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## The Place of Digital Marketing and Digital Media in the New Economy

Hülya Cagiran Kendirli<sup>1</sup>

### Abstract

Digital marketing is the whole of marketing activities carried out by businesses using digital channels to reach target audiences, increase brand awareness and increase sales. Recently, artificial intelligence and machine learning, and reaching people via the internet, have gained popularity in this field. Digitalization has reached high levels, especially with people forced to stay in their homes during the Covid 19 pandemic. During the pandemic process, digital media and digital marketing have come to the fore tremendously, and the market values of companies operating in this context have increased tremendously. This increase has brought with it new initiatives in this field. In this study, the situation of digital media in Türkiye within the scope of digital marketing is discussed. According to the data obtained, companies that can express themselves in the digital environment have achieved significant success in Türkiye, as in the rest of the world. Even in the journalism industry, systems that can find and promote themselves in the digital environment, instead of traditional news portals, have come to the fore more than traditional reporters. Digital media applications are visited much more than traditional media applications. According to the results obtained, the digital market in Türkiye has become the fastest growing market in Europe with a rate of 53.9% from 2022 to 2023. Türkiye was followed by Hungary and Ukraine. In terms of economic size, the digital market size across Europe has reached 96.9 Billion Euros. The size of this market in Türkiye has increased accordingly. Media investments in Türkiye reached 140.69 Billion TL in 2023, an increase of 120% compared to the previous year. In other words, it reached approximately 5 Billion US Dollars. If we look at the details of the data, total digital media investments reached 2.04 Billion TL, an increase of 14% compared to the previous year.

**Keywords:** New Economy, Digital Marketing, Digital Media, Place of Digital Marketing, Place of Digital Media

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<sup>1</sup> Asist Prof. Dr. Hitit University, FEAS, Department of Business, Corum, Türkiye,  
hulyacagirqankendirli@hitit.edu.tr, 0000-0002-1526-0337



## Yeni Ekonomide Dijital Pazarlamanın Yeri ve Dijital Medya

Hülya Çağırın Kendirli<sup>1</sup>

### Öz

Dijital pazarlama, işletmelerin hedef kitlelere ulaşmak, marka bilinirliğini artırmak ve satışlarını yükseltmek için dijital kanalları kullanarak gerçekleştirdikleri pazarlama faaliyetlerinin bütünüdür. Bu alanda son zamanlarda özellikle yapay zekâ ve makine öğrenmesi ve internet üzerinden insanlara ulaşmak popülerlik kazanmıştır. Özellikle Covid 19 pandemi sürecinde evlerine kapanmak zorunda kalan insanlarla birlikte dijitalleşme üst seviyelere ulaşmıştır. Pandemi sürecinde dijital medya ve dijital pazarlama olağanüstü şekilde ön plana çıkmışlar ve bu kapsamda faaliyet gösteren firmaların piyasa değerleri olağanüstü artmıştır. Bu artış beraberinde bu alanda yeni girişimleri de beraberinde getirmiştir. Bu çalışmada, dijital pazarlama kapsamında dijital medyanın Türkiye'deki durumu tartışılmıştır. Elde edilen verilere göre, tüm dünyada olduğu gibi, Türkiye'de de dünyada olduğu gibi, kendisini dijital ortamdan ifade edebilen firmalar önemli başarılar kazanmışlardır. Habercilik sektöründe dahi geleneksel haber portallarının yerine, kendisine dijital ortamda yer bulabilen ve tanıtabilen sistemler, geleneksel habercilerden daha ön plana çıkmışlardır. Dijital medya uygulamaları, geleneksel medya uygulamalarından çok daha fazla ziyaret edilmişlerdir. Elde edilen sonuçlara göre 2022 yılından 2023 yılına Türkiye'de dijital Pazar %53,9 oranı ile Avrupa'da en fazla büyüyen pazar konumuna gelmiştir. Türkiye'yi Macaristan ve Ukrayna izlemiştir. Ekonomik Büyüklük olarak ise Avrupa genelinde dijital Pazar büyüklüğü 96,9 Milyar Euro'ya ulaşmıştır. Türkiye'deki bu pazar büyüklüğü ise buna paralel olarak artmıştır. Türkiye'de 2023 yılında önceki yıla göre medya yatırımları ise %120'lik bir artışla 140,69 Milyar TL'ye ulaşmıştır. Bir başka ifade ile yaklaşık 5 Milyar Amerikan Doları seviyesine ulaşmıştır. Verilerin detayına bakılacak olursa toplamda dijital medya yatırımları ise önceki yıla göre %14 artışla 2,04 Milyar TL'ye ulaşmıştır.

**Anahtar Kelimeler:** Yeni Ekonomi, Dijital Pazarlama, Dijital Medya, Dijital Pazarlamanın Yeri, Dijital Medyanın Yeri

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<sup>1</sup> Dr. Öğr. Üyesi, Hitit Üniversitesi İİBF, İşletme Bölümü, Çorum, Türkiye, hulyacagirqankendirli@hitit.edu.tr, 0000-0002-1526-0337

## Introduction

The world has gone through many societal phases from the past to the present, depending on the developments in science and technology. Each societal phase has its own different rules, and a new phase overrides the old one. Today's world economy is in a new phase, and in this phase, economic activities called new economy play a driving role. Structural characteristics of new economy; One can define these as flexibility in production, risk, uncertainty, change, advanced technology, R&D, network, and lifelong learning. The products and services of new economy are products and services based on information and communication technologies.

With the phenomenon of globalization caused by today's rapid technological developments; the good use of information tools by consumers and their changing preferences and desires parallel to the rising standard of living are leading to a significant process of change in consumer purchasing behavior. The competitive structure in the global markets, development of production units in line with consumer demands, rapid development of product design techniques and rapid transition to information economy have brought about significant changes in the field of marketing. It is observed that due to mass market oriented and product/price oriented studies, traditional marketing tactics and strategies failed to solve marketing problems and companies operating in a competitive environment using traditional approaches lost their effectiveness and had to withdraw from the market after a period of time (Kotler and Armstrong, 2004). Companies had to develop their marketing strategies and introduce new applications to adapt to the market conditions and gain an edge over their competitors. These new strategies have started to find application in digital environments as virtualization and speed are becoming increasingly important due to the new economy (Kumar & Phrommathed, 2006, p.27).

The first part of the study discusses the concept of new economy and its differences from the old economy. The second part examines the concept, applications and benefits of digital marketing which has been extensively used in marketing literature and marketing strategies with the development of technology and increase in internet usage. The final part of the study discusses digital media investments and transaction volumes in Türkiye. This study takes a collective look at the place of the new economy in digital marketing. It can be expressed as an important source in terms of providing the information that researchers will need on this subject in an organized manner.

## New Economy Concept

Much of the discussion surrounding the term New Economy stems from the above-average development that emerged in the 1990s, especially in the United States. A survey conducted in March 2000 states that 57% of people living in America said that this new type of economy is very different from the industrial economy (the old economy) (Pohjola, 2002, p.134). Low inflation and higher than expected growth rates, especially between 1996 and 2000, reinforce the idea that U.S. investment in information and communication technologies had an impact on this development.

This process, called the New Economy, which is expected to continue in the long term, is treated in different ways by different segments. These definitions can range from very broad areas that emphasize the invalidity of classical economic theories and rapid

technological change in the era of global competition, to a narrow focus that includes only the impact of information and communication technologies on production and productivity improvement.

In addition, some authors recommend using the terms “economy”, “e-economy” or “digital economy” instead of “new economy”, since the scope of application is very broad and anyone can give it any meaning they want (Tapscott, 1996, p.43). However, the concept of the new economy is now widely accepted worldwide (Bayraç, 2003, p.43).

According to Atkinson and Court, the new economy is defined as all quantitative and qualitative developments that have occurred in the last fifteen years and have changed the rules, structure and functions of the economy ([www.neweconomyindex.org](http://www.neweconomyindex.org), 18.10.2014). In other words, the new economy can be defined as rapid and long-term growth resulting from the dissemination and adoption of ongoing developments in information and communication technology and high productivity (Masi et al., 2002, p.24). In addition, the term new economy refers to an economic structure in which economic needs change with the high technological development and globalization of the world market and the need to think and act in this environment is imperative (Nakamura, 2002, pp.15-30). On this subject, Dilek (2016) defined the Knowledge Economy as the economy in which intellectual resources become more important than physical resources; basic theoretical research becomes more important than applied research; education becomes more important than workplace experience, and change renders the existing foundations of science invalid in a short time (Dilek, 2016, p. 21). In this context, as can be seen from all these definitions, it is concluded that the term new economy includes the importance of several factors such as high growth, low inflation, low unemployment rate, the most important production factor information, as well as globalization and the factors of innovation (Şahin et al., 2014, pp.7-8).

If we evaluate the term new economy in general, it can be expressed as including the processes of collecting, processing, transforming and distributing information. In traditional economies, information was collected, processed and distributed. However, the distinguishing feature of the new economy is that it has advanced, complex computer systems and software programs that collect, process, transform and distribute information faster than traditional economies. The twelve fundamentals of the New Economy laid down by Don Tapscott are as follows (Berikol, 2008, pp.3-5):

- The New Economy is the knowledge economy.
- The New Economy is a digital economy (digitalization).
- Virtualization plays an important role in the New Economy (vitalization).
- The New Economy is a molecular economy (molecularization).
- The New Economy is a network economy (internetworking).
- In the New Economy, intermediaries are eliminated with the help of networks (distermediation).
- The New Economy has brought about a sectoral change.
- The New Economy is an innovation-based economy.
- In the New Economy, the difference between producer and consumer becomes unclear (prosumption).

- The New Economy is an economy of speed (immediacy).
- The New Economy is a global economy (globalization).
- The New Economy has brought with it social problems (disorder).

In this context, with every step of the economic system towards the systems of the future, a process called New Economy is emerging. The most important feature of products and services in the new economy is that information comes to the fore as a basic factor of production. This also determines the basis of ICT-based advertising applications. The new economy plays an important role and develops into a strong combination of human capital, physical capital and intellectual capital, not only in the advertising sector but in all sectors. Since both the use of information technologies and production increase the demand for skilled labor, people who are both producers and consumers, called prosumers, are emerging. By creating databases based on the most important target information, the accessibility of new generation advertising to the target audience is increased. (Şahin et al., 2014, p.7)

**Table 1: Differences between Old and New Economy**

Element of change	Old economy	New economy
Production and competition area	National	Global
Organization type	Hierarchical-bureaucratic	Network, network
Production organization	Mass production	Just in time production, flexible production
Factor determining growth	Capital, labor	Innovation, inventions and knowledge
The factor that determines technology	Mechanization	Digitalization
The source of comparative advantage	Economies of scale, low cost	Economies of scope, innovation and quality
Importance given to r&d	Low, medium	High
Relations with other companies	Don't act alone	Cooperation, partnership, synergy, merger
Purpose of labor policy	Full employment	High real wage
Required education	For professional diploma	Lifelong learning
Nature of employment	Stable	Full of risks and opportunities
Regulations	Command and control	Flexible, based on market instruments
Human capital	Production oriented	Customer focused
Labor	Important	Less important
Structure of the workforce	Not qualified or specialized in a particular field	Knowledgeable, experienced and versatile, innovative and creative
Assets	Material assets are important	Intangible assets are important
Sectoral structure	Agriculture and industrial sector	Service industry

Source: <http://www.canaktan.org/yeni-trendler/yeni-ekonomi/ozellikleri.htm> (Date of access: 03/07/2024)

As can be seen from the table, there are differences between the new economy and the traditional economy in favor of the countries that produce knowledge, that is, the industrialized countries. While previously the level of development of a country was measured by the amount of steel and energy it produced, today this level is measured by the amount of information obtained, processed, transmitted and stored using the possibilities of microelectronics, telecommunications and computer technologies that make up information technology. In this new period, instead of physical quantities, quantities based on different information are predominantly included in the development criteria.

Instead of material production carried out with the technologies of industrial society, the information society moves to a mode of production based on computers and information technologies. With the transfer of information to production, a flexible production system comes into play that allows higher quality, higher productivity and continuous innovation, and in which multipurpose robots are used instead of human labor. Flexible production allows the manufacturer to adapt to the conditions in the market in a short time, while it also gives competitors the opportunity to overcome blockages in the market (Bayraç, 2003, p.46). As the traditional economy gave way to the new economy, changes also occurred in the field of marketing. Traditional marketing environments were replaced by online platforms, and with the development of the new economy, digitalization began to enter marketing strategies. The next section of the study discusses the concept of digital marketing, which is a new concept in the marketing literature.

### **Digital Marketing**

Digital marketing is a form of marketing used to increase sales and reach target audiences using the latest technologies. Rapidly developing technology and the increasing number of mobile devices have changed people's lifestyles as well as their purchasing habits. Society has almost become a consumer society. Companies have started to include digital marketing in their budgets, both by marketing the technology itself and by marketing other products using the technology. It is inevitable that companies that do not allocate a budget for digital marketing will fall behind in the competition (Ryan, 2012, p.12).

Digital marketing can be broadly defined as performing marketing functions using information technologies and the Internet. Conducting a market and competitive research on the Internet can be considered as performing market research and environmental analysis in the traditional marketing function in an electronic environment. There is a process in which different applications and methods in digital marketing appear almost every day and existing applications are renewed and optimized (Gündebahar and Kuş-Khalilov, 2013). This section discusses commonly used marketing methods without prioritization. Below are some of the methods that companies often use in digital marketing applications (Özmen, 2011, p.39):

1-Participating in the virtual world both as a company and with products and services by setting up websites, blogs, microsites for products, services and campaigns and opening accounts on social media.

2-Being included in the list of natural search results in search engines and performing search engine optimization to rank at the top.

3-Buying keywords that provide a meaningful return while appearing in search engines. Selecting the words that most accurately represent the company or its products and services. Working on the keywords that the customer prefers to reflect their needs. Conducting tests to analyze click or conversion rates using these keywords to select the most appropriate and economical. Being reachable when customers, suppliers and all business partners call.

4-Using mobile media for advertising and marketing purposes. Thanks to smartphones and other mobile devices that have evolved significantly in recent years, mobile media is rapidly being adopted and used by consumers. It would be beneficial for companies to consider this channel in their marketing activities.

5-Creative banner advertising, video advertising, advergames, etc. design applications

6-Developing advertising partnership programs with other websites.

7- Conducting e-mail marketing.

8-Sending regular e-bulletins.

9-Participating in social networks, blogs and sharing sites. Striving to express positive opinions and comments about the company, its products and services. Taking precautions before negative opinions and complaints spread.

10-Creating and implementing the word-of-mouth marketing strategy.

Advertising on the Internet has started to emerge as a new sector with different tools and different areas of use both in terms of method and content. With the introduction of advertising in the network environment, companies had the opportunity to reach a very large customer base with very low advertising budgets. Advertising on the Internet offers many advantages to companies due to its features. These: rich content (use of text, images, music, voice, animated animations and videos), mutual interaction, continuous transmission, ability to update immediately, low cost, geographic segmentation (offering different advertising content to users connecting from different points of the world), access to international markets (Koçoğlu and Özcan, 2010, p.25).

Significant cost savings can be achieved online. With online marketing, products and services can often be delivered directly from the manufacturer to the consumer, which offers cost and time benefits for both sellers and buyers. Conducting domestic and international trade transactions electronically ensures effective use of time, minimizes the time between ordering and delivery of products, and reduces time-related costs and storage costs. In particular, the costs of sales promotion and sales promotion are extremely low compared to traditional marketing over the Internet. The structure of cost accounting of companies will also change. Because when processes are shifted to the Internet environment, not only will the way of doing business take on a completely new structure from top to bottom; also the share of production, sales and distribution costs in the total costs will be different (Yayla, 2010, p.26).

**Table 2: Digital System Managers' Guide to Digital Marketing**

Industry	Saving Rate (%)	Industry	Saving Rate (%)
Aerospace Industry, Machinery Industry	11	Health	5
chemical products	10	Life Sciences	12-19
Coal Industry	2	Metal/Machine Industry	22
Communication	5-15	Media and Promotion	10-15
Information technologies	11-20	Operation/Maintenance/Repair	10
Electronic Parts	29-39	Gasoline and Gas	5-15
Food Additives	3-5	Paper Industry	10
Forest Products	15-25	Steel Industry	11
Airways transporting	15-20		

Source: [http://www.elektronikticaretrehberi.com/e-ticaretin\\_etikileri\\_faydalari.php](http://www.elektronikticaretrehberi.com/e-ticaretin_etikileri_faydalari.php) (Date of access: 03/07/2024)

For companies, digital marketing offers other benefits in addition to cost reduction and savings. Some of these benefits can be explained as follows (Gündebahar and Kuş-Khalilov):

- Openness to innovation: New areas are emerging in the field of technology marketing every day, and technology offers marketing opportunities that are open to creativity. For example, when people talked about advertising, they used to think of ads in print media, radio and television, but today there are advertising opportunities on every website you visit. Online shopping sites have found their place in the last 15 years. Much newer sharing networks such as Facebook, Twitter and blogs have created new marketing areas. New mobile and interactive platforms offer creative marketing opportunities.
- Domain height: With technology, the domain of all types of marketing is expanded. Marketing in other areas is made accessible to a much larger audience through technological infrastructures.
- Instant access: Diffusion in technology marketing is rapid. Nowadays, internet usage, especially among young people, is higher than television. With the right marketing tactics, technology offers a much faster access infrastructure for the masses.

Today, companies benefit from sustainable marketing and Industry 5.0 to maintain their positions. Digital marketing has transformed into behavioral marketing models today and marketing needs to be addressed together with the concepts of digitalization and sustainability (Demiroğlu and Ulsoy, 2024, pp. 97-98). Companies need to be present in environments where their customers are present in order to promote their products and services, stay in the minds of consumers and raise awareness, and more importantly, to make profits with their business goals and maintain their sustainability. With the development of technology, the internet becoming part of daily life and time increasing in value with each passing year, companies have started to be active online on digital platforms. In our country, investments in digital media environments by companies that want to take advantage of opportunities are increasing according to the time and number of people spending in online environments. In the third part of the study, the level of



investments in digital media and investments in digital advertising within advertising investments in Türkiye are discussed.

## Digital Marketing Investments in Türkiye

Türkiye's infrastructure potential required for e-commerce and the new economy shows a development close to the average of European countries and is in an advantageous position compared to many developing countries. However, the fact that the transformation efforts extended over a very long period of time resulted in a delay in the regulations regarding legal and technical infrastructure, which are the biggest obstacles to the transformation, and in the failure to evaluate the potential in time (Barışık and Yirmibeşik, 2006, pp.56-57). However, in recent years, great progress has been made in digitalization in our country with the technological developments, infrastructure and technical support, as well as the efforts of companies to use the opportunities offered by these developments to their advantage.

According to the Turkish Statistical Institute; The internet usage rate among people in the 16-74 age group was 85.0% in 2022 and 87.1% in 2023. Internet usage rate in 2023 by gender; the proportion was 90.9% for men and 83.3% for women. The proportion of people who used the Internet in the last 12 months and who bought or ordered goods or services over the Internet for personal use (e-commerce) was 46.2% in 2022 and 49.5% in 2023. Broken down by gender, the proportion of people who bought or ordered goods or services over the Internet was 52.4% for men and 46.6% for women. Looking at this ratio according to the time of the last purchase or order of goods or services, it was found that 38.0% of people bought or ordered goods or services in the last 3 months (the first 3 months of 2023). 75.5% of people who bought or ordered goods or services online in the first 3 months of 2023 bought clothes, shoes and accessories. This is followed by deliveries from restaurants, fast-food chains and catering companies with 47.6%, groceries with 37.1%, cosmetics, beauty and health products with 32.2% and cleaning products and personal care items with 28.8%. Examining these people by gender, 69.3% of men bought clothes, shoes and accessories, 48.9% bought deliveries from restaurants, fast-food chains and catering companies and 37.2% bought groceries; 81.7% of women bought clothes, shoes and accessories, 46.4% bought cosmetics, beauty and health products and 46.4% bought deliveries from restaurants, fast-food chains and catering companies. If we examine people who bought or ordered goods or services over the Internet in the first three months of 2023 by the digital content they purchased or subscribed to, 30.7% of these people purchased services for watching films or TV series, followed by services for listening to or downloading music with 30.1% and downloading software (including version upgrades) with 17.7%. If we examine people who bought or ordered goods or services over the Internet in the first three months of 2023 by the online services they purchased, 25.0% of these people purchased transport services (bus, train, plane and boat tickets) through the website or application, followed by subscriptions to Internet or mobile phone connections with 15.2% and ticket purchases for cultural events (cinema, theater, concert, fair, etc.) with 13.5%.

Below is the table containing data on online payment transactions between 2019-2024.

**Table 3: Card Payment Transactions Made Online Between 2019-2024**

Year	Number of Transactions	Transaction Amount (Million TL)	Transaction Amount (Million USD)
2018	513.146.902	132.626,77	25.071,22
2019	679.084.058	178.284,16	29.968,76
2020	956.362.352	259.515,44	34.975,13
2021	1.489.745.964	445.714,77	33.562,86
2022	2.069.112.072	1.001.482,18	53.469,42
2023	2.543.841.281	2.365.274,17	81.561,18
2024 (Including the last quarter - January-February-March)	698.058.650	939.189,45	29.041,11

Source: <http://www.bkm.com.tr> It was created from information compiled from the page. (Date of access: 03/07/2024)

Table 4 shows the number of card payment transactions and transaction amounts made online in Türkiye in the last 7 years between 2018 and 2024. The expenditure amounts in the table were converted into US dollars at the exchange rates of the Central Bank of the Republic of Türkiye at the end of the year (as of December 31 and March 31, 2024). The reason for this measure is the rapid and excessive depreciation of the TL against foreign currencies in these periods and the misinterpretations that arise in comparison. In order to avoid these misinterpretations, the expenditures were converted into US dollars with the data at the end of the period. According to the data of the Interbank Card Center (BKM), 132,626 million TL payments were made in 2018 with 513,146,902 transactions, and in 2019 this amount reached 178,284 million TL with 679,084,058 transactions. In the first half of 2024, a purchase amount of 30,429.16 TL was achieved with 160,581,912 transactions. In 2023, the number of transactions increased to 2,543,841,281, while the resulting turnover reached 2,365,274 million TL. In the first three months of 2024, the number of transactions was 698,058,650 and the transaction amount was 939,189 million TL. The foreign currency amounts of the transactions are shown in Table 3. When comparing 2018 with 2023, there is an increase of approximately 500% in the number of transactions, while the amount of transactions made increases by 1,800%. Looking at it in US dollars, there is an increase of 324% in US dollars in 2023 compared to 2018. It can be assumed that this is the situation worldwide after the outbreak of the pandemic. The sectoral distribution of online shopping from 2023 is given in the paragraph above.

**Table 4: Growth in Digital Marketing Investments in European Countries in 2023**

Sequence	Country	Annual Growth (%)
1.	Türkiye	53,9
2.	Hungary	17,1
3.	Ukraine	12,8
4.	Serbia	12,4
5.	Poland	11,5
6.	Czech Republic	10,7
7.	Slovakia	10,5
8.	Romania	10,4
9.	Estonia	9,5
10.	Bulgaria	9,4

Source: [https://iab europe.eu/wp-content/uploads/IAB-Europe\\_AdEx-Benchmark-2023-Report.pdf](https://iab europe.eu/wp-content/uploads/IAB-Europe_AdEx-Benchmark-2023-Report.pdf)  
Date of access: 03/07/2024

Table 5 lists the advertising investments in our country between 2020 and 2023 based on advertising channels. While the investments in digital media covered in our study were 465 million in 2010, they reached 721 million TL in 2011, an increase of 155%. In 2012, digital media increased by 130.7% compared to the previous year and reached 943 million TL. Digital media, which fell behind television and press in total advertising investments until 2012, has left the press media behind with a positive dynamic since 2012 and taken its place as the second largest medium in total investments. In 2013, it maintained its position in 2012 and companies' investments in digital media increased by 123% compared to the previous year. It is predicted that the gap between digital and print media will widen in the coming years and investments in digital advertising will approach those in television advertising. The following table describes investments in digital media in detail.

**Table 5: Türkiye Media Investments for 2020-2023**

Türkiye Media Investments (million TL)	2020	2021	2022	2023
TV	2.017,69	2.447,79	2.605,84	2.908,46
Press	942,12	1.047,55	1.113,59	1.139,38
Open air	252,00	306,35	328,08	347,90
Radio/Cinema	149,22	174,37	184,95	190,18
Digital Media	465	721	943	1.169,2
Total Advertising Investments	3.612,87	4.320,16	4.652,60	5.080,70

Source: <http://rd.org.tr/medya-yatirimlari.html>

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**Table 6: 2020-2023 Digital Media Investments**

Digital Advertising Applications (Million TL)	2011	2012	2013	2014
Display Advertising Investments	294	374	446,5	247
Impression or click-based advertising investments	236	274	319,2	172
Video advertising investments	22	45	69,5	43
Sponsorship investments	23	32	35,5	19
Revenue sharing advertising investments	13	19	22,2	13
Search Engine Advertising Investments	339	448	587,3	335
Word-based advertising investments	230	320	401,5	221
Search engine display network investments	109	128	185,8	114
Mobile Advertising Investments	25	36	44,8	25

Tablo 6 devamı				
Digital Advertising Applications (Million TL)	2011	2012	2013	2014
Mobile display advertising investments	6	11	16,4	10
Mobile opt-in SMS/MMS investment	19	25	28,4	15
Advertisement Pages Advertising Investments	58	76	79,3	37
Other	5	9	11,3	6
In-game advertising	3	5	5,9	3
Email	2	4	5,4	3
TOTAL	721	943	1.169,2	650

Source:[http://www.marketingTürkiye.com.tr/index.php?option=com\\_content&task=view&id=18599&Itemid=160](http://www.marketingTürkiye.com.tr/index.php?option=com_content&task=view&id=18599&Itemid=160))

Table 6 shows the investments made in digital media applications between 2011 and 2014. This includes investments in display advertising, search advertising, mobile advertising and display page advertising. Looking at the amounts in the table, it is obvious that “investments in search advertising” account for the largest share of investments in digital advertising. The large number of investments in these applications shows how important it is for companies to appear at the top of the list of people searching on the Internet. In addition, there is a high rate of increase in investments in mobile advertising. The increase in investments in mobile advertising can be explained by the development of smartphones and the increase in the number of people using these devices. According to TUIK data, 58% of people who used the Internet in the first three months of 2014 used a mobile phone or smartphone to connect to the Internet wirelessly outside their home and workplace, while 28.5% used a portable computer (laptop, netbook, tablet, etc.). Companies are increasing their investments in mobile applications day by day to take advantage of the mobile and internet trend and gain a high market share.

## Result and Conclusion

In this study, an overview of investments in digital marketing and digital advertising is presented. In parallel with the changes in many areas with the development of technology, there have been serious developments in the marketing world, and new applications and approaches have begun to appear in the market and in the academic field. In particular, in parallel with the development of the Internet, in the last 20 years, many products have become part of our lives, and new methods are determined by companies that focus on selling their products and services, and with each new method, the importance of information increases by several levels. In parallel with the development of marketing activities, the development of data mining and communication infrastructures are the most effective factors in this process.

Although the information economy and digital marketing are very new in terms of examples and application methods, they are spreading rapidly. Marketing methods, effectiveness and measurement of traditional media; It is more realistic than digital media. Digital media develops and develops its own applications. Considering the applications and examples made so far, it is possible to consider digital media as successful. Successful examples followed one another and began to be heavily included in the marketing strategies of companies.

In Türkiye, digital media has taken its place and entered into competition with traditional media. The increase in investments in digital media proves this. If we examine the data included in our study, our country ranks high in investments and growth rates in digital media. It can be observed that the demand for digital media is increasing with its growth rates every year and investments in this field are increasing. In 2013, our country ranked 2nd among European countries with a growth of 23.4% and investments of 1,169.3 million euros.

The fact that over 50% of the total population uses the Internet and computers and this figure is increasing every year is a sign that investments in digital media will increase. Considering that new generations are more interested and aware of technology, it can be assumed that digital media will widen the gap between print media and overtake television advertising in the long run. The findings and compiled findings obtained from the study are also supported by studies in the literature. To briefly mention these studies; the data obtained from the studies conducted by Nakamura (2000), Özmen (2011), Gündebahar and Kuş-Khalilov (2013) are compatible with the results obtained from the research conducted.

With the changes brought by the new economy, traditional and old practices and approaches have radically changed. With digitalization, time constraints have disappeared and online environments have taken their place in marketing and other areas. Companies have also started to participate in digital media and online platforms, and the number of companies actively using digital media is increasing day by day. It is believed that investments in digital advertising, the development of which we are following today, will reach much higher amounts in the future.

<b>Peer-Review</b>	<b>Double anonymized - Two External</b>
<b>Ethical Statement</b>	<i>It is declared that scientific and ethical principles have been followed while carrying out and writing this study and that all the sources used have been properly cited.</i> No need for ethical permission
<b>Plagiarism Checks</b>	Yes - Ithenticate
<b>Conflicts of Interest</b>	The author(s) has no conflict of interest to declare.
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<b>Author Contributions</b> <b>Article is written by just one author</b>	Design of Study: Author (%100), Data Acquisition: Author (%100), Data Analysis: Author (%100), Writing up: Author (%100), Submission and Revision: Author (%100)
<b>Değerlendirme</b>	İki Dış Hakem / Çift Taraflı Körleme
<b>Etik Beyan</b>	<i>Bu çalışmanın hazırlanma sürecinde bilimsel ve etik ilkelere uyulduğu ve yararlanılan tüm çalışmaların kaynakçada belirtildiği beyan olunur.</i>
<b>Benzerlik Taraması</b>	Yapıldı - Ithenticate
<b>Etik Bildirim</b>	<a href="mailto:itobiad@itobiad.com">itobiad@itobiad.com</a>
<b>Çıkar Çatışması</b>	Çıkar çatışması beyan edilmemiştir.
<b>Finansman</b>	Bu araştırmayı desteklemek için dış fon kullanılmamıştır.
<b>Yazar Katkıları</b> <b>(Makale tek yazarlıdır)</b>	Çalışmanın Tasarlanması: Yazar (%100) Veri Toplanması: Yazar (%100) Veri Analizi: Yazar (%100) Makalenin Yazımı: Yazar (%100) Makale Gönderimi ve Revizyonu: Yazar (%100)

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