

PERFORMANS ODAĞINDA İHRACAT PAZARLAMASI

OAİB, 15 Ağustos 2023

B2B ve B2C satış hedefli dijital ihracat pazarlaması; alternatif reklam kanalları, lead odaklı reklamlar, CRM ve Big Data'nın pazarlamada kullanımı, kutu dışından çözümler

Başla

EĞİTİM ALAN

OAİB

EĞİTİM SÜRESİ

1 Gün - Online

EĞİTİM İÇERİĞİ

PERFORMANS
ODAĞINDA DİJİTAL
İHRACAT PAZARLAMASI

TARİH & LOKASYON

15 Ağustos — Zoom

EĞİTMEN

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B2B & B2C E-ihracat Performans Yönetimi

Dijital İhracat Pazarlamasından Devlet Desteklerine, URGE Projelerinin Yönetiminden Global Satıř Kanallarıyla Özel İřbirliklerine Kadar Tüm B2B E-ihracat & B2C E-ticaret Süreçleriniz İçin Butik Çözümler...

İletişim



— Borderless Commerce

Out Of The Box Solutions For
Cross-Border E-Commerce

ERSAN ERTURK



01
Services

Market Research

High Potential Market &
Buyer Detection

B2B Marketing

Out Of The Box Solutions
For B2B Marketing.

B2B Lead Generation

Thousands Of Leads With
Cost Effective Solutions



CRM & MARKETING AUTOMATIONS

The Top 20

- 1  salesforce
 - 2  ZOHOO
 - 3  sw!ftpage™
 - 4  SAP®
 - 5  Microsoft Dynamics™
 - 6  Maximizer™ CRM
 - 7  ORACLE®
 - 8  SUGARCRM
 - 9  Infusionsoft.
 - 10  Apptivo
- 

The 8 Best Free and Open Source CRM Software Solutions



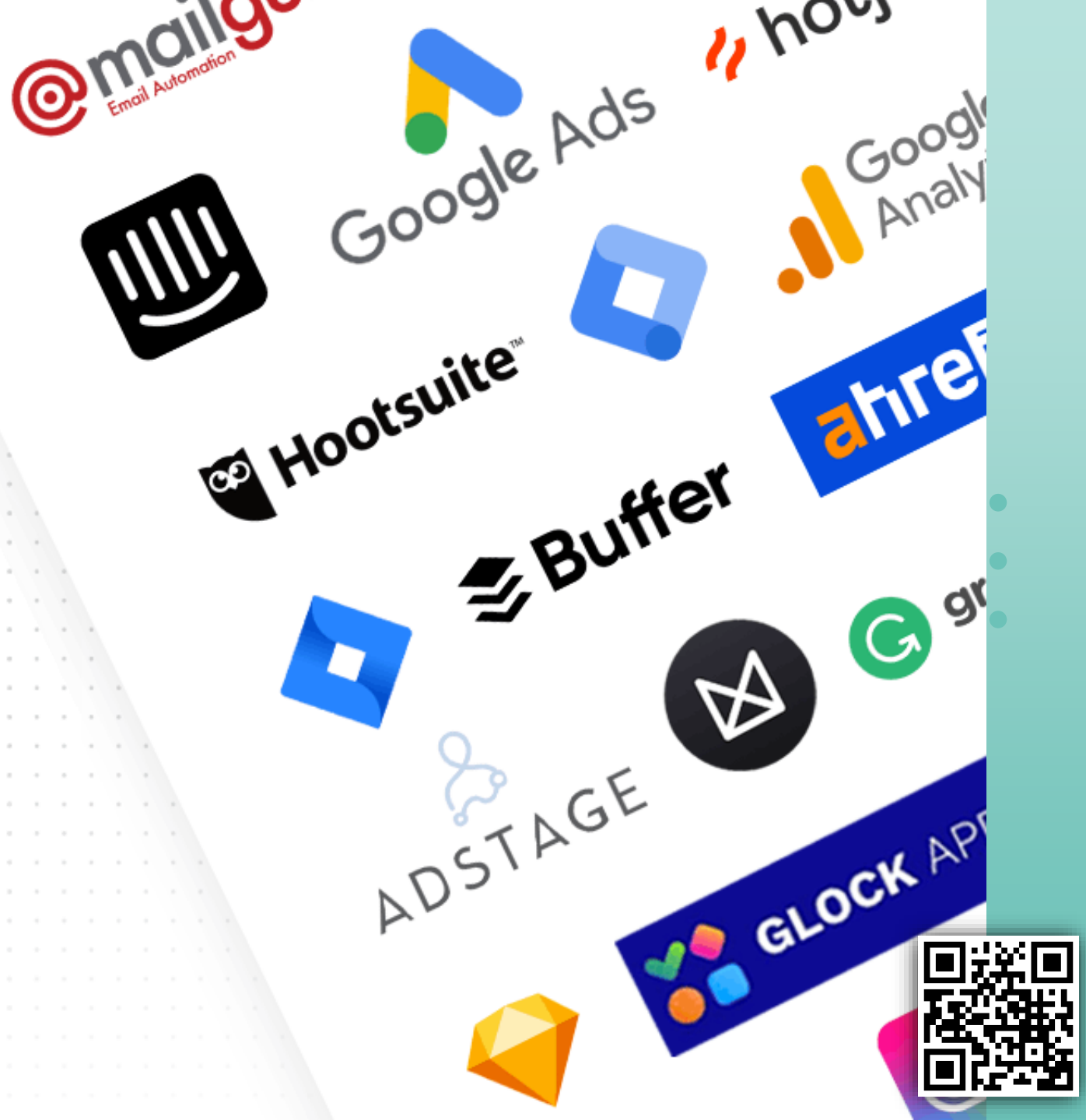
	Free Contacts	Free Users	Free Storage	Free Support	Upgrade Fee	Email Marketing	Cloud-based	Self-hosted
 AgileCRM	50,000	10	5 GB	Email	\$8.99/mo		✓	✓
 Bitrix24®	Unlimited	5	5 GB	No	\$39.00/mo	✓	✓	✓
 Capsule®	250	2	10 MB	Email	\$12.00/mo/user	✓	✓	
 HubSpot	1,000,000	Unlimited	5 Docs	Forum	\$50.00/mo/user	✓		✓
 RAYNET	250	2	50 MB	Email & Forum	\$19.00/mo/user	✓	✓	✓
 Really Simple Systems	100	2	100 MB	Email & Live Chat	\$14.00/mo/user		✓	
 suiteCRM	Unlimited	Unlimited	Unlimited	Forum	£1,500+ VAT Max of 15 hours support	✓	✓	✓
 ZOHOO CRM	Unlimited	3	1 GB	No	\$12.00/mo/user	✓	✓	✓

BROUGHT TO YOU BY



NEDEN DİJİTAL PAZARLAMA?

- Cost / Effective Maliyet
- Ölçümlenebilirlik & Optimizasyon İmkanı
- Kontrol Edilebilirlik (start-stop-run)
- Geniş Topluluklar & Yüksek Hedefleme Kabiliyeti
- Aksiyon Odaklı Kurgular



CLV - CUSTOMER LIFE TIME VALUE

$$\text{Customer Lifetime Value (CLV)} = \frac{\text{Avg. Spend Per Month}}{\text{Monthly Customer Churn Rate (\% of This Month's Customers Who Don't Come Back)}}$$

For example:



\$50
Lifetime Value

=

\$10 

Average Spend Per Month

20% 

of Customers Don't Come Back Each Month



CLV - CUSTOMER LIFE TIME VALUE

REKLAM MASRAFI: 1000 TL

1 SATIŞ KARI: -300TL

YIL SONU KARI: +1.200TL

1 OCAK
MASRAF: 1000TL
SATIŞ: 700TL
KAR/ZARAR: -300TL

6 AĞUSTOS
MASRAF: 0
SATIŞ: 400TL
KAR/ZARAR: -+100TL

1 KASIM
MASRAF: 0
SATIŞ: 300TL
KAR/ZARAR: +400TL

20 ARALIK
MASRAF: 0
SATIŞ: 800TL
KAR/ZARAR:1.200 TL



CLV - CUSTOMER LIFE TIME VALUE

NASIL MAKSİMİZE EDİLİR?

- A) Oratama Harcamayı arttır.
- B) Geri Dönüşleri Arttır.

Kendini Özel Hisettir.

Ödüller, statüler-gamification-ücretsiz hediyeler vs

Etkileşimde Kalmaya Devam Edin.

Sosyal medya kanalları, hedeflenmiş epostalar, push notofications, sms mesajlar vs

Geri Dönmeleri İçin Bir Sebep (havuç) Ver.

Sana özel, 24 saat geçerli indirim vs..

Ödül Programları (%12-44 Arası Bir Değişim Söz Konusu Olabiliyor)

Fivestar Örneği – fivestar.com (her kahve = 1 yıldız; 20 yıldız = bedava)

Returning Visitor'ı El Üstünde Tut



DİJİTAL PAZARLAMANIN TEMEL ADIMLARI

- Amaçlar Doğrultusunda 'Hedef Kitle' Tanımlama
- Doğru Kampanya Kurgusunu Hazırlama
- Optimizasyon
- KPI'lar – Raporlama
(Key Performance Indicators - Anahtar Performans Göstergeleri)

Örnek:

Cost per conversion

Conversion Rate

Click Through Ratio

Quality Score

Cost Per Click



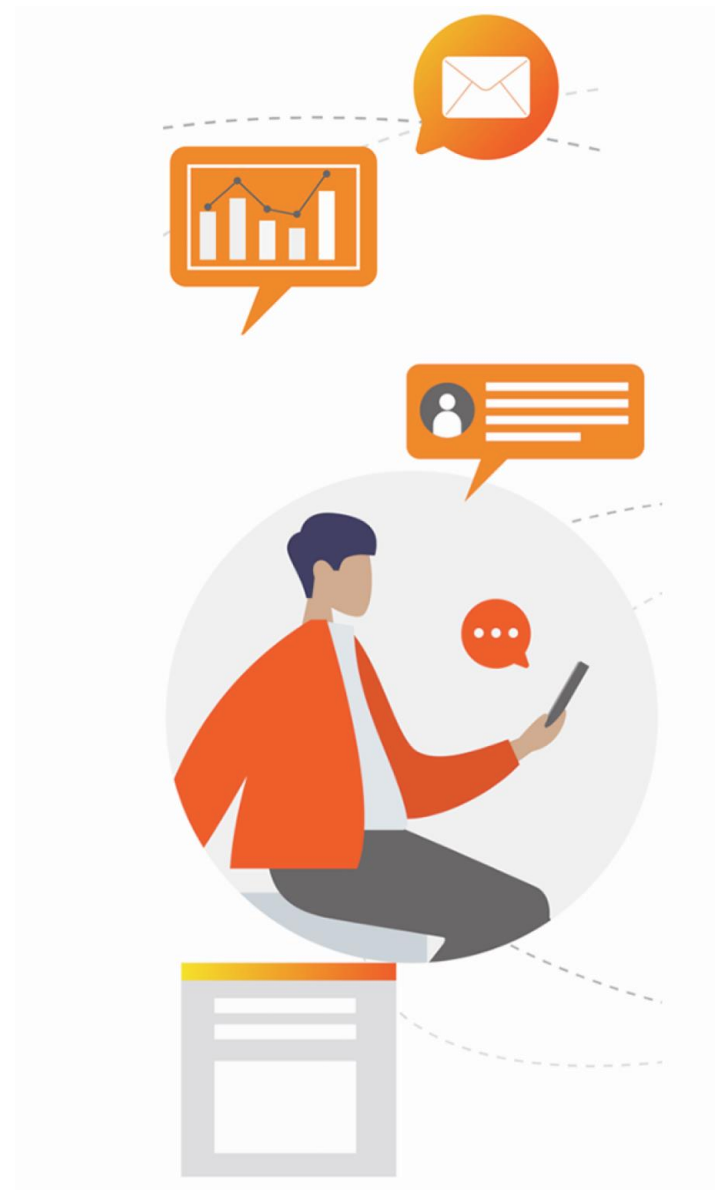
DİJİTAL PAZARLAMA ARAÇLARI

- Arama Motoru Reklamcılığı (SEM)
- Sosyal Medya Reklamcılığı
- Display Reklamlar
- Sosyal Medya İçerikleri
- E-mail Marketing (trafiğin %1.15'i)
- Arama Motoru Optimizasyonu (SEO)
- Content Marketing
- Affilate
- Big Data Marketing



ARAMA MOTORU REKLAMCILIĐI

- Google Ads
 - Arama Ađı
 - Grntl Reklam Ađı
 - Max Performans Reklamları
 - Alıřveriř Reklamları (Merchant Hesabı Gerekli)
 - Video Reklamları (Youtube)
- Yandex & Bing



HEDEFLEME

1- PAZARLAMA HEDEFİNİ BELİRLE

- Web Sitesine Ziyaretçi Çekmek
- Alışveriş (dönüşüm)
- Marka / Kampanya Bilinirliğini Arttırmak

2- HEDEFİNE UYGUN TEKLİF STRATEJİSİNİ SEÇ

OTOMATİK TEKLİF:

- Hedef ROAS (Reklam Harcamalarından Elde Edilen Gelir)
- Tıklamaları Maksimize Et
- Edinmeyi Maksimize Et
- Hedef Geçiş (ne sıklıkta rakipleri geçmek istiyorsun)
- Hedef Arama Sayfası Konumu

MANUEL TEKLİF:

- TBM (Tıklama Başına Maliyet - CPC)
- BGBM (Bin Gösterim Başına Maliyet – CPM)
- EBM (Edinme Başına Maliyet)



- Google Adwords
- Dönüşüm & Dönüşüm Maliyeti (Conversion)
- CTR (Click Through Rate - TO)
- CPM (BGBM), CPI (cpm= cost per mille – milia)
Bin gösterim başına gelir: eCPM
- CPC (TBM), Avarage CPC
- ROI (Yatırım Getirisi – YG)
- Keywords (Anahtar Kelimeler)
- Kalite Puanı
- Re-Marketing (Yeniden Pazarlama)
- ROAS (yatırımın kaç katı kar ettin)
- Cross-Device Targeting
- Landing Page
- Affilate
- Analytics & Metrica
- Bounce Rate
- Brand Awareness
- Banner
- Expandable Banner
- Rich Media
- Call To Action
- CLTV
- Programatic
- Envanter
- AD Network
- AD Exchange
DoubleClick,
AdECN(microsoft),
OpenX vs..

YATIRIM GETİRİSİ (YG) HESAPLAMA: ROI (Return On Investment)

$(\text{TOPLAM SATIŞ} - (\text{TOPLAM MALİYET} + \text{MASRAF}))$

$(\text{TOPLAM MALİYET} + \text{MASRAF})$

ÖRNEK:

Üretim maliyeti 100 TL olan ve 200 TL'ye satılan bir ürününüz olduğunu düşünelim. AdWords'de reklamını yayınlayarak bu üründen 6 adet sattınız.

Toplam satışınız 1200 TL olur. AdWords maliyetleriniz de 200 TL olsun.

YG'niz $(1200 \text{ TL} - (600 \text{ TL} + 200 \text{ TL})) / (600 \text{ TL} + 200 \text{ TL})$ veya %50'dir.

DİJİTAL PAZARLAMA DENETİMİ:

- Performans indikatörlerini (KPI) yani kampanya hedeflerini doğru belirle (asıl beklentin ve o beklentine ulaşmak için ödediğin para ne?)
- Panellerden değişiklik geçmişini takip et
- Bounce Rate yani çöp ziyaretçi oranını takip et
- Amacın satış yapmaksa ve bütçen kısıtlıysa, marka ve farkındalık reklamlarından uzak dur; sadece kampanyalardan gelen satış sayısı ve 1 yeni satış için harcadığın maliyete odaklan.
- Marka aramalarından gelen trafiği performans rakamlarından çıkart.
- Arama ağı reklamlarında hedef anahtar kelimelerin ötesinde, 'arama terimlerini kontrol et', ki yanlış tıklamalar alma.

ANAHTAR KELİME (KEYWORD) KULLANIMI

Eşleme Türü	Örnek Anahtar Kelime	Tetiklenebilecek Arama Örnekleri	Tetiklenmeyecek Arama Örnekleri
Geniş Eşleme - Broad -	istanbul otel	ist. otelleri istanbuldaki oteller istanbulda konaklama önerileri tarihi yarımada konaklama sultanahmet günlük konaklama	istanbul iş başvuruları
Sıralı Eşleme - Phrase -	"istanbul otelleri"	oteller istanbul ist otelleri istanbul butik otelleri istanbul için otel önerileri istanbul otel fiyatları	tarihi yarımada konaklama sultanahmet günlük konaklama istanbul iş başvuruları
Tam Eşleme - Exact -	[istanbul otelleri]	istanbuldaki oteller ist otelleri	oteller istanbul istanbul butik otelleri istanbul için otel önerileri istanbul otel fiyatları tarihi yarımada konaklama sultanahmet günlük konaklama istanbul iş başvuruları



KALİTE PUANI HESAPLAMA

- Beklenen Tıklama Oranı
- Reklam Alaka Düzeyi
- Açılış Sayfası Deneyimi

<input type="checkbox"/>	●
<input type="checkbox"/>	●
<input type="checkbox"/>	●
<input type="checkbox"/>	●
<input type="checkbox"/>	●

Uygun	1	3	%33,33	0,17 TL	0,1
					13,7
					3,2
					5,0
Uygun	116	706	%16,43	0,54 TL	63,1

Anahtar kelime:

Reklamlar şu anda gösteriliyor mu?

Evet

Kalite puanı [Daha fazla bilgi edinin](#)

6/10

Beklenen tıklama oranı: **Ortalamanın üzerinde**
Reklam alaka düzeyi: **Ortalamanın altında**
Açılış sayfası deneyimi: **Ortalama**

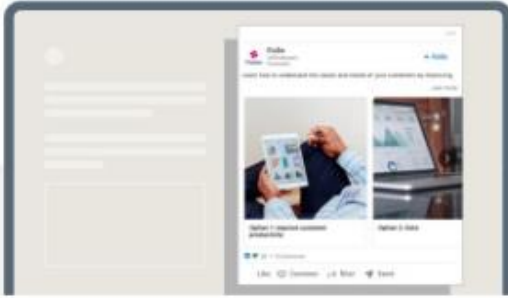
[Reklam Önizleme ve Teşhisi](#)



DİJİTAL PAZARLAMA & DENETİM

- Performans indikatörlerini (KPI) yani kampanya hedeflerini doğru belirle (asıl beklentin ve o beklentine ulaşmak için ödediğin para ne?)
- Panellerden değişiklik geçmişini takip et
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- Marka aramalarından gelen trafiği performans rakamlarından çıkart.
- Arama ağı reklamlarında hedef anahtar kelimelerin ötesinde, 'arama terimlerini kontrol et', ki yanlış tıklamalar alma.
- Negatif arama kelimelerini takip et.

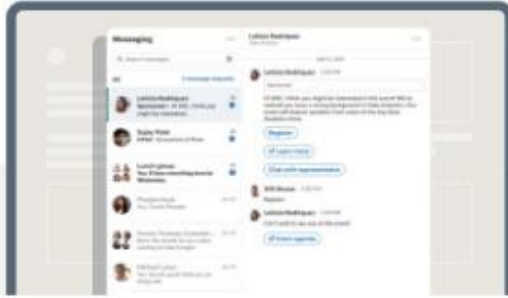




Carousel Ads

Tell an interactive story that inspires prospects to take action.

[Explore Carousel Ads](#)



Conversation Ads

Start quality conversations with professionals through a choose-your-own path experience.

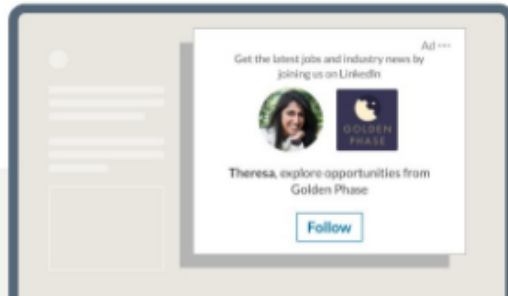
[Explore Conversation Ads](#)



Event Ads

Maximize attendance to your LinkedIn Events with an ad highlighting key event details.

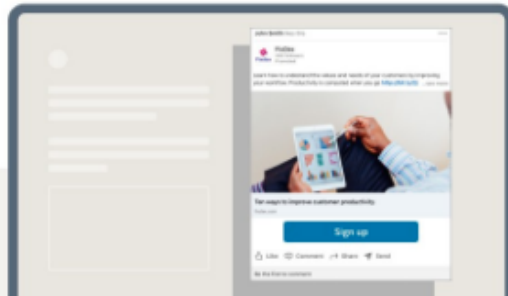
[Explore Event Ads](#)



Follower Ads

Promote your LinkedIn Page to seamlessly acquire followers.

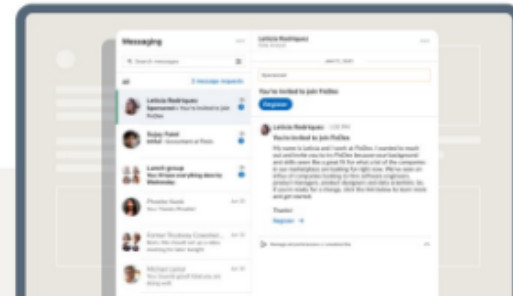
[Explore Follower Ads](#)



Lead Gen Forms

Collect even more quality leads from your ads on LinkedIn with seamless pre-filled forms.

[Explore Lead Gen Forms](#)



Message Ads

Send direct messages to your prospects to spark immediate action.

[Explore Message Ads](#)

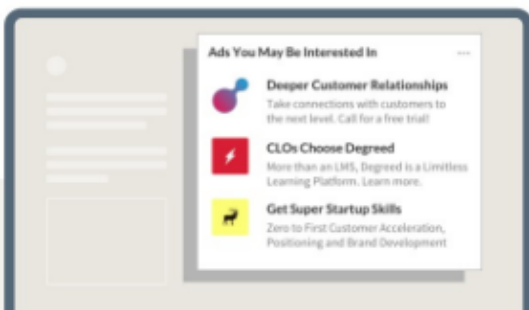




Single Image Ads

Run native ads in the LinkedIn feed with an engaging visual across desktop and mobile.

[Explore Single Image Ads](#)



Text Ads

Drive new customers to your business – on a budget that works for you – with our easy, self-service pay per click (PPC) advertising platform.

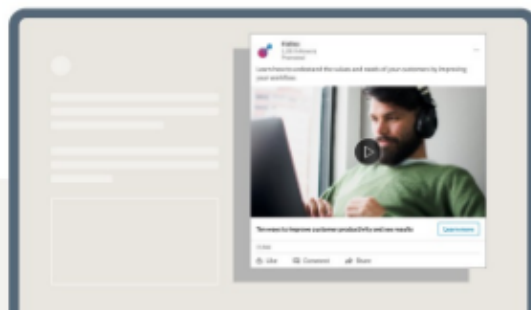
[Explore Text Ads](#)



Single Job Ads

Drive quality candidates to your LinkedIn Job slots.

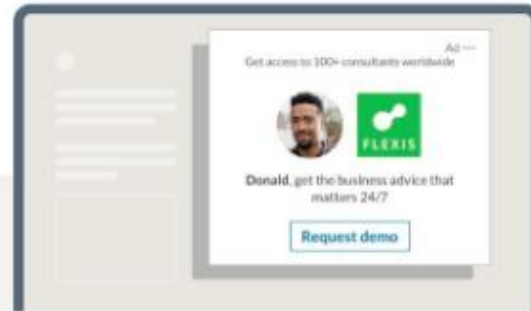
[Explore Single Job Ads](#)



Video Ads

Captivate a professional audience with native video at every stage of the buyer's journey.

[Explore Video Ads](#)



Spotlight Ads

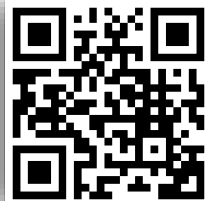
Showcase your product, service, event and more to increase traffic to your landing page.

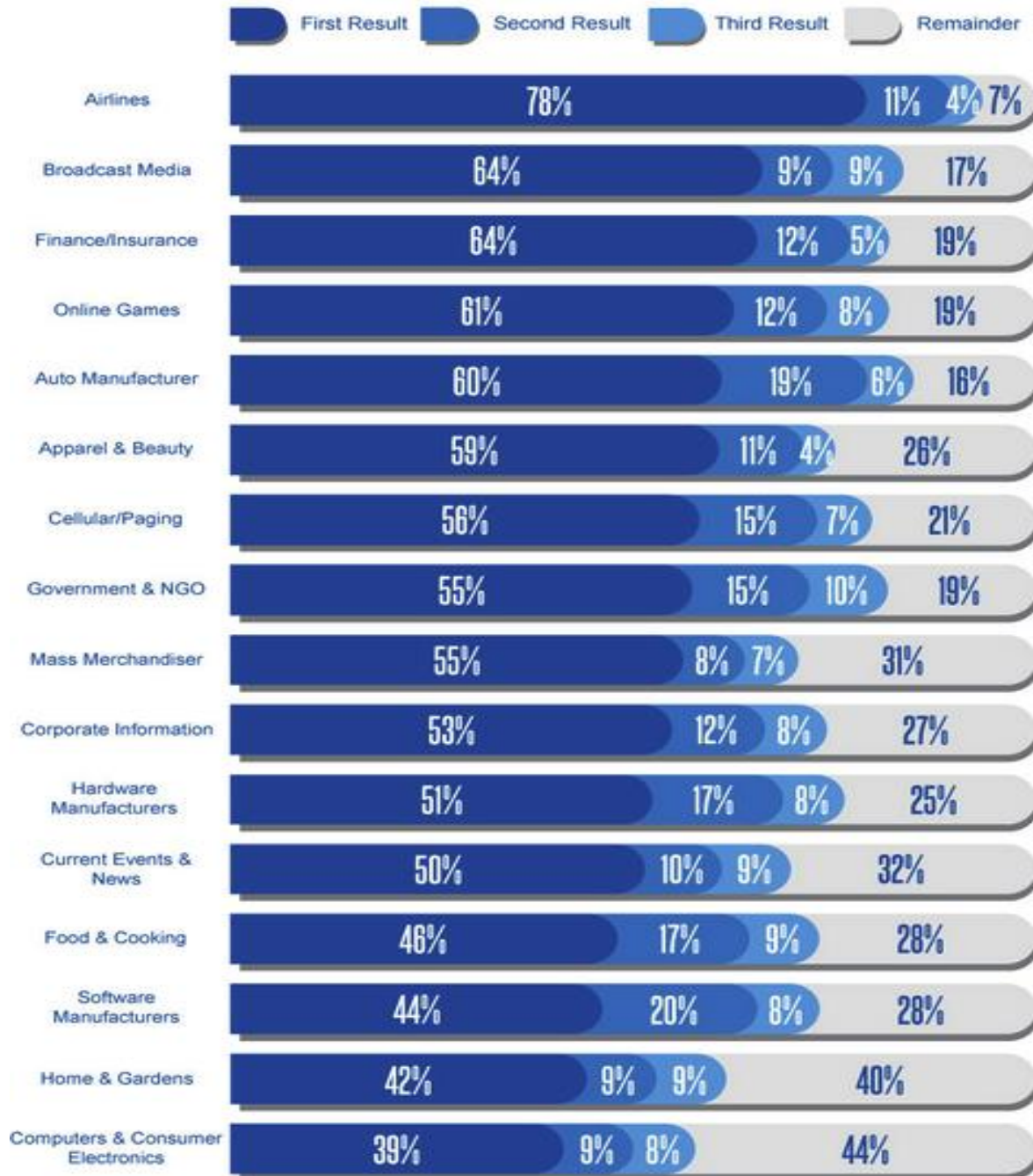
[Explore Spotlight Ads](#)



MARKALI & MARKASIZ ARAMALARDA CTR DEĞİŞİMLERİ

Natural Search: brand vs Non-brand CTRs





CTR DEĞİŞİMLERİ



SEO (ARAMA MOTORU OPTİMİZASYONU)

Etkili Faktörlerden Bir Kaçı:

Sitenin hızı -> google speed test

Mobil uyumluluk

Sitenin yaşı / yeni sitelerin durumu

Sitenin IP'si

Site otoritesi / sayfa otoritesi

Backlink sayısı, kalitesi, ilgisi, coğrafi dağılımı, yaşı, periyodu, hedefi vs

W3C validasyonu (kodlama hataları – h1 tagı, alt tagı, title tagı, nofollow, canonical vs)

SSL Sertifikası

AMP yapısı

Link çıkışları ve site içi link yapısı

Meta Tag Kullanımı

Rich Snippet'lar

Anchor Textler

UX – User experience, bounce rate, ziyaretçi/sayfa vs.

Sayfa Gösterimi

Crawl Budget (tarama bütçesi)

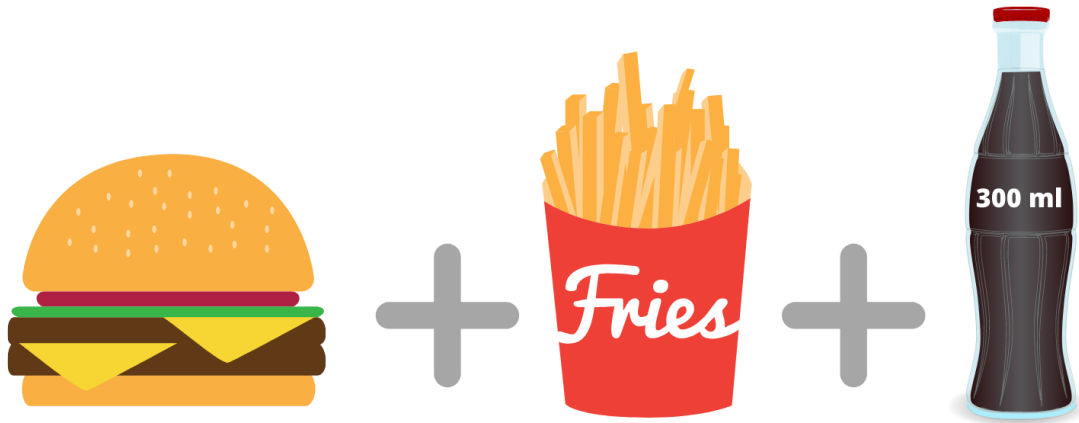
Duplicate Content

Sosyal Medya Popüleritesi

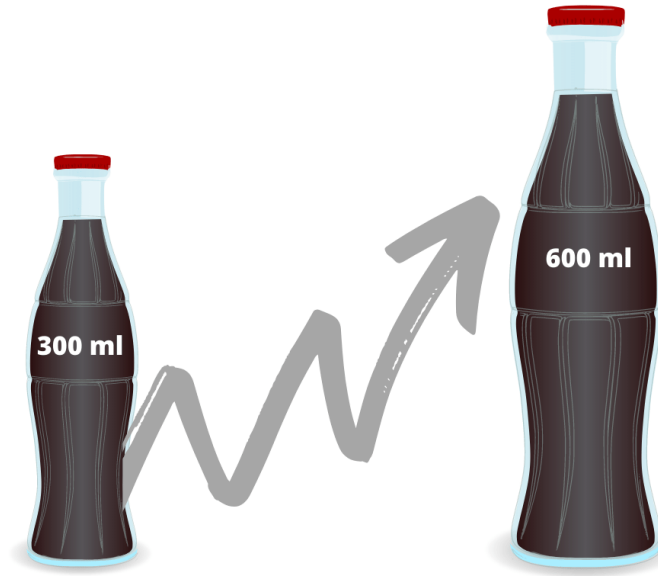
Long tail strateji

Vs vs....





CROSS-SELL



UPSELL



ÇAPRAZ SATIŞ / DİKEY SATIŞ

Kasiyer: Hoş geldiniz efendim. Nasıl yardımcı olabilirim?

Müşteri: Bir tane Mc Royal Menü alabilir miyim?

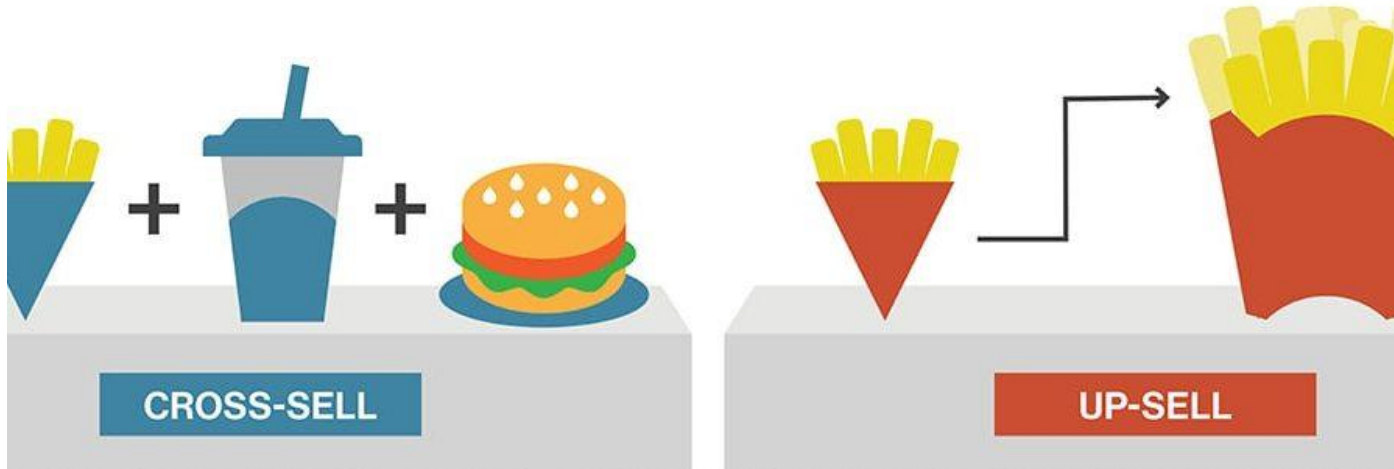
Kasiyer: Tabii ki efendim. Sadece 50 kuruş fark ödeyerek patates ve kolanızı büyük boy yapmak istermisiniz?
(Dikey Satış Teklifi)

Müşteri: Evet öyle olsun.

Kasiyer: Yemeğinizin ardına tatlı istermisiniz? (Çapraz Satış Teklifi)

Müşteri: Güzel olur. Bir bardak dondurma alayım.

Cross-sell vs. up-sell



BUNDLE SATIŞ

Frequently bought together



Total price: **\$100.96**

Add all three to Cart

Add all three to List

i These items are shipped from and sold by different sellers. [Show details](#)

- ✓ This item:** Amazfit GTS 2 Mini Fitness Smart Watch Alexa Built-In, Super-Light Thin Design, SpO2 Level... **\$84.99**
- ✓** Compatible for Amazfit GTS 2 Mini Screen Protector, YOUkei 3D Full Coverage PET Soft Screen... **\$8.99**
- ✓** Screen Protector Case Compatible with Amazfit GTS 2 Mini/Bip U Pro Smartwatch Accessories TenCloud... **\$6.98**




FIYATLAMA


BIG font = BIG price

Our brains confuse the visual size of a number for numeric size

If we see \$25 in large font, our brain notices how BIG the font is and assumes the price is big

Lesson: display prices using small fonts (not large ones)

Like this 

Not this 



FIYATLAMA

sign triggers pain of paying

Katelyn Bourgoin

Dollar signs can trigger our “pain of paying”

When we pay for things it’s literally painful

Paying with cash is more painful than paying with plastic but still hurts

Lesson: leaving \$ signs off signage can persuade more people to buy as it reduces association with losing money

See what's missing?

INSIGNIA 12 MP DIGITAL CAMERA - GRAY Model: **INSIGNIA 12 MP - GRAY**

- 12 MP/4X Optical Zoom
- 2.7" LCD
- Smart Auto Mode
- Face Detection
- Movie Mode
- Slim Design
- Uses SD/SDHC Memory**
- NP45 Li-Ion Battery

129⁹⁹

Text or Dial for Best Buy Customers Ratings & More
Text: 1224188 or 332711 or dial 8777591297*

609503128745

9766188

RP5 0.53 X 711

Printed: 08/22/2010 08:10 AM

Manufacturer's Warranty: 1 Year Parts & Labor

DON'T FORGET

- FULL MFG. WARRANTY TEXT AVAILABLE ON REQUEST - WARRANTY ON PARTS MAY VARY.
- 3 YEAR GEEK SQUAD BLACK TIE PROTECTION FOR \$54.99
- 2 YEAR GEEK SQUAD BLACK TIE PROTECTION FOR \$39.99



FIYATLAMA

Exact numbers = larger

Abbreviated numbers = smaller



Katelyn Bourgoin

Exact numbers appear larger

\$1,302,859.53 seems much bigger than \$1.3 M

Lesson: If you want a number to feel BIG, streeeeeeeeeeetch it out with commas and decimals



Katelyn Bourgoin

Abbreviated numbers appear smaller

\$12K seems smaller than \$12,000.00

Lesson: If you want a number to feel small (like the price of your services or products) abbreviate it



List higher prices first



Katelyn Bourgoin ⚡ @KateBour · Jul 6

High prices anchor our expectations

When listing items—like a wine list—seeing higher priced items near the top of the list creates a price anchor and changes our perception of other items on the list

Lesson: list higher priced items first to encourage people to spend more

Starting high anchors expectations and encourages people to spend more

Wine List

Bailey Dupont, Prosecco	\$23.00 / 97.00
Marceline Anders, Sparkling Rose	\$12.00 / 54.00
Ndemi Otieno, Moscato	\$15.00 / 78.00
Timmerman Industries, Pinot Grigio	\$11.00 / 52.00
Fradel and Spies, Chardonnay	\$13.00 / 58.00
Salford & Co., Pinot Noir	\$17.00 / 82.00
Bailey Dupont, Cabernet	\$11.00 / 52.00
Hanover and Tyke, Grenache Shiraz	\$14.00 / 62.00

BORCELLE



FIYATLAMA

Numbers in red = bargains



Katelyn Bourgoin

Numbers in red feel like a bargain

Studies show that when prices are shown in red, we assume that they're a great deal

Red pricing works particularly well for men

Lesson: show sale prices in red

Wanna up the effect? Use smaller fonts for sale prices than the original price

amazon

Deal of the Day

\$108 off Top deal

\$91.99

List Price: \$199.99 (54% off)

PRETTYCARE Cordless vacuum cleaner

See all deals

**Red and small font?
Must be a great deal!**



FIYATLAMA

.99 = cheap



Katelyn Bourgoin

Numbers that end in .99 seem cheaper

Psychologically speaking, \$9.99 seems smaller than \$10

Why? We automatically round down and see 9 instead of 10

This is known as “charm pricing” and it’s a staple practice for discount retailers

Lesson: Use charm pricing to appear cheap



FIYATLAMA

Odd numbers = better deal



Katelyn Bourgoin

Odd numbers seem like a better deal than even ones

In our minds... numbers that end in 5, 7 or 9 appear smaller than ones that end in even number or 0

So \$120 seems more expensive than \$117 or \$119

Lesson: end prices with an odd number to appear smaller (without looking cheap)

A product card for a MacBook Air with an M1 chip. The card is black with a blue background. It features a laptop image at the top, three dots below it, and the text "MacBook Air" and "M1 chip". The price is listed as "From \$1299". A yellow arrow points from the price to a handwritten note at the bottom of the card that reads "We think \$1200 (not \$1300)".



FIYATLAMA

Round numbers = more expensive



Katelyn Bourgoin

Round numbers = more expensive

When brands don't use charm pricing or odd number ends, we perceive those products to be more expensive

This works well for luxury brands like Louis Vuitton or Prada that want to appear expensive

Lesson: use round to sell luxury

A screenshot of a product listing for a Louis Vuitton Madeleine BB bag. The bag is black with gold LV monogram patterns and a gold clasp. The listing shows the name "MADELEINE BB" and the price "\$3,800.00". A yellow arrow points to the price, and a yellow hand icon is in the top right corner of the listing area. The entire screenshot is framed by a blue border.

MADELEINE BB
\$3,800.00

Round number seems high end



FIYATLAMA

Free > discount



Katelyn Bourgoin

We'll buy more to get something for \$0

If given the choice between "Buy One Get One Free" or "50% off when you buy 2" the BOGO offer is more compelling

Lesson: free often beats discounted



Comparison = easier decision



Katelyn Bourgoin

Comparison numbers help us decide

As Einstein famously said, "It's all relative"

We seek comparisons to help us evaluate a product

Without another item to use as comparison, we won't know if we're getting a "good" price

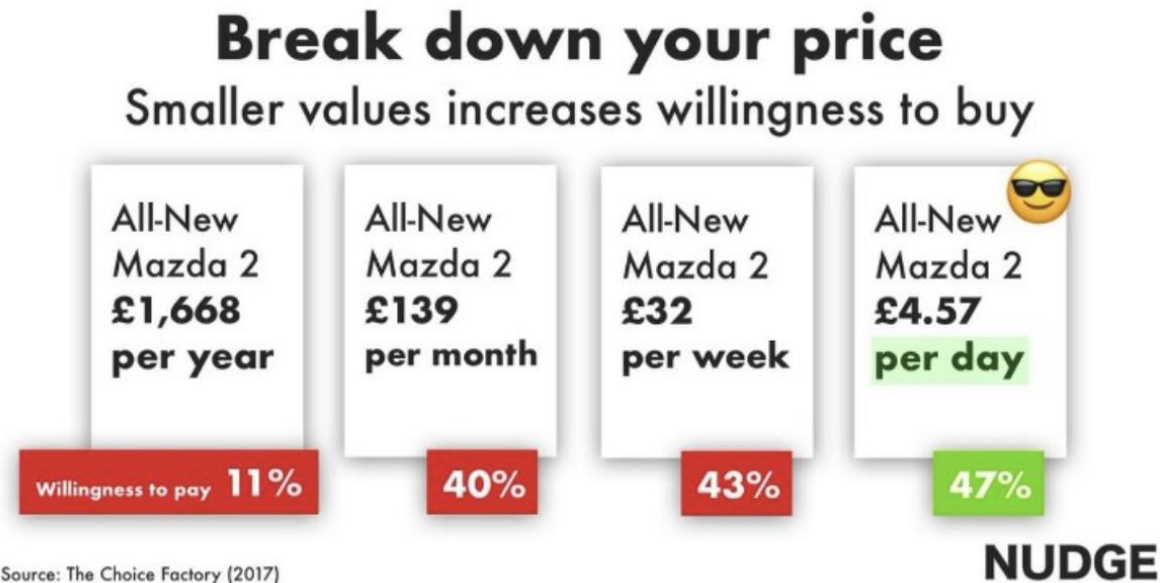
Lesson: Choose your brand's comparison set strategically

Good comparison (if you're Uber)	Bad comparison (if you're Uber)
 <p>UberBLACK \$399/mo</p> <p>Vs</p>   <p>\$1,600/mo*</p> <p><small>*Lease, gas, parking, etc.</small></p>	 <p>UberBLACK \$399/mo</p> <p>Vs</p>   <p>\$49/mo</p>

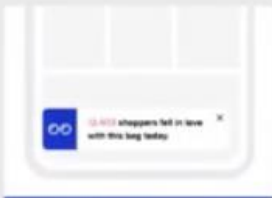



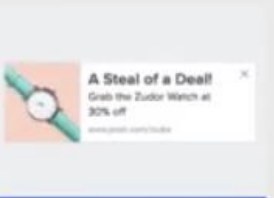
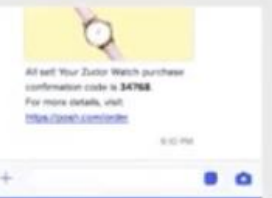
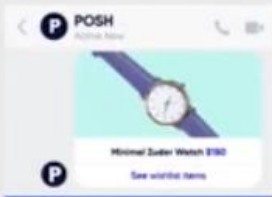




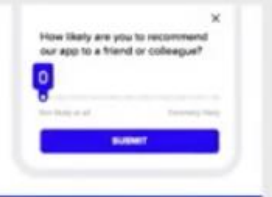
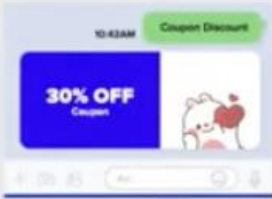
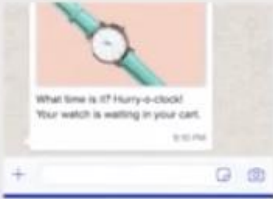

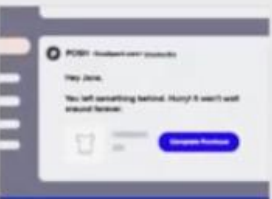
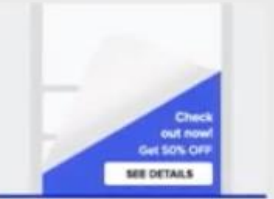



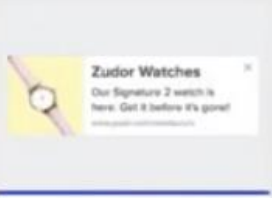





FIYATLAMA

Smaller values = more sales



PERFORMANCE TOOLS - INSIDER

					
Social Proof	InStory	WhatsApp Trigger	Countdown Timer	Price Drop Push	Purchase Confirmation
					
Wishlist Reminder	Scratch Coupon	In-app Messaging	Wheel of Fortune	Purchase Progress	NPS
					
Coupons	Cart Abandonment	Side Menu Coupon	Cart Abandonment	Page Curl	Post Purchase Recommendation
					
Newsletter	Welcome Aboard	Web Push Recommendation	Recommendation	App Push Notification	Cart Reminder



HIZ SKORU - PAGE SPEED - INSIGHT

PageSpeed Tools > Insights

REHBERLER

REFERANS

ÖRNEKLER

DESTEK

http://www.istanbulmodaakademisi.com/

ANALİZ ET

Mobil

Masaüstü

25 / 100 Önerilerin Özeti

! Düzeltilmesi Gerekli:

Resimleri optimize edin

› Nasıl düzeltileceğini göster

Oluşturmayı önleyen JavaScript ve CSS kodlarını ekranın üst kısmındaki içerikten kaldırın

› Nasıl düzeltileceğini göster

Sıkıştırılmayı etkinleştirin

› Nasıl düzeltileceğini göster

Sunucu yanıt süresini kısaltın

› Nasıl düzeltileceğini göster



SOSYAL MEDYA YÖNETİMİ

how often to post on social media

*per day unless noted


 **3** **15** **30**
low suggested high

 **2/wk** **1** **1**
low suggested high

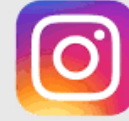
 **3/wk** **1** **2**
low suggested high

 **1** **1-2** **3**
low suggested high

 **3** **11** **30**
low suggested high

 **3/wk** **2** **3**
low suggested high

BEST TIMES TO POST ON SOCIAL MEDIA



8-9 AM

Instagram engagement is steady throughout the week. There is a slight spike in engagement for posts between 8-9AM and a slight dip in activity from 3-4PM.

1-4 PM

The best time to post on Facebook is 1-4PM late into the week and on weekends. The worst time to publish content is between 8PM and 8AM.



12-3 PM

The best days to tweet are Monday-Thursday. The optimal times to tweet are 12-3 PM, with a peak best time at 5PM. Avoid posting between 8PM and 9AM.

8-11 PM

The best day to post content on Pinterest is Saturday. The best times to pin on Pinterest are 8-11PM. 5-7PM appear to be the worst times to post on Pinterest.



5-6 PM

The best days to post on LinkedIn are during the workweek. Posts on Tuesdays get more engagement. 5-6PM are the best times. Avoid posting between 10PM - 6AM.

9-11 AM

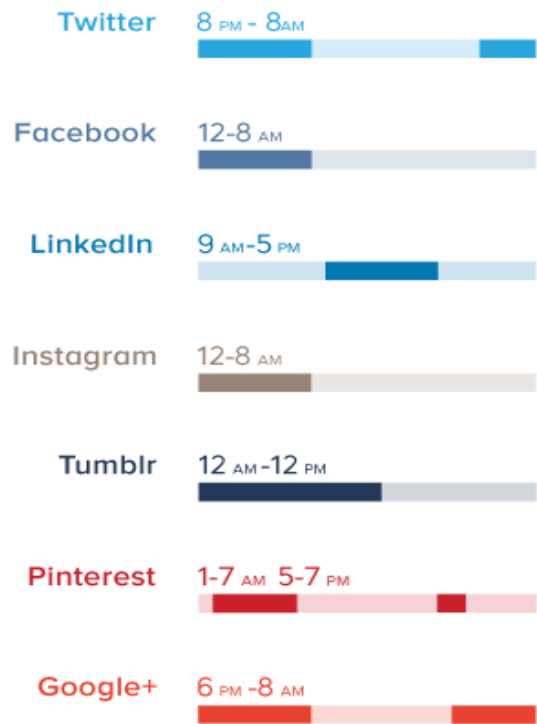
The beginning of the workday morning is optimal for Google+. 9-11AM posts get more engagement. Avoid posting between 6PM to 7AM.



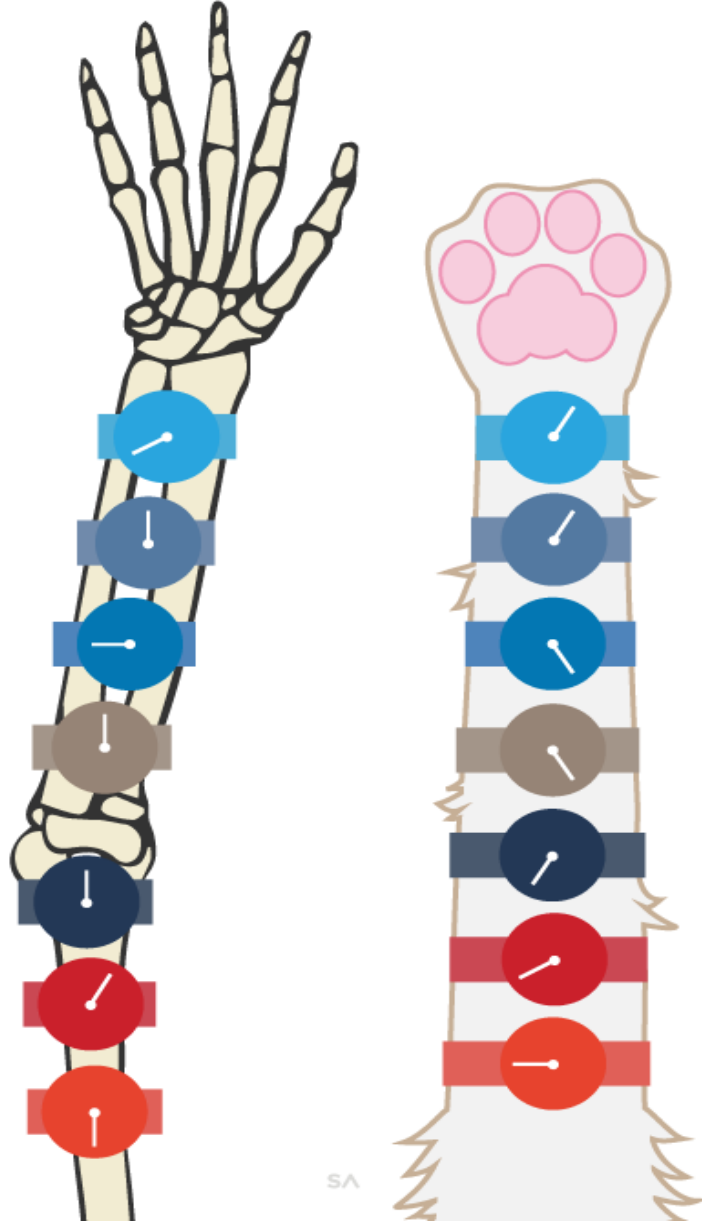
SOSYAL MEDYA YÖNETİMİ

Posting Dead Zones

Literally the worst times to post on social media.



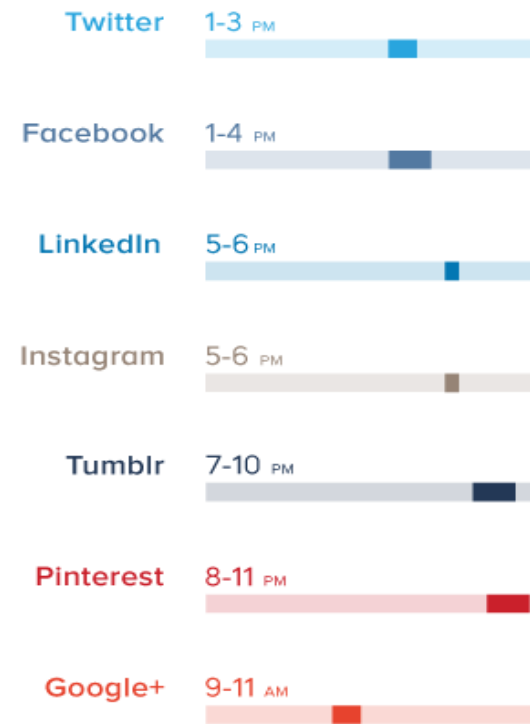
All times are Eastern Standard Time.



SA

Timing Is Everything

Post smarter right meow.



All times are Eastern Standard Time. SA



TEŞEKKÜR EDERİZ

