijan. 15.12.2007 – 30.04.2008.

Main activities and responsibilities

Budget planning of the programs;
Supervising over timely delivery of program costs payment by production firms; Ensure the broadcast of production firms' programs in TV planned time frames; Control over delivery of the video filming materials to the video collection base;
To review the new Project ideas received from production firms and comment on them: Providee solutions for problems of program staff;
Pay decoration costs and ensure timely preparation;
Financial support and control on equipment;
Provide the compensation of salaries in time;
Make monthly financial review;
Employee turno ver management.

Deputy General Director:

Lider Production, Lider TV, Lider Media Holding.
Baku – Azerbaijan. 20.08.2006 – 01.01.2008.

Main activities and responsibilities

Planning, supervising contract and agreement preparations;
Employee turnover management;
Administrative supervision over the company;
Supervise and direct the Project management team;
Ensure expenditures in line with the approved budget;
Negotiate with TV channel management solution of related problems and issues.

- **Project Manager and Trainer:**

Video International Azerbaijan, Lider.
Baku – Azerbaijan. 05.05.2004 – 30.09.3006.

111

Main activities and responsibilities

Writing projects in the required templates to donors;
Fundraising;
Budgeting and financial supervision;
Program and financial reporting;
Preparation and planning of related trainings and seminars;
Responsible for organization's media and press relations;
Conducting training for the youth on conflictology and methods of peaceful struggles.

- **Director ad chief executive:**

Society for Democtratic Reforms.
Baku – Azerbaijan. 01.06.2004 – 30.09.2005.

Main activities and responsibilities ,

Human resources management control;
Ensure timele purchase of raw material from all the regions;
Budget planning and giving instructions to accounting department on daily payments;
Supervising production of goods with quality, in the right amount and on time;
Ensure acquiring conformity certificates for the products and getting license fort hem;
Ensure wholesale and retail of products directly from the plant;
Ensure distrubition of products to city and suburban markets;
Employee training and development supervision;
Establish and develop company PR and Marketing strategies.

- **Secretary of Comission (part time):**

SARVAN Milk Production
Baku – Azerbaijan. 05.09.2001 – 10.09.2005

Main activities and responsibilities

Preparation and checking of voter lists;
Participation in seminars and trainings regarding election and campaigns;
Voter education supervision;
Observation and supervision on the Election Day;
Calculation of votes after Elections;

Post-election reporting to CEC on the election results.

- **Legal Expert:**

Precinct Election Comission N5 in Sabail dist.
Baku - Azerbaijan. 23.12.2001 – 01.05.2004.

Main activities and responsibilities

Explain rights to the migrants living in Azerbaijan;
Defining and solving problems of the migrants and persons without
citizenship;
Defend rights of the migrants in front of state authorities;
Providing solutions of marriage and other problems of migrants;
Assisting migrants getting birth certificate for their children born in the
territory of the country;
Assisting the migrants and persons without citizenship getting identification
card;
Solution to the visa problems;
Preparation of certain documents to apply for the residence permission;
Preparation of certain documents to apply for citizenship;
Holding interviews with the victims of human trafficking;
Assisting psychological rehabilitation to the victims of human trafficking;
Investigation of the reasons of human trafficking;
Working out and implementing projects connected with women problems;
Organizing round tables and workshops;
Implementing queries;
Attracting public attention to the problems through different TV and Media;
Media awareness raising on migrant problems;
Migrant education policy supervision; Migrant rights awareness raising;
Migrant rights protection;
Visa and registration assistance supervision.

- **Interpereter (German) Main:**

Center of Legal Assistance to Miigrants
Baku - Azerbaijan. 20.10.1999 – 10.01.2000.

- **Librarian:**

Stadtwerke Leipzig. Azerbaijan Technical University
Baku - Azerbaijan. 05.02.1998 – 10.05.2000.

- **Foreign Language:**

	Understanding	**Speaking**	**Writing**
Turkish	Proficient	Proficient	Proficient
Russian	Proficient	Proficient	Proficient
English	Proficient	Proficient	Proficient
German	Independent	Basic User	Basic User

Computer skills:

Internet Explorer, Microsoft Office Programs, Outlook Express, Media Programs, as ARIANA, ADEX and WIMP

Other skills and competences:

Rewarded by number of local and international certificates for participation in different type of trainings and workshop

Driving licence(s): B