



Algorithm Based

Digital Marketing Revolutionized.

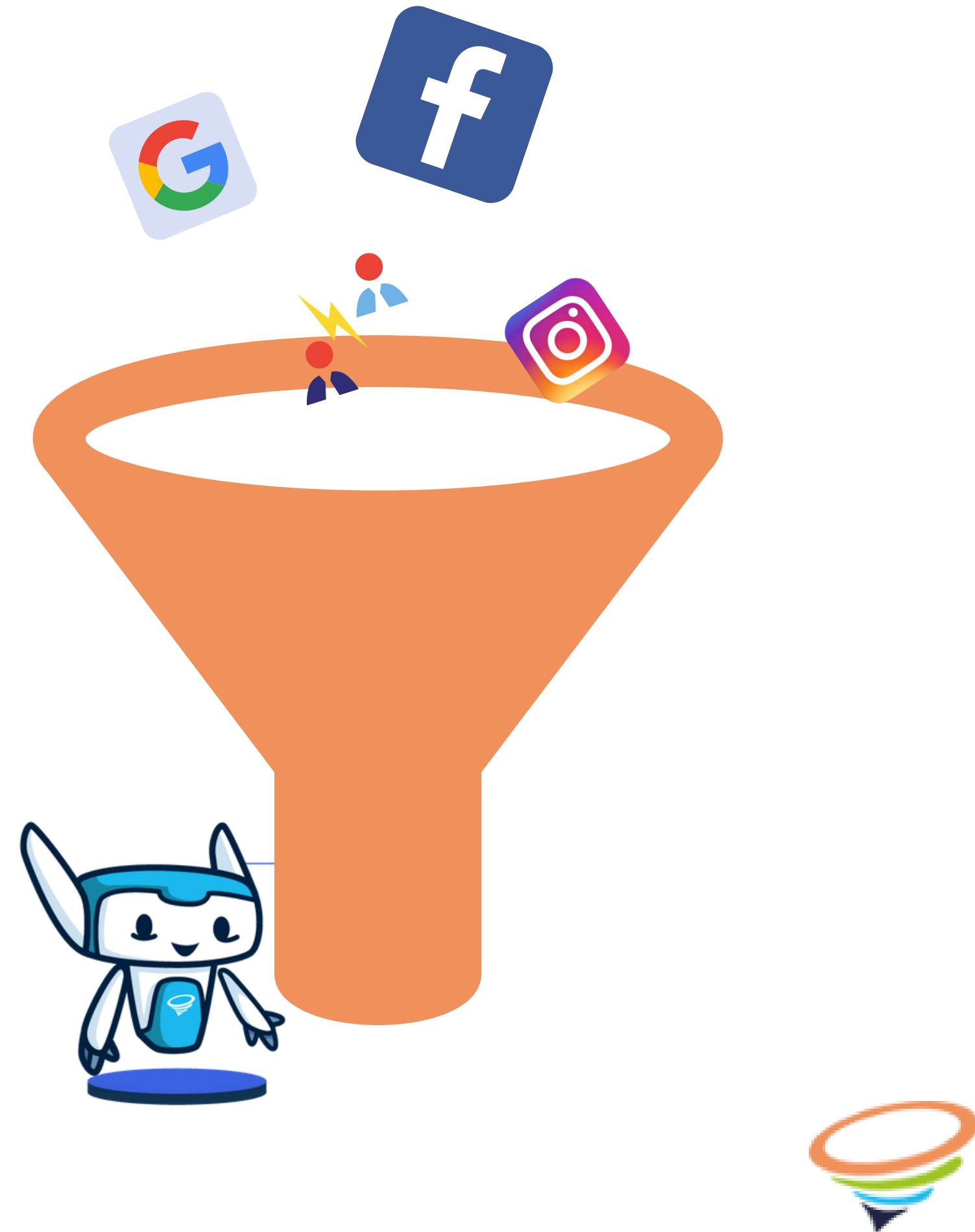


Let Algorithm Make Digital Marketing Decisions

In your digital marketing journey, the algorithm decides what, when and how.

We know your industry and competitors

Our algorithm study your industry and competitors to create tasks that will be completed by professionals to grow your business.





Awarded Digital Marketing System



Got 3rd position among 600+ start-ups at ITU Big Bang competition and won high amount of investment as a reward



Won the right to be part of Silicon Valley thanks to Win Global Accelerator Program as top 5 among 400+ start-ups



Businesses like yours have succeeded!



Every month more
than **150**
local & international
companies are
trusting Earnado.



3 Pillars of Your Digital Marketing Plan



A large, light purple graphic on the left side of the slide. It features a bar chart with four bars of increasing height from left to right. An arrow starts from the top of the first bar and points diagonally upwards and to the right, ending above the top of the fourth bar.

SEO

Search Engine Optimization



SEO (Search Engine Optimization)

What are our SEO Services?

✓ **Content Creation**
We regularly improve your blog content, descriptions, and website structure.

✓ **Competitor analysis**
Thanks to the algorithm, we study your competitors and perform the necessary tasks to gain you a competitive edge.

✓ **Optimization**
We keep improving your website to rank it higher in search engine results.

✓ **Decisions**
We employ the Earnado algorithm to decide and execute the necessary tasks on its own.



Some of the SEO Success Stories

Yurtbay Seramik:

Monthly +20% growth

www.yurtbayseramik.com

Petsurfer:

Being in the first results at Google search page with 150 keywords

www.petsurfer.com



GoldMark Estates SEO Results

www.goldmarkestates.com/



The background features a large, stylized graphic on the left side, composed of overlapping circles in various shades of purple. Within these circles are faint, light-purple icons for Facebook (the 'f'), Instagram (the camera), and LinkedIn (the 'in' logo).

Social Media Management

Design and Ads Management



Social Media Management



✓ **Asset Design**
We create designs based on your target audience with our professionals.

✓ **Creativity**
We constantly creates new ideas and content in a great variety.

✓ **Target Audience**
With the help of Earnado system, we manage your ads and reach the right target audience in a cost-effective way.

✓ **Ads Management**
We manage and optimize your ads based on the behavior of your target audience.



Social Media Management



Based on brief you shared with us and our need analysis, we determine your target audience.

Determine target audience

Create content concepts

We create 3 different content concepts which are focused on engagement and publicity oriented.

We focused on most beneficial and related channels based on your target audience.

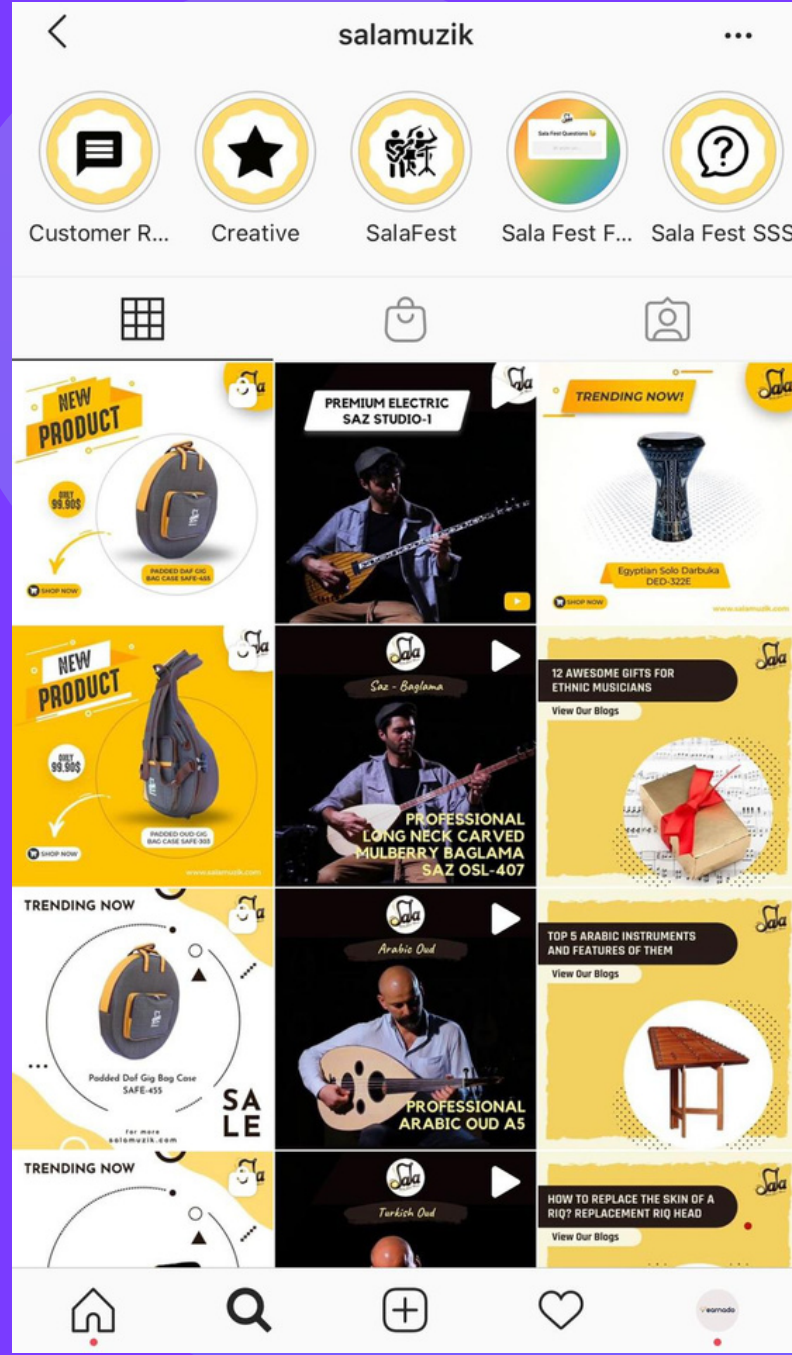
Choose related channels

Create and share content

Based on inputs we take from you, we create contents and share according to planned calendar.



Some of the Social Media Success Stories



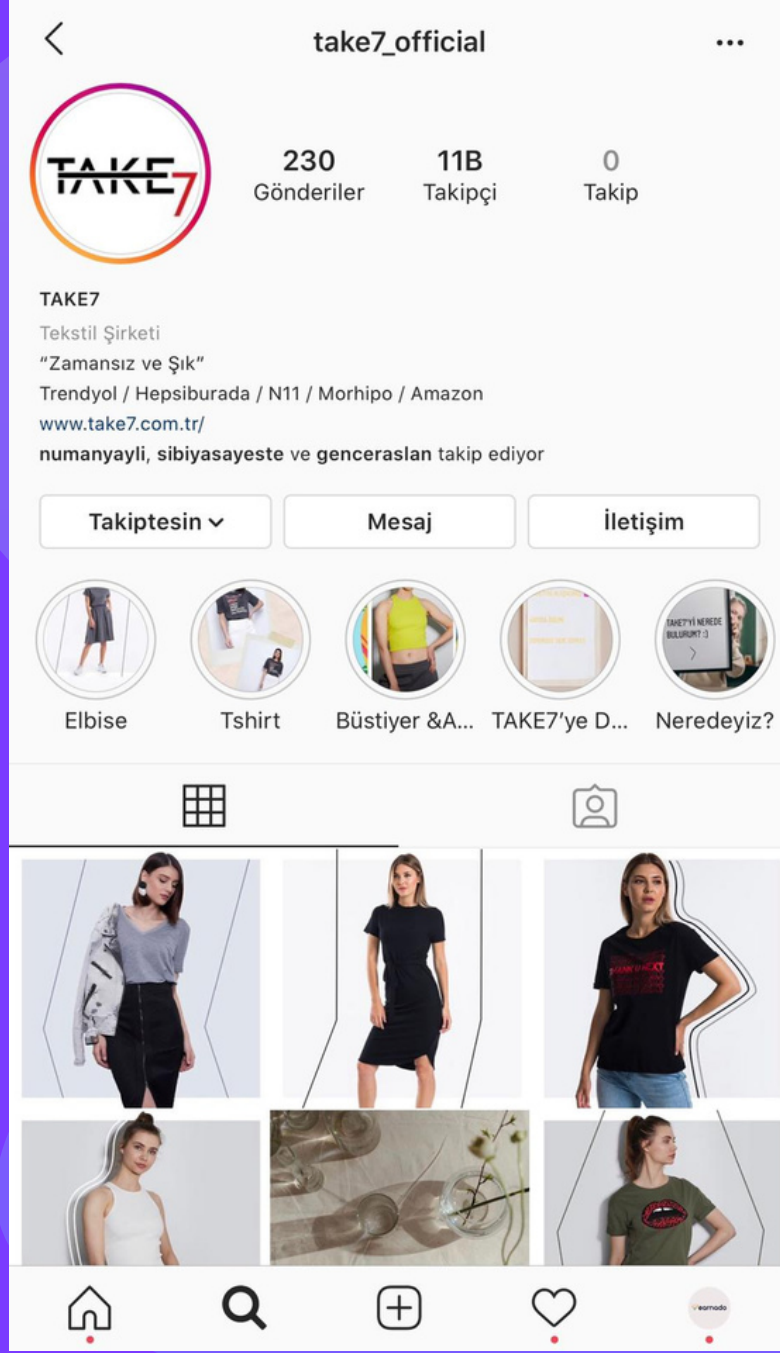
Sala Müzik



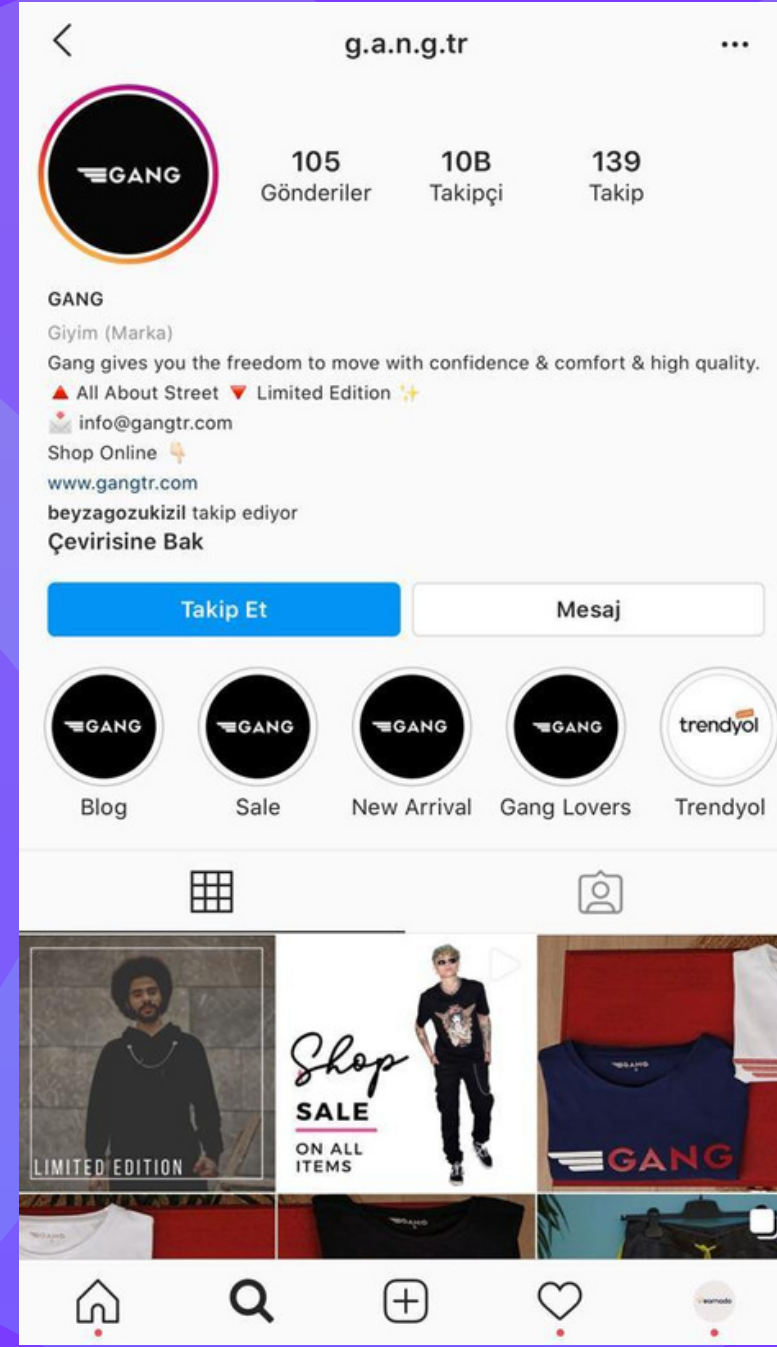
İyi Gelir



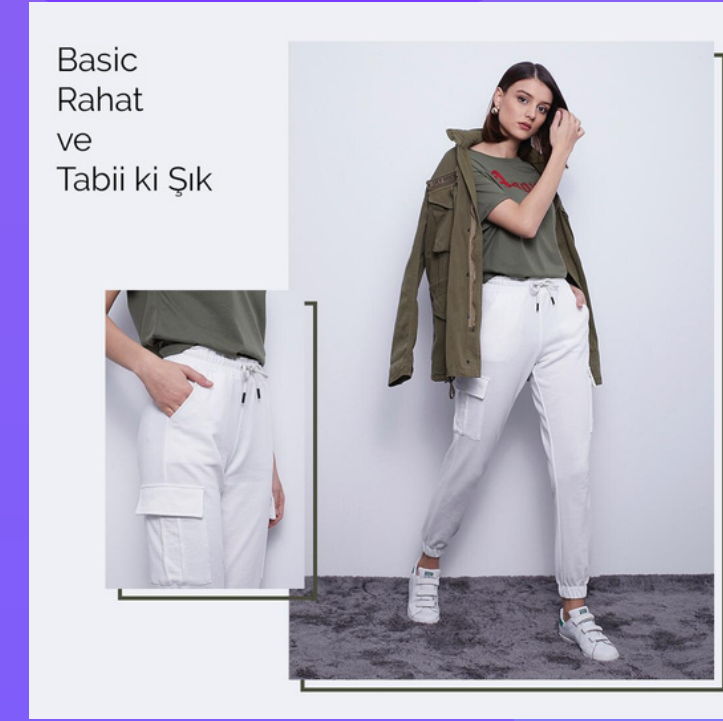
Some of the Social Media Success Stories



Take7



Gangtr



Ads Management

Google Ads Management, Social Media Ads Management
and Optimizations



Ads Management

How are we managing ads?



Search Engine Ads

We manage your search engine ads on different platforms by using keywords.



Social Media Ads

We manage your social media ads on Facebook, Instagram, LinkedIn, and Youtube.



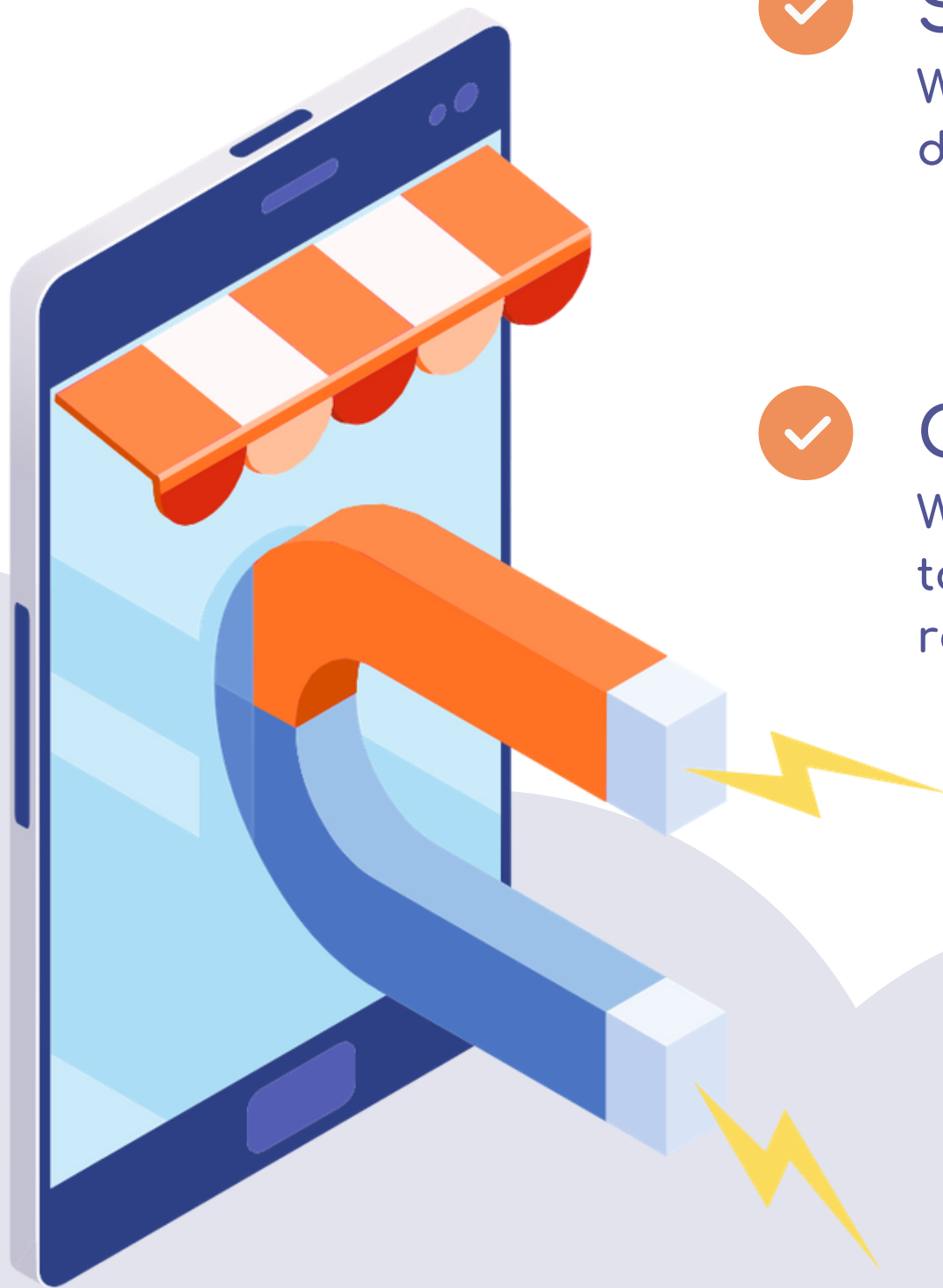
Optimization

We optimize ads, networks, and messages to increase the likelihood of the realization of desired actions.



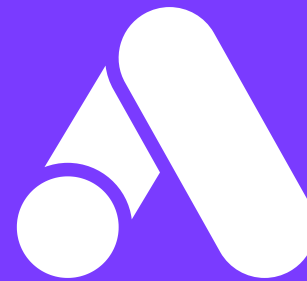
Integration

We integrate Google Analytics, Tag Manager, Optimize tools and ad accounts for better results.



Ads Management

What kind of ads we will serve?



Google search ads, display ads, video ads and application ads



Facebook potential customer lead ads and SEO blog content oriented ads



Instagram brand awareness, engagement, reach, traffic oriented ads



Weekly & Monthly Reporting

Evaluation and Forecast Based Reporting

At Earnado, you will receive weekly reports that will show what was done and what will be done in the upcoming weeks. Therefore, you will be able to forecast your marketing KPIs

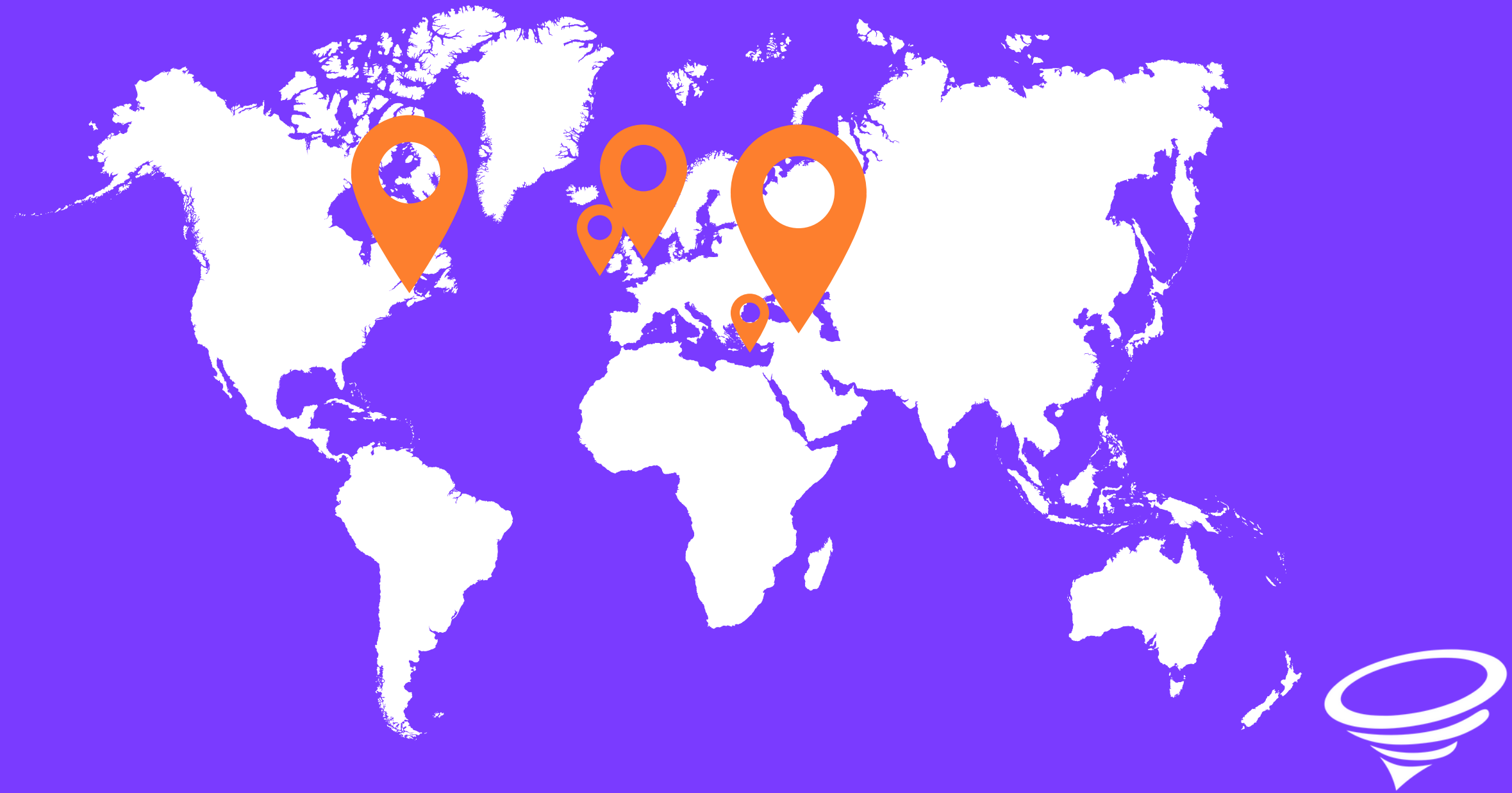


Success Stories

At Earnado, we provide digital marketing service more than

150 local & international businesses

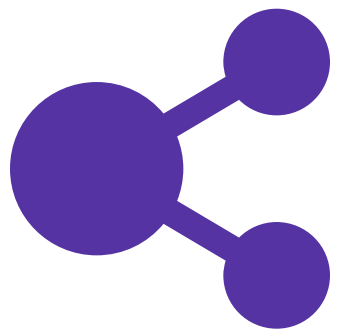
across 10 different countries and help them grow their brands



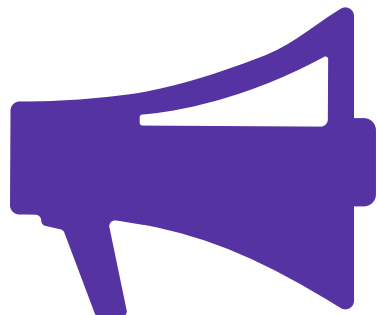
Sala Müzik



%400 boost in online sales



x7 growth in sales from social media channels



x4 increase in brand awareness

IN 1
YEAR

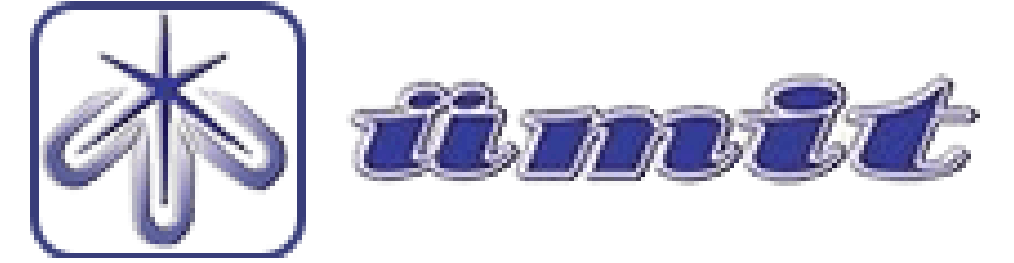




Without advertising, organic traffic of website is equal to daily visitor number of Grand Bazaar in Istanbul.



Ümit Paslanmaz



x3 online offer request



%40 decrease in customer acquisition cost



%60 more visibility on Google first page results

IN 1
YEAR



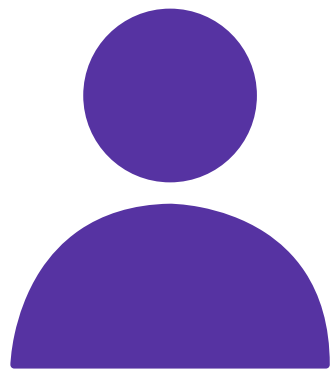


iiinit

3 months revenue from online sales is
equal to revenue from 5 sales
representative sales in a year.



iyi Gelir



X3 increase in monthly registration

Increase number of followers
from 0 to 1K in 1.5 month



x4 boost in website visitor
number organically in each
month without ads.

IN 3
MONTHS



Transmed

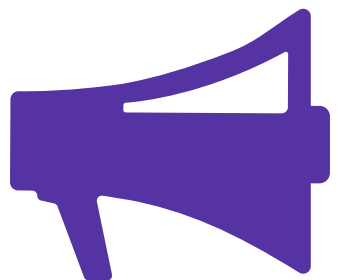
TRANS
MED
KLINIK



%5 boost in website traffic
for every month



%25 growth in monthly demand



%20 increase in brand
awareness

IN 3
MONTHS



Recommended Package

- Service
- Number of Contents
(Blog & Design)
- Number of optimization
(Ads & SEO)
- Price

SEO, Social media
management &
Ad management

15

45

\$1490/month





Learn ways to grow
your business
today!



Appendix



SEO

Introduction

- Website title structure
- Content planning
- Content creation
- Website AMP setup
- Planning potential backlink sources
- Engagement support

Speed-up

- Engagement boosting activities
- Sharing created contents on social media channels both as organic and advertising
- Backlink

Advance

- Linking activities in website
- Strengthen keyword contents
- Updating created contents



Social Media

Advertising

- Ads management
- Re-marketing and affinity oriented activities
- Determine customer acquisition cost
- Find different channels

Content

- Campaign creation
- Design assets
- Design post and story assets



Google Ads

Setup

- Google Analytics integrations
- Determine keywords
- Text ads creation
- Search campaign creation
- Display campaign creation
- Display banner insertion

Expansion

- Import goals from G.Analytics
- Keyword optimization
- Determine good & poor performing text and display ads
- Negative keywords insertion

Extension

- Different bid strategies adjustment
- Enhance keywords by using tools
- Conversion oriented goal optimizations
- Conversion oriented keyword optimizations
- Optimize Re-marketing audiences

