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# Are We Ready for E-Trade?

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September 22, 2020



## RECOMMENDATIONS TO THE SMEs IN CRISIS

- 1- Transform your business using technology (AI, Blockchain, bots, etc.)
- 2- Use digital channels (e-markets, social media, etc.)
- 3- Use the information for understanding the customer and for directed marketing.



## **ARE YOU READY FOR EXPORTATION? EVALUATE YOURSELF**

1. Do you believe that exportation has an important role in the future of your company?
2. Have there been any increases in your sales in the last three years?
3. Do your company have ISO or another quality and standard certificates?
4. Are you a well-known company in the market?
5. Do you have a stable financial structure?
6. Are you more competitive when compared with your competitors? Is your costs at the same level with your competitors or lower?
7. Do your company have sufficient production capacity to be directed to exportation?
8. Do you have a personnel, who can manage the works to market your products abroad and carry out the exportation transactions?
9. Do you have financial sources to be allocated for the expenses, which shall emerge in the process of marketing your products in the target countries?
10. Do you have information to make changes in your product and its packaging and financial opportunities to implement them in order to comply with the necessary standards and preferences of the target country's market?
11. Has foreign market survey been carried out for your product?
12. Do your company have information on the international transportation companies and freight costs?
13. Do your company have sufficient information on the payment types in exportation?
14. Do your company have an advertisement brochure, CD, or website in English?
15. Did you determine your product's exportation price?



**DİKKAT!**



- 1- Brand name
- 2- Importance of colours (choose by sector and product)
- 3- Corporate Identity (Logo, slogan, other visual studies)
- 4- Continuous interest
- 5- Mission, vision, values
- 6- Carry out segmentation and positioning so as to differentiate from the competitors
- 7- Improve the understanding and applications, which focus on the requests and needs of the customers and which are market-oriented



**Interbrand**

























Search our work

[Return to 2019 report home](#)

## Best Global Brands 2019 Rankings

Filter +



01  +9% 234,241 \$m	02  +8% 167,713 \$m	03  +24% 125,263 \$m	04  +17% 106,847 \$m	05  -4% 63,365 \$m	06  +2% 61,096 \$m	07  +5% 56,246 \$m	08  +5% 50,632 \$m
09  +4% 45,382 \$m	10  +11% 44,352 \$m	11  +1% 41,440 \$m	12  -6% 40,381 \$m	13  -7% 40,197 \$m	14  -12% 39,857 \$m	15  +3% 35,559 \$m	16  +7% 32,376 \$m
17  +14% 32,223 \$m	18  +1% 26,288 \$m	19  -22% 25,566 \$m	20  +10% 25,092 \$m	21  +3% 24,422 \$m	22  +11% 22,134 \$m	23  +13% 21,629 \$m	24  -1% 20,488 \$m



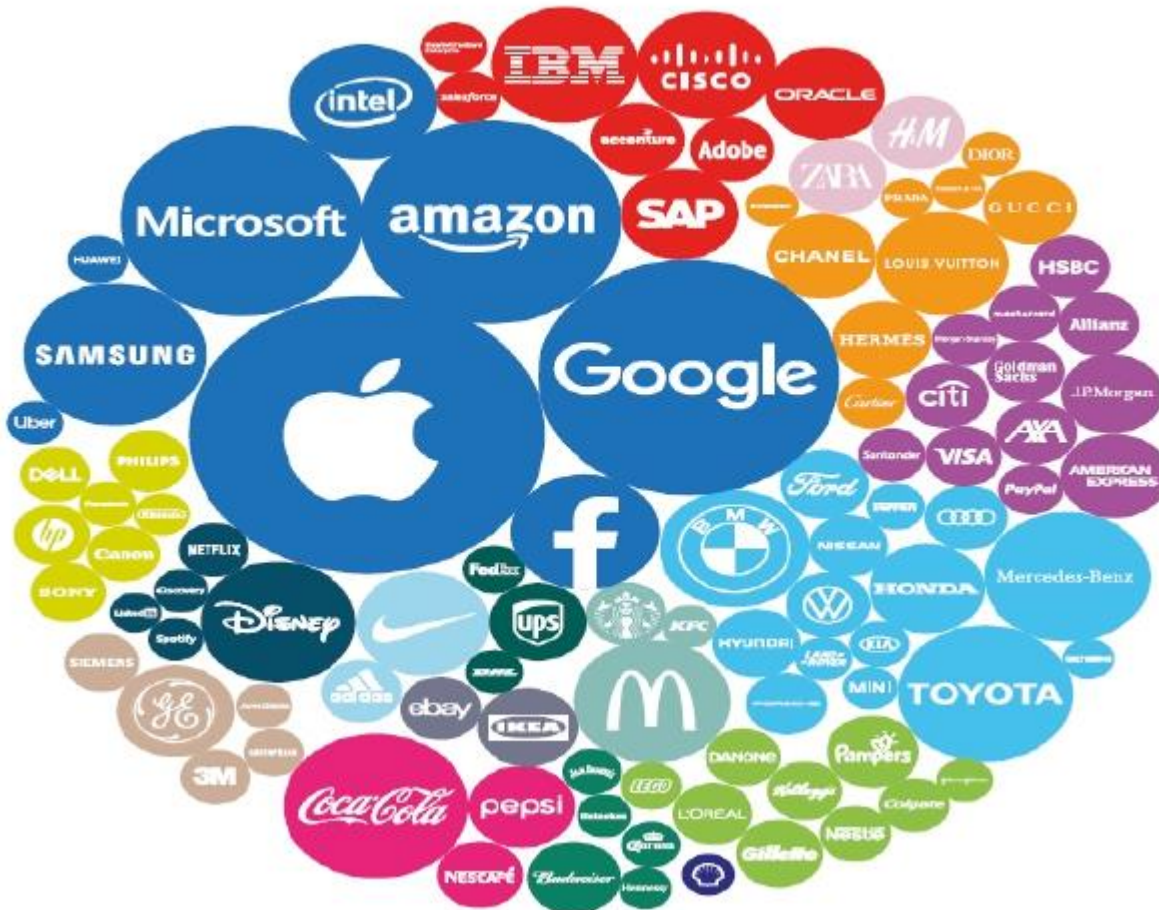


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2019

2,130,929 \$m

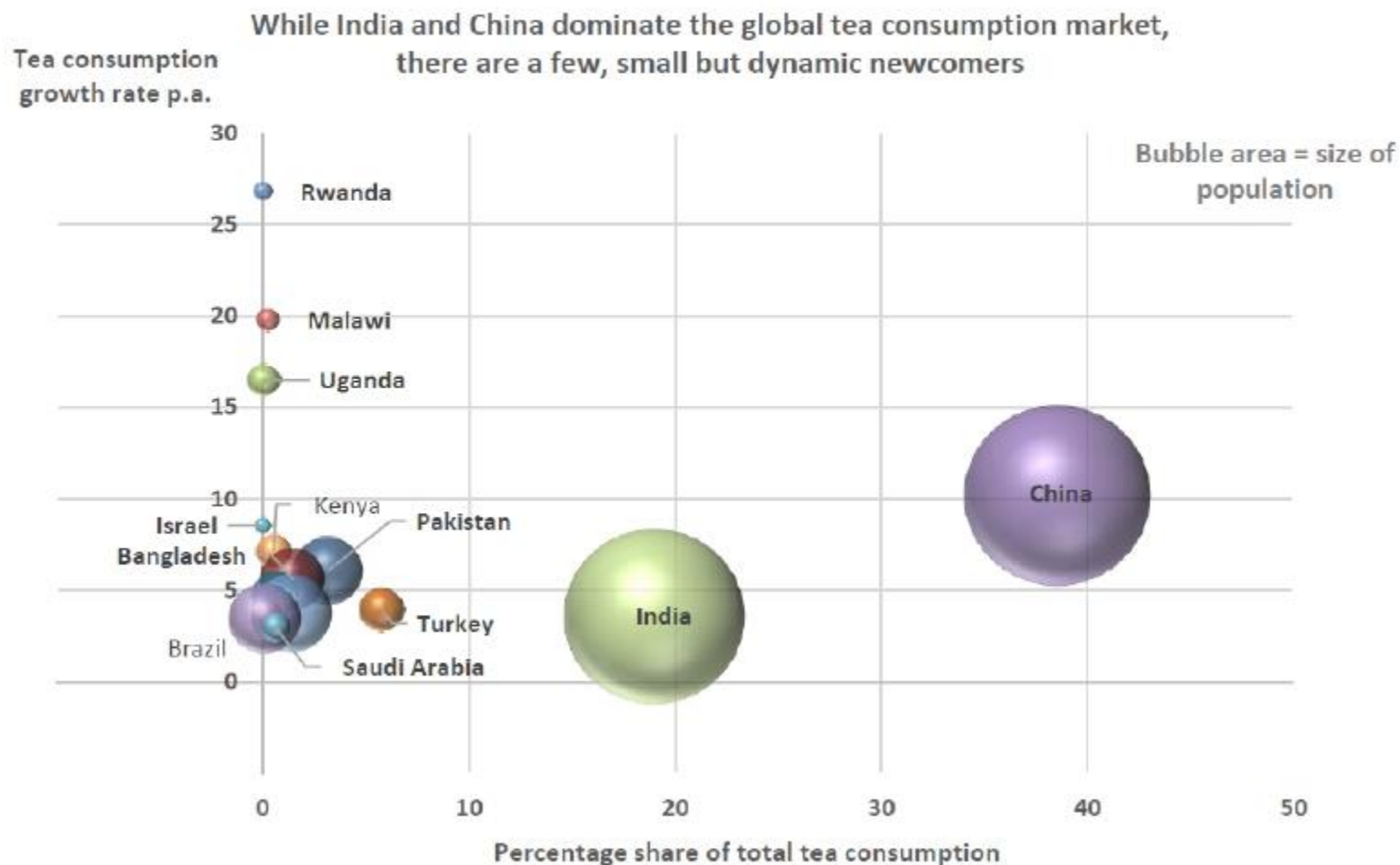




For 2016, FAO pegged global tea production at 5.73 million tonnes. Production continues to be dominated by a handful of countries comprising China (43 percent), India (22 percent), Kenya (8 percent), Sri-Lanka (5 percent) and Turkey (5 percent).

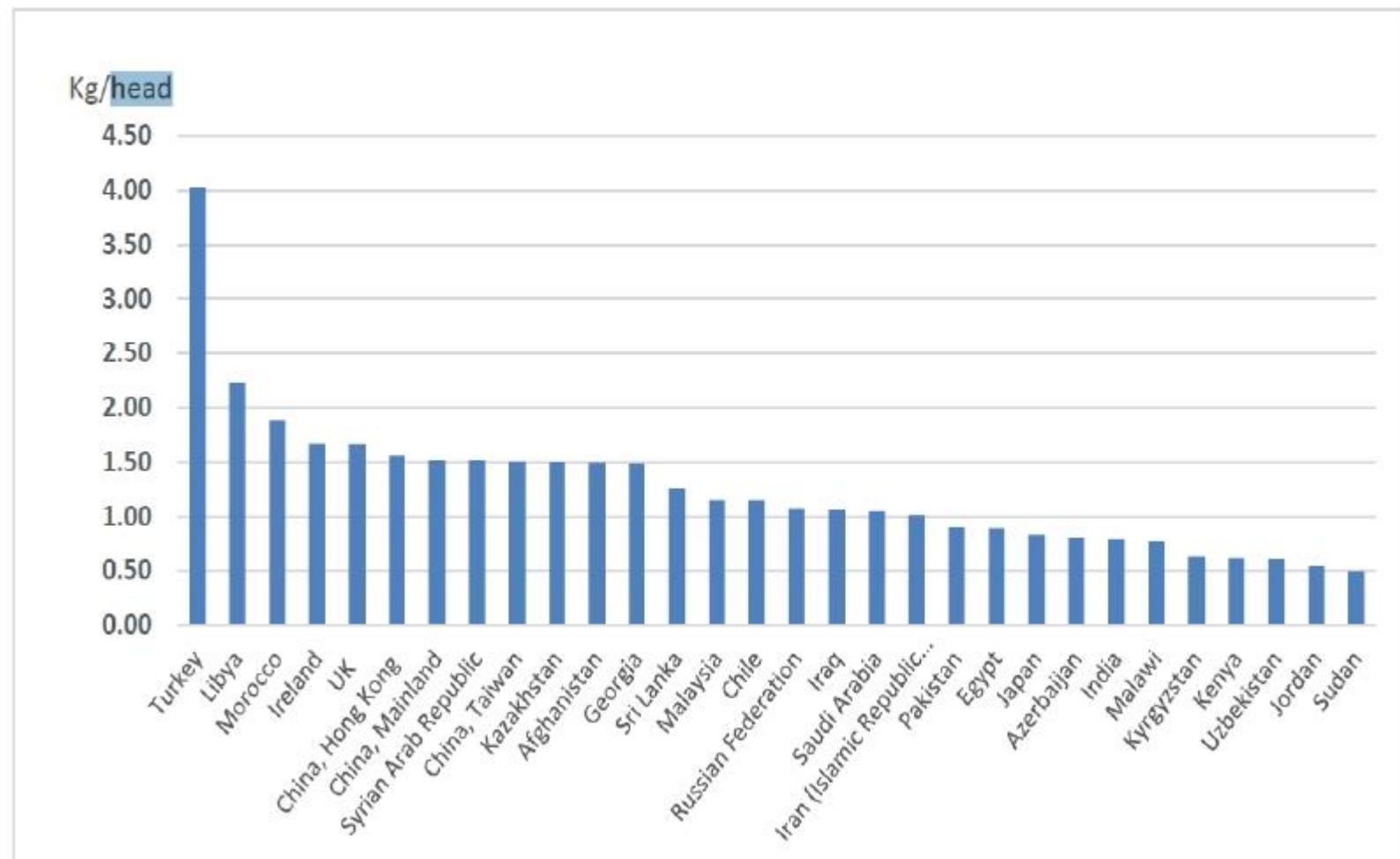
Total imports have reached a volume of 1.84 million tonnes. The European Union was the largest importer in 2016, accounting for 18 percent of global tea shipments, followed by the Russian Federation (9 percent), Pakistan (9 percent), the United States of America (7 percent), Egypt (5 percent), the United Arab Emirates (4 percent), Morocco (4 percent) and the Islamic Republic of Iran (3 percent).

**Fig. 1: Tea – Consumption growth rate (2007–16) vs. share of global consumption (2016)**





**Fig. 6: Top per capita tea consuming countries in 2016**





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## A snapshot of Tata Global Beverages

01

Focused on  
natural  
beverages-  
Tea, coffee,  
water

02

Tata heritage  
with global brand  
ownership and  
significant brand  
presence in over  
40 countries

03

2<sup>nd</sup> largest tea company in  
the world with growing  
interests in other beverages

04

330 million + servings of  
our brands consumed  
everyday across the world

05

\$1.4 BN\* in  
revenues

06

Over 3000  
employees  
worldwide

07

Three  
marketing  
and sales  
regions  
across the  
globe



\* At 100% basis

**TATA GLOBAL BEVERAGES**



5



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# #3 amazon

+24% 125,263 \$m

**1**

## **Iconic move 2005**

Launch of Amazon Prime, a subscription for faster delivery, continuously expanded

**2**

## **Iconic move 2007**

Kindle launch, cannibalizing own book sales but keeping growth in the company

**3**

## **Iconic move 2014**

Announcement of Echo (Alexa), kick-starting the virtual assistant market

**4**

## **Iconic move 2017**

Amazon acquires Whole Foods and bundles it with Prime, in a move to brick-and-mortar





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## ***8 emerging technologies enhancing #ux!***





sephoravirtualartist.com/landing\_5.0.php?country=US&lang=en&xc=&skintone=&currentModel=

### Sephora app

Download on the App Store | GET IT ON Google Play

#### Product Try-On

Instantly try on eye, lip and cheek makeup.

TRY THE WEB VERSION ►

#### Looks

Get inspired by and try looks created by Sephora experts.

TRY THE WEB VERSION ►

#### App Exclusives

Learn more about features exclusive to the app.

LEARN MORE ►



Menubak Food App

Mobilya AR

Son Savaş

RGBKOD | AR,VR

## Artırılmış Gerçeklik ve Sanal Gerçeklik Nedir?

ARTTIRILMIŞ GERÇEKLIK NEDİR

SANAL GERÇEKLIK NEDİR

ARTTIRILMIŞ GERÇEKLIKTE ROI NEDİR

SANAL GERÇEKLIKTE ROI NEDİR

From: Supplier of content/service				
To: Consumer of content/service		Consumer or citizen	Business (organisation)	Government
	Consumer or citizen	Consumer-to-consumer (C2C) <ul style="list-style-type: none"> <li>• eBay</li> <li>• Peer-to-peer (Skype)</li> <li>• Blogs and communities</li> <li>• Product recommendations</li> <li>• Social network (Bebo, Facebook Google+)</li> </ul>	Business-to-consumer (B2C) • <ul style="list-style-type: none"> <li>Transactional: Amazon</li> <li>Relationship-building: BP</li> <li>Brand-building: Unilever</li> <li>Media owner – News Corp •</li> <li>Comparison intermediary: Kelkoo, Pricerunner</li> </ul>	Government-to-consumer (G2C) <ul style="list-style-type: none"> <li>• National government transactional: Tax – HM Revenue &amp; Customs</li> <li>• National government information</li> <li>• Local government information</li> <li>• Local government services</li> </ul>
	Business (organisation)	Consumer-to-business (C2B) <ul style="list-style-type: none"> <li>• Priceline</li> <li>• Consumer-feedback, communities or campaigns</li> </ul>	Business-to-business (B2B) <ul style="list-style-type: none"> <li>• Transactional: Eurooffice</li> <li>Relationship-building: BP</li> <li>Media owned: Emap business productions</li> <li>• B2B marketplaces: EC21</li> <li>• Social network (Linked-In, Plaxo)</li> </ul>	Government-to-business (B2B) <ul style="list-style-type: none"> <li>• Government services and transactions: tax</li> <li>• Legal regulations</li> </ul>
	Government	Consumer-to-government (C2G) <ul style="list-style-type: none"> <li>• Feedback to government through pressure group or individual sites</li> </ul>	Business-to-government (B2G) <ul style="list-style-type: none"> <li>• Feedback to government businesses and non- governmental organisations</li> </ul>	Government-to-government (G2G) <ul style="list-style-type: none"> <li>• Inter-government services</li> <li>• Exchange of information</li> </ul>

Figure 1.6 Summary and examples of transaction alternatives between businesses, consumers and governmental organisations



## UNITED NATIONS-UNCTAD E-TRADE DEFINITION

- ✓ Internet user
- ✓ Reliable internet server (b2c web sitesi)
- ✓ Payment: Payment methods such as credit card, e-wallet, mobile payment, bank transfer, or cash on delivery
- ✓ Delivery: The product must be delivered to the house of the customer or to a pick-up point (Directly to the online customer in digital products)



## DIĞER TANIMLAR



1- E-Marketing

2- Digital Marketing

3- Content Marketing

# B2B E-market

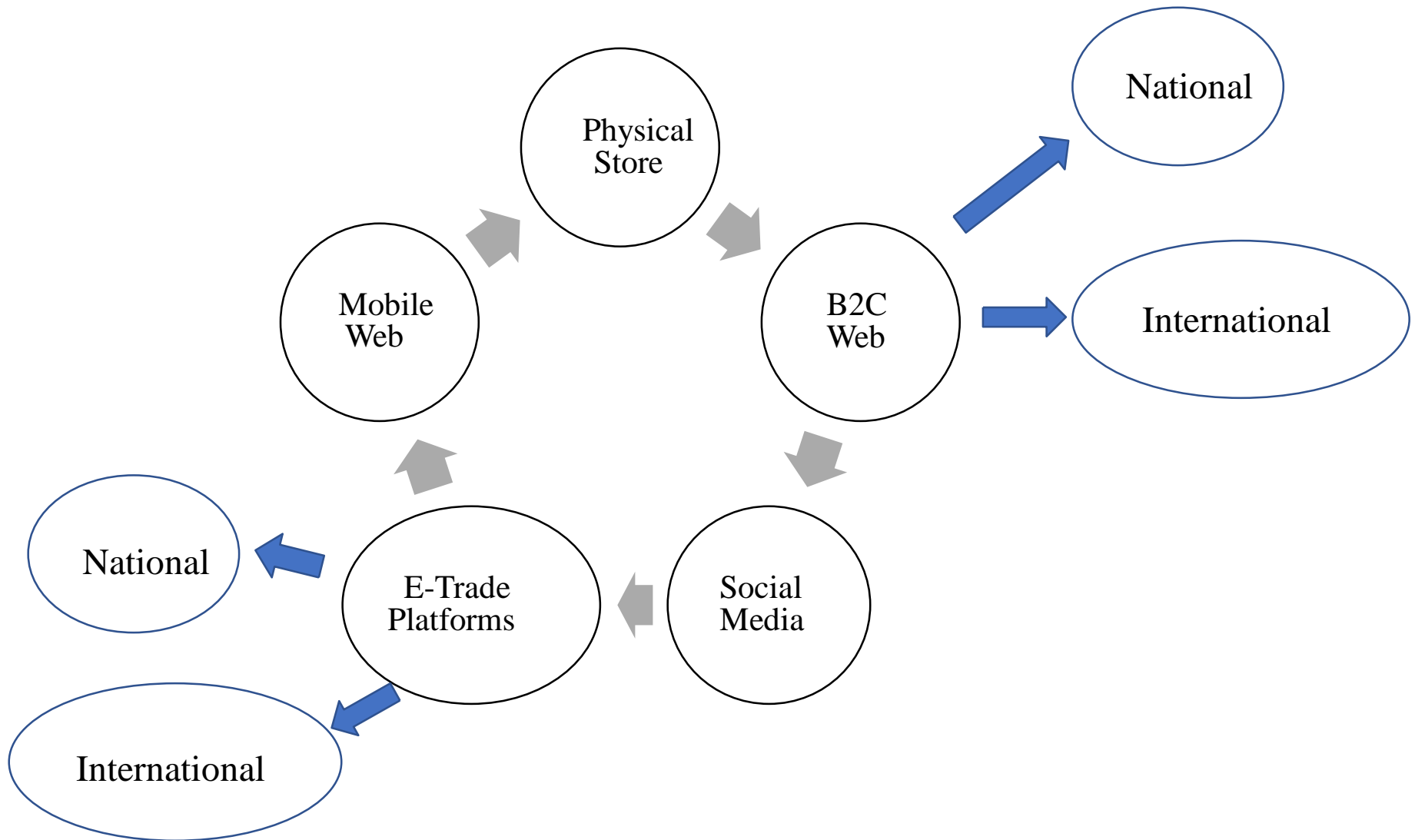
It is B2B information system, which enables numerous buyers and sellers and other participants to communicate and transact by means of a dynamic and central marketplace **supported by services**.



# **B2b marketplaces may be classified as following according to the commercial transaction carried out**

- 1. Placing commercial ads (Matchmaking)**
- 2. Online catalogues**
- 3. Sale ads (2nd Hand, Used Machine, etc.)**
- 4. Auction**
- 5. Reverse Auction**

# E-TRADE AND E-EXPORTATION CHANNELS



# RESEARCH SOURCES

1. TUIK – Information Society Statistics
2. E-Trade Information Platform (<https://www.eticaret.gov.tr/>)
3. Interbank Card Centre(BKM)
4. Euromonitor – Internet Retailing in Turkey
5. Statista
6. TUBISAD (Turkey)
7. Deloitte (Turkey)
8. Webrazzi (Turkey)
9. Worldef (Turkey)
10. zeo.org (Turkey)

# E-TİCARET BİLGİ PLATFORMU VE ETBİS KAMUOYUNA TANITILDI

Detaylı Bilgi

KAYITLI SİTE SORGULA

## ETKİNLİKLER

[Tüm Eğitimler](#) [Kayıtlı Eğitimler](#)

\*Dış Ticaret Dersleri



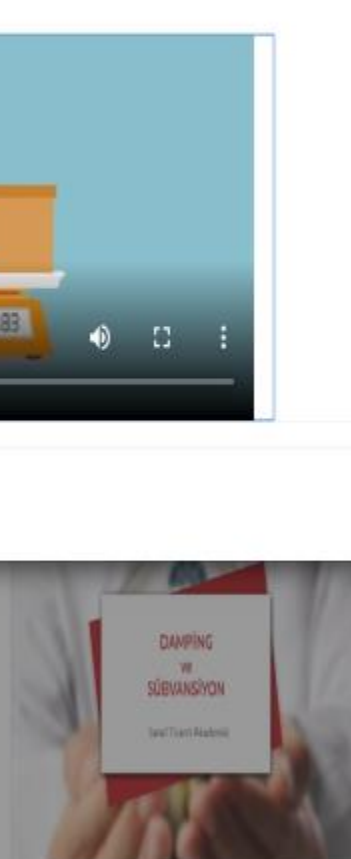
Brexit Sonrası Teknik Düzenlemeler



\*Girişim



Çok Taraflı Ticaret Kuralları



Damping ve Sübvansiyon

Paylaş

## Posta ve Hızlı Kargo İşlemleri

Posta ve Hızlı Kargo İşlemleri



Kapat

## KÜTÜPHANE

Kütüphane Arama

- Kök
  - Taahhüt Önergesi Uygulaması
  - Geçici İthal Edilen Taahhütler
  - SPOT FİLM
  - Posta ve Hızlı Kargo İşlemleri
  - Elektronik Gümrük İşlemleri
  - Tarife Sınıflandırması
  - Eşyanın Menşei ve Menşei Kuralları
  - HKS-Mobil Uygulama
  - Sahte Ürüne Hayır - Gümrük ve Ticaret Bakanlığı
  - Kamu Spotu

TAKVİM

Bugün AY HAFTA GÜN

Mart 2020

PTS	SAL	ÇAR	PER	CUM	CTS	PAZ
24	25	26	27	28	29	1
2	3	4	5	6	7	8





## G MR K İŐLEMLERİNDEKİ REHBERİNİZ

Ticaret Bakanlığı tarafından geliştirilen g mr k rehberi, bireysel ve ticari eşyanızın g mr k işlemlerinde size yol g sterecek temel ve kavramsal bilgileri sunar.

Ne aramıştınız ?

Ara



Bireysel İşlemler

Ticari İşlemler

Yolcu Rehberi



Bedelsiz İthal  
Edilen Taşıt  
Rehberi



Geçici İthal  
Edilen Taşıt  
Rehberi



Posta ve Hızlı  
Kargo Rehberi



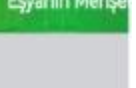
Engelli Kişiler  
İçin Araç  
Rehberi



Ev Eşyası  
Rehberi



Nakit ve Ziyaret  
Eşyası Rehberi





TÜBİSAD

ÜYELİK

FAALİYETLER

GÜNCEL

**RAPORLAR**

BİZE ULAŞIN



İSİTİP YATIRIMCI KURULUŞU | İSİTİP COMPLIANCE BÖLÜMÜ

## TÜBİSAD Raporlar

Anasayfa > Raporlar > TÜBİSAD Raporlar

## TÜBİSAD Raporlar

- + Why Invest In Turkish ICT Sector?
- + TÜBİSAD Bilgi ve İletişim Teknolojileri Sektörü Pazar Verileri Raporları
- + TÜBİSAD E-Ticaret Pazar Büyüklüğü Raporları
- + TÜBİSAD Türkiye'nin Dijital Ekonomiye Dönüşümü Raporu
- + Deloitte TÜBİSAD Teknoloji Sektöründe Kadın Raporu

### RAPORLAR

TÜBİSAD Raporlar

Sektörel Raporlar

Sunumlar

Bilgi Bankası

Geri



## Türkiye'de E-Ticaret 2019 Pazar Büyüklüğü

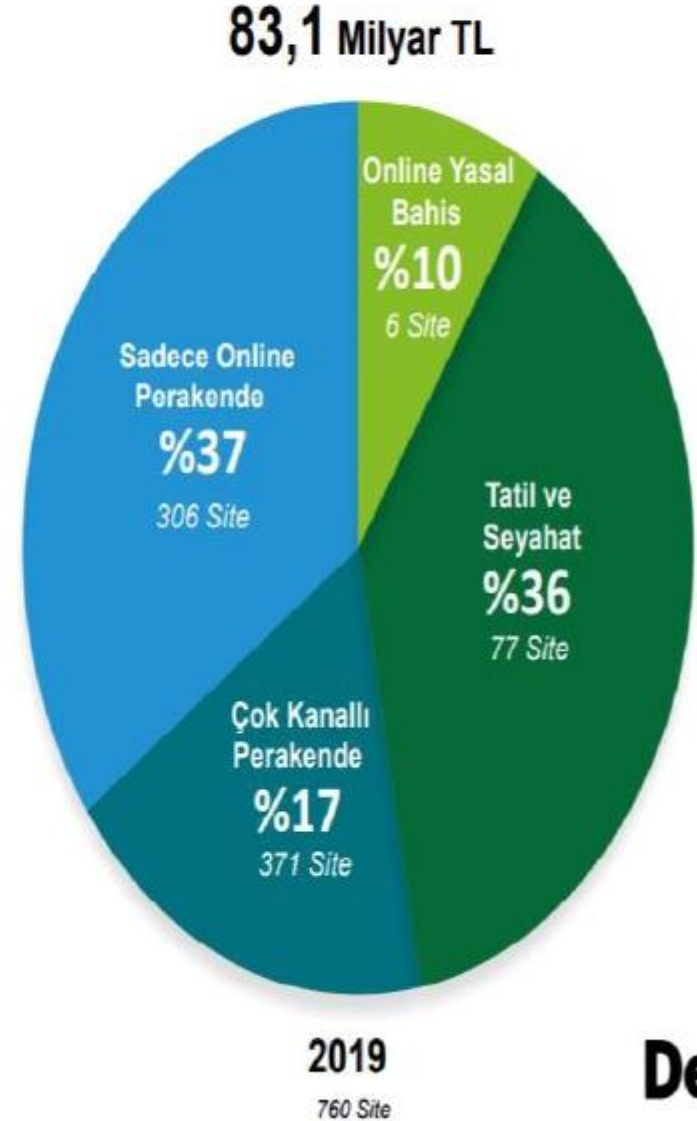
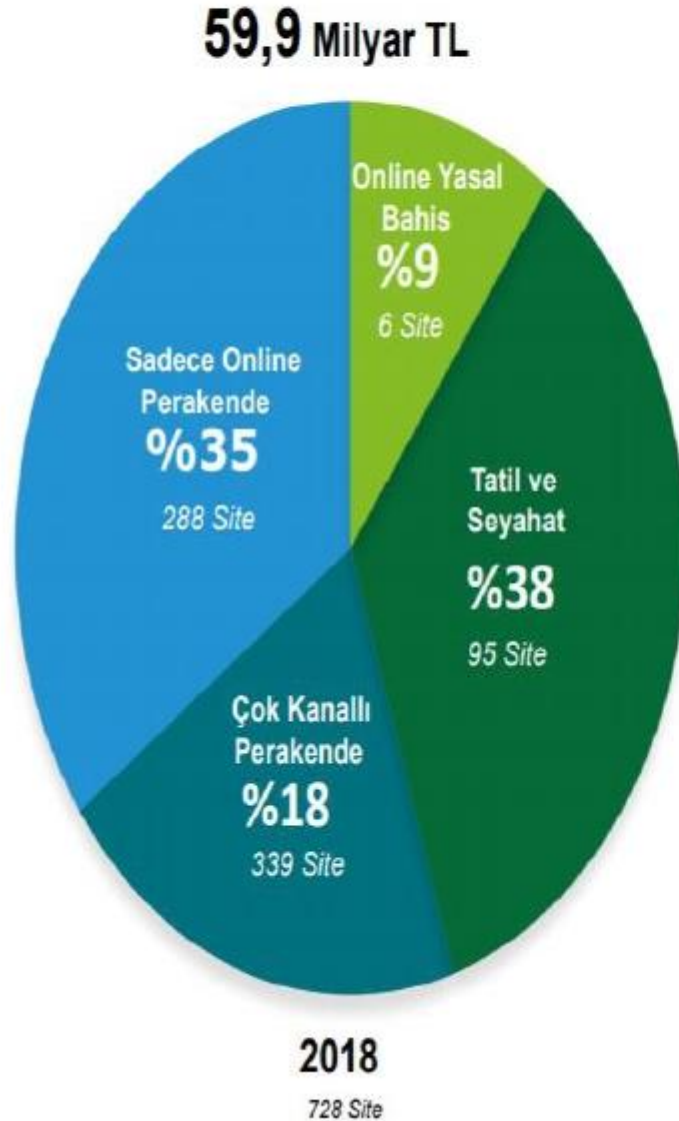
Nisan 2020

**Deloitte.**



# Türkiye'de E-Ticaret Pazar Büyüklüğü (milyar TL)

Kategori payları ve site sayıları



# SPEED

91%

Müşterilerin %91'i bir websitesini, eğer **hızlı teslimat** gibi hizmetler yoksa, alışveriş yapmadan terkedeceklerdir.

47%

Sadece %47'lik bir kitle **2-günde teslimat'ı "HIZLI"** olarak değerlendiriyor.

ÜCRETSİZ<sup>vs.</sup>  
**HIZLI**

Trend terse dönmeye başladı. Bir önceki sene %86 ile **"ücretsiz"** **"hızlı"**ya tercih ederken şimdi bu oran 79'a düştü.

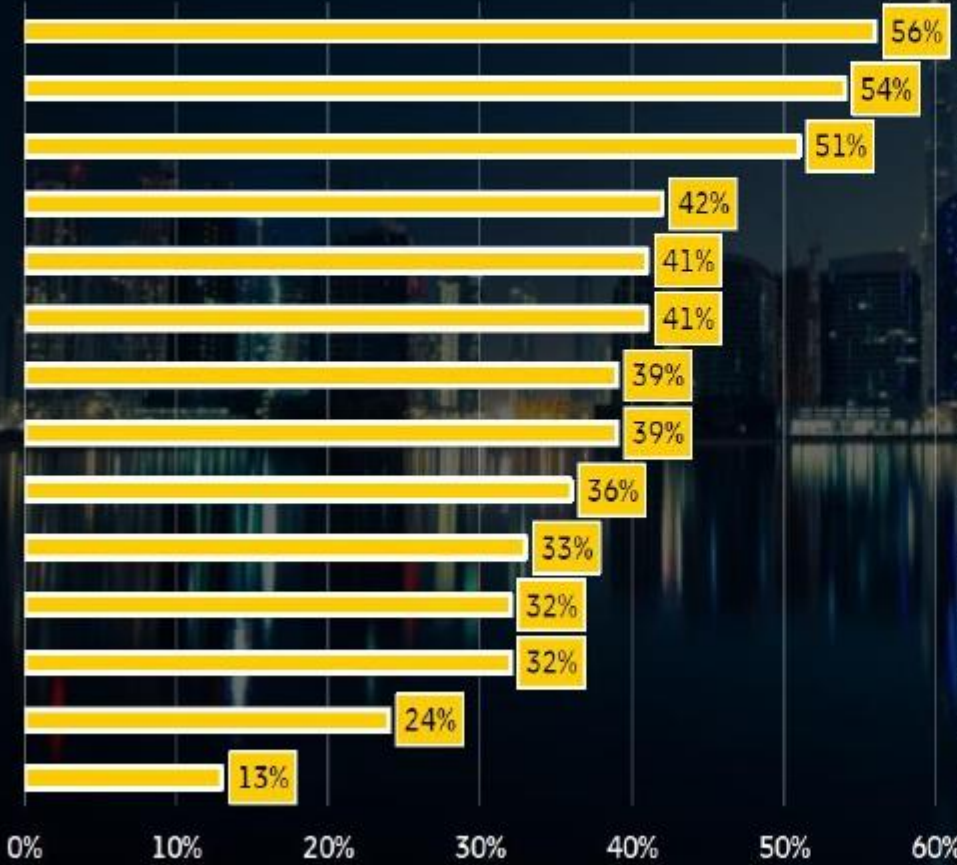
45%

Müşterilerin %45'i **teslimat çok uzun** sürecekt diye sepeti iptal etmiştir.



**Free Shipping**

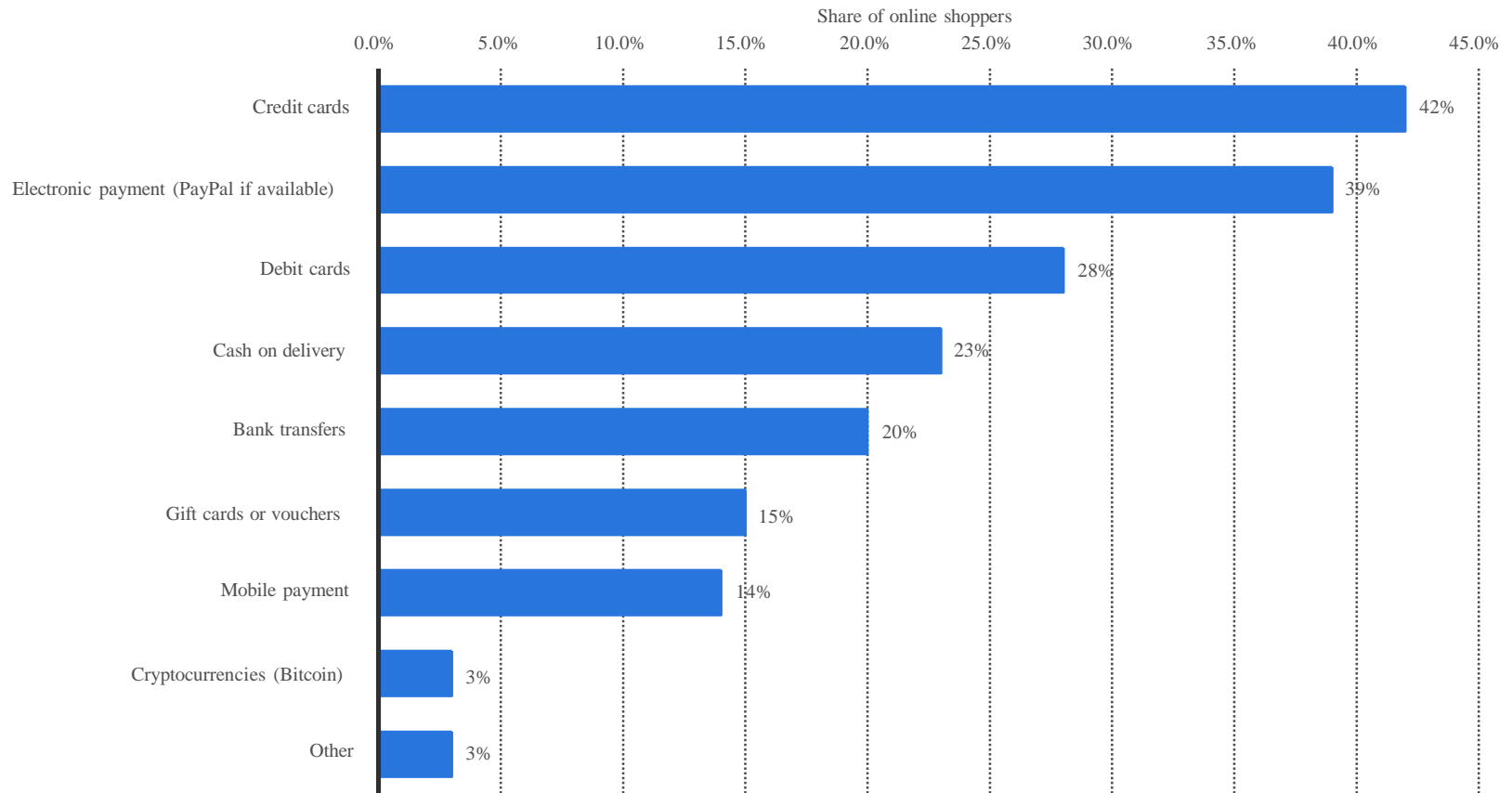
# ENDİŞELER



- 1. UZUN DAĞITIM SÜRESİ ★
- 2. YÜKSEK DAĞITIM MASRAFLARI ★
- 3. KARMAŞIK İADE SÜREÇLERİ ★
- 4. DOLANDIRILMA KORKUSU
- 6. GÖRÜNMEYEN MASRAFLAR
- 5. GÜMRÜK ÇEKİM İŞLEMLERİ ★
- 8. GARANTİ, ÖDEME SÜRECİ, YASAL KONULAR VS...
- 7. EMİN OLUNAMAYAN DAĞITIM SÜREÇLERİ ★
- 9. BİLİNMEYEN ÜRÜN KALİTESİ
- 10. PROBLEMLİ DURUMLARLA İLGİLİ BELİRSİZLİK
- 12. DİL PROBLEMLERİ
- 11. ÖDEME BİLGİLERİNİN KÖTÜYE KULLANIMI...
- 13. BİLGİ GÜVENLİĞİ İLE İLGİLİ ENDİŞELER
- 14. LOKAL TEDARİK NEDENİYLE TALEP OLMAMASI



# Preferred payment methods of online shoppers worldwide as of March 2017



# **DIGITAL MARKETING**



## GOALS & OBJECTIVES

Define your goals and objectives. What do you want to achieve from Digital Marketing?



## IDENTIFY YOUR CUSTOMERS

Do proper research to find out your customers and audience



## IDENTIFY YOUR COMPETITORS

Perform research to find out your competitors. Figure out what's their strategy towards digital presence?



## DECIDE THE ROLE

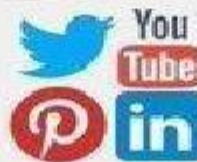
Assign the role and decide who will be responsible for which tasks. **Skill set** is the key factor.



## SEO & SEM

- Perform Keyword Research
  - SEO - On Page and Off Page
  - Paid Search Ads
  - Paid Search Advertisement
  - Pay Per Click (PPC)

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.



## SOCIAL MEDIA

- Select appropriate channel
- Plan and optimize your social content

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.



## MEASURE

See what all works well for your campaigns. Plan for improvement. Revise your strategy if needed!



## E-MAIL MARKETING

- Grow your contact list
- Compose great emails.
- Create a schedule

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.



## MOBILE MARKETING

- Define the goals
- Choose right platforms

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.



## CONTENT MARKETING

Blogging, Infographics, Press Releases, Forums, Articles, Videos, Podcasting, Webinars, Documents, LinkedIn & Guest Blogging

Measure the above. See what works, keep doing better. If something isn't working, plan an alternative approach.

# DIGITAL MARKETING STRATEGY





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**COMPETITIVE  
MARKET  
RESEARCH**

**MARKETING  
VIA E-MAIL**

**WEB SITE**

**E-MARKETING**

**B2B  
MARKETPLACES**

**ONLINE AD  
SEARCHING ENGINE  
MARKETING**

**E-TRADE  
(WEB SALES)**





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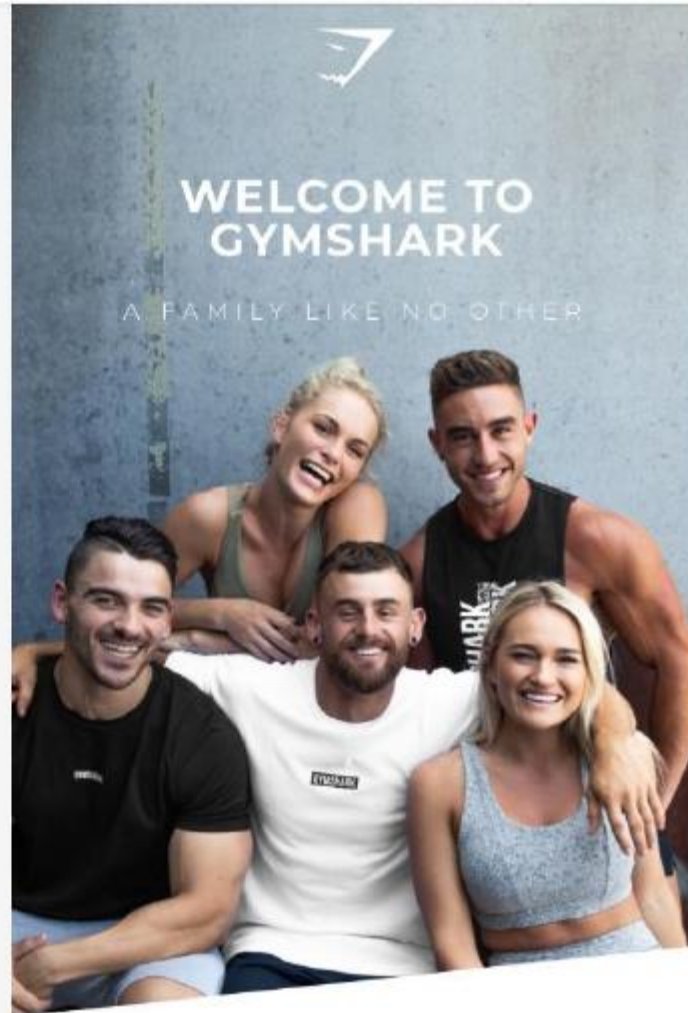


## DIGITAL MARKETING BUDGET

- Adwords
- Social Media Advertisements
- Content services provided from digital publishers
- - Blog
- SEO
- PR
- Influencer



Project  
EUROPE





## > YELLOW

- > OPTIMISTIC AND YOUTHFUL  
OFTEN USED TO GRAB  
ATTENTION OF WINDOW  
SHOPPERS



## > RED

- > ENERGY  
INCREASES HEART RATE  
CREATES URGENCY  
OFTEN SEEN IN CLEARANCE  
SALES



## > BLUE

- > CREATES THE SENSATION OF  
TRUST AND SECURITY  
OFTEN SEEN WITH BANKS AND  
BUSINESSES



## > GREEN

- > ASSOCIATED WITH WEALTH  
THE EASIEST COLOR FOR THE  
EYES TO PROCESS  
USED IN STORES TO RELAX



## > ORANGE

- > AGGRESSIVE  
CREATES A CALL TO ACTION:  
SUBSCRIBE, BUY, OR SELL



## > PINK

- > ROMANTIC AND FEMININE  
USED TO MARKET PRODUCTS  
TO WOMEN AND YOUNG GIRLS



## > BLACK

- > POWERFUL AND SLEEK  
USED TO MARKET LUXURY  
PRODUCTS

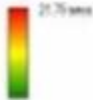


## > PURPLE

- > USED TO SOOTHE AND CALM  
OFTEN SEEN IN BEAUTY OR  
ANTI-AGING PRODUCTS

# POSITION OF THE PHOTOGRAPH

Media: Diapers-07.jpg  
Time: 2011/06/05 - 10:20:06.022  
Participant: User: jib



## Extra gentle for the most sensitive skin.

For the most sensitive skin, add the chemicals and moisture to the mix. If you have diaper rash.

Baby's unique high-absorbency natural-blend cotton soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at [www.baby.com](http://www.baby.com)



Perigee® All

10-40 weeks



## Engineered for the most sensitive skin.

Perigee® All is designed to keep your baby's skin soft and moisture protected with a gentle, hypoallergenic formula.

Perigee® All features high absorbency natural-blend cotton and a soft, extra-thick, gel-free protection layer to keep your baby's sensitive skin. The chlorine-free materials and the fragrance-free formula is non-toxic and non-irritating. Clinically tested and recommended for babies with allergies and sensitive skin.



TM

If you are not satisfied with the baby leakage protection, you will get your money back. Find more about our leakfree guarantee at [www.baby.com](http://www.baby.com)



Researching colors and meaning color can make or break a product.

Consumers are acutely aware of *whether or not a brand and logo color really connect.*

*Color is the first thing* a consumer will notice about your logo.

It costs your company next to nothing to choose a color, *but making the wrong decision could cost your company in the long run.*

COLORS ACROSS THE BOARD—IN YOUR LOGO, LANDING PAGE, PRODUCT, AND MORE—TO ACHIEVE THE HIGHEST IMPACT.

## THE TRUE COLORS OF THE WORLD'S TOP BRANDS

WHICH COLORS ARE COMPANIES USING MOST?



NUMBER OF COLORS

**95%** use only one or two colors.

**5%** USE MORE THAN TWO COLORS.

**41% USE** TEXT ONLY.

**9%** DON'T FEATURE THE COMPANY NAME AT ALL.

A study of the world's top 100 brands (determined by brand value) analysed each brand's logo and found the following.

## CONSUMER REACTIONS

### HOW DO PEOPLE RESPOND TO DIFFERENT COLORS?

Every color elicits a different response from humans. Studies reveal how each of the following colors affect us.

#### INDUSTRY



#### WARMTH

Colors can essentially be divided into two different categories; warm and cold. Warm colors are associated with energy; cold colors are more about calmness and security.

Warm



Cold



### RED

Red evokes a passionate and visceral response. It is a color that increases your heart rate, makes you breathe more rapidly, and activates the pituitary gland.

#### COLOR CODE

- Aggressive
- Energetic
- Provocative
- Attention-Grabbing



#### POPULAR FOR:



#### QUESTIONABLE FOR:



#### UNPOPULAR FOR:



### PURPLE

Purple is a sophisticated yet mysterious color. The richness of this color tips its hat to the royalty and elegance found deep within us.

#### COLOR CODE

- Royalty
- Sophistication
- Nostalgia
- Mystery
- Spirituality



#### POPULAR FOR:



#### QUESTIONABLE FOR:



#### UNPOPULAR FOR:



### BLUE

Blue is arguably the most popular choice for a brand color. Blue is thought to put people at ease as it is reminiscent of the sky and ocean.

#### COLOR CODE

- Trustworthy
- Dependable
- Secure



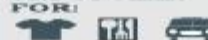
#### POPULAR FOR:



#### QUESTIONABLE FOR:



#### UNPOPULAR FOR:





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# COMPETITOR ANALYSIS

Archive.org

1- Alexa.com

2- Similarweb

3- Ahref

4- Semrush

5- BuzzSmo

6- Spyfu

# **GENERAL UNIVERSE OF ENTIRE DIGITAL MARKETING**



# The Periodic Table of Content Marketing

An overview of the key elements of content marketing



## A seven-step guide to success

1. Take some time to define a **strategy**.
2. Figure out the **formats** you plan on using.
3. Think about the **content types** that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social **platforms**.
5. Track the key **metrics**, and map these to your **goals**.
6. Be aware of the main sharing **triggers**. Be sure to work the emotions.
7. Always **double check** your work.

1 <b>Cs</b> Content strategy	
2 <b>Ar</b> Article	10 <b>Sh</b> Slideshow
3 <b>V</b> Video	11 <b>Vi</b> Visualisation
4 <b>Im</b> Image	12 <b>Pr</b> Press release
5 <b>Ev</b> Event	13 <b>Wb</b> Webinar
6 <b>Gm</b> Game	14 <b>Ap</b> App
7 <b>To</b> Tool	15 <b>Eb</b> Ebook
8 <b>P</b> Print	16 <b>So</b> Social
9 <b>Ei</b> E-learning	17 <b>Em</b> Email

18 <b>Ho</b> "How-to" based	21 <b>Re</b> Reviews	25 <b>Qu</b> Question-based	30 <b>Ti</b> Timesaving	35 <b>Bp</b> Best practice	40 <b>Co</b> Completions	45 <b>Ca</b> Case study	50 <b>St</b> Stats	55 <b>De</b> Debates	59 <b>We</b> Websites	63 <b>Bl</b> Blogs	71 <b>Of</b> Offline media	79 <b>Mi</b> Microsite	87 <b>Am</b> Acquisition metrics	94 <b>Rm</b> Retention metrics	102 <b>Sa</b> Sales
19 <b>Iv</b> Interviews	22 <b>As</b> Ask the experts	26 <b>Rs</b> Resources	31 <b>Lb</b> Linkbait	36 <b>Hi</b> Hivemind-based	41 <b>Ee</b> Event-based	46 <b>Rc</b> Research	51 <b>Tr</b> Trends	56 <b>Cm</b> Competitions	60 <b>Tw</b> Twitter	64 <b>Fa</b> Facebook	72 <b>Li</b> LinkedIn	80 <b>Pi</b> Pinterest	88 <b>Is</b> Instagram	95 <b>Sc</b> Search metrics	103 <b>S</b> Search
20 <b>Qz</b> Quizzes	23 <b>Ex</b> Experiments	27 <b>Pd</b> Productivity	32 <b>Fu</b> Fun	37 <b>Te</b> Templates	42 <b>Bg</b> Beginner's guides	47 <b>In</b> Inspiration	52 <b>Op</b> Opinion	57 <b>Ch</b> Checklists	61 <b>Yo</b> YouTube	65 <b>Vm</b> Vimeo	73 <b>Gp</b> Google+	81 <b>Fo</b> Forums	89 <b>Tu</b> Tumblr	96 <b>Nm</b> New members	104 <b>Me</b> Members
24 <b>De</b> Definitions	28 <b>Gl</b> Glossaries	33 <b>Da</b> Data	38 <b>Pc</b> Product-based	43 <b>Sv</b> Surveys	48 <b>An</b> Analysis	53 <b>Fi</b> Fiction	58 <b>Gf</b> Gifts	62 <b>Re</b> Reddit	66 <b>Ig</b> Imgur	74 <b>Vn</b> Vine	82 <b>Sl</b> Slideshare	90 <b>Fl</b> Flickr	97 <b>Sm</b> Social metrics	105 <b>Sh</b> Shares	
29 <b>Ga</b> Galleries	34 <b>Mm</b> Mindmaps	39 <b>Fr</b> Frameworks	44 <b>Tm</b> Testimonials	49 <b>Dm</b> Demos	54 <b>Nj</b> Newsjacking				67 <b>Hn</b> Hacker News	75 <b>Ps</b> Partner sites	83 <b>Ad</b> Advertising		98 <b>Eg</b> Engagement metrics	106 <b>En</b> Engagement	

107 <b>Fu</b> Funny	108 <b>Sx</b> Sexy	109 <b>Sg</b> Shocking	110 <b>Mv</b> Moving	111 <b>Un</b> Unbelievable	112 <b>Cv</b> Controversial	113 <b>Co</b> Cool	114 <b>Ig</b> Illuminating	115 <b>Rd</b> Random	116 <b>Zg</b> Zeitgeist	117 <b>Aw</b> Cute	118 <b>Up</b> Uplifting	119 <b>Di</b> Disgusting
120 <b>Sq</b> Search queries	121 <b>Se</b> Search optimisation	122 <b>Ce</b> Copy editing	123 <b>Fm</b> Formatting	124 <b>Hd</b> Headline optimisation	125 <b>Tv</b> Tone of voice	126 <b>Gd</b> Brand guidelines	127 <b>Pe</b> Plain English	128 <b>Do</b> Device optimisation	129 <b>Fc</b> Fact-checking	130 <b>Cd</b> Credit sources	131 <b>Ct</b> Calls to action	132 <b>Fd</b> Inv/te feedback



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# FINDING KEYWORD

- Google Trends
- Alexa
- Similarweb
- Semrush
- Google Adwords-Keyword Planner
- Keywordtool.io
- Soovle.com
- Ubersuggest
- Source codes of the similer websites





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# DIRECT SALE (B2C) E-RETAILING



SORULAR



- 1- How must the Hosting/Security stages be set up?
- 2- How must the website design be?
- 3- Maximum, how many products can be added into the product basket for ordering?
- 4- Are all of your products subject to tax? Are taxes and courier fees added into the product price?
- 5- Which provinces and countries will you make sales?
- 6- Which payment types must be used by the user in the initial stage?
- 7- Which checks are planned by you against fraud when becoming a member and purchasing?
- 8- How must be product adding? (From inventory or XML integration)
- 9- How must the legal contract be set up according to your legal status? (Membership and distant sale contract)
- 10- Which payment infrastructures must be used?
- 11- How must be the return-replace procedures / courier transactions?
- 12- How must the set up of the aftersales services be?
- 13- Do you think to have a user test carried out before opening the website?
- 14- Is your human resources sufficient regarding the sustainability of this business when the website is opened?
- 15- Do you have back-up plans? What will you do if problems occur in relation with serious Slowdown due to intense traffic on the website or security settings three days after opening?

# Determining the Offer, Value Proposition

- **First question:** What is the difference of your company? Why the the customers must work with you? Put yourself in their place, you may Think “if I were them, would I work with me? What will the reasons be?». We will use this expression, on your homepage, in sections «About us» and in our brochures.
- **Second question:** Why must the customers purchase my products? Why must they purchase from me, but not from the competitors?
- **Third question:** What are the operational easiness I offer in the Sales process through my website, other online and offline channels?

## Designing a user-focused website

- **Homepage:** A simple and clear page having an efficient search tool, on which the main functions are told explicitly
- **Categorization:** Simple layout and classification of the services, tools, and products
- **Product Information:** Clear pictures, accurate and sufficient descriptions, benchmarking of the products in an understandable manner
- **Customer Services:** Contact addresses for easy access and customer problems and relevant matters
- **Ease of exiting and registry**

## **E-EXPORTATION OR MICRO EXPORTATION**





## Questions for E-Exportation

1. Are you making international sales?
2. Do you highlight that you make international sales by specifying the shipping options on homepage?
3. Do you provide express delivery option?
4. Are your shipment prices reasonable?
5. Do you provide DTP shipment option?
6. Do you provide easy return option?
7. Do you have multi-language option on your website?
8. Do you implement currency conversion?
9. Do you provide local payment options?
10. Do you mention delivery notifications on your website?

# E-EXPORTATION

- Micro exportation or exportation with ETCD (E-Trade Customs Declaration)
- Electronic Trade Customs Declaration
- Communique on Modifying (Serial No: 6) the General Communique of Customs (Post and Rapid Cargo Transportation) (Serial No: 4) is published on the Official Gazette dated June 29, 2019 and numbered 30816 by Ministry of Trade.

# Advantages

- Registration to Exporters' Association is not sought
- There is no Customs Consultancy service price.
- There is no outgoing warehouse fee
- Notarized power of attorney is not necessary
- It is not necessary to archive the hard copy of declaration

# **DUTIES & TAXES PAID**

DTP service is the reflection of the customs duties and other legal fees in the delivery country, to the sender instead of the buyer (or to the confirmed 3rd party). Thus, you have the chance to sell to your customer with inclusive Price as the sender.

# DE MINIMIS RULE

→ ↻ Not secure | go.borderlinx.com/tax-and-duty-de-minimis/

Webinterpret

Borderlinx is excited to announce that we've joined Webinterpret. Our 2 technologies combined will deliver a truly wholesome international ecommerce solution. Please contact our Sales team for any questions.  
[Read more here.](#)

DOCUMENTS | WHAT DO BORDERLINX | RESOURCES | COMPANY

## Tax and Duty De Minimis per country

If several goods are consolidated into one shipment, the value of the whole shipment will be assessed for duty, and multiple shipments received on the same day may also be assessed as a single shipment. If the country or area for your customers isn't shown here, please visit the World Customs Organization site for details.

\* Countries marked "\*" do not have a de minimis value. The entire purchase value is eligible for duty and/or tax assessment.

\* Countries marked "n/a" are duty-free destinations. No duties and/or taxes are collected.

Country	Currency	In local currency	
		Duty De Minimis	Tax De Minimis
Andorra	EUR	-	-
Argentina	ARS	-	-
Australia	AUD	1,000	1,000
Austria	EUR	150	22
Azerbaijan	USD	-	-
Bahamas	USD	-	-
Bahrain	BHD	300	300
Bangladesh	USD	-	-
Belgium	EUR	150	22
Bolivia	USD	-	-
Bosnia and Herzegovina	USD	-	-
Brazil	BRL	-	-



# INTERNATIONAL MARKETPLACES

- 1- Amazon
- 2- Ebay
- 3- Etsy
- 4- Artfire



## SHOPIFY ONLINE STORE

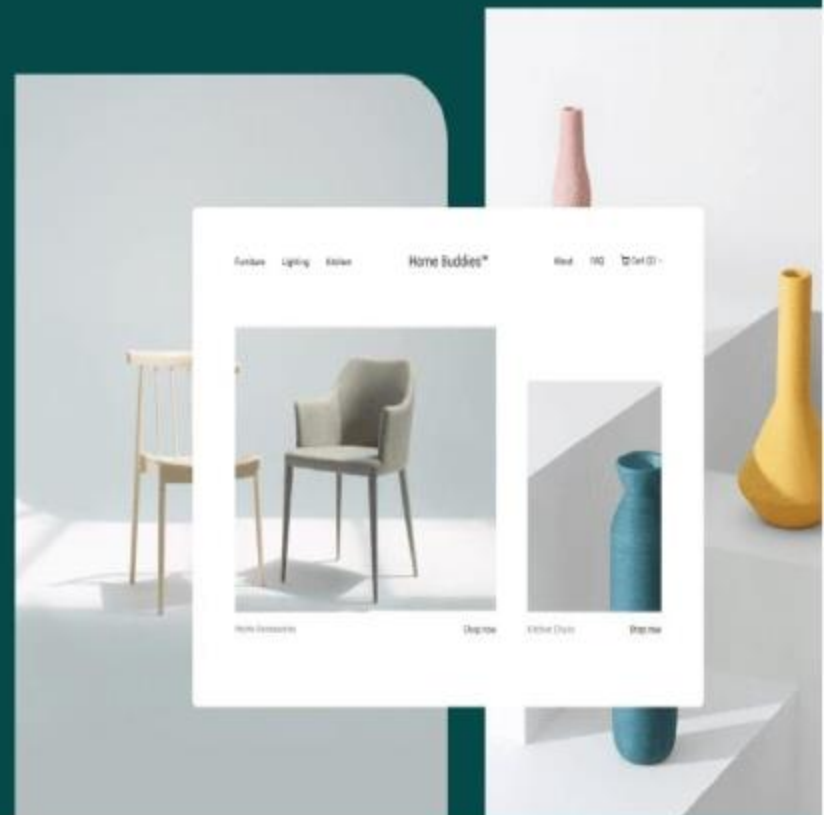
# Everything you need to sell online

Selling online with your own ecommerce website has never been easier, faster, or more scalable. Impress your customers with a beautiful store.

Enter your email address

Start free trial

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.



## Special offers

- ☐ FREE shipping
- ☐ On sale
- ☐ Personalizable (Monogram, engravings, etc)

## Ready to ship in

- ☐ 1 business day
- ☐ 1 - 3 business days

## Price (TL)

- ☒ Any price
- ☐ Custom

Low to High &gt;

## Color

- ☐ Green
- ☐ Red
- ☐ Yellow

## Shop location

- ☒ Anywhere
- ☐ Europe
- ☐ Turkey
- ☐ Custom

Enter location &gt;

## Item type

- ☒ All items
- ☐ Handmade
- ☐ Vintage



Turkish Simit, 4 pieces

Ad by Gourmeturoa

★★★★★ (320)

70.16 TL FREE shipping



ISTANBUL PRINT Simit Seller Istanbul...

Ad by ClaraCaulfield

★★★★★ (470)

772.69 TL

Only 1 available and it's in 2 people's carts



ISTANBUL ART PRINT, Simit Seller Sk...

Ad by ClaraCaulfield

★★★★★ (470)

1,318.46 TL



ISTANBUL CANVAS, Simit Seller Prin...

Ad by ClaraCaulfield

★★★★★ (470)

1,045.68 TL

Only 1 available and it's in 1 person's cart



Turkish Simit, 4 pieces

Gourmeturoa

★★★★★ (320)

70.16 TL FREE shipping



Simit Turkish Bagel by Güllüoğlu

Güllüoğlu Turkey

★★★★★ (6)

102.76 TL FREE shipping



Turkish Sesame Bagel Simit, 4 pieces

Anatolianflavors

★★★★★ (13)

63.08 TL FREE shipping



Assorted Classic Baklava , 12 pieces ...

Gourmeturoa

★★★★★ (320)

141.04 TL FREE shipping



# **STATE SUBSIDIES THAT MAY BE USED IN DIGITAL MARKETING**

# ***KOBIGEL – SME DEVELOPMENT SUPPORTING PROGRAMME CALL FOR PROPOSALS FOR “DIGITALIZING IN MANUFACTURING INDUSTRY” THEMED PROJECTS***

## **Topic titles which SMEs propose projects:**

Application may be made only for one of the 2020-01 or 2020.-02 call for proposals. Multi-selection may also be made among the appropriate project topics under the scope of the call.

1	Processing the Big Data via Analytical Methods and Use of it in Manufacturing Industry
2	Internet of Things in Manufacturing Industry
3	Industrial Robot Technologies in Manufacturing Industry
4	Smart Sensor Technologies in Manufacturing Industry
5	Artificial Interlligence Based Cyber-Physical Smart Factory Systems and Their Components
6	Cyber Security in Manufacturing Industry
7	Smart and Flexible Automation Systems in Manufacturing Industry
8	Augmented Reality / Virtual reality Technologies in Manufacturing Industry

<https://www.kosgeb.gov.tr/site/tr/genel/detay/7511/kobigel-kobigelisim-destek-programi>



## Supporting rate, upper limits and budget of call:

Supporting rate is 60%. **30% of this support** to be calculated over this rate is paid **as non-refundable support** and **70%** is paid **as refundable support against security deposit**. Non-refundable support and refundable support are paid together.

A support in a total amount up to **1,000,000 TL** may be granted as such **non-refundable up to 300,000 TL and refundable up to 700,000 TL** (against Security deposit or CGF (Credit Guarantee Fund) Surety).

Making an application does not cause any rights for the company. applications shall be scored according to the assessment criteria determined by KOSGEB, and **applications in a number, which are possible to be supported within the budget opportunities according to the score rating.**

# SUPPORTS OF MINISTRY OF TRADE

- Supporting the Digital Activities in Accessing to the Market
- Market Research and Access to the Market
- Documents for Accessing to the Market
- Supporting the Abroad Unit, Brand and Promotion

# **Supporting the Digital Activities in Accessing the Market (Resolution Number: 2573)**

## **Individual membership support to the E-trade websites**

Article 4 (1): The membership expenses of the companies to the E-trade websites, which meet the conditions regulated in the circular and confirmed by the Ministry, are supported at 60% and up to 8,000 TL per e-trade website. This amount is updated at  $(CPI + Domestic\ PPI) / 2$  at the beginning of each calendar year.

(2) The companies may benefit from the support specified in the first clause for only up to three e-trade websites and up to maximum for two year per e-trade website.



T.C. Ticaret Bakanlığı  
İhracat Genel Müdürlüğü

27/07/2020

2573 sayılı "Pazara Girişte Dijital Faaliyetlerin Desteklenmesi Hakkında Karar" Kapsamında

## ONAY VERİLEN E-TİCARET SİTELERİ (2020)

	Site Adı	Sektör	Merkez	Faaliyet	İşletici / Temsilci (T)	Onay Tarihi
1	Alibaba.com	Genel	Çin	1999	E-Glober Dijital Ticaret ve Yatırım A.Ş. (T) Arvato Telekomünikasyon A.Ş. (T)	23.06.2020
2	ChemOrbis.com	Plastik-Kimya	Türkiye	2000	ChemOrbis Elektronik Pazaryeri A.Ş.	23.06.2020
3	SteelOrbis.com	Demir-Çelik	Türkiye	2002	SteelOrbis Elektronik Pazaryeri A.Ş.	23.06.2020
4	TradeAtlas.com	Genel	Türkiye	2009	Ticaretatlası Bilgi Sistemleri San. Tic. Ltd. Şti.	23.06.2020



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# 1- SUPPORT FOR MARKET RESEARCH and ACCESSING THE MARKET (2011/1)





## Foreign Market Research Support

**The Companies engaged in Industrial and/or Commercial activities are supported.**

- ✓ Transportation, Rent A Car (not exceeding 50\$ daily), Accommodation (daily 150 \$ per person) expenses are supported at 70 %.
- ✓ A support of maximum 5,000 \$ is granted per project.
- ✓ Maximum 2 persons (company's employees and/or partners) from a company are accepted as the researchers.
- ✓ In a calendar year 10 foreign market researches are supported.
- ✓ The same market may be visited maximum 2 times per year.
- ✓ Maximum 3 countries may be present in a project, provided to be close regarding their geographic locations.

- **At least 2 (two) days and maximum 10 (ten) days**, excluding the travel part (departure from Turkey and returning back to Turkey) of the foreign market research travel are supported. This mentioned period of 2 (two) days refers to the necessity of **conducting a research of at least 2 (two) days**. The period of 10 (ten) days starts from the day following the arrival to the country, in which the research is conducted.
- The airplane, train, ship, and bus ticket prices, which are used in passing to the cities that any interviews are not made in, are not within the scope of the support.
- The accommodation and transportation expenses are not supported, in case the countries, in which any interviews are not made, are visited during the foreign market research.
- **Boarding cards** that are submitted as the evidence of the flights **have importance**.

## Activities That Shall Not be Supported

- Foreign travels, which are not intended for the market research
- Group travels or organizations such as the meetings, exhibits, conferences, etc. organized by public and/or private institutions and/or organizations for foreign countries
- The companies, which participate in a fair, which is organized in the same country and on the same dates, with a booth may not benefit from this support.

# REPORT AND FOREIGN COMPANY ACQUISITION SUPPORT

ARTICLE 7- (1) Pursuant to Article 8 of the Communiqué numbered 2011/1, in order to be able to establish the strategies and action plans of accessing to foreign market of the collaboration enterprises with the companies;

a) expenses regarding the reports focused on the sectors, countries, foreign-based companies, or brands purchased from the companies / institutions (including the financial and legal reports)

b) Expenses regarding the financial and legal consultancy services provided from the companies / institutions intended for the foreign-based company acquisition

are supported at 60% for the companies, at 75% for the collaboration institutions, and up to maximum USD 200,000 per year.

(2) In case the reports purchased under the paragraph (a) of the 1st clause of this Article are as database memberships, then full access by the Ministry to the mentioned database is necessary within the period specified in the pre-approval form. Providing the mentioned access is under the responsibility of the company / collaboration institution benefiting from the support; any additional fees for the Ministry access shall not be considered under the support.



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## Supporting the Foreign Company Acquisition Having Advanced Technology

(1) The expenses regarding the financial and legal consultancy services for foreign-based company acquisitions, which have advanced technology and shall provide technology transfer, are supported at **75 %** and up to **USD 500,000 per year** for the companies.

(2) 5 points of the **credit interest expenses** used in the acquisition of foreign-based company acquisitions, which have advanced technology and shall provide technology transfer, for the credits in Turkish Liras, and 2 points of them for the foreign currency credits and foreign currency indexed credits are supported in total **up to USD 3,000,000.**



# RESOLUTION ON SUPPORTING THE MARKET ACCESS DOCUMENTS (2014/8)



## Who May Benefit From?

**Companies** engaged in commercial and industrial activities

- The documents / certificates obtained by the companies in relation with the products they produce and/or export, are supported.
- **The test/analysis reports**, which have been carried out by accredited institution / organization and which cannot be associated with the document / certificate, are supported, provided **that the exportation is documented**.

## Which expenses are supported under this Communique?

Under this Communique;

1- Companies' expenses for obtaining the document / certificate types and test / analysis reports presented in **List of the Documents and Certificates Under the Support (ANNEX 5)** are supported at **50 %** and Maximum up to **USD 250,000 annually** per company.

2- **Support of Global Supply Chain Competence Project:** A new supporting mechanism, which is established in order to ensure that our exporters build new supplier relations with the global companies.

Support of Market Access Documents			
Support Type	Subject of Support	Support Rate	Upper Limit of Support (USD)
Market Access Document	Documents and certificates sought in accessing to market	50%	Per Company, Annually 250,000
Test/Analysis Report	Reports		
Agricultural Analysis	Agricultural Analysis		

Global Supply Chain Competence Project	Under the projects of the Companies, which shall ensure that they build supplier relations with the global companies; a)Purchase of machines, Equipment, Hardware, b)Abroad Office-Warehouse Expenses, c)Purchase of Software, d)Training, Consultancy and Customer Visits, e)Certification,Test/Analysis, Product Verification Expenses are supported.	50%	Based on the Project, for 2 years, 1,000,000
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## DESTEK KAPSAMINDAKİ PAZARA GİRİŞ BELGELERİ

## A. BELGELER

2014/8 sayılı Pazara Giriş Belgelerinin Desteklenmesine İlişkin Karar'ın Uygulama Usul ve Esasları Genelgesi'nin 4. maddesinde tanımlı ver alan "Akredite Edilmiş Kurum/Kuruluşlar"dan alınan ve 2014/8 sayılı Karar ile Uygulama Usul ve Esasları Genelgesi'nde ver alan şartları taşıyan ve uluslararası nitelikteki, diğer ülke pazarlarına girişi sağlayan aşağıdaki belgeler desteklenir.

1. ACS (Attestation de Conformité Sanitaire-Sağlık Uygunluk Sertifikası)
2. ADR SERTİFİKALARI
3. AD 2000 CODE
4. AS/EN/ISO 9100 BELGELERİ
5. BASEC SERTİFİKASI
6. BRC SERTİFİKASI
7. CB SERTİFİKASI
8. CE İŞARETİ
9. CEKAL SERTİFİKASI
10. DIN SERİSİ BELGELER
11. ECE YÖNETMELİKLERİ UYARINCA ALINAN SERTİFİKALAR
12. EC TYPE EXAMINATION SERTİFİKALARI
13. ECOLABEL SERTİFİKASI
14. EMC SERTİFİKASI
15. EN SERİSİ SERTİFİKALAR
16. ETA (European Technical Approval-Avrupa Teknik Onayı)
17. EUROVENT SERTİFİKASI
18. FIBC (Flexible Intermediate Bulk Container) TEST SERTİFİKALARI
19. FM APPROVALS
20. FSSC 22000 SERTİFİKASI
21. GMP (Good Manufacturing Practices) SERTİFİKASI
22. GMP+ FSA (Feed Safety Assurance) SERTİFİKASI
23. GOST BELGELERİ
24. GS (Geprüfte Sicherheit) SERTİFİKASI
25. HACCP SERTİFİKASI
26. HAR BELGESİ
27. HALAL BELGESİ
28. HİJYEN SERTİFİKALARI
29. IFS FOOD SERTİFİKASI
30. ISO 14001, 22000, 27001, 50001 BELGELERİ
31. İYİ TARIM UYGULAMALARI
32. KEMA KEUR SERTİFİKASI
33. KEYMARK SERTİFİKASI
34. KITEMARK SERTİFİKASI
35. MANUFACTURING APPROVAL OF STEEL FORGING
36. MASTER CERTIFICATE
37. MARINE CERTIFICATE
38. NF (Normes Françaises) İŞARETİ/SERTİFİKASI
39. ORGANİK ÜRÜN SERTİFİKALARI
40. Q-MARK SERTİFİKASI

41. RAL (German Institute for Quality Assurance and Certification)
42. RTN (ROSTEKHNAZDOR)
43. GÜMRÜK BİRLİĞİ SERTİFİKASI (Rusya, Kazakistan, Belarus)
44. SASO (Saudi Arabian Standards Organization) SERTİFİKALARI
45. SOLAR CERTIFICATE
46. SOLAR KEYMARK
47. STANDARDSMARK
48. TEKNİK REGLAMENT SERTİFİKALARI
49. TOXPROOF SERTİFİKASI
50. TSI (Technical Specifications For Interoperability) SERTİFİKALARI
51. TYPE APPROVAL SERTİFİKALARI
52. TYPE TEST SERTİFİKALARI
53. UKRSEPRO SERTİFİKASI
54. UYGUNLUK SERTİFİKALARI (Certificate Of Conformity)
55. VDE SERTİFİKASI
56. WRAS (Water Regulations Advisory Scheme) SERTİFİKASI
57. WATERMARK SERTİFİKASI
58. YANGIN SERTİFİKALARI

## B. KURUM/KURULUŞ BELGELERİ

- d) Uygulama Usul ve Esasları Genelgesi'nin 4. maddesinin b) fıkrasının i) ve ii) bentlerinde tanımlı Akreditasyon Kuruluşları tarafından akredite edilmiş/yetkilendirilmiş ve 2014/8 sayılı Karar ile Uygulama Usul ve Esasları Genelgesi'nde yer alan şartları taşıyan şyan aşağıdaki kurumların vereceği uluslararası nitelikte, diğer ülke pazarlarına girişi girişi sağlayan belgeler desteklenir.

1. AENOR (Asociación Española de Normalización Certificación)
2. AFNOR (Association Française de Normalisation)
3. AGA (The Australian Gas Association)
4. ANVISA (Brazilian National Health Surveillance Agency)
5. API (American Petroleum Institute)
6. AQSIQ (General Administration of Quality Supervision, Inspection and Quarantine)
7. ASME (American Society of Mechanical Engineers)
8. BASEC (British Approvals Service for Cables)
9. BGIA (Berufsgenossenschaftliches Institut für Arbeitsschutz)
10. CERTIF (Portekiz Sertifikasyon Örgütü)
11. CQC (China Quality Certification Centre)
12. CSTB (Centre Scientifique et Technique du Bâtiment)
13. DHI (Deutsches Hörgeräte Institut)
14. DVGW (Deutscher Verein Des Gas Und Wasserfaches)
15. EASA (European Aviation Safety Agency)
16. EPA (Environmental Protection Agency)
17. EPAL (European Pallet Association)
18. ESMA (Emirates Authority for Standardization Metrology)
19. EUCEB (European Certification Board For Mineral Wool Products)
20. FAA-L (Federal Aviation Administration)
21. FDA (Food and Drug Administration)
22. FSEC (Florida Solar Energy Center)
23. ISI (Indian Standards Institute)
24. KEBS (Kenya Bureau of Standards)
25. LGA (Landesgewerbeanstalt Bayern)



## Which expenses are supported as the certification costs ?

- Application and document reviewing,
- Certification investigation,
- Fee of document usage for the first year
- Charges of the tests and analyses that have to be conducted in relation with the document or certificate
- Registration fee

For the test/analysis reports;

- Test/analysis fees

(costs such as training, consultancy, travel, accommodation, surveillance expenses, etc. are not under the support.)

**Designated Authority to Apply:** Exporters' Associations

**Application Period:** 6 months from the date of obtaining the certificate

**Support Rate and Amount:** At 50% or maximum USD 25,000 per certificate and/or analysis

**COMMUNIQUE ON SUPPORTING  
THE ABROAD UNIT, BRAND, AND  
PROMOTION ACTIVITIES  
(2010/6)**

- Support may be granted for only up to 25 different units of a company.
- The payment instalment (principal payment) for the units purchased through mortgage method are considered as the rental expense under this Communique.
- Warehouse expenses and storing service of the companies manufacturing/ supplying original parts to the foreign main industry are under the support (50% – USD 250,000 per year.

Which expenses are supported under this Communiqué?

**A-** Rental expenses of the units opened abroad (**office, storage, store, showroom, rayon**),

**B-** Abroad promoting expenses

**C-** Abroad brand registration expenses

are supported.

After 12/12/2014;

In addition to the foregoing;

**D-** The rental, promotion, and employment expenses of **Turkish Trade Centres** are supported for 5 years.

**ARTICLE 6 – (Amended:RG-16/2/2018-30334)** (1) Industrial and commercial or the rental expenses of the units opened abroad by the company or its branches operating abroad and having organic ties with these companies (rent or commission expenses in case of aisle), unit is supported as follows;

- a) If the opened unit is a store, at a rate of 50% and up to a maximum of \$ 120,000 per year,
- b) 50% in case the opened unit is a warehouse, office, showroom, greenhouse / field or a section and a land rented to be built on it, up to a maximum of USD 100,000 per year.

Industrial and commercial companies that produce and / or supply original parts to the main industry abroad, or companies or branches that have organic ties with these companies and operate abroad

The warehouse rent expenses leased abroad and the expenses related to the storage services specified in the Circular are supported by 50% and up to a maximum of USD 250.000 per year.

(3) The rental expenses of the foreign offices to be rented for the purpose of operating by the members of the Cooperation Institutions are supported at the rate of 50% and up to a maximum of USD 100,000 per year.



**ARTICLE 7 – (Amended:RG-2/12/2016-29906)** (1) Rental expenses (rent or commission expenses in case of aisle) of units opened abroad by commercial companies or companies that have organic ties with these companies and operate abroad, and their branches are supported as follows per unit;

- a) If the opened unit is a store, at a rate of 40% and up to a maximum of \$ 100,000 per year,
- b) If the opened unit is a warehouse, office, showroom, greenhouse / field or a section and a land rented to be built on it, at the rate of 40% and up to a maximum of USD 75,000 per year,

**Designated Authority to Apply:** Exporters' Associations

**Application Period:** 6 months from the date of payment

**Rate of Support:** 50% for manufacturing companies, and 40% for Trading Companies

**For maximum how many abroad units support may be obtained?** 25

**Supporting Period:** Maximum 4 (four) years for each country

## **B- Supporting the Promotion Activities**

Expenses of visual and written promotion, sponsorship, design regarding the webpages of the abroad units, advertisement boards, company catalogues prepared in foreign language, brochures, sample and promotion materials, advertisements given to the promotion sites in electronic environment carried out by the Companies and Collaboration intended for abroad are supported.

## B- Supporting the Promotion Activities

Companies with foreign units supported within the scope of this Communiqué; advertising, promotion and marketing expenses made abroad; Supported 60% and up to a maximum of \$ 150,000 per country per year.

Companies that do not have a foreign unit supported under this Communiqué but have a trademark registration certificate in the country and in the country they will promote advertising, promotional and marketing expenses are supported at a rate of 60% up to a maximum of US \$ 250,000 per year.

The support rate is increased by 10 (ten) points for expenses to be realized between 02.12.2016 - 31.12.2017.

## C- Supporting the Abroad Brand Registration Activities

- **Expenses** of the companies' brands, which they have domestic brand registration certificate, **regarding the registration and protection abroad** are supported at 50 % and up to USD 50,000 per year.



### **ARTICLE 13 – (Amended:RG-2/12/2016-29906)**

(1) Scope of this Communiqué supported foreign companies and Cooperation Institutions of the unit is located, with respect to products produced in Turkey and abroad and carried out as specified in the Circular, expenses related to promotional and marketing activities; It is supported at a rate of 60% and up to a maximum of USD 150,000 per year for each country with a foreign unit.

(2) Supported overseas units located by companies, overseas units in countries that have performed abroad with regard to products manufactured in Turkey and advertising charges specified in the Circular, promotion and expenses related to marketing activities, domestic trademark registration certificate to be made available and promoted in the country or to have the trademark registration certificate 60% and up to a maximum of USD 150,000 per year, provided that the trademark registration is applied for.

**ARTICLE 14 – (1) (Amended :RG-2/12/2016-29906)** Overseas unit supported under this Communiqué not only domestic, which is the trademark registration certificate and publicity done to the country in trademark registration certificate to the owner or has made an application for registration by companies performed abroad with regard to products manufactured in Turkey and advertising charges specified in the Circular relating to the promotion and marketing activities expenses are supported at 60% and up to a maximum of \$ 250,000 per year.





# YURTDIŐI BİRİM, MARKA VE TANITIM DESTEĐİ

Destek Kalemi	Destek %	Destek Limiti	Süre/Adet	Faydalanıcı
Birim Kira	Ticari:40-Sınai:50	75.000\$-120.000\$ / birim başına yıllık	4 yıl / ülke Firma başına 25 birim	Őirketler/ İŐbirliĐi KuruluŐları
Tanıtım Faaliyetleri (görsel ve yazılı tanıtım, sponsorluk, web sitesi tasarımı, reklam panoları, katalog, eŐantiyon, sunum, konferans)	60	150.000\$ - 250.000\$/ülke, yıl	4 yıl	Őirketler/ İŐbirliĐi KuruluŐları
YurtdıŐı Marka Tescili	50	50.000\$ / yıl	4 yıl	Őirketler

Not 1: Hedef ülkelere +10% destek

Not 2: Birimlerde Türkiye'den ihraç edilen Türk ürünlerinin sergilenmesi gerekmektedir

Not 3: őirket merkezinin Kalkınmada Öncelikli İllerde (4.5.6 bölge) olması durumunda 10 baz puan ilave



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# THANK YOU

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