



DIGITAL MEDIA AGENCY

Media Planning
The ability to identify the right audience at the right time and place.

Placement
The ability to identify the right audience at the right time and place.

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HOW THEY MAKE MONEY

They make money by selling advertising space to their clients. They also make money by selling their own products and services.

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SCALE OF THE SECTOR

The Case Solutions is a leading provider of digital marketing solutions for businesses of all sizes. Our services include search engine optimization, social media marketing, and content marketing.

COST

The Case Solutions offers a range of pricing options to suit your budget. Our services are designed to be cost-effective and deliver maximum results.

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COMMODITY & AD

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DIGITAL MEDIA AGENCY

Media Planning

- Target Market
- Creating Content

Purchasing

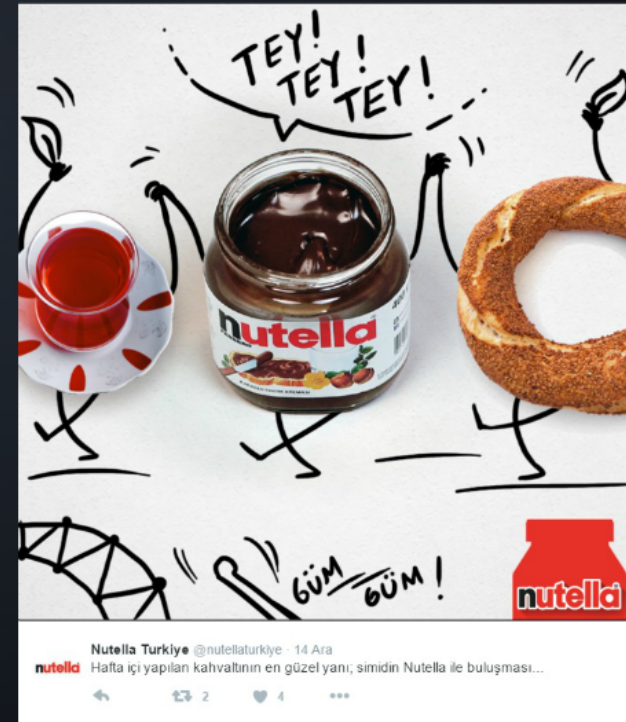
- Communicating with Medium tools(Newspapers, Billboard, Magazines etc.)

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HOW THEY MAKE MONEY

- Managing social media accounts of the companies (e.g. Nutella, Oreo, P&G, Tamek etc.)
e.g. earning 500 TL for each post
- By earning on commission (e.g. Marketing of Prima)
-negotiating with Facebook for Prima





SCALE OF THE SECTOR

- In Turkey, first half of 2015 report reveals that digital ad investments grew reached 789.3 million TL with a %21.3 growth

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Category	2015 First Half
	Million TL
Total Digital Advertising Investments*	789,3*
Display Advertising Investments	295,7
Advertising based on Display/Click	198,5
Video	61,1
Sponsorship	20,8
Affiliate marketing	15,4
Search Advertising Investments	413,9
Keyword based advertising	269,8
Search engine ad network performance advertising	144,1
Mobile Advertising Investments	32,8
Mobile advertising display	16,8
Mobil opt-in SMS/MMS	16,1
Classified & Directories	40,1
Classified & Directories	40,1
Other	6,7
E-mail	2,9
Ingame	3,8
<small>*All figures represent estimated values by IAB Turkey. Creative executions, CRM works and SEO investments are excluded.</small>	
Programmatic	30,7
Social Media	99,5



COST

- Employees(Salary+Overhead+SSI+Meal+Health Insurance)

e.g. The company works with Olips, they(the employees) calculate how much time they will spend on this work.

3 hours work = 3 hours salary

Salary + The other expenses + Profit(Cost to Olips)

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COMMODITY & AD

- If we come up with Prima example, the commodity is Facebook users who are interested in baby stuff(parents)
- In digital ad, target market is more accurate than classical ad

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