SAKARYA UNIVERSITY
OF APPLIED SCIENCES

Increasing the Recognition of Brands Through Digital Marketing

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Abstract

The main purpose of our study is to determine the effects of digital marketing on the recognition of brands. For this purpose, an interview was done with 10 managers participants consisting of a semi-structured interview with 15 question relating digital marketing methods and brand awareness. The results showed digital marketing, which has gained importance especially due to pandemic conditions, is thought to cover all sectors and regions with the increase in the number of social media users over time. It has been seen that the level of importance given by individuals to digital marketing is less than necessary and as a result, classical methods are used. The increasing importance given to digital marketing will increase the awareness and customer potential of companies and their brands. Participants think that they manage their companies' social media accounts, but using and managing corporate accounts by experts in their field will result in better marketing. Participants stated that they entered into competition with rival companies as a result of digital marketing. They stated that since they started using digital marketing, rival companies have switched to digital marketing and the whole industry has started to use digital marketing channels, albeit slowly. It can be said that marketing in the digital environment provides time, personnel, and cost savings, as well as providing support to companies on the way to branding, as it provides the opportunity to be heard and reach more people by expanding the brand over the internet through channels such as websites and e-mail. Since the multiplicity of the offered alternatives also facilitates the target consumer group to make choices in accordance with their own preferences, it allows the development of brands in this direction and also creates a positive effect on brand awareness.

1. Introduction

Advances in technology and economic changes have also shaped today's marketing approach. With the increase in the use of the Internet, new marketing concepts and techniques have emerged. In the digital world, businesses or companies apply digital marketing activities in line with the interests and purposes (Appel, et al., 2020). The innovations that come with the Internet

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also contain features that are not available in traditional media. The most important of these features is one-way communication from the source to the buyer in traditional marketing, while people have had the opportunity to comment and ask questions about the product and service with the developing technology, innovations and the opportunities provided by the internet. (Karaca, 2016).

In competitive environments, brands try to maintain their presence in social media as well as traditional media. Marketers, who promote their products and services with traditional media tools, have felt obliged to shift to social platforms, where consumers spend most of their time and are also content producers, as an alternative to traditional marketing. Adapting to these changes has become a necessity in today's technology-centered competitive environment (Hund, 2019).

The social media can create as many synergies as the number of people interacting. In this respect, it is possible to reach all kinds of information, from the quality of the products and services to the ease of use and service conditions (Chivandi et al., 2019). With the development of e-commerce, marketing has gotten rid of the old methods and has started to become more digital by keeping up with technology. Due to the increase in the use of the Internet and digital tools, companies that give importance to digital marketing increase their recognitions and try to stay ahead of the competition (Mishra, 2020).

Due to pandemic conditions marketing has been more deemed appropriate in electronic media. Thus, face-to-face meetings at the centers will be made within the framework of the new rules (Pharmaceuticals and Life Sciences, 2020). It is envisaged that it will be able to promote to marketers from a certain distance by using digital channels. In this context the aim of this study is to determine the effect of digital marketing on the recognitions of companies by using digital tools. In line with this main purpose, the following objectives will be predicted:

- What are the advantages of digital marketing?
- Do companies have enough information about the effectiveness of digital marketing?
- Are the websites and social media accounts used by the companies sufficient to promote the companies?
- Is the information technology infrastructure of the companies for digital marketing activities sufficient?

2.Digital Marketing

Digital marketing is a type of marketing that enables businesses to effectively use all activities offered by technology in order to deliver their activities to wider audiences effectively. Digital marketing is a type of marketing that wants to be in contact with the consumer at any time by making use of technological devices. In this way, the consumer and the producer can communicate whenever and wherever (Çizmeci & Ercan, 2015).

In addition to providing services instantly and at any time, digital marketing can also provide immediate feedback to the problems of the consumer. An important benefit of digital marketing is that the consumer is not only in communication with the producer, but also the consumer can communicate with other consumers. And with the merger of commerce with technology, there

has been a significant decrease in the budget spent by businesses advertisements (Karahasan, 2012).

The main functions of digital marketing are new communication channels. Through these interactive channels, the parties communicate more closely with each other and the party that will carry out the marketing activity can transmit the data and information about itself directly to the individual consumers. As a result of the combination of technology with trade, the concept of market has gained a new dimension. Thanks to technology, many information such as how much time your customers spend on your site, age range, and where they log in to your site can be learned (Mander, 2020).

Digital marketing enables individuals to interact with consumers through communication tools such as the internet, mobile phones, and computers that individuals actively use (Çizmeci & Ercan, 2015). In order for the marketing to be carried out successfully, it is necessary to offer meaningful and shareable content to the consumers. Many digital channel options, from search engine advertising to e-mailing, are used to attract the attention of consumers and interact with them on a common point. Digital marketing tools are explained as follows:

2.1.Social Media Marketing

Social media, unlike traditional media, is a structure where content is created by users. In other words, media users also create the media and the content is self-produced. Since all shares in the environment are created by users, it is constantly updated (Say, 2015).

Developments in information technologies make internet marketing the fastest developing direct marketing method (Odabaşı & Oyman, 2013). Developing marketing requires marketers to focus on social networking and other new methods. If we look briefly at the definition of social media marketing, it can be defined as increasing the visibility of the brand on the internet and promoting its goods and services by using social media channels (Jacobson et al., 2020).

Social media provides a virtual environment where people can express their opinions and exchange ideas. The comments made by consumers about a product on social media create a positive or negative brand perception, and these comments affect consumers' decisions (Sevinç, 2015). Brands that find a means of communication that can present themselves sincerely succeed in this way Brands can achieve a number of goals with social media marketing (Hayes, 2021). These purposes can be listed as follows (Janusz, 2020):

- Creating brand awareness,
- Identifying opinion leaders (Influencers),
- Examining consumer behavior and external sources consisting of large communities,
- Developing ideas for new marketing strategies,
- Directing traffic to the company website,
- Spreading specific messages virally,
- Increasing the stickiness of the site, extending the exposure time of the brand message,
- Improve social search classification,
- Increasing the reputation and image of the brand and supporting its internalization,

- Increasing product sales,

- Effectively achieving marketing objectives,

- Initiating and maintaining conversations.

2.2.Search Engines Marketing

Today, the most used websites in the world are search engines. Search engine marketing is the marketing effort to increase visibility and preference in search engines. The difference from other marketing methods is that a user who uses the search engine is ready to understand the communications made in this field since he is already in a search (Açıkel & Çelikkol, 2014).

The most important points to be considered in terms of the applications of search engine marketing are the keywords desired to be used, the points where the finest details and adjustments need to be taken into account in terms of focused visitors. Search engine marketing applications are not only limited to search results but also allow advertisement variations to be displayed within the sites related to the relevant market according to the choices (Erdoğan, 2014).

In search engine marketing, companies basically use two different methods. The first is paid advertising. These are sponsored keywords and ads that appear in the search engine when those words are searched. The second method in this type of marketing is search engine optimization. This method, it is aimed to find the site more easily as a result of searches made by search engines and to display the site higher in search results (Ahern, 2021).

2.3.E-mail Marketing

Electronic mail marketing is a marketing method that can reach the target customer directly instead of waiting. It can also be defined as a type of direct marketing. E-mail marketing can be thought of as a fusion of inward and outward marketing. Brands try to attract the attention of the consumer in the subject part of the mail they send and to provide information about the content of the mail. If the user is interested in the content, he opens the e-mail. Considering that everyone receives dozens of similar e-mails every day, it is not easy to achieve this. According to the studies, who sent the e-mail, what the subject part of the e-mail is, and when the e-mail is seen are of great importance in opening the e-mail was sent (Sabbagh, 2021).

Thanks to e-mail marketing, direct communication with existing customers and targeted customers are ensured, while personalized product and service offers, periodic reminders, and answers to customers' complaints and suggestions can be easily provided. Email marketing, when done correctly, is an important tool in interacting with customers, increasing sales, and enhancing product and company image. However, when it is not done correctly, it causes serious damage to the image of the company (Sanger et al., 2021).

E-mail marketing has certain benefits in terms of price, speed, customer specificity, measurability, and constant communication with the customer. The explanations of these benefits are as follows (Ratnasingam et al., 2021):

- Price: Sending even the longest distance with zero cost.

- Speed: The ability to reach a large number of people in a few minutes or hours.

- Customer Specific response: Customer-specific automatic sending.

- Measurability: Easily measurable subjects such as who received and did not receive, and which parts they were interested in.

- Constantly in contact with the Customer: Maintaining constant contact with the customer through marketing and informative e-mails.

2.4.Viral Marketing

Viral marketing can be defined as the transfer of the company's promotion effort from person to person (Zengin, 2017). The emergence of the word viral, which is mentioned in the concept of viral marketing, has been thanks to the work of the word of mouth marketing in the internet environment. The Internet has become an important factor for companies to reach consumers and strengthen the bonds they will form with these people. Messages circulated over the internet to carry out such activities form the basis of viral marketing (Reichstein, & Brusch, 2020). It is important to ensure mutual communication in viral marketing, so the message that will support word of mouth communication is planned and selected in the viral marketing process. If the viral marketing process involves people in a fun way, word-of-mouth communication will be successful (Li et al., 2021).

The recent widespread use of social media has facilitated the adoption of viral marketing idea. It is a process in which a marketing message about a company, brand or product is transmitted exponentially, usually through social media applications. As a different strategy, the main features of viral marketing are as follows (Wang, & Street, 2018) :

- Sending the marketing start message by the brand itself on many online platforms,

- Message transfer from user to user,

- Different applications and shows that allow consumers to like the message and share it on their own social networks,

- Creative, provocative, and illegal content of the viral marketing message,

- Use of advantages, distribution potential, and low cost.

2.5. Mobile Marketing

Mobile Marketing is marketing activities carried out by using mobile devices. According to another definition, mobile marketing is an interactive marketing tool used in the promotion of goods-services or ideas via smartphone, for the benefit of the business and all its stakeholders. Since mobile phones are an important promotional tool in mobile marketing, they enable sales, advertising, sales development, public relations and direct marketing activities to be carried out more effectively (Lamberton, & Stephen, 2016).

Considering the definitions made, it can be said that mobile marketing is a new direct marketing tool that can be reached to large audiences in the most affordable and effective way, and that can interact with the target audience anywhere and anytime. This situation, which is considered "mobile marketing" in today's modern world, ensures the tightening and strengthening of the bond between manufacturers and customers. Mobile marketing is based on informing customers

about advertisement notifications, product promotions, and campaigns instantly, even according to their location (Seyyedamiri, & Tajrobehkar, 2021).

There are many different application areas in mobile marketing with its contribution to technological developments. These applications are listed as follows (Özgüven, 2013):

- Mobile Instant Messaging (MIM): Instant Mobile Messaging Application

- Multimedia Messaging Service (MMS): Multimedia Messaging Service

- Mobile Financial Services (m-banking, m-stock market, m-money, m-invoice, etc.)

- Mobile Security Services

- Mobile Shopping (m-reservation, m-auction, m-mail card, etc.)

- Mobile Advertising

- -Mobile Dynamic Information Management (m-membership, m-passport, m-games, music, etc.).

2.6. Distant Face -To-Face marketing

The concept of the Internet of Things, also known as IoT, describes all systems that are related to each other, provided with computing devices, digital machines, mechanical objects or unique identifiers, that can transfer data over the network without the need for people. Increasingly, organizations in different industries use IoT technology to work much more efficiently, to provide a much better service to their customers, to increase business value, to understand their customers and to improve decision-making processes (Burhan et al., 2018).

The Internet of Things ecosystem uses web-enabled smart devices that use built-in processors, sensors and communication hardware to collect, send and process data. In other words, IoT; It is a device network that connects via communication technologies in order to create systems that provide information that enables companies to make decisions related to their business much faster, and that can monitor, combine, change and analyze this data. Thanks to IoT, companies can re-evaluate their methods in their approach to their markets and industries and develop different strategies. IoT offers companies various opportunities and road maps to ensure customer satisfaction at the highest level (Burhan et al. 2018).

With the Distant Face -To-Face Marketing, the professional can transfer the messages that the authority wants to transmit digitally. The importance of this will both protect the professionals who want to meet face-to-face and will accelerate their transition to digital platforms (Ekiyor and Altan, 2020). Bluetooth is designed to operate in short radio frequency environments in IOT. It uses a fast recognition system and, in terms of communication, uses a frequency hopping pattern to strengthen the connection. (Gorostiza et al., 2018).
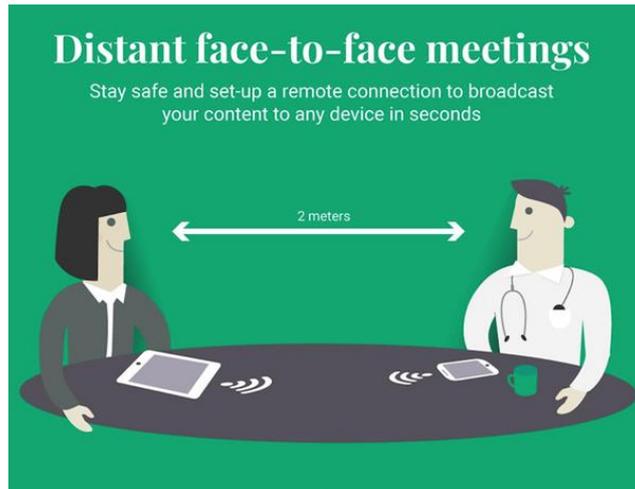
Figure 1. Distant Face -To-Face meeting

Distant Face -To-Face Marketing was helped to install the necessary programs on the phone, tablet and computer to be contacted for technical support. Professionals state that digital methods should be developed to make this method faster. Disconnections and slowdowns in internet connections will negatively affect the work, and the use of digital channels in data transfer will make business more effective on both sides. As a solution, a fast and easy working model can be developed without the need for an internet connection by using Bluetooth technology in remote face-to-face meetings (Slaats, 2020).

It is seen that the continuing restrictions of professionals due to the pandemic will change their way of doing business. The common point of all stakeholders is that the use of digital channels will gradually increase and develop in the future. By using Distant Face -To-Face Marketing, it will be possible to transition to a disciplined working method, and it will also contribute to the harmony of digital change in the new world order. As a result of the interviews, positive responses were received from all professionals, and it was stated that it would be appropriate to conduct a quick and easy digital method in the next meetings (Slaats, 2020).

2.7.Digital Marketing Mix And Qualities

Successful marketing is directly proportional to how some basic elements are handled. These elements include what a company will produce, how it will be priced, how the product or service will be presented to the customer, and how the product or service will be explained to the customers (Pak, 2018).

Traditionally, these elements were known as the 4Ps of marketing. The human factor was added as the 5P as these elements, known as product, price, place, and promotion became more sophisticated disciplines. And in recent years two more essential elements have been added, mainly process and physical evidence for service industries. Along with these elements, the 5 Ps of marketing also appear as the 7Ps of marketing, which is called the service marketing mix (Inhousemarketing, 2021).

*Product-*There is no limit to developing a product or service that no one would want to buy. Many businesses first decide on the product or service to offer to the customer and then hope

to find a market for that product or service. Contrary to this situation, successful companies first determine the customer's need in the market and decide on the product that will meet this need. It then develops the right product or service for use now and in the future. An excellent product must provide value for the customer. Customers should be offered products they really want, not what we think they want (Penpece, 2013).

Price-For each product, customers are willing to pay a price. Prices should be competitive in the market. However, this does not mean that it should always be the cheapest price. Especially small businesses can compete with their big competitors in the market by adding extra services or details to these prices when making their pricing. Price is the only revenue-generating element of the marketing mix. All other elements are cost items. For this reason, pricing should provide profit to the business. Price positions businesses in the market. This means an indication of where your potential and existing customers will place you relative to your competitors. Everything about relations with customers should meet the expectations of this positioning (Varnalı, 2013).

Place-The places where customers purchase products must be suitable for distribution vehicles and convenient for the customer. The product must be in the right place, at the right time, and in the right quantity, while storage, stock, and distribution costs are manageable. According to customer surveys, it is seen that delivery performance is one of the most important criteria in choosing a supplier Location is also one of the ways products are displayed to customer groups. Sometimes this can be a shop window or a web page (Bayazıt, & Biçer, 2019).

Promotion-Promotion is the company's way of telling what it does and what it can offer customers. Branding, advertising, public relations, corporate identity, sales management, personalized offers are important parts of a promotion. A good promotion should be eye-catching, touch the customer, deliver consistent messages, and most importantly, give the customer reasons to choose your product over another. A good promotion is not one-way communication. It should pave the way for dialogue with the customer. The promotion should not merely convey the product's features to the customer. The customer should be aware of the advantages he gets from the product he has with the promotions (Mucuk, 2014).

People-Communicating with customers will create a good or bad impression on customers. The reputation of the brand is in the hands of the people. For this reason, customers should be properly informed, motivated and directed correctly. It is not enough that all employees who are in contact with customers must be well-trained. At the same time, the right profiles for the job need to be in the companies. Many customers cannot separate the product or service from the staff. Customers remember companies with their staff. This shows the importance that customers give to the company and its personnel (Küçüksaraç and Sayımer, 2016).

Process-The service delivery process and the behavior of the deliverers are very important for customer satisfaction. Issues such as waiting times, the information is given to customers, and the helpfulness of the staff is crucial to keeping customers happy. Customers are not interested in the details of how your business works. The important thing is that the system works. The process is one of the elements that is often overlooked. The fact that customers are kept waiting in the processes they receive service and that the process is not progressed in a rapid manner leads to revenue and market losses for companies. A customer is a vital source of income and returns the value. From the moment of sale to all processes in the product life cycle, it is very

important that the customer is involved in the system in a rapid manner and is satisfied (Langford, 2021).

Physical evidence-A service cannot be experienced before it is completed. For this reason, purchasing a service non-cash is seen as a risky experience. This uncertainty can be reduced by making potential customers "see". Case studies and testimonials can be proof that an organization is delivering on its promise. The physical evidence an organization presents must prove the customer's assumptions. E.g; While the financial services product should be presented in a formal environment, the company that organizes a child's birthday should focus on more comfortable and entertaining areas (Öztürk, & Şardağı, 2019).

3.Methods

There are many studies in the literature about digital marketing methods and brand awareness. However, studies mostly examine sub-branches of digital marketing such as social media and advertising. There are not many studies examining digital marketing and brand awareness as the main concept. The main importance of our study is that it will make an important contribution to the literature on this subject.

The universe of this research consists of marketing managers. During the research and data collection phase, care has been taken to include employees at the management decision-makers level in the structure and operation of the research process. Considering the subject of our study and the current situation, a "semi-structured interview " was used. A semi-structured interview is a qualitative study in which detailed information is compiled by the researcher about a situation through interviews, visual tools, and reports, and analysis.

The interview was done with 10 participants consisting of a semi-structured interview with 15 question relating digital marketing methods and brand awareness. While analyzing the data obtained from the research, the "discourse analysis technique", one of the qualitative research techniques, was used. The participants were selected in the area of study with their will and sector and sector representation. Then, coding, analyzing and commenting, labeling, highlighting, and grouping the emergence of key facts were done. Coding is the process of labeling and organizing your qualitative data to identify different themes and their relationships. While coding the educators' views, we assigned labels to words or phrases that represent important themes in each response. These tags can be words, expressions or numbers (Mutiaradevi, 2009). We used words or short phrases because they are easier to remember, review and organize. With this thematic analysis, we extracted themes from the text by analyzing the word and sentence structure. It provides a detailed explanation of the qualitative data analysis which was conducted in three main steps:

- 1st Step: Structured interview procedure development.
- 2nd Step: Recognizing the opinions of managers.
- 3rdStep:Identifying critical factors and potential barriers to digital marketing implementation.

4.Results

The interview was done with the participants in line with the aims of the study. The answers given to the questions were divided into categories according to the sub-objectives of the thesis, discussed and interpreted, and suggestions were made as follows:

A. How many years has your company been operating in this field and have you tried classical promotion methods in the process until now?

The companies interviewed are those that have been operating for an average of 9.6 years. According to the data obtained from the findings, all of the companies without exception tried classical promotion methods and made various applications to get a share from the market with marketing methods. According to the information obtained, the most preferred classical methods are distribution of brochures, hanging posters, opening stands, radio advertisements and television advertisements.

B. Are there any methods you use today to promote your company? If so, what are they?

According to the data obtained, the findings show that 5 companies make a marketing mix; uses digital marketing and classical methods together. 3 companies only use social media as a digital marketing tool, 1 company only does digital marketing with their existing website and does not use social media, 1 company has declared that they use all digital marketing methods efficiently and professionally.

Based on the answers given to the questions in clauses A and B; It is understood that companies follow constantly renewed marketing trends in order to stay in the market . The proposal to be brought to the companies that want to stay in the market in this competitive environment; is that the traditional understanding of advertising has begun to fall into the background over time and the new era is the digital era. In this process, the market should be observed and the budget allocated to classical marketing should be transferred to digital marketing tools with a process follow-up.

C.Do you have information about digital marketing methods

Among the interviewed companies, 6 of them gave answers accepting that they have knowledge but not enough. 3 companies declared that their information exists and they use it, 1 company declared that they do not have knowledge about digital marketing methods.

The answers show that companies are aware of the innovations in their marketing processes, but they do not have detailed information. In the light of this information, the companies should organize trainings for their personnel on digital marketing and receive professional support in this regard. Transferring some of the budget they allocate to classical marketing methods to this process and acting professionally in this regard will prevent the company from losing larger budgets in the future and they will remain competitive in the market.

D.Does your company have a website?

According to the answers received, 3 companies have more than one website and are trying to carry out digital marketing through the website. 1 company does not have any website. Each of the 6 companies has a website.

In the digital age, websites, one of the most important items of the digital medium; can be the catalog , business card, face of companies in the digital environment and we can say that it is the tool that can best represent the company. Suggestion to be made; companies should definitely have at least one website and their compatibility with search engines should be kept under strict control.

E. How   often do you upload and update content on your website(s)?

In the answers given by the companies, it was determined that they generally only update their websites on special days and in case of program changes. It is seen that 2 companies attach importance to content and do this frequently.

Suggestion to be made; Quality and lots of content is an important way to increase the number of people who can find your website through search engines. Basically, the job of a search engine is to find useful and quality content for its customers. The higher the quality of the content you create, the more you will satisfy your existing customers and contribute to your brand awareness, and potential customers will visit your website through search engines.

F. Do you have information about search engine optimization for your company website? ?

It is clear that only 4 companies among the companies interviewed have information on this subject and they stated that they have been working on this subject. It is an indispensable fact that companies should approach this issue more sensitively. The sites most frequently used by Internet users are search engines, and in general, a customer who does not know you and is looking for the sector in which you operate will be able to reach you on the Internet in this way.

G. Do you check the compatibility of the content you upload to your website with search engines and keywords?

4 of the companies answered yes to this question. 3 of them received counseling these people / companies that produce content based on the recommendations, one of them also subject judges gave the answer as they prepare themselves. It is clear from the statements of the other 6 companies that they do not have any information on this subject.

It is seen that one of the most critical points, which is to produce search engine compatible content, has been thrown into the background by the companies. According to the findings, companies either need to open a department on this issue and they need to deal with this issue professionally, or they should take consultancy services and work on this subject, which is undeniably important.

H. Does your company have social media accounts? If yes, which platforms do you use and how often?

According to the findings, 5 companies stated that they use all of the social media accounts in the sample intensively, 1 company stated that they use Youtube in addition to these . The other 4 companies use only Instagram and Facebook , 1 company uses Youtube in addition to these two .

In the developing digital age, new channels are emerging every day, and each of these channels has a different place in the marketing strategy. In this study, which we took the education sector as a sample, the intense use of the Instagram application, which is used as a visual medium, and the ignoring of other channels, from the point of view of digital marketing; There are likely to be potential customers overlooked in the market.

I. Do you interact with your customers through social media (Making various surveys, answer to complaints, etc.)?

According to the findings, 7 of the companies interviewed declared that they interacted. According to the answers given in the previous question, companies that mainly use the Instagram application implement a strategy in accordance with the updated algorithm of Instagram, but it is seen that they are not active enough. InstagramAccording to the algorithm of the application, it shows the posts of the pages they follow according to the high or low rate of interaction with the followers. In other words, every follower who follows you may not see your posts. If the company has low interaction with a follower, that follower may not see the posts even though they follow the company. This means that the brand awareness efforts and advertising campaigns do not reach the followers.

Although it varies according to the structure of the medium used in social media, continuous interaction is a very important element. They should find topics that will push people to follow the company account and interact with the company and commit them to their accounts. For example, if the followers of an educational company are a group studying for an exam, they should share the questions that are likely to appear in that exam and ask for answers from them, attract them to comment or like the posts.

J. Do you have any applications to gain followers from your social media accounts?

Among the companies interviewed, there were 7 no answers to this question, 2 were doing the lottery, and 1 was follow-up. Although it is difficult to make a clear recommendation due to the constantly updated algorithms of social media channels, the fact that every follower is a potential customer is valid in all of them. Therefore, in order to gain followers, it is necessary to try to gain followers with various campaigns and paid advertisements, taking into account the current data. To give an example, for a period, Instagram was able to gain a large number of followers just by following, but today, due to the updated Instagram structure, this action is now perceived as spam (unwanted) and interaction rates are decreasing. Keeping abreast of constantly and rapidly changing social media channels and keeping up to date is an indispensable rule to increase the awareness of brands.

L. Do you use paid advertisements on social media or on websites?

As a result of the interviews, 4 companies stated that they do not use paid advertisements either on their website or in their social media accounts. It is seen that 6 companies use it, but only 2 of them allocate a budget as a permanent expense item, while it is understood that the other 4 companies act according to the situation.

In the light of these data, it is seen that paid advertisements are preferred more than other marketing methods. Although paid advertisements create a constant cost element, it is a fact that if the control is followed professionally, the return received will be much higher than the feedback in the classical advertisement. The most important part in paid advertisements is the audience to be advertised; age, gender, language and the regions where they live should be determined well and advertisements should be made accordingly. If these are not taken into account, the budget will allocate large portion of the advertising expense may have been wasted with no response.

M. Do you have a team or agency/person you work with that takes care of your digital marketing process with sufficient information technology infrastructure?

According to the answers given, 2 companies receive consultancy services, 2 companies employ a professional team, and 6 users declared that they are interested.

Developing information technologies show that the concept we consider as digital marketing is a situation that should be emphasized with precision. Digital media, which has constantly developing and changing trends, needs to be managed by a team that constantly develops and renews itself in this regard.

N. Do you think classical marketing methods are more advantageous or digital marketing tools?

According to the answers received, it is seen that 4 participants stated that classical marketing methods are better, 2 participants only use digital methods and 4 participants stated that they make a marketing mix. One of the participants who preferred classical marketing stated that it appeals to a small region and therefore classical marketing is more effective; It reveals whether digital marketing will be preferred according to regions. However, in terms of the future of the company, it is a fact that companies that cannot find a place in digital will begin to disappear.

We mentioned in our theoretical part that digital marketing is much less costly to reach the desired audience when compared to classical marketing and digital marketing in terms of costs.

O. To what extent do you think your company uses digital marketing tools compared to other companies in its sector?

According to the findings, 6 of the companies think that they can compete with other companies in the same sector in digital marketing. 2 of them stated that they are in a bad situation in this competition and 2 of them stated that they have recently joined the competition.

P. Is there anything else you would like to add?

     5 of the participants thanked this question and concluded the interview. The other 5 concluded the interview with a few summary sentences expressing the importance of digital marketing.

     " I can say that it is necessary to follow digital marketing trends because it is a very active process. " , " I mean the future is in digital. Thanks. "

5.Discussion

Companies no longer need to open stores in every city and street to reach consumers. Although the market is not the old market, today's consumers can easily access brands, products, services, and information whenever and wherever they want with digital marketing tools and activities.This situation removes the barriers between the brand and the target audience and means that it communicates directly (Lal et al., 2020).

Digital marketing is increasingly used by entrepreneurs to increase the profitability and popularity of companies. According to the report of Pew Research Center (2018), the digital world in which 4 billion internet users live continues to grow and develop. Along with technology, the capabilities, and benefits of the digital world increase. In today's conditions, companies want to increase sales, services, interaction, savings and being heared (Mishra, 2020). Following includes main point in our study.

5.1.Advantages Of Digital Marketing

Among the individuals who participated in our study; There were 6 people who said that digital marketing was more advantageous than classical marketing methods. These individuals stated that digital marketing gives good results. While 2 people stated that there was no difference between digital marketing and classical marketing and they use both, 1 person stated that they used digital marketing methods first and then switched to classical marketing. Another participant replied,

"I can say that primitive methods are more advantageous for us since we are in a small region as a region."

When we looked at the answers given to the questions in order to measure whether digital marketing or classical marketing was more effective, we saw that there were factors affecting the level of effectiveness. At the beginning of these are the sector and the region where the activity is carried out. It can be said that the efficiency of digital marketing in sectors and the fact that the place where the activity was carried out was lower than other sectors and regions. It was thought that the digital marketing phenomenon, which has just started to gain importance today, will cover all sectors and regions with the increase in the number of social media users over time. It was seen that the level of importance given by individuals to digital marketing was lower than necessary and as a result, classical methods are used. The increase in the importance given to digital marketing will increase the awareness of companies and their brands and their customer potential will increase.

5.2. **Effectiveness Of Social Media**

Based on the answers given by the participants, it was seen that all of them use social media and have corporate accounts. However, it is seen that there are problems in getting professional support in the use of social media. Many participants stated that they manage the social media accounts of their company. It is thought that the use and management of corporate accounts by experts in the field will result in better marketing. In addition, it is thought that as a result of professional marketing methods, the level of awareness of the company will increase and it will be more comfortable to reach the target audiences. If companies want to increase awareness, it is predicted that it will be better to use digital marketing effectively and professionaly.

5.3.Competitiveness With Companies In The Industry

All of the participants stated that as a result of digital marketing, they became competitive with rival companies. They stated that since they started using digital marketing, rival companies have switched to digital marketing and the whole industry has started to use digital marketing channels, albeit slowly. Starting from here; It can be said that the effective use of digital marketing will make companies superior in competition. Since it is not possible to have a monopoly in competition, the suggestion is the frequent use of different channels in digital marketing. Using digital marketing channels that competitors do not use provides advantages for companies.

In the interview with the participants in line with the aims of the study; The answers given to the questions were divided into categories according to the sub-objectives, discussed and interpreted, and recommendations were made:

<p align="center">Table1.Recommendations</p>

Research objectives	Current state	Recommendations
1. Do companies have enough information about the effectiveness of digital marketing?	Eight of the interviewed companies accept the effectiveness of digital marketing.	In addition to accepting the effectiveness of digital marketing, companies should follow developments more closely or get professional support.
2. Are the websites and social media accounts used by the companies sufficient to promote the companies?	2 companies declared that they use all digital marketing methods efficiently and professionally. Other companies either only use websites or only use social media accounts.	Existing websites or social media accounts should be used actively and effectively, and professional support should be sought.
3. What is the level of reaching target audiences with digital marketing?	Currently, classical marketing and digital marketing are mixed. But classical marketing is prioritized.	The budget allocated to classical marketing should be revised and directed to digital marketing, and the way to reach the desired target audience should be chosen to reduce the costs.
4. Is the infrastructure of the companies that want to engage in digital marketing activities in the field of information technology at a sufficient level?	9 of the participants think that they are sufficient. However, there are 7 companies that admit that they are insufficient in terms of human infrastructure.	In the current situation, the infrastructure they use should be reviewed and they should recruit digital marketing personnel to the marketing departments or get professional support in this regard.

6. Conclusion

Digital marketing is of great importance in terms of the development and management of brands, as it allows to get to know the target consumers better, thanks to the convenience of its location, and is a channel that provides accessibility to the whole world, as well as enabling marketing for individual needs. Being able to learn about customer requests and needs instantly through instant feedbacks not only made marketing easier but also ensured that brand management could be shaped in the most appropriate way in terms of meeting them with the most suitable product of the brand. Digital marketing provides a two-way communication environment conducive to feedback. This makes it possible and fast to establish dialogues with the consumer, to conduct official market research, to obtain information about the target consumer group and customers by conducting public relations studies, and to carry out marketing activities in the light of this information, in accordance with the new consumer-centered understanding of marketing.

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