

ONLINE BRAND MANAGEMENT DURING THE PANDEMIC PERIOD EFFECT ON
CONSUMERS: REVIEW OF ONLINE MARKETPLACES



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CONSUMERS: REVIEW OF ONLINE MARKETPLACES

BY

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PLAGIARISM

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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ABSTRACT

E-commerce, which entered our lives with the widespread use of the Internet, has entered our lives in a brand new and more comprehensive way with the Covid-19 pandemic. Almost all brands, especially marketplaces, have started online sales or increased their existing volume in order to sell in this period when people are not locked in their homes and interfere with life. With the effect of the pandemic, the masses who have never shopped online before have also entered the target audience and some of them have experienced this experience.

In my thesis, we examined the interaction of our country in terms of e-commerce, as the whole world was affected during the Covid-19 pandemic process. Due to the wide range of results, we obtained usable results by comparing N11 and Trendyol Marketplaces and examining the pandemic period. We have seen in the results of the research that online brand management is affected by conjectural changes. The current epidemic period has made it necessary for users to change their purchasing styles. For this, advertising budgets have increased their investments in online brand management. Pandemic conditions have affected online brand management. People who work from their homes as much as possible, young people and children who continue their education from home, especially in March and April, turned to online grocery shopping the most. It has tried to meet all of its needs, especially the market, online, including the masses who cannot work from home. The presence of a curfew for certain age groups (over 65, young people under 20, etc.) and people with positive test results also had a direct impact on the increase in online sales rates. The pandemic has increased online sales rates. Although the current conditions positively affect the subject we examined, the effects of online brand management, which are used effectively and cannot be used, are clearly evident. Trendyol, which creates strategies that touch the lives of users and makes investments faster and more clearly, manages the process better, while N11 has positive effects depending on the current situation. So, those who are interested in online brand management should either be extremely experts in their fields or cooperate with digital companies serving in this field.

Keywords: online brand management, pandemic, covit-19

ÖZET

İnternet kullanımının yaygınlaşmasıyla birlikte hayatımıza giren e-ticaret, Covit-19 pandemisiyle birlikte yepyeni ve daha kapsamlı bir şekilde hayatımıza girmiştir.

Başta pazaryerleri olmak üzere hemen hemen tüm markalar, insanların eve kapanıp hayatın içine karışmadığı bu dönemde satış yapabilmek için online satışa başlamış veya var olan hacmini arttırmıştır. Pandeminin de etkisiyle birlikte, daha önce hayatı boyunca hiç online alışveriş yapmamış kitleler de hedef kitle içerisine girmiş ve bir kısmı bu deneyimi yaşamıştır.

Tezimde, Covit-19 pandemi sürecinde, tüm dünyanın etkilendiği gibi ülkemizin de e-ticaret açısından etkileşimini inceledik. Sonuçların çok geniş olması nedeniyle N11 ve Trendyol Pazaryerlerini karşılaştırarak ve pandemi dönemini inceleyerek kullanılabilir sonuçlar elde ettik. Araştırma sonuçlarında gördük ki, online marka yönetimi konjektürel değişikliklerden etkilenmektedir. İçinde bulunulan salgın dönemi, satınalma şekillerinde kullanıcıları değişkenliğe yönelmesini zorunlu kılmıştır. Bu nedenle reklam bütçeleri de, online marka yönetimine yatırımlarını arttırmıştır. Pandemi koşulları online marka yönetimini etkilemiştir. Mümkün olduğunca evlerinden çalışan insanlar, eğitimlerine evden devam eden genç ve çocuklar özellikle mart ve nisan ayında en çok online market alışverişine yönelmişlerdir. Evden çalışma imkanı olmayan kitle de dahil olmak üzere başta market olmak üzere tüm ihtiyaçlarını online karşılamaya çalışmıştır. Belirli yaş gruplarının (65 yaş üstü, 20 yaş altı vb.) ve test sonucu pozitif olan insanların sokağa çıkma yasağının bulunması da online satış oranlarının artmasına birebir etki etmiştir. Pandemi online satış oranlarını arttırmıştır. İçinde bulunulan koşulların incelediğimiz konuyu olumlu etkilemesine rağmen efektif kullanılan ve kullanılamayan online marka yönetiminin etkileri net şekilde belirgindir. Kullanıcıların yaşamına dokunan stratejiler oluşturan ve yatırımları daha hızlı ve net yapan Trendyol süreci daha iyi yönetirken, N11 içinde bulunulan duruma bağlı olarak olumlu etkileri yansımıştır. Tüm bu sebeplerden dolayı online marka yönetimiyle ilgilenenlerin ya alanlarında gerçekten son derece uzman olmaları ya da bu alanda hizmet veren dijital firmalarla iş birliği yapmaları gerekmektedir.

Anahtar Kelimeler: online marka yönetimi, pandemi, covit-19



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INTRODUCTION

When people liked a product produced since ancient times or were satisfied with its use, they wanted to know the person who made the product, where the product was produced, where they could supply it again in the future, or on the contrary, which manufacturer to hold responsible when they encountered a problem. For this purpose, they left some marks on both the furniture and the walls. There is evidence that such signs found on the walls of Lascaux Caves in France date back to 15 thousand BC. In many ancient civilizations (Egypt, Greek, Roman, China, etc.), seals were placed on pottery and other items to indicate the ownership and quality of the product (Çifci et al., 2007, pp.69-88). Bricks with the name of the person who made the product or other symbols were found during excavations in Egypt. In Ancient Greece and China, pottery masters always wrote their names on the pots they made, and sometimes they used special brands and seals that resemble contemporary trademarks.

Until the end of the era of the kingdom brand in France, it is mandatory for most industrial products. For example, woolen products carried the brand of the weaver, the painter and the place where the goods were made and the brand of the guild related to this craft. The custom of branding continued after the abolition of the guild organization, and today it is used to determine the quality of the goods or services that are in the nature of advertising and sold. (Larousse, 1969, pp.8-394). The purpose of using the brand, which is as old as human history, is to separate a commercial product or service from similar products produced by another enterprise, and more importantly, to differentiate it. Although these two products are actually very similar to each other, the brand symbol is printed to be shown as different in the eyes of the consumer. Brand is a kind of product, reputation, trust and give warranty. (Aaker, 1996, pp.10-15). When the person using the product is satisfied, he / she recommends a certain brand around it with a special name, which makes it easy to increase sales by reference. Since the buyer of the product builds a trust and reputation for the brand, he can universally purchase the product and develop brand loyalty regardless of any country or region. Confidence in the quality perception of the brand over time to create customer loyalty. The importance of customer loyalty is felt most in times of crisis. It is known that companies with cash shortages in times of crisis generally cut their advertising and marketing activities first. In this case, it may be difficult to find new customers and loyal customers can provide the old company

to survive in difficult times. However, in times of crisis people may turn to cheaper branded products revenue may reduce demand for luxury and high quality products in anticipation of reduced or reduced to a layoff or income. This situation obliges companies that want their brand image to be damaged because they do not want to lower their prices, therefore following the correct brand management strategies.

Nowadays, with the widespread use of smartphones, people's sharing of information on social media, comments and likes about that product experience have started to affect their shopping preferences. In addition, the company's brand image is suddenly affected by online comments and complaints, businesses need to closely monitor the comments made about their institutions and products on social media and the Internet in order to protect their corporate reputation and brand image. (Baykara et al., 2017, pp.12-47). Advertising campaigns in these channels are much less costly, much more effective and more accessible to the target audience compared to other traditional media channels. As a result, using the right online brand management strategies will be very effective in protecting the strength and reputation of their brands for companies that are stuck in cash during crisis periods. For these reasons, companies today consider social media as an important tool in their marketing and advertising activities and actively use them.

In this study, how online brand management should be in crisis periods will be examined and discussed as a result of the literature research. In the first part, the concept of brand will be examined, the definition of the brand, its functions, benefits and brand management will be explained, in the second part, the concept of crisis, online brand management, communication and media methods in crisis will be discussed. In the last part of the conceptual framework, online brand management in crisis issues will be discussed in the light of the literature. In the application part, online marketplaces will be examined in times of crisis.

FIRST PART

1. BRAND and BRAND MANAGEMENT

1.1. Brand and Brand Management Concept

A brand is a sign used to introduce an object in general or to distinguish it from similar ones... Trademark, on the other hand, is a name, term, word, symbol (symbol), design, sign, shape, color or various combinations of these that differentiate a product from other similar competing products (other than factors such as price or quality). A brand is a product that adds extra value to the product or service that provides functional, symbolic and experiential benefits that consumers seek in the purchasing process. (Johnes et al., 2003, pp.143-145). So the brand; It is a whole that distinguishes anything from others and adds value to the consumer in the purchasing function by including elements such as a name, term, word, symbol (symbol), design, sign, shape, color, etc...

There can be any kind of sign that can show in the registry the subject of the protection provided to the trademark owner in a clear and definite way, and the personal name and / or surname of the person can be selected as a brand. To belong to people who want to register the brand name of the person to be selected is not essential. However, permission must be obtained from that person in order to register someone else's name and surname. A word or phrase can also be a brand. The word chosen can be meaningful or not. Slogans used as an advertising tool can also be brands. (Özşahin, 2017, p. 164).

In terms of brand marketing in general; *The name, term, word, symbol (symbol), design, sign, shape, color or various combinations of these, which serve to recognize the products and services of a group of manufacturers or sellers and to differentiate them from those of competitors.* In terms of marketing, brand capital increases marketing efficiency in an intense competitive environment by creating a strong brand association in the consumer mind (Tek et al., 2013, p. 288).

From a legal point of view, *“a trademark is defined as “words, shapes, colors, letters, numbers, sounds, including personal names, provided that it can be shown in the registry in a way that enables the goods or services of one enterprise to be distinguished from those of another enterprise and that the*

subject of the protection provided to the trademark owner is clearly and precisely understood. and the form of goods or their packaging”.. (Baykara et al., 2017, pp.12-47).

The difference of the brand from other normal products is that it is very difficult to imitate. In addition, the brand expresses certain values to the consumer that are much different from a normal product. Although the life of a normal product in the market is short, the life of the brand is theoretically infinite. The brand cannot be produced in a factory with a certain capital, but can be created at the request of the customer.

Strategic brand management is to plan processes for positioning, creating an image and identity by using existing physical and intellectual resources in order to bring brand spirit to their goods and services, based on the vision and mission of the enterprises. In today's conditions where competition is very intense, one of the important factors in the survival of companies is to offer the new products they develop to the consumer, to evaluate user experiences, to improve customer service and customer relations and to ensure customer satisfaction. All these processes plays very important roles in brand management.

Brand identity shows how businesses are perceived from the customer perspective and refers to all the services that businesses offer to their customers. Business should analyze their competitors and themselves very well and then clearly define their brand identity. In order to create the brand identity, the tools owned by the business; are words, slogans, colors,symbols and logos. (Çifci et al., 2007, p.69). However, this image should not be randomly generated. It consists of the basic elements that are also required for graduates of this painting. The brand image shows a holistic picture in the mind of the consumer. The most important factors in the formation of this Picture are the recognition of the brand , the attitude towards the brand and the trust in the brand quality. Brand image consists of perceptions about the brand in the mind of the consumer. As a result of this perception and evaluations, the brand image can be defined as a broadly subjective and perceptual phenomenon shaped by the rational and emotional comments made by consumers. (Doyle, 2003, pp. 34-67). In order to create the brand identity, we can say that the tools owned by the business and the brand perception in the mind of the consumer create the brand image as a whole.

Brand management helps to promote by creating demand, creating loyalty and loyalty towards the company, reduces the risk of loss of sales thanks to substitute goods, prevents firms from making frequent price changes by providing price stability. (Balta, 2015, p. 77). So that, For a good brand management, firstly, market analysis should be done and then a detailed report should be prepared about the brand and the characteristics of the brand, its place in the market, the brand's position in the eyes of consumers, its strengths and weaknesses, opportunities and threats should be analyzed in detail. So, swot analysis is very important in this regard. The brand strategies should be determined in line with these analyzes and evaluates. (Johnes et al., 2003, pp.143-145). However, just doing a SWOT analysis will not be enough. After performing the swot analysis correctly, a strategy should be determined according to this analysis and proceed step by step according to the strategy.

Organizations should act by knowing the characteristics of the market in which they offer their services and products. In this way, he will be able to determine an effective strategy according to the structure of the market and the power sources of his own company. Through market analysis, the amount of sales that can be reached by the institution will also be determined, and the deficiencies in the market will also be determined. In order for the brand management to be effective, it is necessary to constantly examine the market conditions. After the market analysis, a detailed report on the brand is prepared by the management; How the brand is perceived by the customers, the characteristics of the brand, the brand's position in the market, its weaknesses and strengths, opportunities and threats should be clearly revealed (Dağlı, 2019, pp. 32-33). The indispensable condition for a brand is to be different, creative and original, that is, it must create continuous innovation. Today's biggest brands confirm this fact, for example, the bestknown brands such as Apple, Twitter, Facebook, Google have succeeded by combining amazing products, great brand ideas and customer experiences, without relying on a pure image. (Çoktalaş, 2016, p. 17). It is almost impossible for a brand to be managed and successful without a brand strategy.

1.2. Basic Concepts About Brand

Today, the brand is not just a name. This shows us that the brand should not remain only as a name, that is, it should be managed. Every brand has certain promises to its customers and potential customers. These can be hidden or explicit promises. The way and style of conveying these promises to the target audience

requires a certain expertise. Today's conditions do not accept to create a brand in a random order. For this reason, it requires working regularly and managing the brand with the right strategy. (AK 2009, 24-26) . Although the brand may seem simple as a concept and basically, it would not be correct to talk about the existence of the brand without creating a brand image and brand management.

1.2.1. Brand Image and Associations

Brand image is generally defined as "the whole of the opinions and impressions that appear in the minds of consumers about the brand". The brand image reflects the personality traits of the consumers as well as the qualities of the brand. (Peltekoğlu, 2004 p.361) In other words, the qualities of the brand may change according to the target audience. To sum up, brand image is the connotations that are accepted in the mind of the consumer. So perceiving the truth is more important than the truth. (Dobni et al., 1990, pp.116-117). For the image of the brand, what they perceive and feel is as important as the visible image, and it should be accepted as a whole for the brand.

In other words, the reality perceived by the consumer, not the reality of the brand, creates the brand image. Brand image is a meaningful organization of associations and bringing them together. . The associations created for different abstract areas in the human mind are formed as a result of the experiences of the people directly or through communication tools such as advertising and public relations, and they create the image. (Tosun, 2010 p.88). If the user has not had any previous experience with the brand, the foundations of the first perception will be formed with other elements such as corporate identity, advertisement, etc. David Ogilvy, in his famous book "Confessions of an Advertiser", brand image; defines it as a complex set of symbols and says that advertisements contribute to the brand image. (Peter et al., 2016). For this reason, the logo, corporate identity and other advertisements combined with them should be a whole and should be given importance for a positive and memorable perception for users who have not experienced it before.

1.2.2. Brand Identity

Brand identity, in other words corporate identity, is the expression of the brand in all its lines. This includes all packaging, logos, colors, advertising and anything

else that can send a message to the consumer about the brand. The brand must have a strategic identity and must be associated with graphic design materials. Thanks to the brand identity, the desired perception is delivered to the end user and it is ensured that they are connected. Some colors, associations, logos and slogans used by the business are not sufficient by themselves for the formation of brand identity. (Özdemir et al., 2014, pp. 58-64). For this reason, although corporate identity is one of the most important parts of brand identity, it is only a part of it. While the corporate identity completes the integrity required for visual and visual perception, other elements complete the brand identity together with the corporate identity.

1.2.3. Brand Awareness

Firms must be distinguished from other competitors in order to sell their products or services. If the brand is not noticed by the consumer, it can neither sell that product nor create loyalty by establishing a link between it. In other words, it can be explained as the brand remembering in the mind of the consumer and preferring it over other competitors. Undoubtedly, the most important element of brand awareness is its packaging. As a result, awareness is created by perceiving the emphasis made by the consumer and the consumer prefers the brand with positive associations during the recollection phase. (Özkan et al., 2012, pp. 87-96). A brand that is not noticeable cannot be perceived and does not take place in the perception. Unless it has a place in the perception, brand awareness and brand loyalty cannot be followed. In fact, all these are a whole and each step progresses by completing the other. Brand awareness forms the basis of brand equity and loyalty.

1.2.4. Brand Loyalty and Value

Brand loyalty is the preference of the previous service or product by the consumer afterwards. If the consumer prefers to buy the same service or product without being affected by the competitive conditions and advantages, it means brand loyalty has been achieved. Brand value can be explained as the totality of the values that consumers associate with the brand. Brand value provides value to both the consumer and the brand. When this value is achieved, brand loyalty is also established. (Özşahin, 2017, p. 164).

1.2.5. Benefits and Importance of Branding

The reason for the high effort to define branding, that is, what branding is, is to differentiate the brand and the product. Because before, the brand consisted only of a company's name or logo, but today it has become a creation that is different from its names, covering unique identities and qualities. A product may be competitively copied; The brand is unique. A product can go out of fashion quickly; A successful brand is eternal. (Özdemir et al., 2014, pp. 58-64). The most important factor to be considered here is to be able to analyze in which situations and times the user continues to purchase. It would not be right to talk about brand loyalty for the user who buys there while the competitor company is in the campaign period.

1.2.6. Brand Positioning

The importance of social media in the evaluation of brand position and reputation is enormous. Many users today look at whether there are people who have experienced it differently and their social media before trying a brand they have not experienced before. In today's competitive environment, the content produced for social media users, the way that content is presented, the multimedia features offered in parallel form and its progress are extremely important in terms of protecting the media value and reputation of the brand. (Tek et al., 2013, p. 288). The brand's stance in social media and other areas, its harmony with the corporate identity and its general image are important for the positioning of the brand. When a user encounters a brand that he has no idea about, he first analyzes its general image. While this overall image may be packaging for a product, then a website and social media, social media is of primary importance for a service.

1.2.7. Creating Brand Image

Brand image is the combination of all elements that add meaning and value to the Brand. Consumers interpret the products and brands they want to experience according to the image they create in their own consciousness and make the purchasing decision accordingly. While this perception in the minds of the users is positive is a positive situation for the brand, it is extremely bad that it is negative. Another reason why the concept of image is so important is that image is one of the most important elements that create brand value in the minds of consumers. Another benefit of image is that when it is positive, it increases the purchasing desire of

consumers (Uygun et al., 2012, pp. 107-122). The more positive the visual perception, the higher the purchase intention will be.

Thanks to the correctly planned image, the brand loyalty of the consumers increases and it may be possible for the businesses to bear less advertising costs. Considering the negotiation and bargaining stages, manufacturers and retailers whose market brand image is stronger than others will have more say (Abdüsselam et al., 2016, pp.264-284). A brand that has established a visual perception and established a bond of loyalty to its customers often allows the consumer to buy the product directly. We can say that visual perception and brand loyalty have been successful when the user buys the product coded in his perception directly from the shelf without looking at other products and without the need for price comparison.

1.2.8. Brand Strengthening

The value of the brand reveals how customers feel about the service and its performance. A brand can actually be defined as the relationship established between businesses and customers. A brand established with a strong relationship with its customers; has the ability to distinguish, create preference and provide prestige. (Aksu et al., 2014, p. 28). The positive impressions created by the symbol, logo and name of a brand with a strong brand value in the mind of the consumer are additional values that it adds to the consumer. . The said value is to make the market value of the product and the business more valuable than the assets of the business due to positive impressions. (Akyazı, 2018, p. 602). For example; A product that arouses appetite with its advertisements or packaging will arouse desire even if the user does not need to consume at that moment.

The concept of brand equity makes the market value of the product and the business more valuable than the assets of the business, due to positive impressions for customers. A strong brand value of businesses in the eyes of consumers affects preferences, sales, profit and market share, which means that brand value is affected. (Akyazı, 2018, pp.603-614). It is seen that it is sometimes confused with the concept of brand value. Although the concept of brand equity is emphasized in practice, the issue of brand equity is of greater importance since brand equity emerges as a result of brand equity. Thus, brand equity and brand equity are considered different concepts. Brand equity is measured from a consumer perspective, while brand equity is financially based. In brand equity, under the power of the brand are the consumers'

experiences with the brand and their loyalty to the brand. These experiences will affect consumers' perceptions, feelings, thoughts, images, ideas, beliefs, emotions and relationships towards the brand.

1.3. Brand Approaches

Presence of similar products, services and competitors in the market; makes differentiation very difficult. (Aaker, 1990, p.48). While the brand association may actually appear as differentiation, positioning and broadening the brand, it cannot simply be called that. Positive outlook, feelings and desire to buy for the brand are also included in this definition. These approaches consist of 3 titles. These are the traditional approach, the modern approach and the digital approach.

1.3.1. Traditional Approach

According to traditional brand management; brand decisions constitute the last stage in the new product development process and ve primarily on the physical shape, performance, characteristics, quality and design of th product. Marking is considered as a sign showing the product. (Alpago et al., 2020, p.99). The traditional approach can also be defined as mass marketing in general. Newspaper, television, magazine advertisements, brochures, etc. advertisement studies are traditional marketing methods. The methods in the traditional approach are higher in cost and need more time than other approaches. In traditional marketing methods, the target is to advertise the product or service to the masses. The traditional media, which reaches the masses with television, radio, newspaper and brochure advertisements, provides one-sided communication with a high budget.

1.3.2. Modern Approach

The word modern refers to the present. Modern marketing, on the other hand, means marketing using up-to-date marketing methods. According to today's modern brand approuch, the brand contains a whole marketing mix as the as it should be considered as a whole. In this managerial understanding, the brand is all of the features that make up the satisfaction obtained by the consumer from the product purchased, and these features are imaginary or real, emotional or rational, invisible or visible features that make up the brand. According to this approach, the brand is created by the marketing mix that surrounds it, in addition to the product. (Alpago et

al., 2020, pp.100-114). In order to do modern marketing, first of all, it is necessary to use the right technologies and the right software. But technology alone doesn't make sense. Technology should benefit people. The biggest difference of modern marketing from traditional marketing is that it considers serving the customer as the first priority.

1.3.3. Digital Approach

In the early stages of the 21st century, there were very important and great breakthroughs for the development of the internet. In this century, the world's perspective on all the innovations related to web content have been excavated. (Gregor & Kubiak, 2013) In fact, the internet was working the previous period was known as one-sided and Web 1.0. So in this period, there was no of internet users can contribute content. In the early 1990s, concepts such as creating and managing content on the web began to emerge. In the Web 1.0 period, which is called the first periods of the Internet, only site owners can produce content, while in the Web 2.0 process, users have become able to produce content by taking the stage. In other words, the development stages of this process have been determined as Web 1.0, Web 2.0 and Web 3.0. (Baldwin, 2020, p.20-40). While Web 1.0, the beginning of the process, has a more stable structure, the second phase, Web 2.0, has a more dynamic and interactive structure that emerges from mutual communication.

The spread and usage of Web 2.0 technologies are increasing day by day. The main reason for this situation can be explained as the dynamic interaction between users increases usage, collaborative work and access to any information becomes very easy. As a result of all this, interactive communication has brought many new things to our lives. (Mcdowell, 2020). These; Almost everyone who uses the internet has started to produce content and the situation has paved the way for the involuntary shift of our lives from traditional media to digital media, in other words, the emergence and importance of social media. Therefore, social media platforms; It has created a new way to reach consumers not only for the users themselves, but also with the content shared by brands or groups. (Meyer, 2020). Social media, which initially emerged for people to interact with other people, has also become a channel for brands to interact with their users.

SECOND PART

2. ONLINE BRAND MANAGEMENT

Online brand management is defined as the integration of today's technology with business activities to get more effective and efficient business result. A brand should be able to define the verbal and visual identity of the company's strategy well and must be differentiated. Digital identity, in this well-defined brand identity, website or other medium of communication on the application of mutual starting point comes into the picture. Combined verbal and visual identity should be applied consistently and conspicuously, and its size and size should be adjusted correctly. (Altındal, 2013, p. 1088). This new concept, which has recently entered our lives, has become one of the most important elements of brand management in a short time.

2.1. Digitalization and Digital Transformation

The most striking development today is the increasing importance and widespread of digitalization and digital transformation. Today, more than 4 billion people in the world use smart phones, every day millions of people search engines from entering the smartphone from the Internet, Facebook, Twitter, Instagram is using social media tools such as active. (Beyazaslan, 2020, p. 4). Commercial enterprises and brands have also kept pace with the times by not staying outside of these developments and started to use virtual channels intensively and actively. With the use of the internet all over the world, globalization has accelerated and borders have disappeared. Markets started to be divided in micro style, the number of companies increased, product differentiation gradually accelerated and competition intensified. In these conditions, creating brand awareness has become one of the most important issues for a company. Brands have begun to strongly develop online brand management systems in order to keep up with the competition. Tool Used in Online Brand Management. (Çetinkaya, 2020). The reason why it has become so important in such a short time is undoubtedly the digitization of everything in the changing world.

The most important factor in online brand management is that it is interactive. Interactivity; It enables organizations to establish dialogue with existing or potential customers, enables individual communication, and also enables the distribution of new ideas, especially the wishes, expectations or services of target customers, by supporting creativity. (Keseyak, 2020). All these provide access to more users faster

and at lower costs than the old methods. Compared to traditional methods, it has more positive aspects in every respect.

2.2. Online Brand Management and Social Networks

In Online brand management, the most important tools are social networks. In today's systems, likes and shares have gained importance now that social media affects the consumption behavior of people. Social networking sites, when properly analyzed and advertising, lifestyle, culture, hobbies, contact information, etc. the information gives thoughts. (Ay et al., 2002, pp. 75-85). According to the research on social networking sites; 52% of users using social media follow a business online. In addition, 46% of social network users speak positively about a business, while 23% speak negatively. The percentage of expressing positive opinions about businesses on social network sites is higher than the percentage of negative opinions (Grainger, 2010). Conversion rates have also become more transparent, faster and more accurate thanks to social networks. When the user is not satisfied with a product or service, he or she can express this immediately with the institution and other potential users without the need for any intermediaries and time loss. The brand has had the opportunity to communicate with the user and see its negative aspects more objectively. Potential users are; can learn about user experiences about the product or service by looking at the previous comments.

2.2.1 Development of Social Media in Online Brand Management

The social networks are not really new in our lives .. When we look from past to present, Genie (General Electric Network for Information Exchange) appeared in 1985 for the first time. GENie (General Electric Network for Information Exchange) was an online service created for GE. This has been a critical moment, or even the beginning, in business and social media history in general. It was still used extensively towards the end of the 1990s. (Başok, 2007 pp. 286-309). Then, in 1986, Listverse follows. In fact, this platform was the e-mail system that allowed users to communicate with multiple people. People used this platform not only for communication but also for file and link sharing. Although very commonplace today, it was truly a revolution for that period. Internet Relay Chats (IRCs) were also used a lot in the 1990s.

In 1994, the chat room entered our lives with The Palace. This platform allowed users to interact with each other on a graphical chat room server. At the same time, each user had their own avatar and background options. Sixdegrees.com was actually the first real social media site that entered our lives in real terms. The platform actually shows a lot of similarities with Facebook today. On this platform, users could make friends, expand their social groups, and communicate with their friends. Apart from these, similarly, they were able to send a message to the entire social network, publish, post on the board, etc., and share anything they wanted with their links.

Moveon.org was the first activist social media platform. Founded in 1998, the site was originally founded as an e-mail group and began to spread its function around petitions against the accusation of Bill Clinton. Later, it continued to promote general internet activism, which included opposing US military actions and funding and supporting US democratic candidates. Whatever the site's views and functions, it was the harbinger of similar social media campaigns in the visible political segment today. (Barutçu et al., 2009, pp. 24-41). Therefore, we can say that it is not very long-lasting.

Blog sites entered our lives with Y2K. Just before the millennium, the first blog sites started getting popular and are still popular today. LunarStorm was one of the first social media sites with advertising. The site, which started in Sweden in 2000, was one of the first commercial social networking sites funded by advertising. The website, which takes advantage of being aimed at young people, reached 1.2 million members in 2007. It closed in 2010. (Büyük, 2001, pp. 321-326). We can say that this platform, which has existed for 10 years, has actually been the starting point of online brand management and e-commerce.

Friendstar, founded in Malaysia in 2002, was one of the first giants of social media. In the early days it was used as a social networking service website. As used for all the usual things that can happen, it has also been used as a dating site and for event, group and hobby discovery. In 2011, it introduced the first social game to the world. However, it ended its activities in 2015 due to the lack of member participation. LastFm was born in 2002 as the first online music website. It was one of the first online music databases and radio broadcasts that became the norm today.

Linkedin joined our lives in the middle of 2003. Although not as active as Facebook, it is a very popular social media platform among users aged 25 and over. It

is a social network used by professionals in business life to develop their networks, to find a job, to follow the sales trend and to get together with business stakeholders (Çalık et al., 2013, pp. 138-162). This platform, which still exists today, continues to exist as the social network of the business world.

Facebook, the most important social media platform today, has been operating for 15 years and offers the opportunity to meet collectively with close relatives, school and colleagues. In this platform, the person has to give her real identity and information in order to find her friends with whom she has lost real contact. Thus, anonymous internet, eliminating entries, the actual age of the person, education, tastes, hobbies, visited anywhere, habits, telephone number, picture, such as arises the opportunity to access crucial information to companies that want to advertise in this medium. Advertisers are more easily accessible to the target audience through Facebook is also low on other media advertising prices. (Pirtini et al., 2009, pp. 50-65).

In the research by Chan (2012), Facebook's advertising effectiveness was measured on university students. Facebook became a part of the lives of many university students around the world. In order to promote the library service and resources of the University have the opportunity to take advantage of this social network. In the research, an advertising campaign was organized on Facebook and it was revealed that an effective advertisement could be made with a very low budget (Chan, 2012).

When Facebook users visit any page related to a product or service, like a page, play a game, activate any content with the like or share buttons, an advertisement is displayed under the heading of sponsored news on the right side of Facebook pages. Facebook; It is the most used social network in the areas of communication, advertising, public relations, customer relations and determining the innovations to be made. (Swissre, 2014, p. 3). The fact that the user base was large, the interface was easy and simple, and that it appealed to a wide target audience played an important role in this situation.

Another important social networking site is Youtube based on video sharing. Youtube first appeared in 2005 and started a new era in communication. In this system, the user can open a channel and upload his videos to the system through his

channel, and these videos can be visible to anyone who comes through the site with keywords. The user announces the video by pressing the "like" button, can also comment and subscribe to the channel. Users are notified when a video is uploaded when they subscribe. Youtube by making cuts in the content of these videos is to make ad impressions. Effective viral advertising opportunity for brands is very convenient on this platform. Many brands upload videos and link them to other platforms and spread the ad to other social networks. It is a very important and effective platform for the reputation and image management of brands. The likes of the videos shared by the users are generally directly proportional to the viewing information. Share the videos with the broadcast, getting a high percentage of impressions and sharing, also note with the content of the video, its relevance to the period and attractiveness. It is not difficult to measure the videos shared on Youtube. The number of clicks, share rate and comments of the videos can be easily analyzed. The videos and clips shared on the Youtube application can be directed to other social media accounts as a feature of the youtube application (Taşdemir, 2011, pp. 646-665). In this way, the content created by the brands is not only limited to the platform, but also delivered to users in other networks.

Today, it is one of the most actively used social media platforms in the world and the most popular video sharing site. The most actively used social media platform in our country is Youtube, a video sharing site. Instagram, which is also a photo and video sharing website, is the second most actively used social media platform. These two social media platforms are respectively followed by WhatsApp, Facebook, Twitter applications and others. (Büyük, 2001, pp. 321-326). When an existing content on Youtube is shared on Twitter, it also provides access to users there.

Twitter is the other used social network in online brand management. This social network, which emerged in 2006, is still very valuable today. In this system, the person is expected to express his& her ideas succinctly by limiting the typeface. Twitter is mostly used for image management for brands. Brands; they generally prefer this platform to increase or consolidate their online reputation, to earn a good income, to promote their new products and to connect with customers. (Tonta, 2009, pp. 742-768). At the same time, it can be said that it is the most accurate platform that brands can use for special day communication and crisis management.

Foursquare is a popular application that allows people to interact with the place and others around them. Since the location is allowed in this social network, where people go to which places, habits and tastes can be determined and accordingly, there are advertising opportunities suitable for the target audience. As users also comment, brands can learn the thoughts and feelings of consumers about the product or service they offer and learn how much their brands are preferred Instagram (Tümbek, 2013, pp. 53-59). Today, although the usage rate and the number of users are quite low, it still continues to exist.

Another social networking application that has become increasingly popular in recent years, Instagram is a picture sharing application. With the updates made in recent years, it is possible to share for short videos. Many famous brands of the world actively use Instagram. At the same time, popular people and places report their activities on Instagram. Users open a hashtag to the images they have uploaded, so the system can understand which category it has been loaded and show appropriate advertisements. Today, tourism, hotel and airline companies intensely promote their products and services on Instagram. (Çelebi, 2020). Thanks to sponsored ads, brands can interact not only with their users but also with new users.

In 2008, the community grew crowded with platforms such as Spotify, Pin, Groupon, etc. However, the most important of these was undoubtedly Spotify. Spotify is a music company that provides streaming and podcast services that started in 2008, although it was founded in Sweden in 2006. Although headquartered in London, it has started to provide services in Turkey in 2013. Spotify uses the marketing method known as freemium. This method provides a service that allows you to listen to legal music with its paid membership system and free advertisements. Spotify, with its music archive of more than 50 million, allows it to be used both online and offline. It also works in full compatibility with other social media services today. In other words, a user listening to music in spotlight allows them to share the music they listen to on other platforms. In addition, it allows spotify users to prepare and share playlists and to make new discoveries by creating new playlists with artificial intelligence algorithm. In addition, with freemium marketing, the user can also be given a free Premium trial for a limited time. The user is allowed to decide on the payment of fees by using all the features of the product in a limited time (Çevik, 2020, pp 2331-2347).

Piltan (2019), Spotify Premium is the company's paid membership system and it meets its main income from here. Limited rights that can be tried in the free version, are unlimited in the premium. It provides uninterrupted use of all services by paying a certain monthly or annual fee and becoming a member for the desired period of time.

2.2.2. SEO and Google Adwords

Being successful in online brand management is possible by increasing the number of visitors on corporate websites. The way to increase the number of visitors is to be at the forefront of search engines. In order to appear on the first pages in Google, it is necessary to do SEO work based on certain keywords. Google also has a rank system, the Google algorithm pays special attention to references, link links and comments from another site, and accordingly, it puts websites with high rank in the foreground. It is important that the content of the website is original and not duplicate. The richer the content, the more likely that people who search for certain words will reach the site. The Google search platform also offers users the opportunity to advertise on a word-based system called adwords. The companies that want to advertise in certain words-per-click advertising data by specifying a certain amount they allocate a specific budget and per day; When users search for the specified words, each time they click on the ads that appear at the top of the results, the specified amount of money is deducted from the budget, and when the budget is exhausted, the ad display stops. The page with the highest price per click rises to the top. At the same time, settings such as leaving the first page and leaving the top row can be made through the adwords system. Ads can be made over a certain city, at a certain distance from the user's location. Unwanted words in searches are not displayed when negative sign is placed. In addition, advertising can be displayed on Google search partners if desired. (Durmaz et al., 2020, pp. 114-133). Thanks to these advertisements, brands will have the opportunity to acquire new users, and users can more easily access the product or service they need.

In online brand management, it is necessary to determine the right words to reach the target audience and work on those words, that is, content should be prepared according to the word. Original information, written in an attention-grabbing style with pictures (such as large, italic or underlined), html code titles such as h1 / h2 are more likely to be detected by Google bots. As a result, corporate companies should

determine the right keywords for their products, create rich visual content correctly, and promote their websites on the social media platform and try to get good comments. Google highlights web pages that receive comments more. (Erkan, 2020, pp. 585-600). In this way, the opportunity to acquire new users is also increased.

Another method for online ads is banner ads. It is called rectangular graphic images that direct to a specific target link when a banner is clicked. Banners can be placed on sites with high hits for a fee. While static banner ads do not contain motion, dynamic banners contain elements such as animations and sounds. The main purpose of these ads is to increase visibility and attract visitors to the site. Some advertisements are carried out directly through the affiliate without paying a fee.

Another important tool used in online brand management is e-mails. The reason why e-mail advertising is popular is that it can reach thousands of people at the same time with a single email very quickly. The e-mails offer a fast, flexible and highly controllable format. The change of being seen is also very high, it can be of any length and is free. (Uyumlu, 2020, p.226). However, its readability rate is lower than other alternatives because it is less attractive. It continues to be used because of its good cost and measurement ratio.

2.3. Online Brand Management During Crisis Period

2.3.1. Crisis and Crisis Communication

Crisis literally means the complicated phase in which a job or an event is going through, a difficult situation to get out of, the developments in the direction of the sudden deterioration and the dangerous moment. A crisis is any sudden emergent emergency that disrupts an organization's routine system. It threatens not only ongoing activities but also the life and existence of the enterprise. Crises have an unusual nature and have a critical impact on the activation of the organization. The most distinctive feature that distinguishes crisis from routine situations is its ambiguity. Managerial and organizational crises; It disrupts intraorganizational communication in enterprises, centralizes authority and delays organizational change. In a crisis environment, it is necessary to make quick decisions and act as soon as possible. However, it is difficult because of the uncertainty of what to do based on what. (Uzkesici, 2020, pp.20-25). For this reason, it is necessary to analyze carefully and take careful steps.

Non-business environmental factors causing the crisis are macro factors beyond the control of the business. The crisis environment resulting from rapid changes in external environmental factors such as natural conditions, social, economic, disasters such as flood and earthquake, epidemic diseases, technological changes, changes in the political structure, international relations, forces the business to adapt to changes rapidly. (Yıldız, 2020, pp. 377-390).

In general, the most common crises that threaten businesses are economic crises. General economic uncertainties and fluctuations are an external factor that directly affects the activities of businesses. Property of the demand-supply situation of the product, the basic entry in the resulting stenosis or major price changes in the organization, the country's payments inflation corruption and high rates in the balance, unregistered prevalence of the economy are the main economic factors. Today, the phenomenon of globalization has led to more frequent economic crises. Fluctuations in global financial markets also affect the whole world. The closest examples of this situation are 1997 Asia, 1998 Russian crises, 2002 and 2008 financial crises. (Yurdakul, 2015, pp.1-6). In today's conditions where the interaction is so fast, this speed will undoubtedly affect it in every way and in every way.

Changes in the value judgments of the society, decrease in customer interest, social confusion and unrest are also important crisis factors. Cultural changes, changes that occur in individual, society and organizational behavior, imbalances and instabilities create an environment of crisis. Governments can also create a crisis environment in terms of business with the political risk situations they may create, with the regulations they make economically and legally. The most recent example of the deterioration of relations with Russia because of the reduction in air embargo on Syria and is therefore long food products from Turkey tourism sector has also been affected by these conditions. (Yürük, 2017, pp.30-45). The latest crisis example experienced today is the Covid- 19 pandemic. This infectious disease has caused curfews, cafes, restaurants, beauty salons and other tradesmen have been closed for a long time, international and intercity transport services have stopped, and shopping volume has decreased significantly. In contrast, the volume of online shopping has increased. (Alpago et al., 2020, p.99). This situation, which seems unfavorable for the whole world, has led to the widespread use of e-commerce. People who keep a

distance from online shopping had to experience it due to obligations, and many continued to use it during the normalization process.

Different types of consumers react to crises in different ways; this leads to a serious change in consumption habits. Some consumers with sufficient income that do not change in the face of an economic crisis do not change their consumption patterns. Some consumers reduce spending, cut consumption, wait for the end of economic instability because they do not have much income or because they think that incomes will decrease in the future. More pessimistic consumers, on the other hand, reduce their consumption as well as the quality of their products. (Alpago et al., 2020, pp.100-114). During the 2009 economic crisis, people avoided luxury consumption and turned to nonbranded products with low prices and long durability. In this case, the importance of online shopping has increased. While shopping online, people started to pay attention to the comments of the people who bought the product before, and they used the products recommended by their close circle.

2.3.2. Overview of the Crises Concept

In times of crisis, it is only possible to take effective measures against the crisis, to get out of the existing dangers and threats with the least damage and to turn the developments in crisis environments into opportunities only with an effective "crisis management". Crisis management; Completion of training before it becomes possible or endangered by completion. removal effort and effort. Before a possible probability, the forecast can be designed in such a way that the forecast can be made in use for hedging and prevention. The subject of crisis management is to take measures against existing crises and to eliminate or reduce their effects, as well as to prepare and protect against possible crises. The stages of being able to feel the current crisis in advance, to reduce or eliminate its impact or to turn the crisis into an opportunity are closely related to the business management. Crisis management ensures that businesses are always prepared for possible crises. An effective crisis management is very effective in controlling crises in a short time and limiting losses and damages. (Büyük, 2001, pp. 321-326). That's why it's so important to have a crisis management plan.

2.3.3. Crisis Communication and Brand Management

Crisis communication is a form of communication that is initiated suddenly and begins with the emerge of a negative event that creates a crisis. At this point, it is important when active communication is initiated. The initiation of communication as soon as possible or waiting to pass for a while is determined by the crisis management strategy. Crisis communication has a defensive character. Crisis communication differs from other communications due to its increasing qualitative and quantitative requirements. All kinds of mass media are needed as the number of people interested in processing and the need for information increase. (Doyle, 2003, pp. 34-67). Online channels have been added to these tools today, which is becoming more and more digital every day.

Marketing activities that include actions within the scope of the communication policy are evaluated in different ways depending on the reputation of the organization. After a certain period of time after the adverse event, the media begins to investigate the issue and request information about it. At the beginning of this briefing process, affected by the event, the company is one of the first sources of information to be referenced; However, from now on, in the process of presenting the news, a transfer process takes place where a wider information source environment is used. If there is a loss of credibility in various fields of activity, constructive views and changes have no chance of success. It should be noted that the other possibilities are at least at this low rate. In these cases, it is often necessary to purchase a reputation from outside for reliable institutions and individuals to be effective in favor of the company (Kasapoğlu, 2008, p.56). As well as buying reputation, first-hand announcements are more reliable. In fact, we can say that social networks have filled this gap.

2.4. Featured Concepts in Online Brand Management

The internet environment offers many opportunities for brand management and supports all stages of brand management. It is much more successful than traditional (offline) brand management techniques and the percentage of achieving desired results is high. Consumers' problems can be accurately understood and responded quickly. Online support, solution and sales service can be provided. At the same time, you can create a website and share products and services with the customer. Companies can strengthen their relationships by connecting directly with

consumers through their websites and social media. Consumer-oriented sites are effective in promoting the brand as well as creating an emotional bond between the consumer and the brand. Using the most advanced technology also saves companies time and money. It is easily possible to reach the target audience in online brand management studies. Online brand management can be carried out with tools such as banner-style internet ads, search engines, reference and membership programs, and e-mail. (Johnes et al., 2003, pp.143-145). When the studies conducted are examined, it has been revealed that social media is more successful in reaching people. However, factors such as the fact that it is not sufficient in converting to sales, discussions on the reliability of internet environments, and slow follow-up of technological developments weaken the influence power of digital marketing and social media (Altındal, 2013, p. 1091). Many users, especially the new generation, want to be in contact with the brand and get quick results in case of dissatisfaction.

2.4.1. Interactivity

Brand interactions are divided into three as social, cognitive and sensory, and they also affect brand loyalty. Of course, the biggest reason for this interaction is that they are intertwined and affect each other, causing a continuous cycle. We can examine brand interaction under two headings, cognitive and emotional. While cognitive brand interaction is mostly based on likes, likes, etc..., emotional brand interaction is generally based on demographic characteristics such as income and education. (Oliver, 1999, pp.33-438). Therefore, customer interactions can be based on different contexts. If we cognitively examine the preference of the brand more or less than other brands, we can see that the rational decisions of the customers are effective, if we examine them emotionally, we can see that the emotional bond with the brand is effective, and if we examine it socially, we can see that the demographic characteristics are effective. (Larousse, 1969, pp.8-394). However, both are not independent of each other and should not be considered separately.

2.4.2. Mass Customization

Mass customization is basically simply developing or producing products and services the way customers want. Launching previously unknown products or providing services can also be examined under this heading. We can see the clearest example of this in service institutions such as banks. The services and privileges

provided by the banks according to the credit rating and financial history of the user can be mentioned as the most prominent example. Apart from this, the name-labeled jars produced by Nutella in special shopping centers in 2014 can be given as an example. (Aksu et al., 2014, p. 28). The product or service customized for the user makes the user feel special and a more successful connection will be established. At the same time, this personalization makes it easier to categorize brands in terms of brands. It supports more accurate planning of brand management.

2.4.3. Content Richness

The essence of content marketing is that businesses offer content within the framework of a strategy that arouses curiosity, responds to needs and is sustainable (Taşdemir, 2011, pp. 646-665), and as a result, consumers prefer their businesses and create loyalty. expectation is based on belief (www.contentmarketinginstitute.com). Content marketing is not a new concept. But today, it appears as an approach that can solve advertisement/banner blindness in online applications. Beyond the traditional advertising practices, the presentation of advertisements containing their interests creates a powerful effect without the customers drowning in advertisements. There is an increase in the number of businesses that prefer it day by day. (Tümbek, 2013, pp. 53-59). Reaching users always but briefly has been effective for brands as well. A brand's promotion of all its products with billboards will be both costly and not efficient. However, in digital media, products can be presented to the user piece by piece, with a certain planning and at a very low cost.

2.4.4 Special Day Management

One of the ways to stand out by being different in communication is special day interactions. Days such as Animal Rights Day or World Environment Day enable brands to bond and differentiate with their target audiences by creating common values. Effective special day communication starts with being visible in the media. This process, which starts with sending a press release, will support each other if it continues with social media shares. (Uygun et al., 2012, pp. 107-122). The user, who sees that they have similar values, feels a sense of belonging and creates a positive perception towards the brand. This perception plays an important role in the success of brand management by contributing to brand loyalty.

2.4.5 Social Responsibility Management

Social responsibility is actually related to the way individuals and groups are treated in the social environment of the institution. While continuing their activities, institutions cannot remain indifferent to the interests of the society they are in. Today, corporations can continue to exist throughout the process of making profits, but while institutions continue to exist, they cannot ignore the interests of their social stakeholders, such as society, employees, partners, etc. At this point, the concept of social responsibility emerges. (Şimşek, 1999, p. 378). Social responsibility projects bring positive features for brands such as increasing brand awareness and ensuring the continuity of brand loyalty.

2.5. Online Advertising

The most distinctive feature that distinguishes internet advertising from traditional advertising is that it can be done at any time and at the lowest cost. The first online advertisement on the Internet was the banner advertisement on the Hotwired site. Other definition of internet advertising is; It is the use of the internet channel directly to make any advertisement. Internet advertising is all kinds of digital marketing methods, from advertising banners to sponsor-type advertisements for a fee. (Aaker, 1996, pp.10-15). Because it is cheap, fast and measurable, it has become the most preferred and budgeted advertising type today.

2.5.1. Banner Marketing

They are messages in the form of ribbons or bands found on sites with a large number of visitors. They can create backlinks by linking to the advertiser site. A user logged into this site can also access the site by clicking on the banner or button that attracts attention. Banners are used very often as they are the most well-known member of internet advertisements. The most common application is at the top and bottom of the page. Banner ads have three features. These (Altındal, 2013, pp.1087-1091);

- It usually consists of an advertising slogan.
- They can be placed horizontally, vertically or squarely on web pages.
- They can be subcategorized according to their types. They can be very small (micro) or large.

2.5.2. Afialite Marketing

Affiliate marketing is an online relationship between the so-called seller and affiliate, where the seller pays the affiliate a commission to drive potential consumers to the seller's website. Affiliates receive a commission based on consumer transactions predefined by the seller. Clicks on sellers, affiliates, online stores; can pay for a potential sale, such as requesting more information about a product/service, or for a sales transaction involving the purchase of a product/service (Olbrich et al., 2019, p. 48). Affiliate marketing is an important source of private buying. Prospective partners include product and service vendors, Web sites that connect a group of customers with common interests, or professional referral services (Bahtiyar, 2017). Influencers we follow on social media and recommend products; can be cited as an example of this marketing category. If a phenomenal person who shares to his fan base and recommends a product or service receives any compensation from the brand, this is affiliate marketing.

2.5.3. Video and Rich Media Marketing

Internet advertising has evolved over time, as in any other subject. In this development process, sound, image and animations with interactive features have been added and they have become more attractive advertising forms. While banner ads are usually in jpeg or gif format, rich media ads are flash and java based. According to the IAB, these ad types are determined as superstitials, screens, splash and pop-up. (Baykara et al., 2017, pp.12-47). These interesting ads make the user want to buy and provide direct direction to the channel where they can shop.

2.5.4. E-Mail Marketing

Email advertising, which is an advertising tool that has become quite common and widespread recently, is an example of permission marketing. (Chan, 2012). The reason why it has become so widespread is that e-mails offer fast, flexible and high level control to their users. It is the least costly type compared to other online advertising tools. Looking at internet users all over the world, they examine about five e-mails a day. This is the most important reason why digital marketers give importance to e-mail advertising (Çoktalaş, 2016, pp. 45-65). For this reason, it is frequently preferred and continues to exist at the top since there is no alternative yet.

2.6. Online Brand Management

Digital marketing is to continue commercial activities by using interactive platforms in order to support and promote the brand or product with methods other than traditional marketing. Digital marketing actually consists of online marketing, interactive marketing, web marketing and e-marketing that we all know. If we look at the basics, it consists of five steps. These; Obtain, earn, measure, own and grow...(Dağlı, 2019, pp.45-67). Get it; It is to draw the attention of the user to the online area where the sale will be made. In this, SEO, search engine ads, e-mail marketing, social media marketing, affiliate marketing, viral marketing etc... are used.

Win: It is the whole of activities that will reach the target after the user comes to the desired environment, but this does not always mean sales. Examples include the total time spent on the website or the number of content read.

Measure and optimize: This step examines what is done and how well it is done. If a measurement cannot be made, it cannot be evaluated as success or absence.

Embrace and grow: It is necessary to strive to ensure the continuation of the existing customer loyalty and to make these customers permanent customers. Providing good customer service, E-mail Marketing, loyalty programs, implementing dynamic pricing strategies, personalization, community building and starting referral programs are techniques that can be used in this area (Doyle, 2003, pp. 34-67). Maintaining customer loyalty is more difficult than earning it. Therefore, it is essential to develop strategies to retain existing users.

2.7. Measurement in Online Brand Communication Strategies

2.7.1. Efficient Measurement

Compared with offline brand management method it is possible to measure the performance of online brand management properly so to be more accurate and rapid decisions regarding the brand management is possible. In online methods, it can be easily understood by measuring which search the customer makes, which topics he / she is interested in, clicking the links and spending time on the pages, and the location

of its use is also clear. (Johnes et al., 2003, pp.143-145). For this reason, it is preferred more than traditional methods and its importance is growing.

2.7.2. Reaching the Target Audience

In traditional methods; Difficulties are experienced in reaching the target audience with the use of tools such as TV, radio and magazines. These tools reach a wide of ages and a wide range of features, it is not clear whether they attract the attention of the people and the cost is quite high. On the other hand, in online brand management, the person is much more effective than the brand directly compared to the word he / she needs. since the age and location of the users are also known, it is possible to reach the target audience precisely and at a low cost. (Kasapoğlu, 2008, pp.37-68). It is very important that the target audience is selectable and can be changed according to the measurements. Appropriate message and touch to the appropriate target audience will increase success.

2.7.3. Interaction

It is not possible to interact directly with the customer in offline brand management. Interacting with people on social media from online brand management tools, identifying potential customers, responding quickly to questions coming to people by giving information about the brand is considered as interaction. Potential customers can easily be found on Facebook or Twitter with a good interaction. (Altındal, 2013, p. 1087). The interaction between the user and the brand causes positive results for both parties. While users can easily access their needs and new alternatives, brands can also easily acquire new users.

2.7.4. No Restrictions and Limits

In the traditional media, it is not possible for them to fully express themselves, as they have the opportunity to provide information to institutions in a short time and at a certain limit and with high fees. In online methods, the company can create a blog page containing all the information it wants to transmit at very low costs without any limitations and inform its followers by sharing them via social media. (Larousse, 1969, pp.8-394). You can update these shares at any time and add new ones. As new developments become available, announcing them to users will make positive contributions to the brand.

2.7.5. Personal Advertising and Event

The preference of traditional media in advertising applications results in the absolute control of the company, marketer or advertising agency. However, consumers are increasingly interested in personal advertisements today. This situation increases the effect of the messages transmitted through blogs, social networks, sharing communities and forms from social media channels and makes them more effective. (Özdemir, Özdemir, Polat, & Aksoy, 2014). Receiving a special discount code from the brands that the person is interested in, and encountering advertisements according to their interests creates a positive perception and purchase desire in the person.



THIRD PART

3. RESEARCH SUBJECT

Although the Internet is very new in our lives, it is a mass communication tool that has gained a wide range of use in our lives and has come to affect almost all of our lives. It is possible to use the internet in almost every sector and service we can think of. With this communication tool, whose usage area is expanding day by day, new uses, communication tools and habits are also entering our lives. Thanks to the advantages of the internet only, an interactive communication process with the internet has been born. So; Thanks to the Internet, it has taken its place in our lives quickly with its being faster than other communication tools, reaching more people and areas, being less costly than other alternatives, etc. The delay in conversion in the traditional media, the problems of users not receiving feedback, comments and reactions have accelerated and facilitated the prominence of digital media. The opportunity to receive instant responses from users and to convey the opinions and experiences of the users created this process and created a new interactive communication process.

Thanks to all this process, the internet has now become a normal part of our social life and life. For this reason, for manufacturers and service providers, this new channel has undoubtedly been the fastest and advantageous way to reach users. The internet has become a new way of communication for businesses that aim to reach their target audience in their daily lives. For this reason, as mentioned in the previous sections, there are many different ways to reach potential users thanks to the internet.

While a budget is required for some of these studies, for others, studies can be carried out without any additional budget. (Web site, social media content, e-mail, etc.) Digital marketing strategies can increase corporate reputation and customer loyalty, as well as increase sales. With the Covit-19 Pandemic, the fact that almost the whole world spends as much time at home as possible has made digital marketing and online brand management even more important.

In this crisis period, where schools continue with online education, shopping malls, gyms, restaurants, etc., businesses have to take a break from their activities and even employees continue to work without going to work via digital platforms,

traditional media has almost completely lost its functionality and digital media has experienced a very important process. . Users who have never shopped online before have experienced online shopping, even if required by the circumstances. In this process, while almost everything is happening in the digital world, the most effective way to reach the consumer has been with online brand management.

Due to the fact that this study is a master's thesis, time and budget constraints, due to the fact that it was prepared during the Covid-19 pandemic process, the subject was narrowed and examined specifically for N11 and Trendyol.

3.1. Purpose and Scope of the Research

The aim of this study is to examine the effects of online brand management on consumers' online purchasing decisions, with the effects of the Covid-19 virus, which started in Wuhan, China and spread all over the world in a very short time, with the period when we started to experience a new digital process. For this purpose, N11 and Trendyol, an e-commerce site, were selected to narrow the field of study, and it was aimed to conduct the research specifically for these two leading companies in the sector.

Within the scope of the research, a qualitative analysis of the online brand management studies applied by the marketplaces was made.

3.2 Limitations of the Study

Since the study is a master's thesis, time, budget constraints and pandemic conditions provide three important limitations.

Conducting the qualitative research of “Online Brand Management Marketplaces Review during the Pandemic Period” through third party sites such as semrush.com, ahrefs, searchmetrics, google trends, SEOmonitor, similarweb, googleads etc. may have caused some data to be overlooked or unclear.

Ahrefs; It is one of the most powerful and important SEO tools on the market. With Ahrefs; link profiling, competitor analysis, keyword evaluation, rank and ranking tracking and site experiences can be performed. To summarize, it is a popular SEO tool used to get better Google rankings.

Searchmetrics; Like Ahrefs, it is the story that offers your site's keyword density, word order and many more details. In short, it shows you how your site is. It is generally used to address the SEO deficiencies and needs of websites. It is very often preferred not only before the sale but also after the sale with its audio and video customer support. (Özdemir, Özdemir, Polat, & Aksoy, 2014). For this reason, it is used very often and has an important place for online brand management.

Googletrends; It is a free Google service. Its main task is to show how often search words are searched. It presents the volumes of the target keyword or words by comparing them with the historical search volumes. Thanks to this service, which is open to everyone, it can be used to follow the agenda, current search query, and analyze seasonal fluctuations. Google Trends provides useful information by presenting popular searches throughout the year, especially with its year-end reports.

Seomonitor is an SEO performance measurement and reporting tool, if we talk about it in one sentence. What makes this tool special is that there is no other SEO tool that invests so much for search results and words in Turkey. (Büyük, 2001, pp. 321-326). For this reason, it is the most used tool especially in our country. Of course, similar results can be obtained with other tools, but it is the most efficient tool for Turkish language support.

Similarweb is used to estimate what type of traffic a site is receiving. It allows to see the highest rank pages by category and country. Apart from these, it also provides statistics on monthly traffic, average visit time, visit per page, etc.

Googleadwords is the easiest and most popular system that enables businesses to deliver their products or services to users. Ads can be shown by targeting the search queries, website and topics that the target audience can do. With the Google ad model, search ads, display ads, video ads and app ads can be used. (Altındal, 2013, p. 1087). It is not possible to create a digital marketing strategy without these results. Accurate analyzes give accurate results. The right strategy can also be created with the right data. For this reason, Googleadwords should definitely be used for online brand management.

3.3 Research Method

Since the aim of the study is to examine the effects of online brand management studies on the online purchasing decision of the consumer, "Online Brand Management Marketplaces Review in the Pandemic Period", qualitative research methods were used. In this way, it has been tried to understand why or how the consumer is affected by which online brand management work and whether it affects the purchase.

3.4 Research Universe and Sample

3.4.1 Research Hypotheses

h1: Online brand management is affected by conjectural variables.

h2: Pandemic conditions have affected online brand management

h3: The pandemic has increased online sales rates.

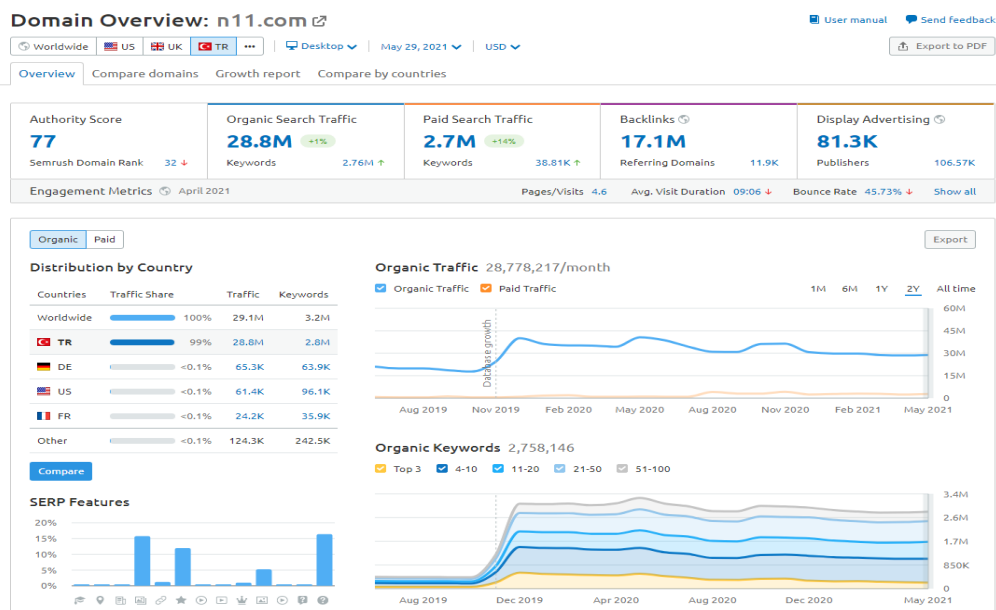
3.4.2 Data Analysis and Findings

In this chapter; The data obtained as a result of the examination of the digital marketing studies of "Online Brand Management Marketplaces Review in the Pandemic Period" were analyzed. While analyzing the data, various screenshots, reports and tables from third-party service providers were also used.

3.4.2.1 Online Marketplaces Engine Optimization (SEO)

- **N11**

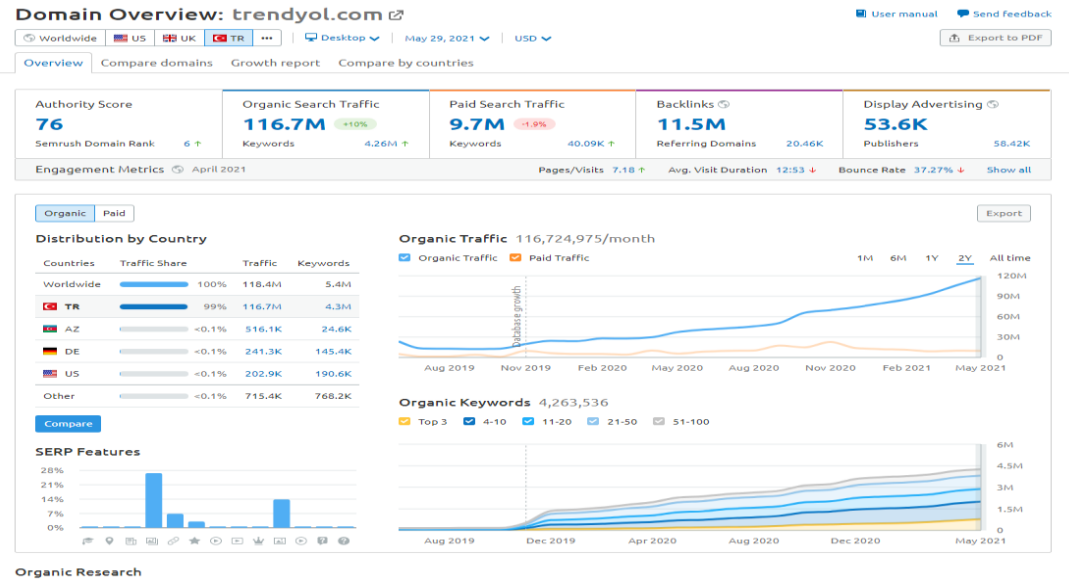
The seo graphic, which was examined specifically for n11 during the pandemic period, is given below

Figure 1*N11 Domain Overview (Organik research)*

The closure of people at home due to the Covid-19 pandemic has had a very positive impact on e-commerce. In the charts above, the 8-month period before, during and after the pandemic period has been examined. While organic traffic peaks in March, it is minimal in August.

- **Trendyol**

The seo graphic, which was examined in trendyol during the pandemic period, is given below.

Figure 2*Trendyol Domain Overview (Organic Research)*

The closure of people at home due to the Covid-19 pandemic has had a very positive impact on e-commerce. In the charts above, the 8-month period before, during and after the pandemic period has been examined. While organic traffic peaks in May, it is minimal in August. Users have increased their use every month with the pandemic period. The digital marketing strategies followed by Trendyol were positively reflected in the graphics.

3.4.2.2 Online Marketplaces Online Marketing

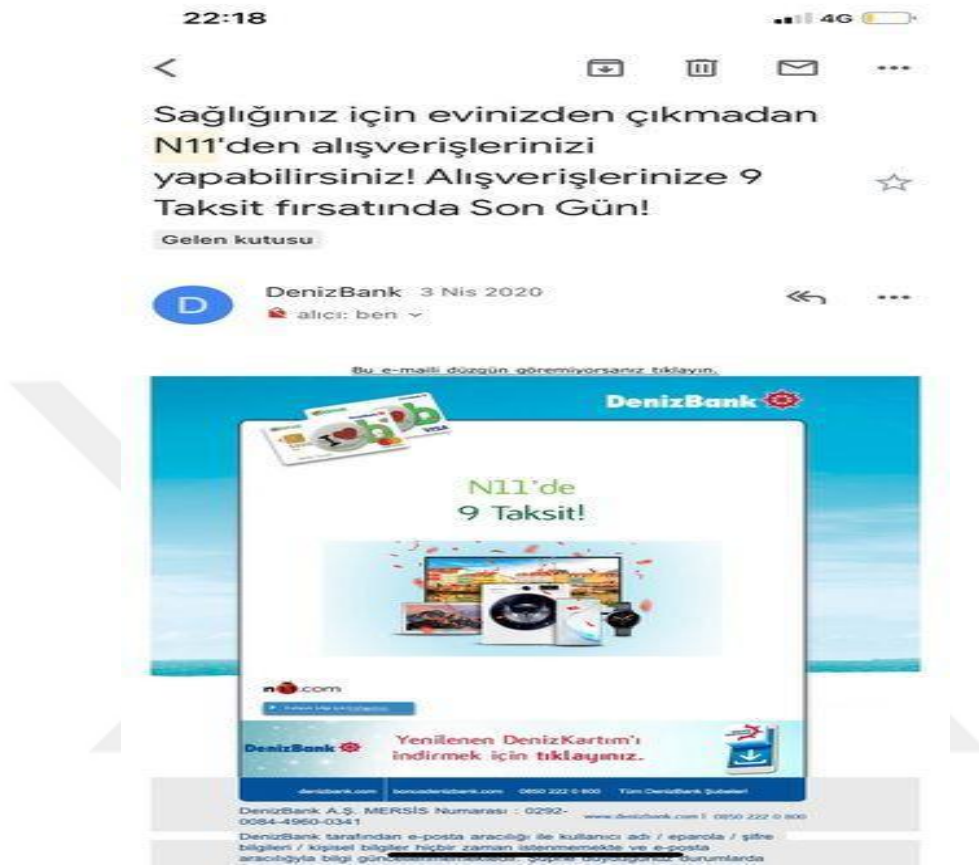
3.4.2.2.1 Online Marketplaces Visual Ad Samples -

3.4.2.2.2 Online Marketplaces Email Marketing

- N11

Figure 3

Online Marketplaces Email Marketing N11

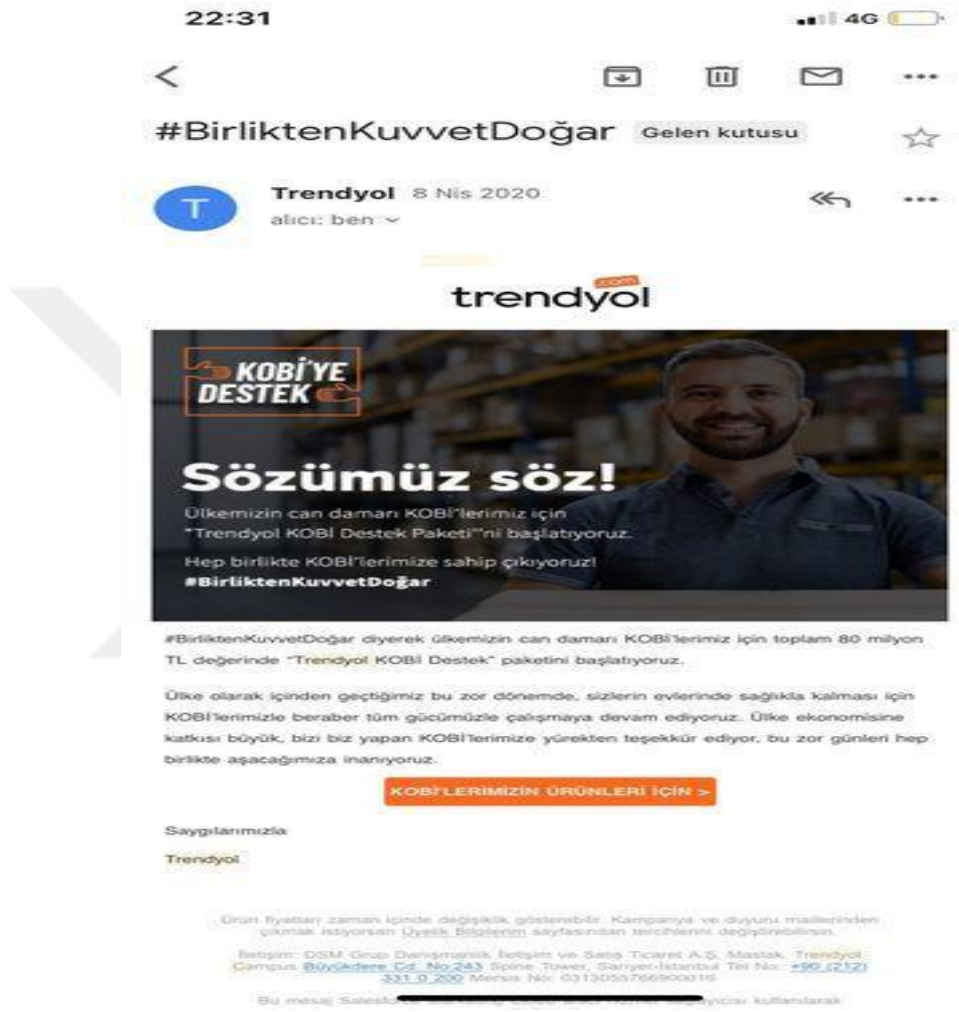


They announced the bank agreement by saying to shop without leaving your home. Especially in the period when the concepts such as contactless transaction, online payment etc. came into our lives, we walked through the shopping method.

- Trendyol

Figure 4

Online Marketplaces Email Marketing Trendyol



As an example of e-mail marketing, it has been progressed in parallel with social media content. By working for SMEs, they aimed to touch both the internal volume and the users.

3.4.2.2.3 Online Marketplaces Social Media Marketing Examples

In the table given below, the general titles of the social media posts of both companies, which are examined in detail in the following sections, are summarized.

Table 1

Online Marketplaces All Social Media Posts

Social Media Posts	N11	Trendyol
Women Entrepreneur Support		X
SME Support		X
SME Online Education Support	X	X
Ramadan Support		X
New Working Model		X
Shelter Support		X
Feast of Ramadan	X	X
Unfair Competition Prevention		X
Market Products Discount	X	
General Discount	X	
Series of Activities to Do at Home	X	X
Mothers Day	X	X
Thanks for Shipping Personal	X	X
Thanks for Healthcare Professionals	X	X

According to the table above, N11's entire social media strategy shows both similarities and differences with Trendyol. The strategies of N11 and Trendyol are

similar, and Trendyol also touched on different topics than N11 by addressing more topics and working more content. This situation is explained in detail in the analysis section examined in the last section.

N11

In the table given below, the detailed breakdowns of the social media posts of N11, which are examined in detail in the following sections, are summarized.

Table 2

Online Marketplaces N11 Social Media Details

Social Media Posts	Facebook	Instagram	Twitter	LinkedIn	Youtube
Market Products Discount	X	X	X		X
General Discount	X	X	X		X
Series of Activities to Do at Home	X	X	X		X
Mothers Day	X	X	X	X	
Thanks for Shipping Personal	X	X	X	X	X
Thanks for Healthcare Professionals	X	X	X	X	
Feast of Ramadan	X	X	X	X	X

In general, although the same posts are shared by adapting their featured sizes on almost every platform, they differed according to their content. For example; While home activities were shared on Facebook, Youtube and other channels, they were not shared on LinkedIn.

Trendyol

In the table given below, the detailed breakdowns of Trendyol's social media posts, which are analyzed in detail in the following sections, are summarized.

Table 3

Online Marketplaces Trendyol Social Media Details

Social Media Posts	Facebook	Instagram	Twitter	LinkedIn	YouTube
Women Entrepreneur Support	X	X	X	X	X
SME Support	X	X	X	X	X
SME Online Education Support	X	X	X	X	
Ramadan Support	X	X	X		X
New Working Model		X		X	
Shelter Support	X	X	X		
Feast of Ramadan	X	X	X	X	X
Unfair Competition Prevention	X	X	X	X	
Series of Activities to Do at Home	X	X			X
Mothers Day	X	X	X	X	
Thanks for Shipping Personal	X	X	X	X	X
Thanks for Healthcare Professionals	X	X	X	X	

In general, although the same posts are shared by adapting their featured sizes on almost every platform, they differed according to their content. However, Trendyol behaved more flexible than N11. For example; we are against unfair competition, while content sharing was shared on Facebook, Linkedin and other channels, it was not shared only on Youtube.

N11

- Instagram

Figure 5

29.01.2020 N11 Instagram Sharing Example

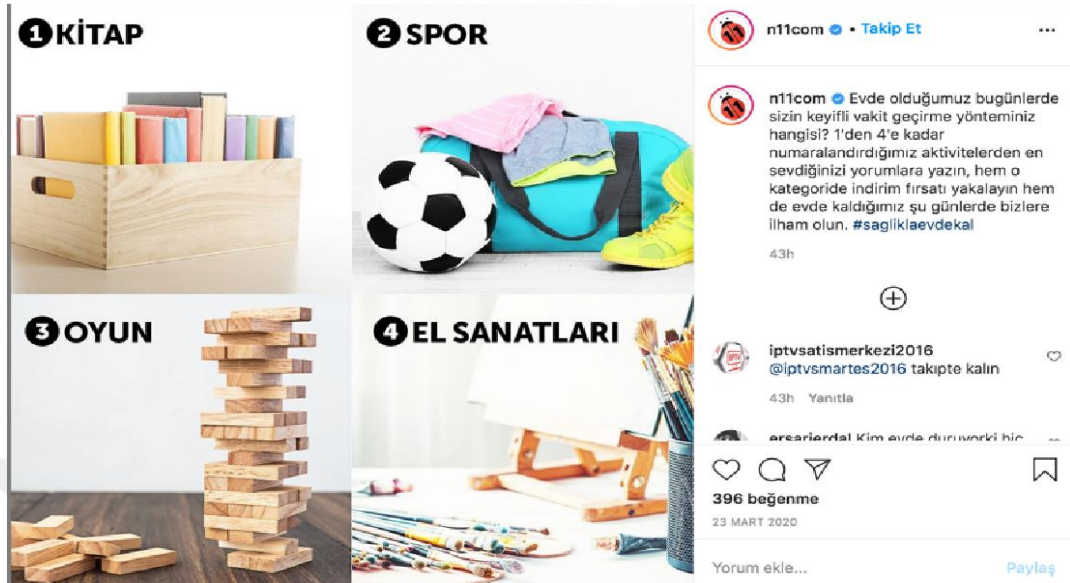


Note: N11 Instagram Page, <https://www.instagram.com/p/B75527CFt7Z/>, 23.01.2021

Before the pandemic period begins, there is a strategy that advances with brand awareness, sponsored content and campaigns.

Figure 6

23.03.2020 N11 Instagram Sharing Example

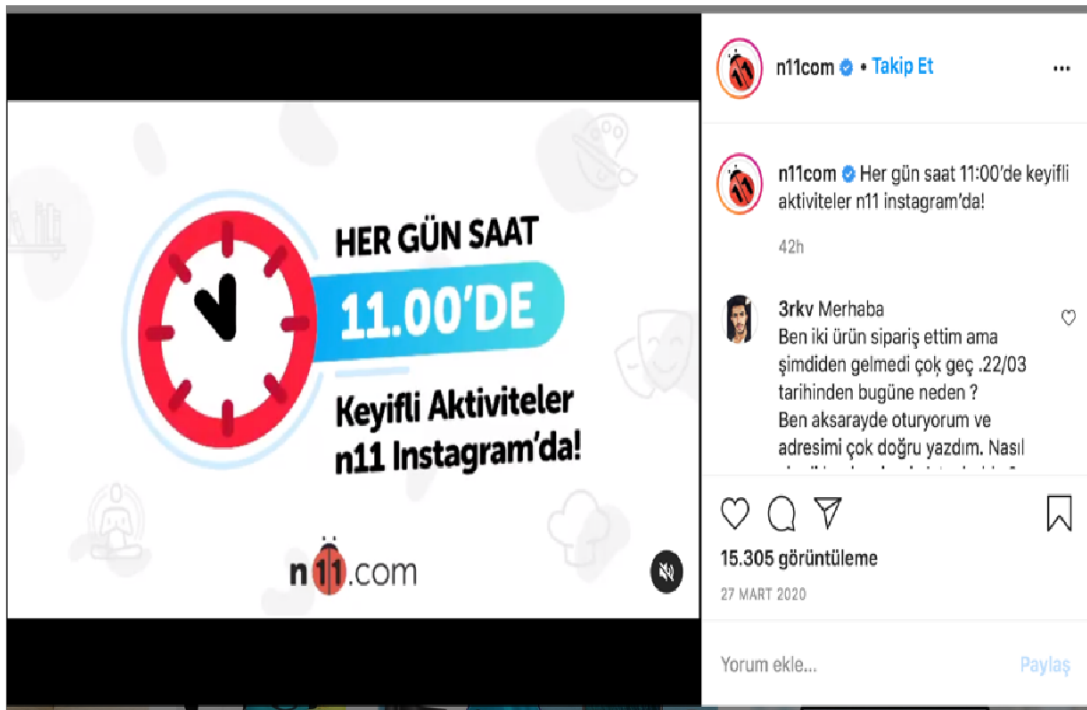


Note: N11 Instagram Page, <https://www.instagram.com/p/B-ETP9rDQnD/>, 23.01.2021

With the impact of Covid-19 in our country and people starting to work from home, there is a content plan for activities that can be done at home.

Figure 7

27.03.2020 N11 Instagram Sharing Example



Note: N11 Instagram Page, <https://www.instagram.com/p/B-PbVBHjFSP/>, 23.01.2021

Not only for the target audience working from home, but because the whole social life is suspended, the content plan determined appeals to almost everyone. Apart from sales-oriented activities, it has been carried out with the aim of attracting the attention of the target audience and brand loyalty.

Figure 8

30.01.2020 N11 Instagram Sharing Example



Note: N11 Instagram Page, <https://www.instagram.com/p/B-W1sygDyrO/>, 23.01.2021

Like their competitors and many other companies, they supported social responsibility as part of the social responsibility project for healthcare professionals who were trying to fight a virus that is not yet known in the field while everyone was at home.

Figure 9

27.04.2020 N11 Instagram Sharing Example



Note: N11 Instagram Page, https://www.instagram.com/p/B_flpa0DHMH/ , 23.01.2021

The demand for the e-commerce sector has increased considerably with the closure of the stores and the suspension of hairdressers and many businesses. In N11, a communication study was developed with the motto "Life Comes Home" to give the impression that we will bring you everything needed. What is meant to be given here is that you stay at home and we bring life home.

Figure 10

24.05.2020 N11 Instagram Sharing Example



Note: N11 Instagram Page, <https://www.instagram.com/p/CAj5VwED1nw/>, 23.01.2021

Moving in line with the previous communication example, communication continued with the motto "" Holidays Comes to You ""for the Ramadan Feast under the curfew. Even though we were apart on the holiday, the message we are with you was given to everything from kitchen needs to household appliances, from clothing to everything else.

- Facebook

According to Instagram and LinkedIn, Facebook generally progresses only with a content plan created from special days, announcements and campaigns.

Figure 11

04.02.2020 N11 Facebook Sharing Example



Note: N11 Facebook Page, <https://www.facebook.com/n11com> , 25.01.2021

Before the pandemic period begins, there is a strategy that progresses with more important campaigns and special day communication instead of brand awareness, sponsored content and campaigns.

Figure 12

30.03.2020 N11 Facebook Sharing Example



Note: N11 Facebook Page, <https://www.facebook.com/n11com> , 25.01.2021

As shared on Instagram, they supported social responsibility like their competitors and many other companies, during this period, they supported the healthcare professionals who were trying to fight with an unknown virus in the field while everyone was at home, within the scope of the social responsibility project.

Not only financially, but also continued its social responsibility communication by opening the hotels affiliated to the Doğu Group for healthcare professionals who are afraid of infecting the family.

Figure 13

27.04.2020 N11 Facebook Sharing Example



Source: N11 Facebook Page, <https://www.facebook.com/n11.com>

Date of Access: 25.01.2021

The demand for the e-commerce sector has increased considerably with the closure of the stores and the suspension of hairdressers and many businesses. In N11, a communication study was developed with the motto "Life Comes Home" to give the impression that we will bring you everything needed.

What is meant to be given here is that you stay at home and we bring life home. While very special campaigns such as "Valentine's Day" are generally featured on Facebook, it has been shown that they create content with a special importance with "Life Comes Home".

Figure 14

10.05.2020 N11 Facebook Sharing Example



Note: N11 Facebook Page, <https://www.facebook.com/n11com> , 25.01.2021

Even though the visual content is at home, in order not to bore the consumer, a special occasion communication has been made in a way that is always stripped of the style of home, living, home life.

- **Linkedin**

Based on the target audience of the platform, LinkedIn focused on special day communication, career communication and employer brand. There is not much room for the campaigns.

Figure 15

01.06.2020 N11 Linkedin Sharing Example



Note: N11 LinkedIn Page, <https://www.linkedin.com/company/n11-com/> , 02.02.2021

It was shared on LinkedIn as a special day communication because they support women and women employment. Before the pandemic, there is generally business-oriented communication.

Figure 16

22.03.2020 N11 LinkedIn Sharing Example

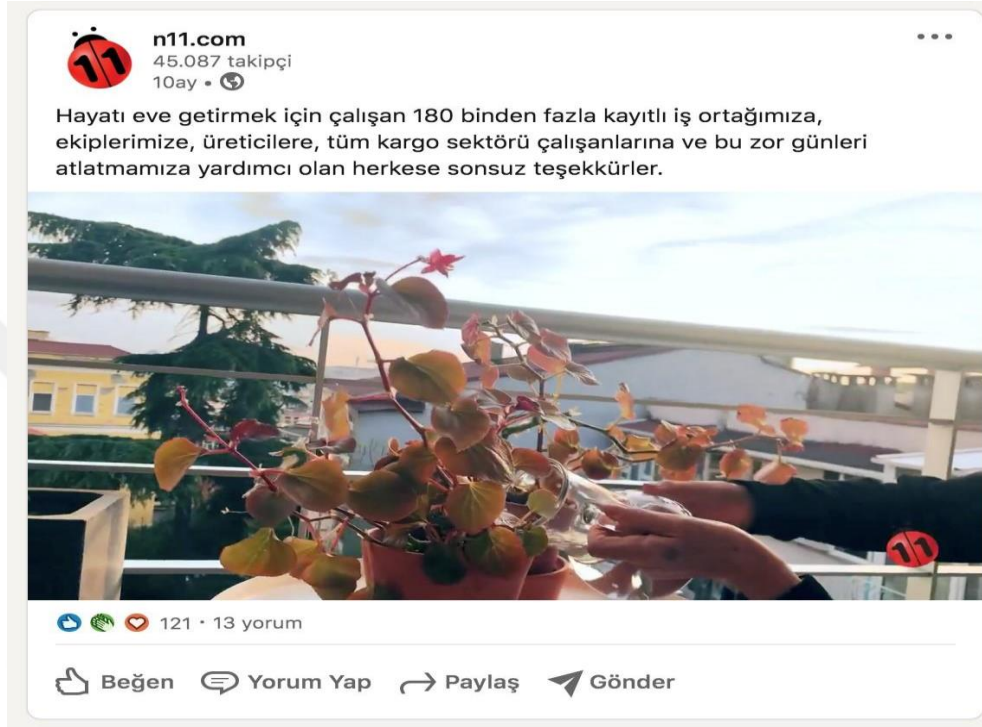


Note: N11 LinkedIn Page, <https://www.linkedin.com/company/n11-com/> , 02.02.2021

As shared on Instagram and Facebook, they supported social responsibility like their competitors and many other companies, and during this period, they supported the healthcare professionals who were trying to fight with an unknown virus in the field while everyone was at home, within the scope of the social responsibility project.

Figure 17

01.06.2020 N11 Linkedin Sharing Example



Note: N11 LinkedIn Page, <https://www.linkedin.com/company/n11-com/> , 02.02.2021

The demand for the e-commerce sector has increased considerably with the closure of the stores and the suspension of hairdressers and many businesses. In N11, a communication study was developed with the motto "Life Comes Home" to give the impression that we will bring you everything needed.

What is meant to be given here is that you stay at home and we bring life home. While very special campaigns such as "Valentine's Day" are generally featured on Facebook, it has been shown that they create content with a special importance with "Life Comes Home".

Figure 18

01.06.2020 N11 LinkedIn Sharing Example



Note: N11 LinkedIn Page, <https://www.linkedin.com/company/n11-com/> , 02.02.2021

As in other corporate platforms; Even though the visual content is at home, in order not to bore the consumer, a special occasion communication has been made in a way that is always stripped of the style of home, living, home life.

- **Twitter**

Twitter actually fits with LinkedIn as a similarity. Unlike LinkedIn, there are no special trainings for SMEs, employer brand contents etc... in the strategy. Special day communications and announcements were generally included.

Figure 19

08.03.2020 N11 Twitter Sharing Example



Note: N11 Twitter Page, <https://twitter.com/n11com> , 02.02.2021

It was shared on LinkedIn as a special day communication because they support women and women employment. Before the pandemic, there is generally business-oriented communication.

Figure 20*08.03.2020 N11 Twitter Sharing Example*

Note: N11 Twitter Page, <https://twitter.com/n11com> , 02.02.2021

As shared on Instagram, LinkedIn and Facebook, they supported social responsibility like their competitors and many other companies, during this period, they provided support for healthcare professionals who were trying to combat a virus that is not yet known in the field while everyone was at home.

Figure 21*08.03.2020 N11 Twitter Sharing Example*

Note: N11 Twitter Page, <https://twitter.com/n11com> , 02.02.2021

The demand for the e-commerce sector has increased considerably with the closure of the stores and the suspension of hairdressers and many businesses. In N11, a communication study was developed with the motto "Life Comes Home" to give the impression that we will bring you everything needed.

What is meant to be given here is that you stay at home and we bring life home. While very special campaigns such as "Valentine's Day" are generally featured on Facebook, it has been shown that they create content with a special importance with "Life Comes Home".

Figure 22

08.03.2020 N11 Twitter Sharing Example



Note: N11 Twitter Page, <https://twitter.com/n11com> , 02.02.2021

As in other corporate platforms; Even though the visual content is at home, in order not to bore the consumer, a special occasion communication has been made in a way that is always stripped of the style of home, living, home life.

Figure 23

08.03.2020 N11 Twitter Sharing Example



Note: N11 Twitter Page, <https://twitter.com/n11com> , 02.02.2021

The e-commerce sector, which came to the fore with the pandemic, was also supported by the Ministry of Commerce. Online shopping, which enables people to meet their needs in difficult days, can be positioned as both a new sector and the usual flow of life.

- Youtube

Figure 24

28.03.2020 N11 Youtube Sharing Example

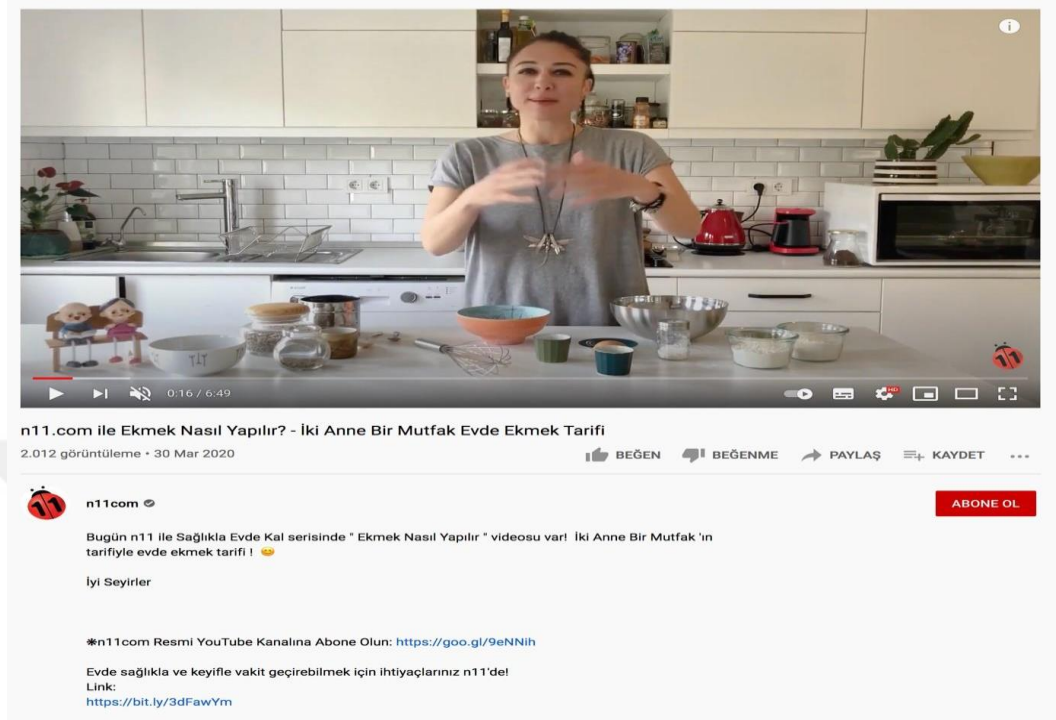


Note: N11 Youtube Page, <https://twitter.com/n11com> , 09.02.2021

Not only for the target audience working from home, but because the whole social life is suspended, the content plan determined appeals to almost everyone. Apart from sales-oriented activities, it has been carried out with the aim of attracting the attention of the target audience and brand loyalty.

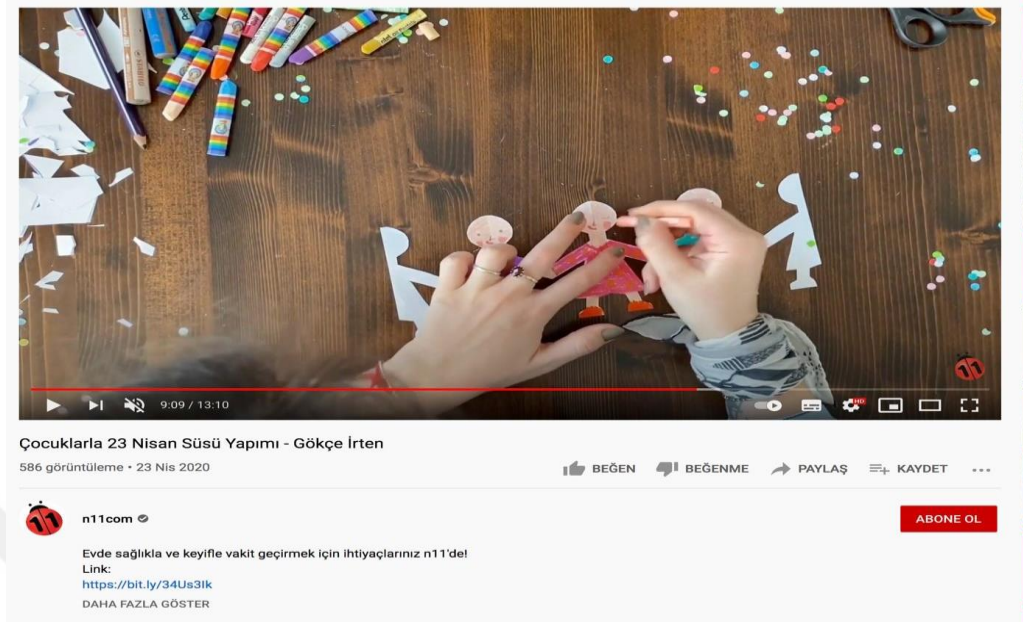
Figure 25

28.03.2020 N11 Youtube Sharing Example



Note: N11 Youtube Page, <https://twitter.com/n11com> , 09.02.2021

Not only for the target audience working from home, but because the whole social life is suspended, the content plan determined appeals to almost everyone. Apart from sales-oriented activities, it has been carried out with the aim of attracting the attention of the target audience and brand loyalty. Homemade bread making is an effort to drive brand awareness, traffic.

Figure 26*28.03.2020 N11 Youtube Sharing Example*

Note: N11 Youtube Page, <https://twitter.com/n11com> , 09.02.2021

With the closure of people at home, the search for activities that can be done at home has also come to the fore. In order to attract the attention of the users and turn this into sales, the activities that can be done at home have been published. Making ornaments at home for the children's holiday, which will be celebrated at home for the first time, is an example of this.

Figure 27

28.03.2020 N11 Youtube Sharing Example



Note: N11 Youtube Page, <https://twitter.com/n11com> , 09.02.2021

Considering the materials needed for activities that can be done at home, cosmetics, textiles, the needs that arise while working from home, etc., an advertising campaign that evaluates the need with the theme "Life Comes Home" has been worked out.

Figure 28

28.03.2020 N11 Youtube Sharing Example



Note: N11 Youtube Page, <https://twitter.com/n11com> , 09.02.2021

With the covid-19 pandemic, undoubtedly the most needed thing has been online grocery shopping. However, the entry into force of the project was not very effective as it coincided with the normalization process of the pandemic.

- **Trendyol**

An average of 2 posts per day are posted on the Instagram account. In the story part, an average of 5-6 stories are shared. Shared posts are generally made for female users. This shows that the majority of the Instagram target audience is women.

But; Since March, progress has been made according to different strategies. First of all, they tried to gain consumer confidence and preserve transparency with transparency in price policy, safe delivery, etc. Afterwards, content was produced under today's conditions in special day communications. Staying at home on special occasions such as holidays, mother's day, etc. was emphasized, and these days, there

were content studies that thank the employees who work actively in the field. Apart from these, financial support was given to healthcare workers, and SMEs who could not make active sales in the field announced through their communications that they were supported with a hand-in-hand campaign.

- **Instagram**

Figure 29

February 2020 Trendyol Instagram Sharing Example



Note: Trendyol Instagram Page, https://www.instagram.com/p/B88I_bLnEBq/,
23.01.2021

Prior to the pandemic, it continued to progress with a focus on lifestyle and brand awareness

Figure 30

11 March 2020 Trendyol Instagram Sharing Example



Note: Trendyol Instagram Page, <https://www.instagram.com/p/B9mOa3LHlhY/>,

23.01.2021

With the coronavirus seen in our country, the panic in humans has triggered the purchase drive.

Business owners trying to make the most of this crisis have set very irrelevant prices for many product groups, especially masks, gloves, disinfectants and colognes. Trendyol had to make such an announcement as the consumer blamed the marketplace where he directly shopped.

Figure 31

March 16, 2020 Trendyol Instagram Sharing Example

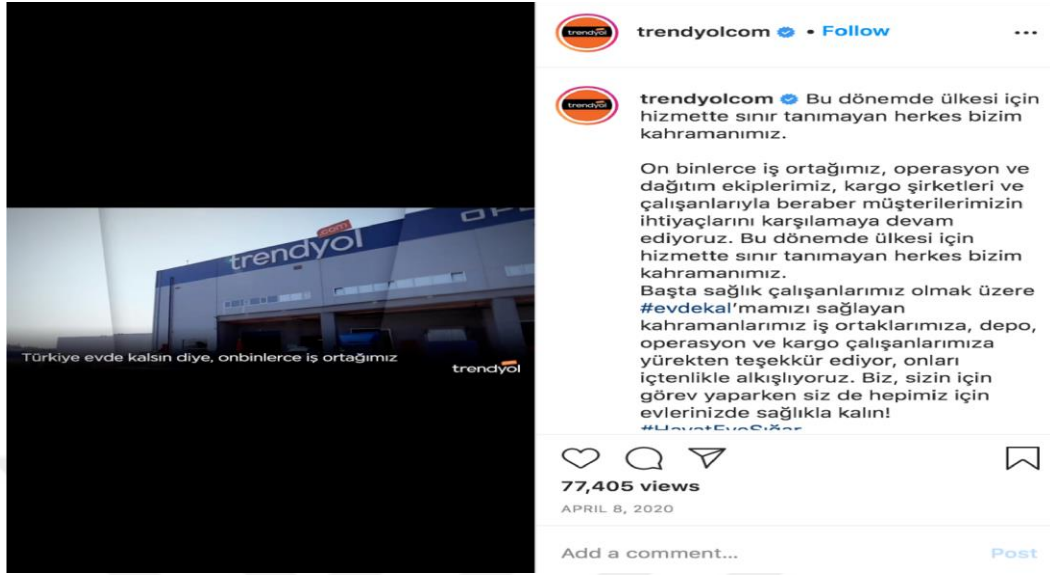


Note: Trendyol Instagram Page, <https://www.instagram.com/p/B9zQdxAH1qI/>, 23.01.2021

It is clear that as people close at home, they start having trouble spending all their time at home. Since the needs of people changed with the pandemic, the content plan was arranged accordingly and the posts were made.

Figure 32

8 April 2020 Trendyol Instagram Sharing Example

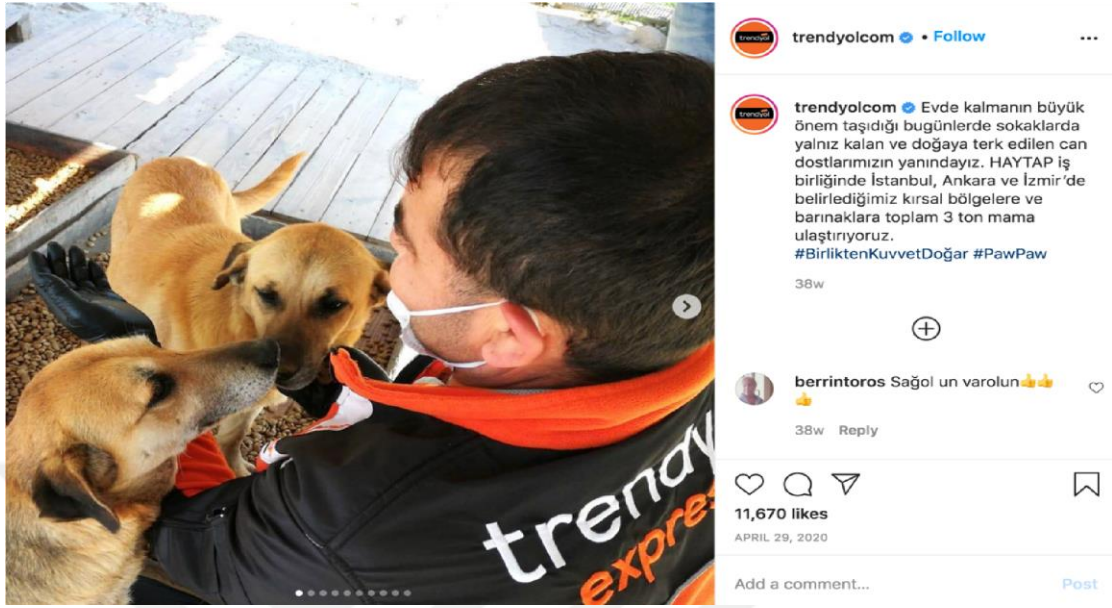


Note: Trendyol Instagram Page, <https://www.instagram.com/p/B-t3AMVngQd/>,
23.01.2021

Unlike its competitors, Trendyol has developed a different content plan by executing digital marketing strategies within its business partners and employees. He wanted to say that his colleagues touched the consumer and working in the field with difficulties but taking all the precautions

Figure 33

April 29, 2020 Trendyol Instagram Sharing Example



Note: Trendyol Instagram Page, https://www.instagram.com/p/B_kffu2Hih/, 23.01.2021

Social responsibility communication continued, not only for SMEs, healthcare professionals, couriers, but also for our little friends on the street. They donated 3 tons of food to the shelters in 3 big cities and announced on social media.

Figure 34

12 March 2020 Trendyol Instagram Sharing Example



Note: Trendyol Instagram Page, https://www.instagram.com/p/B_z-lnHHui0/, 23.01.2021

While most of the consumers, especially the target audience, moved to a new life order without leaving home, social responsibility communication continued, not forgetting the cargo employees working in the field.

Figure 35

12 March 2020 Trendyol Instagram Sharing Example



Note: Trendyol Instagram Page, <https://www.instagram.com/p/B9ofnkNHYj0/>, 23.01.2021

In addition to other social responsibility campaigns, social responsibility communication, which emphasizes the importance of solidarity with the increase in unemployment, continued by saying.

#BirliktenKuvvetDogar with the arrival of the month of Ramadan. By delivering basic food packages specially prepared for Ramadan to the governorships in the provinces in coordination with AFAD, donations were made to reach those in need, and this work was also communicated.

- **Facebook**

According to Instagram and LinkedIn, Facebook generally progresses only with a content plan created from special days, announcements and campaigns. Unlike other competitors, the evdekal series has been more prominent than other platforms. In addition, SME has advanced with a different strategy by highlighting the support package from communication. Its progress with a combined strategy that is not only consumer-oriented, but also manufacturer, personnel and consumer-oriented has also been reflected in preferences. They highlighted the Evdekal series more prominently than Instagram, LinkedIn and Twitter.

Figure 36

24.02.2020 Trendyol Facebook Sharing Example



Note: Trendyol Facebook Page, <https://www.facebook.com/Trendyol> 27.01.2021

Prior to the pandemic, it continued to progress with a focus on lifestyle and brand awareness.

Figure 37

12.03.2020 Trendyol Facebook Sharing Example



Note: Trendyol Facebook Page, <https://www.facebook.com/Trendyol> 27.01.2021

With the coronavirus seen in our country, the panic in humans has triggered the purchase drive.

Business owners trying to make the most of this crisis have set very irrelevant prices for many product groups, especially masks, gloves, disinfectants and colognes. Trendyol had to make such an announcement as the consumer blamed the marketplace where he directly shopped.

Figure 38

30.03.2020 Trendyol Facebook Sharing Example



Note: Trendyol Facebook Page, <https://www.facebook.com/Trendyol> 27.01.2021

With people working from home and the closing of gyms, there has been an increase in the number of people who want to do sports at home. Trendyol collaborated with Elvin Levinler to draw attention to the sale of sports equipment and to attract the attention of users.

Figure 39

31.03.2020 Trendyol Facebook Sharing Example



Note: Trendyol Facebook Page, <https://www.facebook.com/Trendyol> , 27.01.2021

Like Trendyol, its competitors and many other companies, they also supported social responsibility as part of the social responsibility project for healthcare professionals who were trying to combat a virus that is not yet known when everyone was at home.

Figure 40

08.07.2020 Trendyol Facebook Sharing Example



Note: Trendyol Facebook Page, <https://www.facebook.com/Trendyol> , 27.01.2021

"Trendyol Support package" has been worked out for the tradesmen who had to close their shops and who had difficulties due to the people who closed their houses even though they did not have to close them. Small, medium and large enterprises were supported with services such as low commission and SME training program.

- **Linkedin**

Figure 41

08.03.2020 Trendyol Linkedin Sharing Example

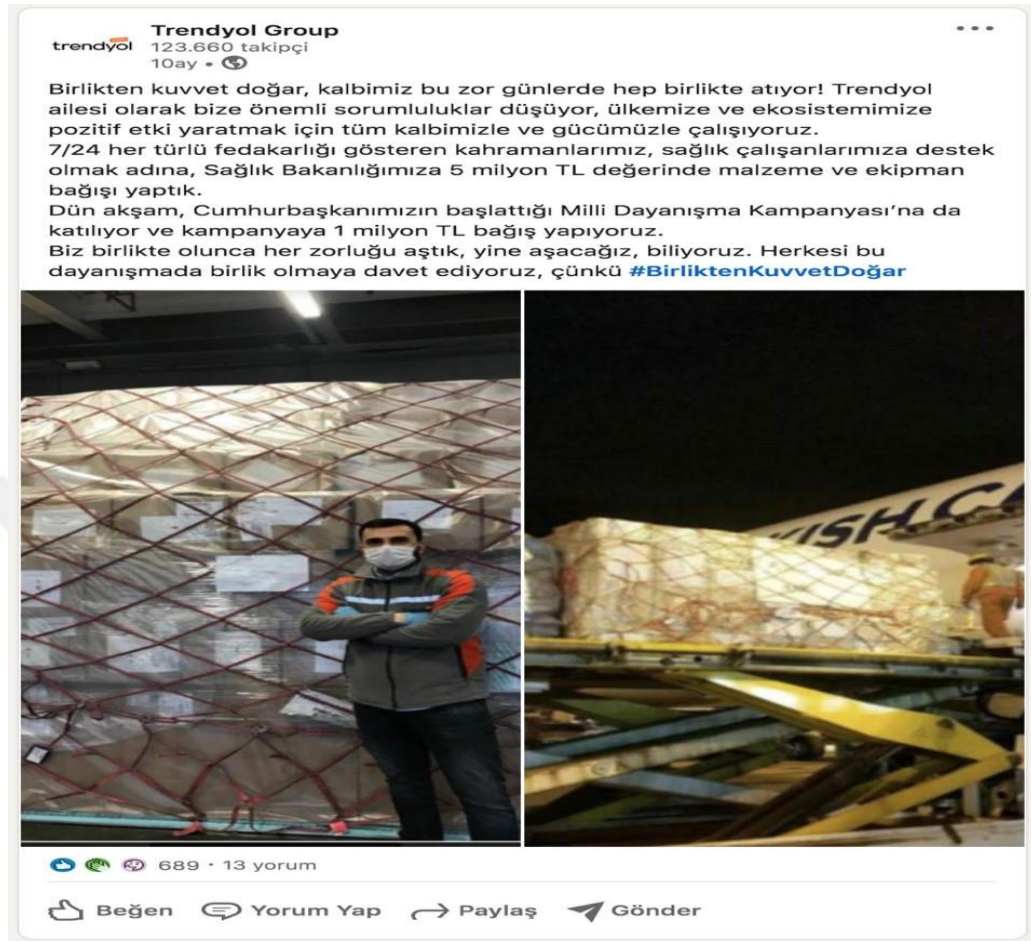


Note: Trendyol Linkedin Page, <https://www.linkedin.com/company/trendyolgroup/>
02.02.2021

Supporting women employment and SMEs before the pandemic, Trendyol celebrated March 8, World Working Women's Day with the content it produced by combining social responsibility communication and special day communication. The contents during the pandemic period progressed along this line.

Figure 42

08.04.2020 Trendyol LinkedIn Sharing Example



Note: Trendyol LinkedIn Page, <https://www.linkedin.com/company/trendyolgroup/>
02.02.2021

Like Trendyol, its competitors and many other companies, they also supported social responsibility as part of the social responsibility project for healthcare professionals who were trying to combat a virus that is not yet known when everyone was at home.

Figure 43

22.04.2020 Trendyol Linkedin Sharing Example



Note: Trendyol Linkedin Page, <https://www.linkedin.com/company/trendyolgroup/>
02.02.2021

Unlike its competitors, Trendyol has developed a different content plan by executing digital marketing strategies within its business partners and employees. He wanted to say that his colleagues touched the consumer and working in the field with difficulties but taking all the precautions.

Figure 44

30.04.2020 Trendyol LinkedIn Sharing Example



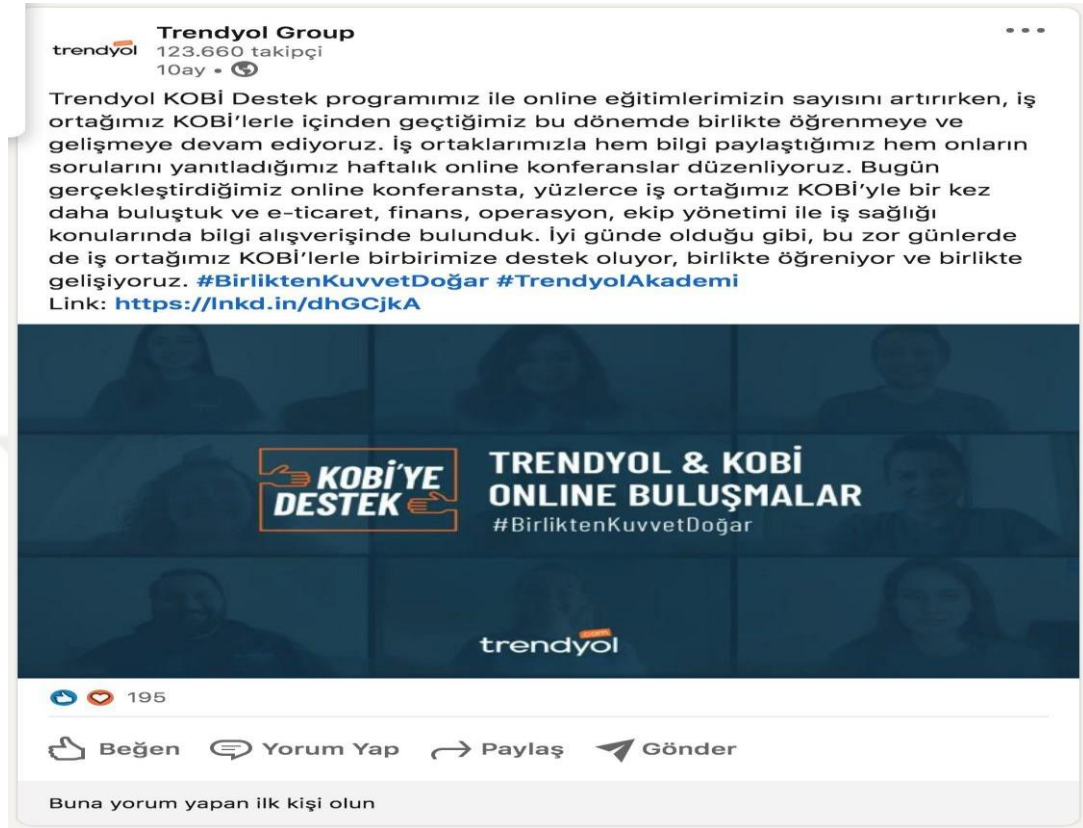
Source: Trendyol LinkedIn Page, <https://www.linkedin.com/company/trendyolgroup/>

Date of Access: 02.02.2021

By saying "SUPPORT TO SMEs" with the "Trendyol Support Package" action, it further emphasizes the support it gives to the manufacturer. Emphasis was placed on the sharing culture of our people and increased social responsibility communication by saying that it supports the continuity of employment.

Figure 45

30.04.2020 Trendyol Linkedin Sharing Example



Note: Trendyol Linkedin Page, <https://www.linkedin.com/company/trendyolgroup/>
02.02.2021

"Trendyol Support package" has been worked out for the tradesmen who had to close their shops and who had difficulties due to the people who closed their houses even though they did not have to close them. Small, medium and large enterprises were supported with services such as low commission and SME training program.

Figure 46

08.05.2020 Trendyol Linkedin Sharing Example

Trendyol Group + Takip Et ...

trendyol 123.660 takipçi
9ay • 🌐

#EticaretOlarakKobilerinYanındayız #Trendyol #BirliktenKuvvetDoğar

Ülke ekonomisinin can damarı KOBİ'lerimizin başından beri bu zor dönemde yanındayız.

"Trendyol KOBİ Destek" paketimiz ile **45 bine yakın KOBİ** iş ortağımıza finansman, pazarlama ve eğitim desteği veriyoruz.

#BirliktenKuvvetDoğar inancıyla hareket ediyor, Ticaret Bakanlığımızın #EticaretOlarakKobilerinYanındayız kampanyasına katılıyoruz. Ticaret hayatımızın asıl kahramanları ile her zaman dayanışma içinde olacağız.

 trendyol

👍 🌱 ❤️ 171

Beğen Yorum Yap Paylaş Gönder

Buna yorum yapan ilk kişi olun

Note: Trendyol LinkedIn Page, <https://www.linkedin.com/company/trendyolgroup/>
02.02.2021

"Trendyol Support package" has been worked out for the tradesmen who had to close their shops and who had difficulties due to the people who closed their houses even though they did not have to close them. Small, medium and large enterprises were supported with services such as low commission and SME training program.

Figure 47

12.05.2020 Trendyol Linkedin Sharing Example



Note: Trendyol LinkedIn Page, <https://www.linkedin.com/company/trendyolgroup/>
02.02.2021

While most of the consumers, especially the target audience, moved to a new life order without leaving home, social responsibility communication continued, not forgetting the cargo employees working in the field.

Figure 48

17.05.2020 Trendyol Linkedin Sharing Example

Trendyol Group + Takip Et ...
trendyol 123.660 takipçi
9ay • Düzenlendi •

Ramazan, 80 milyonu bir sofrada buluşturur; hepimize paylaşmanın önemini, değerini bir kez daha anlatır. Biz de Türkiye'nin Trendyol'u olarak kalpten kalbe paylaşmaya devam ediyoruz. İhtiyaç sahiplerine destek olmak amacıyla Ramazan'da Birlik Hareketi'ni başlattık. Valilikler ile koordine olarak yürüttüğümüz bu kampanyayla, Türkiye'nin her noktasına, ihtiyaç duyan her sofrasına, bağışladığınız gıda paketlerini ulaştırıyoruz. Bu paylaşımına katılmak, bir ailenin sofrasına siz de katkıda bulunmak isterseniz, link üzerinden gıda paketi bağışınızı yapabilirsiniz. Sevgimiz, paylaşımımız sonsuz olsun. Kalpten kalbe akan bir Ramazan olsun.

#KalptenKalbeTrendyol #Trendyol #Ramazan #TürkiyeninTrendyolu

Link: https://lnkd.in/gdb_55P



152 • 1 yorum

Beğen Yorum Yap Paylaş Gönder

Note: Trendyol Linkedin Page, <https://www.linkedin.com/company/trendyolgroup/>
02.02.2021

In addition to other social responsibility campaigns, social responsibility communication, which emphasizes the importance of solidarity with the increase in unemployment, continued by saying.

#BirliktenKuvvetDogar with the arrival of the month of Ramadan. By delivering basic food packages specially prepared for Ramadan to the governorships

in the provinces in coordination with AFAD, donations were made to reach those in need, and this work was also communicated.

Figure 49

18.05.2020 Trendyol LinkedIn Sharing Example



Note: Trendyol LinkedIn Page, <https://www.linkedin.com/company/trendyolgroup/>
02.02.2021

Because of the pandemic, Trendyol has achieved a serious growth. This growth also naturally for new job placement. It announces that it has grown in a full home working model, a model that has never been tried before, and that's how to get started.

Figure 50

24.05.2020 Trendyol LinkedIn Sharing Example



Note: Trendyol LinkedIn Page, <https://www.linkedin.com/company/trendyolgroup/>
02.02.2021

Perhaps for the first time in history, a religious holiday in the geography we live in had to be celebrated under a curfew. Eid al-Fitr was also celebrated online in order not to increase contact due to the holiday. Trendyol is not an incentive to increase the sales, it has a more candy-like festive mood, but with a distant coat.

- Twitter

Figure 51

08.03.2020 Trendyol Twitter Sharing Example



Note: Trendyol Twitter Page, <https://twitter.com/Trendyol> , 02.02.2021

Supporting women employment and SMEs before the pandemic, Trendyol celebrated March 8, World Working Women's Day with the content it produced by combining social responsibility communication and special day communication. The contents during the pandemic period progressed along this line.

Figure 52

12.03.2020 Trendyol Twitter Sharing Example



Note: Trendyol Twitter Page, <https://twitter.com/Trendyol> 02.02.2021

With the coronavirus seen in our country, the panic in humans has triggered the purchase drive.

Business owners trying to make the most of this crisis have set very irrelevant prices for many product groups, especially masks, gloves, disinfectants and colognes. Trendyol had to make such an announcement as the consumer blamed the marketplace where he directly shopped.

Figure 53

31.03.2020 Trendyol Twitter Sharing Example



Note: Trendyol Twitter Page, <https://twitter.com/Trendyol> 02.02.2021

Like Trendyol, its competitors and many other companies, they also supported social responsibility as part of the social responsibility project for healthcare professionals who were trying to combat a virus that is not yet known when everyone was at home.

Figure 54

08.04.2020 Trendyol Twitter Sharing Example



Note: Trendyol Twitter Page, <https://twitter.com/Trendyol> 02.02.2021

By saying "SUPPORT TO SMEs" with the "Trendyol Support Package" action, it further emphasizes the support it gives to the manufacturer. Emphasis was placed on the sharing culture of our people and increased social responsibility communication by saying that it supports the continuity of employment.

Figure 55

17.04.2020 Trendyol Twitter Sharing Example



Note: Trendyol Twitter Page, <https://twitter.com/Trendyol> 02.02.2021

In addition to other social responsibility campaigns, social responsibility communication, which emphasizes the importance of solidarity with the increase in unemployment, continued by saying

#BirliktenKuvvetDogar with the arrival of the month of Ramadan. By delivering basic food packages specially prepared for Ramadan to the governorships in the provinces in coordination with AFAD, donations were made to reach those in need, and this work was also communicated.

Figure 56

05.05.2020 Trendyol Twitter Sharing Example



Note: Trendyol Twitter Page, <https://twitter.com/Trendyol> 02.02.2021

Unlike its competitors, Trendyol has developed a different content plan by executing digital marketing strategies within its business partners and employees. He wanted to say that his colleagues touched the consumer and working in the field with difficulties but taking all the precautions.

Figure 57*08.05.2020 Trendyol Twitter Sharing Example*

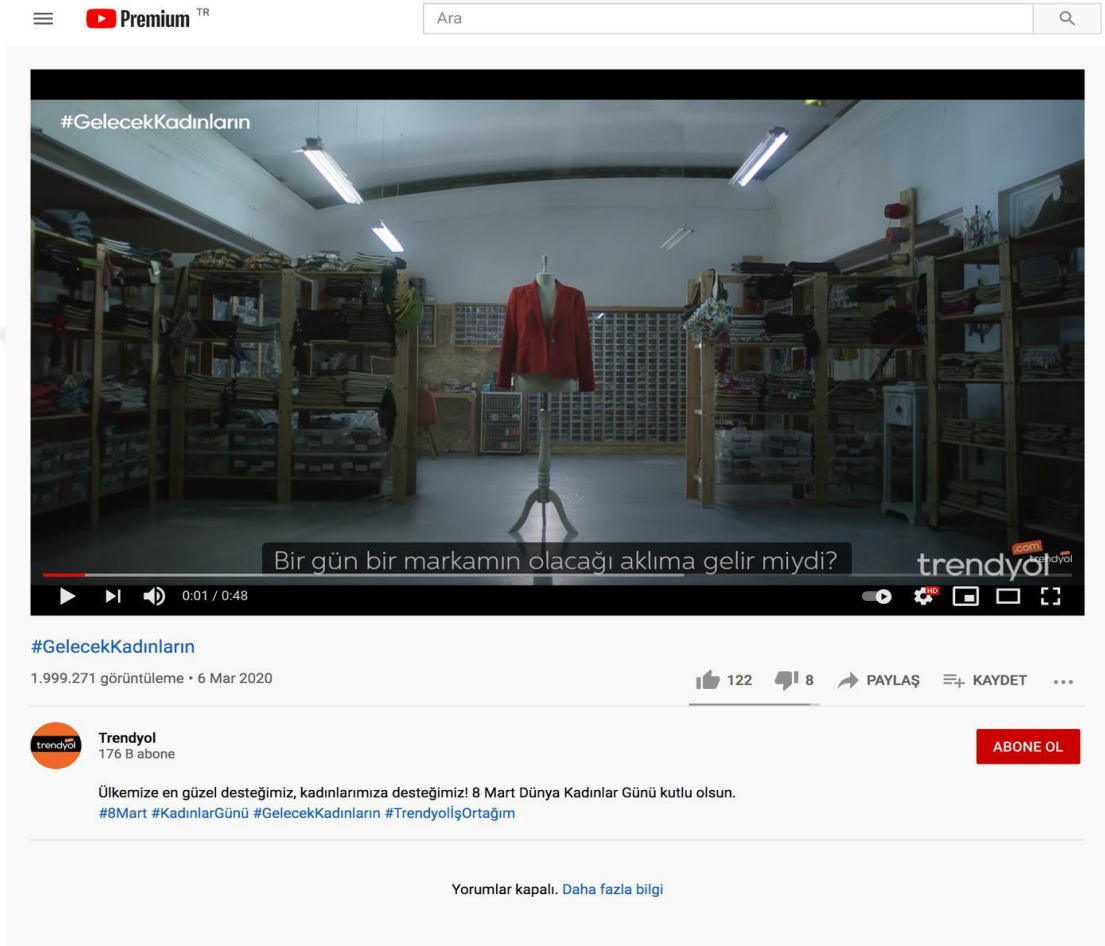
Note: Trendyol Twitter Page, <https://twitter.com/Trendyol> 02.02.2021

Not only did people not go out on the streets due to the pandemic, but almost all shopping centers were closed as a result of the precaution and virus, and the stores decided to progress only with online shopping naturally affected the communication in this process. Because of the need to stay away, many people have had to celebrate away from hugging their mother. Mothers day in past years

- Youtube

Figure 58

28.03.2020 Trendyol Youtube Sharing Example

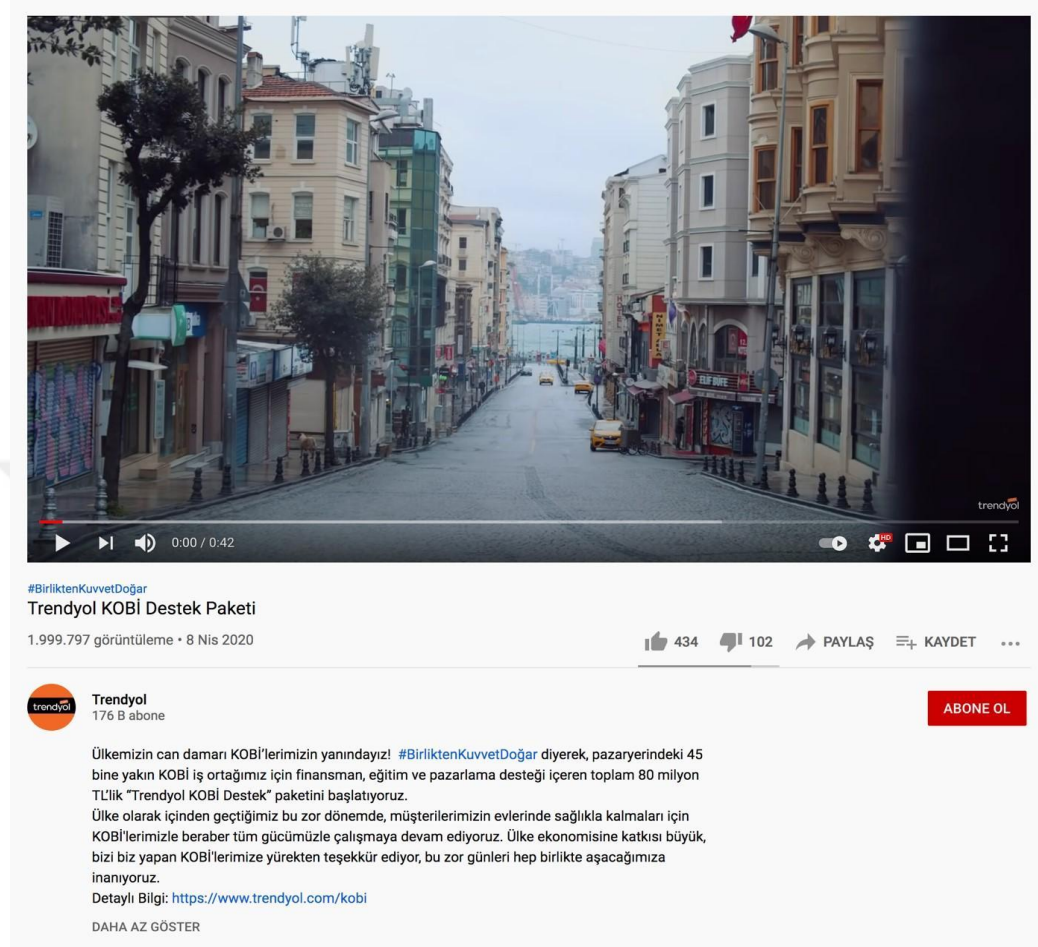


Note: Trendyol Youtube Page, <https://twitter.com/n11com> 09.02.2021

Supporting women employment and SMEs before the pandemic, Trendyol celebrated March 8, World Working Women's Day with the content it produced by combining social responsibility communication and special day communication. The contents during the pandemic period progressed along this line.

Figure 59

28.03.2020 Trendyol Youtube Sharing Example

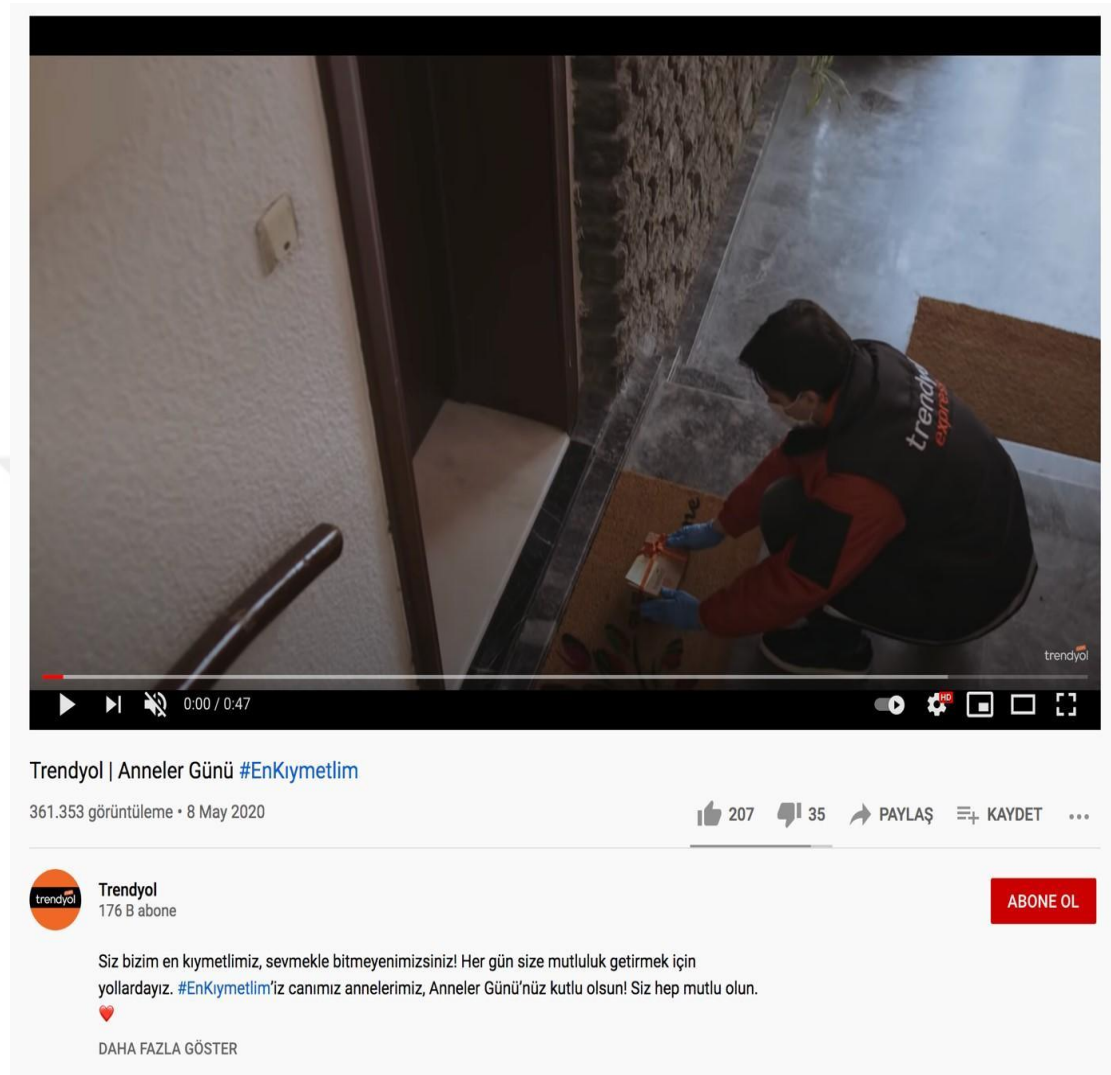


Note: Source: Trendyol Youtube Page, <https://twitter.com/n11com> 09.02.2021

By saying "SUPPORT TO SMEs" with the "Trendyol Support Package" action, it further emphasizes the support it gives to the manufacturer. Emphasis was placed on the sharing culture of our people and increased social responsibility communication by saying that it supports the continuity of employment.

Figure 60

28.03.2020 Trendyol Youtube Sharing Example



Note: Trendyol Youtube Page, <https://twitter.com/n11com> 09.02.2021

Not only did people not go out on the streets due to the pandemic, but almost all shopping centers were closed as a result of the precaution and virus, and the stores decided to progress only with online shopping naturally affected the communication in this process. Because of the need to stay away, many people have had to celebrate away from hugging their mother. Mothers day in past years

3.5. Investigation of Online Marketplaces Digital Marketing Studies

Turkey places of the market in Q1 and Q2 2019 Q1 2020 period, volume and make the comparison with the Q2 period,

- Observing the volume changes of websites in the industry,
- To examine the development of mobile applications of leading brands,
- To determine the words that are searched or changed in the sector,
- It was created to make sense of potential and gain insights.
- Identifying the websites of the industry through tools
- 11 websites are categorized and monitored with the help of tools.
- Comparison of the total number of visitors of the sector in 2019 and 2020 Q1-Q2 period
- Comparison of the platform usage of all visitors in the industry
- Comparison of the monthly average of visitors to the sector
- Showing and comparing the average time users spend on websites in the industry
- Channel usage and comparison of visitors to the industry
- Showing the share of 11 websites in the total number of visitors in the sector and changing the shares for 2019-2020
- Comparing Q1 and Q2

3.5.1 Total Visitor Comparisons

In this title, the number of visitors before the pandemic period and the change after it were examined.

Figure 61

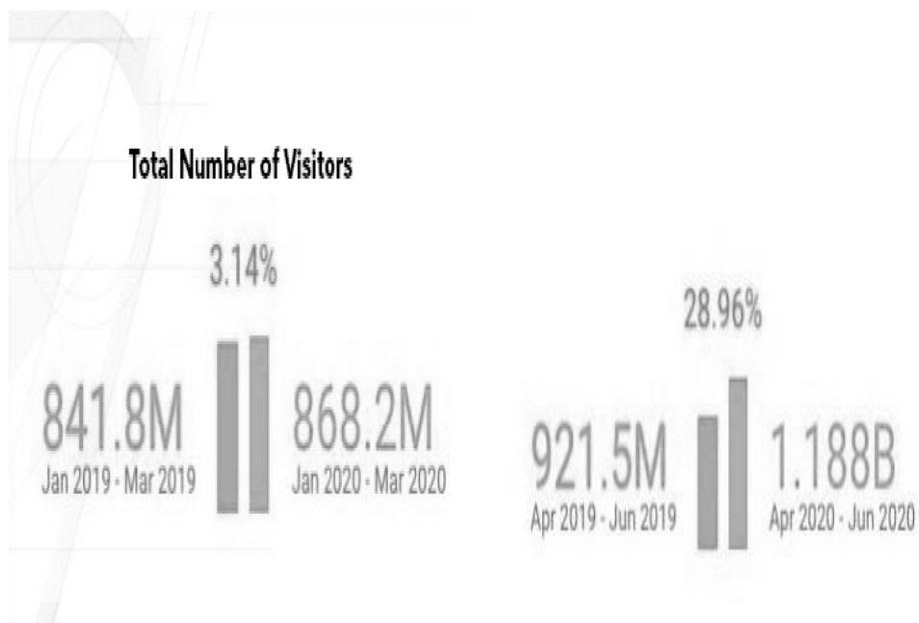
Top 5 Sites with thw Most Visitors in April 2020

Apr 2020 🇹🇷 Turkey

Domain	Visits	Change
trendyol.com	112.3M	↑ 48.57%
hepsiburada.com	91.1M	↑ 29.69%
n11.com	66M	↑ 5.92%
gittigidiyor.com	41.4M	↑ 15.06%
epttavm.com	31.1M	↑ 686.13%

Figure 62

For the Market Places category, 5 websites with the most traffic in April are listed.



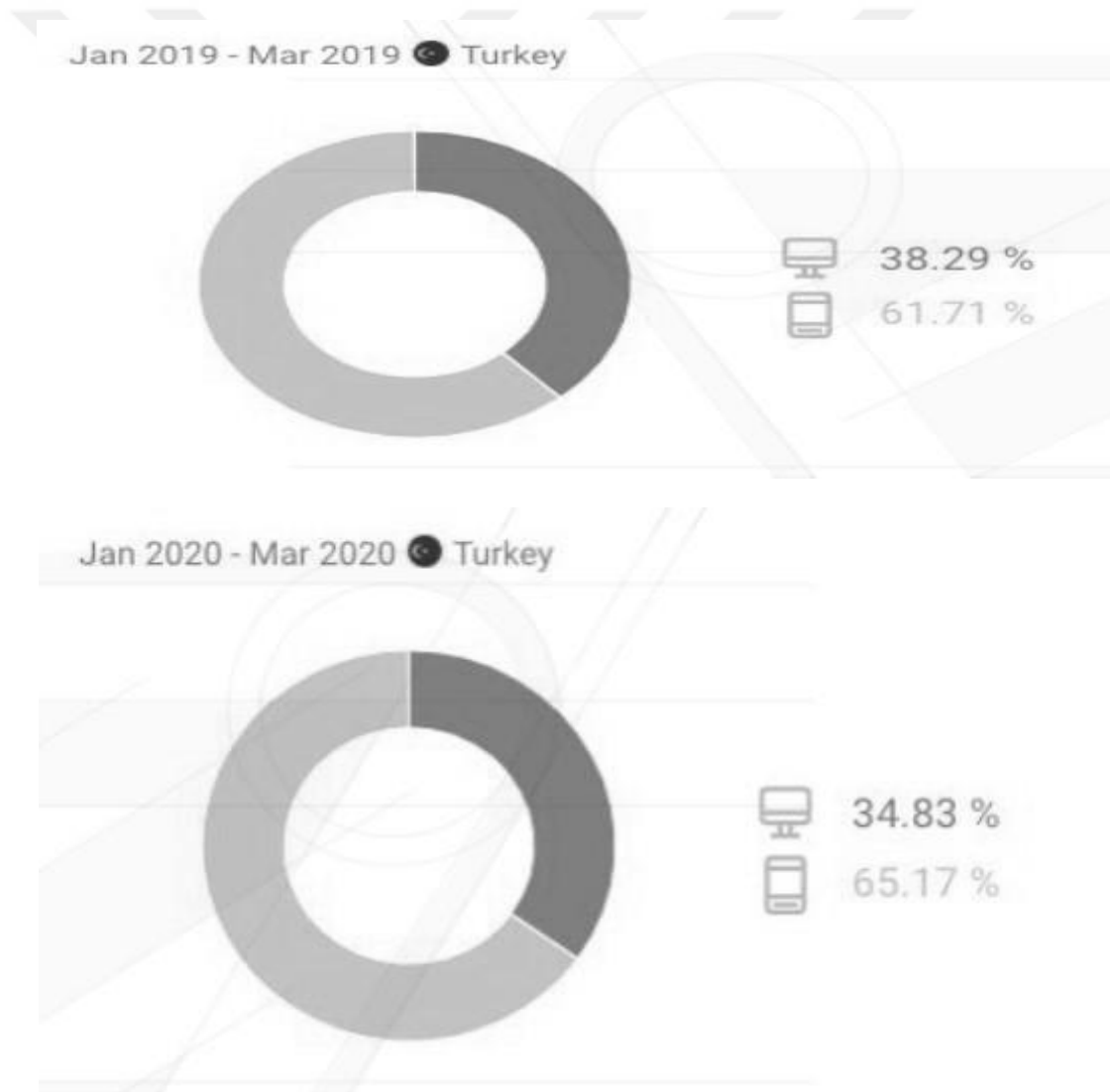
While the total number of visitors to the sector was around 841 million in the first quarter of 2019, it reached 868 million in the first quarter of 2020 has risen. The sector seems to have increased its volume in terms of visitors by 3.14%.

3.5.1.1. Using Platform in the Industry

It is necessary to analyze not only the number of visitors, but also the devices used in order to make an accurate review. Below you can see which devices were accessed in the 2019 and 2020 Q1 and Q2 periods.

Figure 63

Q1 Mobile and Desktop Visitor Breakdown

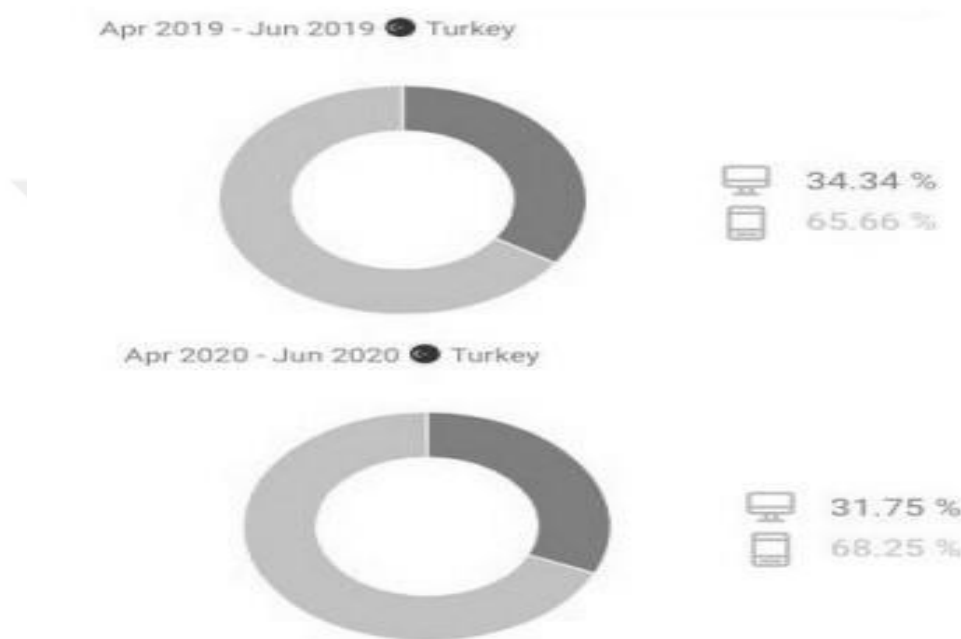


When the device usage average of the visitors to the websites is compared with the previous year, it is seen that the mobile device usage increased by 3.46%.

Google has announced that in 2020 Turkey Mobile Priority indexing system now. The full efficiency of mobile versions has increased the importance of ranking the sites. This development, when evaluated with the increasing share of mobile in the sector, shows us the importance of mobile versions.

Figure 64

Q2 Mobile and Desktop Visitor Breakdown



When the total visitor average of 14 websites that make up the Market Places category is examined, it is understood that it has started to rise in 2020 with a difference of 28.96%.

Device usage averages of visitors to websites. Compared to last year, it is observed that mobile device usage has increased by approximately 3%.

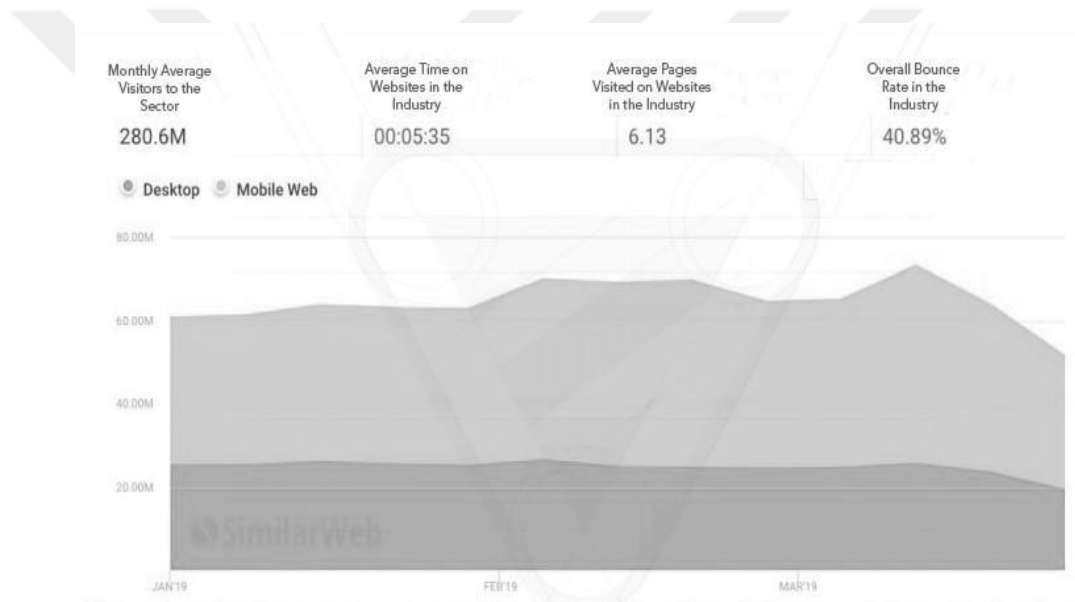
With the transition of Google to the Mobile Priority Indexing system, it has increased the importance of mobile versions to work with full efficiency in the ranking of the sites. When this development is evaluated with the increasing share of mobile in the sector, it shows us the importance of mobile versions.

3.5.1.2. Total Visitor Display of the Sector

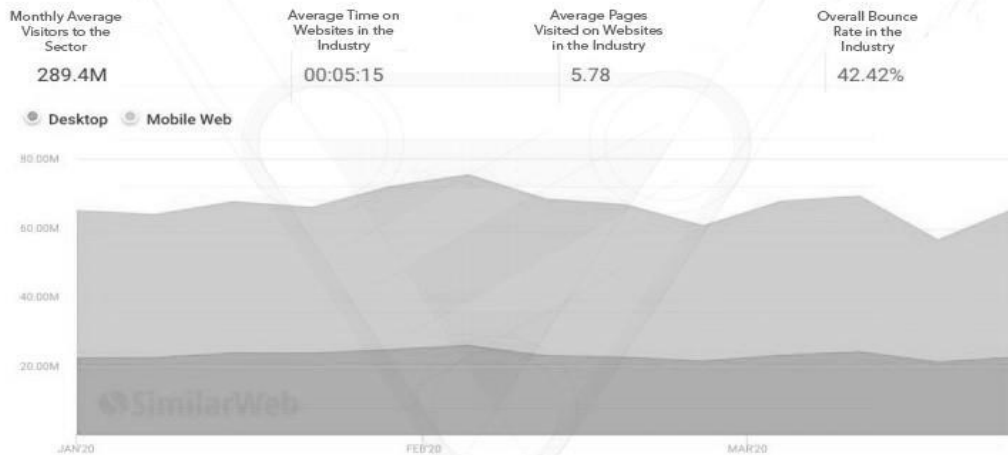
When we continue to analyze the devices, it is necessary to analyze the devices used in a sectoral manner in order to make an accurate analysis. Below you can see which devices were accessed in the 2019 and 2020 Q1 and Q2 periods. Below, the total visitor data to the sector is shown in weekly breakdowns.

Figure 65

Total Visitor Display Of the Sector



In the graph above, the total visitor data coming to the sector in the first quarter of 2019 are shown with weekly breakdowns. In mid-March 2019, the weekly average of visitors reached around 70 million.

Figure 66*Total Visitor Display Of the Sector*

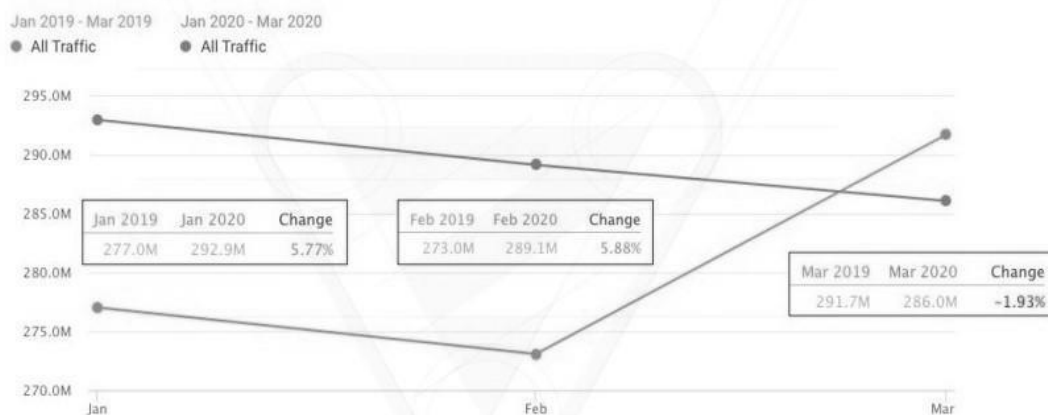
In the chart above, the total visitor data to the sector in the first quarter of 2020 is shown with weekly breakdowns. The average number of visitors per month in 2020 increased by about 9 million compared to 2019. However, the time spent on websites in the industry, the average number of pages visited decreased and the bounce rate increased.

3.5.1.3. Comparison and Change of Visitor Average in the Sector

You can examine the comparison of the average visitor average in the sector on an annual basis in detail below.

Figure 67

The average of monthly visitors to 11 sites in the sector is compared to the first quarter of 20192020.

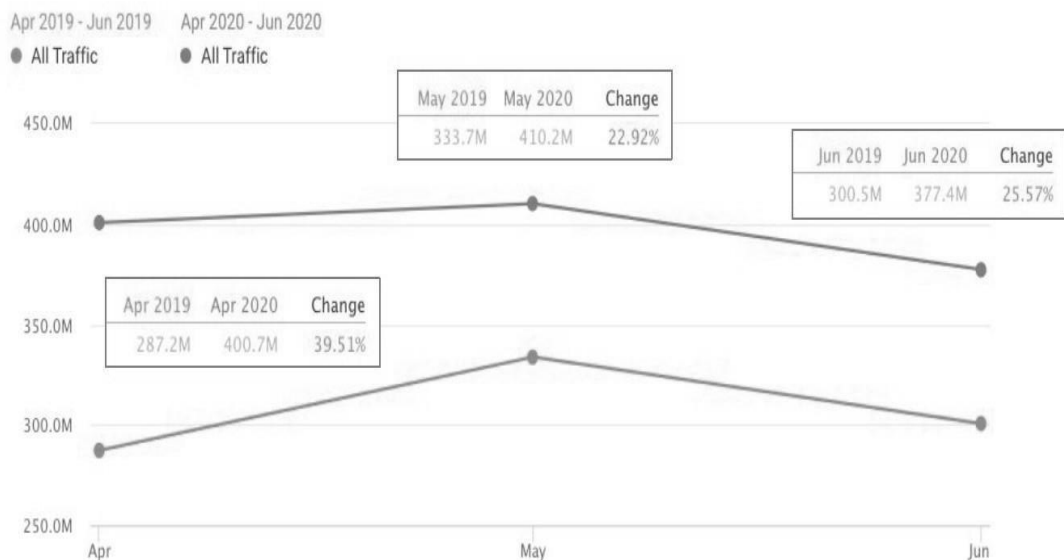


In this graph, the average of monthly visitors to 11 sites in the sector is compared to the first quarter of 2019-2020.

Considering the monthly visitor averages, the volume increased considerably in 2020, while a larger visitor volume was reached in March 2019 compared to 2020. For this, it can be said that the Mega Discount announcements made by the marketplaces in March 2019 had an effect.

Figure 68

The average monthly visitor of the total traffic to 14 sites in the industry is in the second quarters of 2019-2020.



In this graph, the average monthly visitor of the total traffic to 14 sites in the industry is in the second quarters of 2019-2020.

See its comparative assessment. The highest increase in monthly visitor averages in April compared to last year reaching 39.51%, 22.92% in May and 25.57% in June.

The reason for this surge in April is that users who spend time at home during the quarantine period do more shopping. It is estimated.

Table 4
Comparison and Change of Visitor Average in the Sector

Website	Traffic Share - 2019	Traffic Share - 2020	Visitor Per Month 2019	Visitor Per Month 2019	Monthly Visitor Change 2019	Monthly Visitor Change 2020
trendyol.com	%16,91	%25,25	47.454.310	73.079.390	25.625.079	54,00
n11.com	%25,91	%23,48	72.696.818	67.953.690	-4.743.128	-6,52
hepsiburada.com	%25,94	%23,36	72.803.954	67.614.531	-5.189.423	-7,13
gittigidiyor.com	%16,20	%13,37	45.464.755	38.703.317	-6.761.438	-14,87
akakce.com	%3,75	%4,29	10.510.610	12.414.121	1.903.511	18,11
cimri.com	%3,90	%3,80	10.938.603	10.983.684	45.081	0,41
tr.aliexpress.com	%4,10	%3,22	11.510.726	9.331.742	-2.178.984	-18,93
amazon.com.tr	%1,52	%1,70	4.279.271	4.930.051	650.780	15,21
epttavm.com	%1,72	%1,40	4.837.373	4.042.982	-794.391	-16,42
frugo.com.tr	%0,00	%0,10	1	301.940	301.939	30193938,8
bitenekadar.com	%0,04	%0,02	113.920	57.457	-56.463	-49,56

When we look at all websites one by one after the 2019-2020 Q1 general course comparison, it is seen that Trendyol.com has experienced an average monthly increase of 25.5 million visitors compared to the previous year, outpacing other major players in the sector. With this exit of Trendyol, it is observed that its vertical competitors n11, Hepsiburada and GittiGidiyor have dramatic loss of visitors.

The outputs of product price comparison sites such as Akakçe and Cimri in the first quarter of 2020 draw attention.

Table 5*Comparison and Change of Visitor Average in the Sector*

Website		Visitor Per Month 2019	Visitor Per Month 2020	Monthly Visitor Change
1	trendyol.com	53.713.622	119.848.138	66.134.516
2	hepsiburada.com	71.228.492	89.234.614	18.006.122
3	n11.com	70.893.510	70.394.052	-499.457
4	gittigidiyor.com	50.774.609	40.790.061	-9.984.548
5	akakce.com	12.923.166	15.738.648	2.815.482
6	cimri.com	10.436.263	14.552.175	4.115.913
7	ciceksepeti.com	13.379.699	13.888.565	508.866
8	eptavm.com	4.568.425	13.154.209	8.585.784
9	amazon.com.tr	5.931.638	8.470.073	2.538.435
10	tr.aliexpress.com	11.604.491	8.283.821	-3.320.670
11	ebay.com	1.544.133	1.378.522	-165.610
12	joom.com	67.336	192.741	125.405
13	fruugo.com.tr	0	139.790	139.790
14	bitenekadar.com	115.124	64.050	-51.075

In the chart above, we examine the average number of visitors per month received by websites in 2019 and Q2 periods, and the change in these averages between two quarters. In total, 5 of 14 websites experienced a decline, while 9 of them increased.

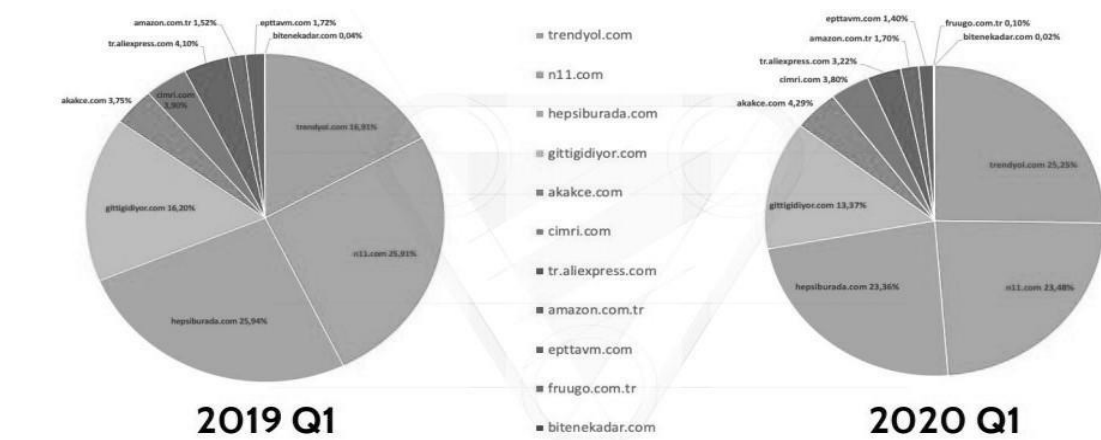
We can say that the visitors in the sector have increased in general.

3.5.1.4. Share Distribution in the Sector by Number of Visitors

You can examine the comparison of the average visitor average in the sector on an annual basis in detail below.

Figure 69

Share Distribution in the Sector by Number of Visitors

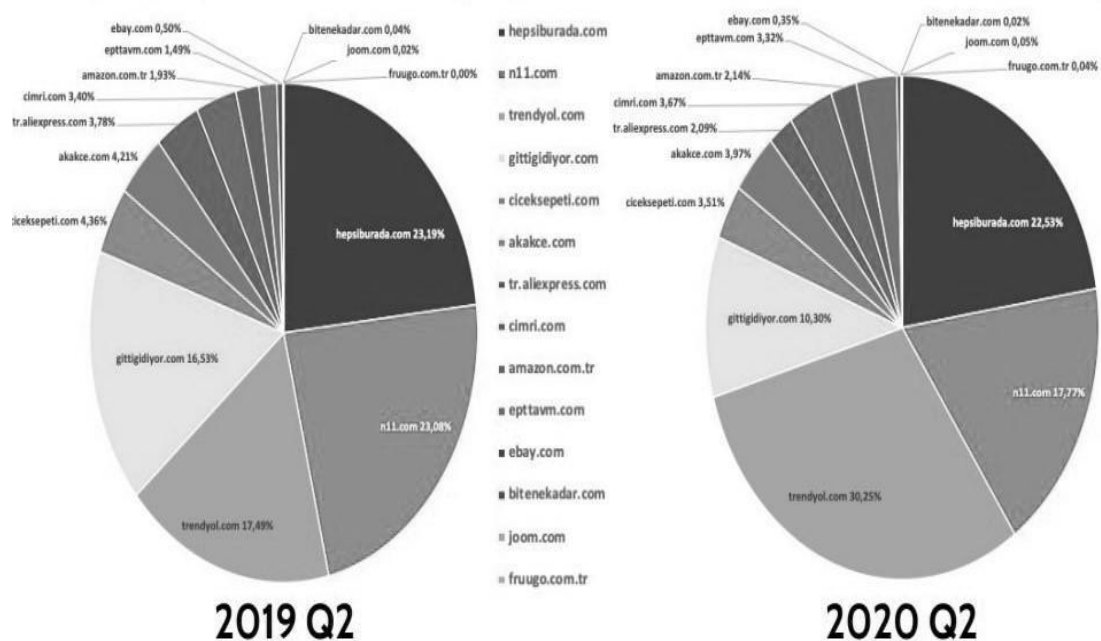


According to the 11 websites we chose; The websites with the highest share in terms of visitors in the first quarters of 2019 and 2020 are as above.

According to this graph, it can be said that Trendyol received the shares lost by n11, Hepsiburada and GittiGidiyor in terms of traffic in 2020.

Figure 70

Share Distribution in the Sector by Number of Visitors



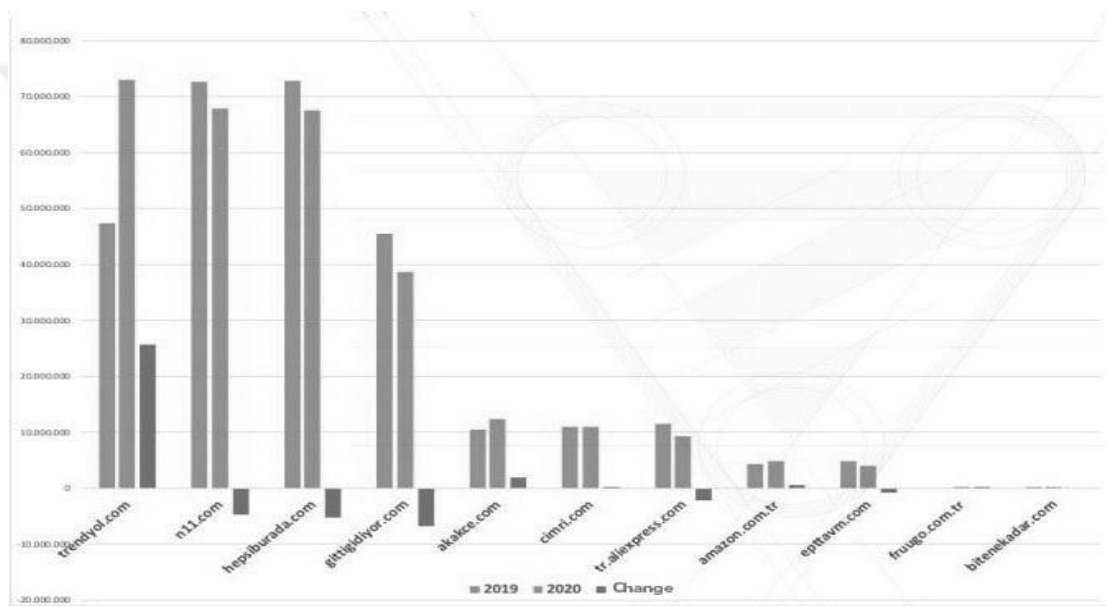
According to the 14 websites we selected, the websites with the highest share on the basis of visitors in the second quarters of 2019 and 2020 are as above.

3.5.1.5. Change of Traffic Shares of Sites in the Sector

You can examine the change in the traffic shares of the marketplace sites serving in the sector in detail below.

Figure 71

Change of Traffic Shares of Sites in the Sector



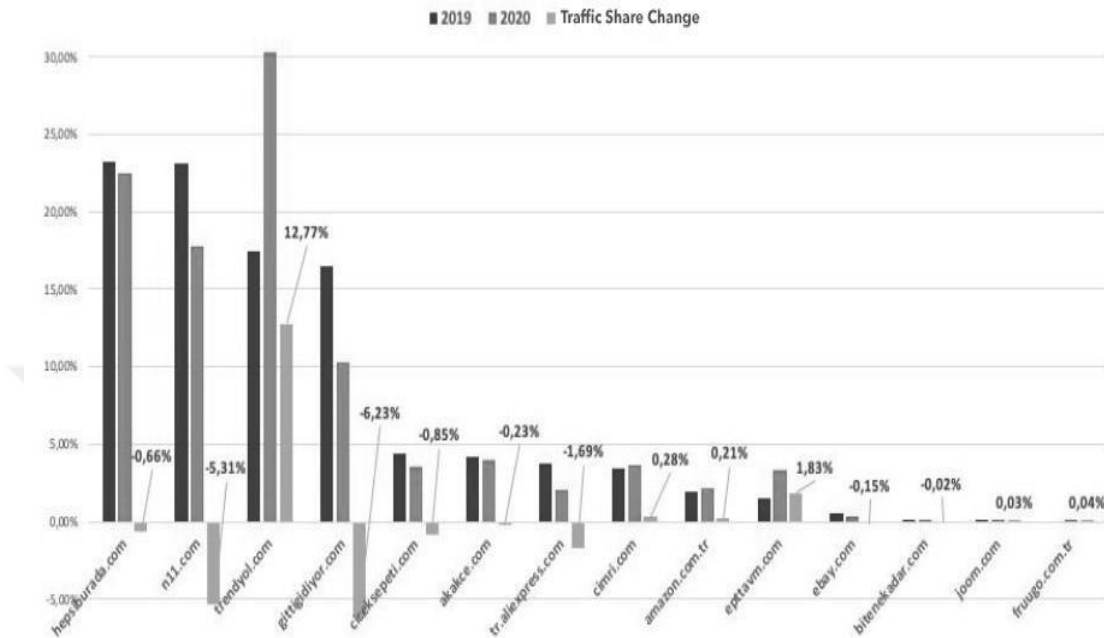
When comparisons are made on the leading 11 sites, the leaderboard

Although it has not changed, 6 of the players in the sector will be. It is observed that it has lost share in traffic. These losses are thought to have an effect of COVID-19.

At the same time, it is observed that 5 companies experienced an increase in 2020. Considering the decline of the leaders and the small increases experienced It would not be wrong to say that there are new players entering the market.

Figure 72

Change of Traffic Shares of Sites in the Sector



The change in the traffic shares of 14 websites between 2019 Q2 and 2020 Q2 is graphed.

3.5.1.6. Usage and Comparison of Traffic Channels

Direct traffic is the traffic that our website receives to the website by typing in browsers. It is interpreted as an indicator of brand awareness.

Table 6

Usage and Comparison of Traffic Channels

Traffic Channel	Direct Traffic 2019	Direct Traffic 2020
Usage Rate	%37,63	%37,01
2019 – 2020 Q1 Change	%-0,53	

Traffic Channel	E-mail 2019	E-mail 2020
Usage Rate	%1,01	%1,35

2019 – 2020 Q1 Change	%0,60
------------------------------	-------

Traffic Channel	References 2019	References 2020
Usage Rate	%4,86	%4,45
2019 – 2020 Q1 Change	% -0,41	

First of last year while it was 37.63% in the quarter, it is 37.10% this year. It shows that the brand awareness has decreased slightly in the sector.

The e-mail column indicates traffic from mailing to the industry. Market Places that received 1.01% of the total traffic from here last year, this year 1.35% from this channel has taken.

References column is interpreted as traffic from different web pages. While it had a 4.86% rate in the first quarter last year, it had a 4.45% traffic share this year.

Table 7
Usage and Comparison of Traffic Channels

Traffic Channel	Organic Traffic 2019	Organic Traffic 2020
Usage Rate	%36,05	%36,65
2019 – 2020 Q1 Change	%0,60	

Traffic Channel	Paid & Display Ads	Paid & Display Ads
Usage Rate	%18,02	%17,69
2019 – 2020 Q1 Change	%0,60	

Traffic Channel	Social 2019	Social 2010
Usage Rate	%2,25	%2,76
2019 – 2020 Q1 Change	%0,51	

Paid Search and Display Ads show traffic from two main advertisers. While the total of these two was 18.02% in the last quarter, it can be said that this year 17.69% of traffic came to the sector through advertising channels.

Organic traffic shows the percentage of traffic from search engines to the site with nonadvertising organic searches targeted with SEO studies. While it was 36.05% in the first quarter of the previous year, it increased to 36.35% this year.

The social column shows the proportion of traffic from social media channels. While it was 2.25% last year, it has increased to 2.76% this year. The channels from which the traffic to the sector have not changed significantly, but the Social Media channel

It can be said that the small increases in the organic channel and the investments made on this side have an effect.

Table 8
Usage and Comparison of Traffic Channels

Traffic Channel	Organic Traffic 2019	Organic Traffic 2020
Usage Rate	%18,38	%19,70
2019 – 2020 Q2 Change	%1,32	

Traffic Channel	Paid & Display Ads	Paid & Display Ads
Usage Rate	%36,65	%36,19
2019 – 2020 Q2 Change	%0,46	

Traffic Channel	Social 2019	Social 2010
Usage Rate	%2,11	%2,83
2019 – 2020 Q2 Change	%0,72	

- Direct traffic is the traffic our website receives directly to the website by typing it in browsers.
- It is interpreted as an indicator of brand awareness.

- The e-mail column indicates traffic from mailing to the industry.
- References column is interpreted as traffic from different web pages.
- Paid Search and Display Ads show traffic from two main advertising channels.
- The percentage of traffic from search engines to the site with organic searches, which are targeted with organic traffic SEO studies, without advertising, shows.
- The social column shows the proportion of traffic from social media channels.

3.5.2. Keyword Based Sector Assessment

The 10 most traffic websites in the industry are as follows:

- Hepsiburada.com
- gittigidiyor.com
- n11.com
- trendyol.com
- amazon.com.tr
- fruugo.com.tr
- epttvm.com
- en.aliexpress.com
- akakce.com
- cimri.com

There are 45,646 common words in which at least 9 of these websites are ranked jointly.

Taking 10,000 words with the highest volume of 45,646 keywords, compared to the first quarter of 2019. Search volume changes in 2020, proportional comparisons with platforms and traffic within the country change of locations has been studied.

Then, with the most searched words in the first quarter of both years,

There are samples of the words and lastly, findings related to current events are mentioned.

3.5.2.1. Comparison of Search Volume Trends

Keyword search volume defines the estimated number of searches for a given keyword in a selected time period. The change in search volumes during the Covid-19 period is examined below.

Figure 73

Comparison of Search Volume Trends



Figure 74

Comparison of Search Volume Trends

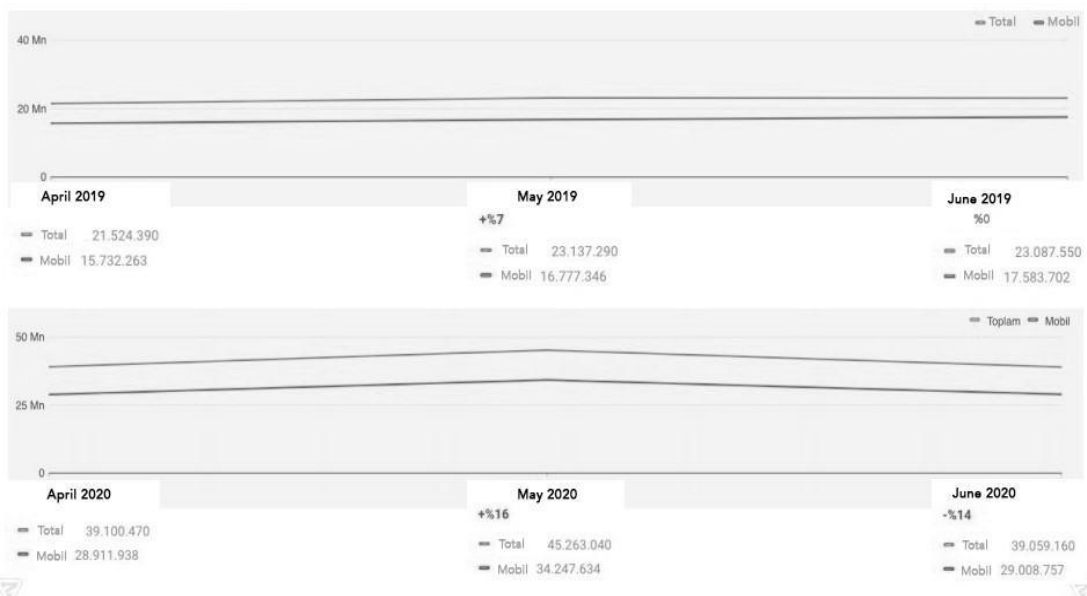


Table 9*Comparison of Search Volume Trends*

Search Volumes	Jan 19	Jan 20
Total	29.564.010	39.823.610
Mobil	22.120.247	31.894.172
Total Growth Rate	%34,70	
Mobil Growth Rate	%44,19	

Search Volumes	Feb 19	Feb 20
Total	28.259.640	38.621.370
Mobil	21.492.959	31.181.627
Total Growth Rate	%34,70	
Mobil Growth Rate	%44,19	
Search Volumes	March 19	March 20
Total	30.623.830	39.823.610
Mobil	23.484.334	31.056.904
Total Growth Rate	%27,46	
Mobil Growth Rate	%32,25	

With search volume trends; in the search volume values of sector-related words in the first quarters of 2019 and 2020 total growth - regression movements can be examined from a broad perspective.

The volume averages of 10,000 keywords determined in the industry in January, February and all of March 2020 has also increased in mobile.

The fact that most of the shopping goes online due to COVID-19 is thought to have an effect on this increase.

3.5.2.2. Distribution Comparison by Platform

It is important for an accurate analysis not only of search volumes, but also from which platforms to the marketplaces. Below, the data of the COVID-19 pandemic period and last year are examined.

Figure 75

Distribution Comparison by Platform



In the marketplaces, users' industry-based word search traffic and visitor device.

Looking at the distribution of use;

- It is seen that the average number of monthly searches of users increased during the 2020 Q1 period.
- Looking at the distribution of visitor device usage; an increase in mobile devices is seen. Desktop usage decreased by 3.7%, while fast and It seems that the use of mobile devices is preferred due to its quick accessibility.

- Considering the sector-based word search traffic and visitor device usage distribution of the users coming to the websites in the market place sector;
- It is seen that the average number of monthly searches of users almost doubled during Q2 2020.
- Visitor device usage distribution remained almost the same as last year.

3.5.2.3. Most Searched Words

Along with the pandemic period, there have been many changes in the products and services purchased, as well as in the way we buy, and this has led to different changes in the searched words. The volume change of the most searched words in this period is examined below.

Table 10

Most Searched Words

Keyword	Average Monthly Search Volume 2019
huawei mate 20lite	823.000
akıllı saat	450.000
huawei p smart	450.000
mate 20 lite	368.000
xiaomi mi8 lite	246.000
bebek arabası	201.000
mi 8lite	201.000
kahve makinesi	165.000
yoyou	165.000
bebek beşik	135.000
iphone x fiyat	135.000
red mi note 7	135.000
samsung m20	135.000
avize	110.000
cep telefonları	110.000
huawei y6	110.000

ben10	90.500
boron fiyat	90.500
erkek saat	90.500
güneş gözlük	90.500

Table 11*Most Searched Words*

Keyword	Average Monthly Search Volume 2020
xiaomi redmi note 8	1.000.000
iphone	1.000.000
akıllı saat	823.000
redmi note 8	823.000
xiaomi redmi note 8 pro	550.000
samsung a70	368.000
samsung a50	301.000
kahve makinesi	246.000
bebek arabası	201.000
samsung a10	201.000
avize	165.000
huawei mate 20 lite	165.000
bebek beşik	135.000
cep telefonları	135.000
mi band 4	135.000
oppo a9	135.000
redmi note 7	135.000
xiaomi note 8	135.000
yoyou	135.000
buhar makinesi	110.000

In the first quarter of 2019 11 websites serving as the Marketplace Listed on at least nine of the site to the highest search volume in words first 20 of 10,000 words tabulated.

Table 12

Most Searched Words

	Keyword	Average Monthly Search Volume
1	akıllı saatler	368.000
2	a50	201.000
3	huawei y7	165.000
4	xiaom, mi8 lite	165.000
5	crocks terlik	135.000
6	huawei p30lite	135.000
7	avizeler	110.000
8	bebek beşikleri	110.000
9	cep telefonları	110.000
10	iphone 5s	110.000
11	mi8 lite	110.000
12	haverboard	90.500
13	huawei y7 2019	90.500
14	matcha çayı	90.500
15	samsung galaxy a50	90.500
16	çadır	90.500
17	ayakkabılık	74.000
18	Harry Potter 4	74.000
19	su sebili	74.000
20	Avrupa haritası	60.500

Marketplaces in Q2 2019 10 websites in the industry from the words listed in all, has the highest search volume. Top 20 of 10,000 words tabulated.

Table 13*Most Searched Words*

	Keyword	Average Monthly Search Volume
1	akıllı saatler	550.000
2	huawei p30lite	450.000
3	cep telefonları	426.000
4	crocks terlik	246.000
5	avizeler	201.000
6	oppo reno 2	201.000
7	uzaktan kumandalı arabalar	201.000
8	bahçe salıncakları	165.000
9	dumble seti	165.000
10	direksiyon seti	165.000
11	haverboard	165.000
12	oppo a5 2020	165.000
13	çadır	165.000
14	a50	135.000
15	balkon masası	135.000
16	bebek beşikleri	135.000
17	dizüstü bilgisayar	135.000
18	huawei y7	135.000
19	katlanabilir masa	135.000
20	ayakkabılık	110.000

Most wanted in Q2 2020 The first 20 of the words are tabulated. Smart watches in Q2 of 2020 as the most searched Word coming out. The reason for this situation is the smart watch technology development and affordable widespread in our country with products may be.

Same time; tent, dumble set, words like folding table pandemic in 2020 Q2 due to wanted and users are interested appear as products.

3.5.2.4. First time search words

Along with the pandemic period, there have been many changes in the products and services purchased, as well as in the way we buy, and this has led to different changes in the searched words. The volume change of the words searched for the first time in this period is examined below.

Table 14

First time search words

	Keyword	Av. Monthly Search Volume 2019	Av. Monthly Search Volume 2020
1	49sm8200	0	2.400
2	49um7100	0	1.900
3	49um7100pfb	0	880
4	50um7450	0	2.900
5	55sm8200	0	3.600
6	a20 kılıf	0	4.400
7	a70 ekran koruyucu	0	480
8	a70 en ucuz	0	880
9	a70 telefon kılıfı	0	2.400
10	airbuds kulaklık	0	1.600
11	galaxy a70 kılıf	0	720
12	gilette fusion proglide traş	0	1.900
13	huawei t5 tablet kılıfı	0	1.000
14	kiwi hava nemlendirici	0	1.300
15	lg43 7450	0	1.000
16	lg49 8200	0	2.400
17	lg55sm 8600	0	1.600
18	lg55sm 7450	0	3.600
19	masa takvimi 2020	0	1.900
20	meizu note 9 kılıf	0	1.600

83 out of 10,000 words selected It was searched for the first time in 2020. Most of these words in 2020. TV and phone models constitute. 40 with the highest increase rate. The word is tabulated.

3.5.2.5. Words with the Most Increase and Decline

Along with the pandemic period, there have been many changes in the products and services purchased, as well as in the way we buy, and this has led to different changes in the searched words. The volume change, which increased and decreased the most during this period, is examined below.

Table 15

Words with the Most Increase and Decline

	Keyword	Av. Monthly Search Volume 2019	Av. Monthly Search Volume 2019	Search Volume Change	Percentage Change
1	oppo a9	10	135.000	134.990	%1349900
2	mi note 10 pro	10	49.500	49.490	%494900
3	xiaomi red mi 8a	10	33.100	33.090	%330900
4	honor band 5	30	27.100	27.070	%90233
5	mi 4 akıllı bileklik	30	18.100	18.070	%60233
6	redmi 7a	30	18.100	18.070	%60233
7	a20 fiyat	40	18.100	18.060	%45150
8	lg g60	140	49.500	49.360	%35257
9	oppo a5	260	74.000	23.740	%28362
10	sansumg a70	1.900	368.000	366.100	%19268
11	alcatel 3x	70	12.100	12.030	%17186
12	redmi airbuds	480	18.100	17.620	%3671
13	samsung a10 fiyat	885	33.100	32.220	%3661
14	mi a3	1.000	40.500	32.100	%3210
15	xiaomi a3	1.600	14.800	38.900	%2431
16	uçan peri	1.000	40.500	13.800	%1380
17	samsung a50 fiyat	3.600	18.100	36.900	%1025
18	kağıt sabun	1.900	12.100	16.200	%853

19	sprey şişesi	1.300	22.200	10.800	%831
20	xiaomi mi9 lite	2.400	14.800	19.800	%825

Compared to the first quarter of 2019, 4,485 of 10,000 words increased in the first quarter of 2020. The 40 words with the highest increase rate were tabulated.

Table 16

Words with the Most Increase and Decline

	Keyword	Av. Monthly Search Volume 2019	Av. Monthly Search Volume 2019	Search Volume Change	Percentage Change
1	huawei p30lite	135.000	450.000	315.000	%233
2	akıllı saatler	368.000	550.000	182.000	%49
3	uzaktan kumandalı arabalar	60.500	201.000	140.500	%232
4	cep telefonları	110.000	246.000	136.000	%124
5	dumble seti	33.100	165.000	131.900	%398
6	direksiyon seti	49.500	165.000	115.500	%233
7	crocks terlik	135.000	246.000	111.000	%82
8	dizüstü bilgisayar	27.100	135.000	107.900	%398
9	bahçe salıncakları	60.500	165.000	104.500	%173
10	avizeler	110.000	201.000	91.000	%83
11	balkon masası	49.500	135.000	85.500	%173
12	masa lambaları	27.100	110.000	82.900	%306
13	polis sirenleri	8.100	90.500	82.400	%1.017
14	balkon salıncağı	33.100	110.000	76.900	%232
15	bilgisayar masa	33.100	110.000	76.900	%232
16	haverboard	90.500	165.000	74.500	%82
17	çadır	90.500	165.000	74.500	%82
18	katlanabilir masa	60.500	135.000	74.500	%123
19	direnç bandı	3.600	74.000	70.400	%1.956
20	mutfak robotları	40.500	110.000	69.500	%172

Second of 2019 by quarter,

With the effect of COVID-19 observed changes 10,000 in 2020 6,509 of the Word one increase lived. In the adjacent table, the most over rate of increase have 20 words can be examined.

Table 17

Words with the Most Increase and Decline

	Keyword	Av. Monthly Search Volume 2019	Av. Monthly Search Volume 2019	Search Volume Change	Percentage Change
1	boron fiyat	90.500	1.600	-88.900	-%98
2	pazar çantası	18.100	1.000	-17.100	-%94
3	p smart	49.500	1.000	-41.400	-%84
4	mate 20lite	368.000	8.100	-307.500	-%84
5	asus zenfone max pro	22.200	4.400	-17.800	-%80
6	xiaomi phone f1	33.100	60.500	-26.500	-%76
7	lenovo k6	18.100	4.400	-13.700	-%76
8	j2 care	22.200	5.400	-16.800	-%76
9	pubg aparat	22.200	5.400	-16.800	-%76
10	cam 5	27.100	6.600	-20.500	-%70
11	mi a2 lite	40.500	12.100	-28.400	-%70
12	samsung j7 prime 2	33.100	12.100	-28.400	-%70
13	xiaomi mi band 3	33.100	12.100	-28.400	-%70
14	lg g7	90.500	9.900	-23.200	-%70
15	red mi 5 plus	22.200	9.900	-23.200	-%70
16	honor 9 lite	90.500	27.100	-63.400	-%64
17	lenovo p2	22.200	8.100	-14.100	-%63
18	iphone 6s 32gb	27.100	9.900	-17.200	-%63
19	huawei mate 20 lite kılıf	40.500	14.800	-25.700	-%63
20	xiaomi mi 8 pro	40.500	14.800	-25.700	-%63

Compared to the first quarter of 2019, 2,662 of 10,000 words experienced a decrease in the first quarter of 2020. The 20 words with the highest drop rate are tabulated.

Table 18

Words with the Most Increase and Decline

	Keyword	Av. Monthly Search Volume 2019	Av. Monthly Search Volume 2019	Search Volume Change	Percentage Change
1	xiaomi mi8 lite	165.000	27.100	-137.900	-%84
2	mi8 lite	110.000	27.100	-82.900	-%75
3	matcha çayı	90.500	14.800	-75.700	-%84
4	a50	201.000	135.000	-66.000	-%33
5	samsung galaxy a50	90.500	40.500	-50.000	-%55
6	fila ayakkabı	49.500	12.100	-37.400	-%76
7	mi 9se	60.500	27.100	-33.400	-%55
8	mi band 3	49.500	18.100	-31.400	-%63
9	huawei y7 2019	33.100	60.500	-30.000	-%33
10	huawei y7	27.100	135.000	-30.000	-%18
11	honor 10 lite	60.500	33.100	-27.400	-%45
12	nike huarache	110.000	22.200	-27.300	-%55
13	xiaomi mi band 3	33.100	9.900	-23.200	-%70
14	xiaomi redmi s2	27.100	6.600	-20.500	-%76
15	valiz	60.500	40.500	-20.000	-%33
16	iphone 5s	110.000	90.500	-19.500	-%18
17	huawei mate 20 lite kılıf	33.100	14.800	-18.300	-%55
18	cam 5	22.200	4.400	-17.800	-%80

19	xiaomi a2 lite	27.100	9.900	-17.200	-%63
20	samsun a50	49.500	33.100	-16.400	-%33

To the second quarter of 2019 According to COVID-19 impact changes observed 2020 10,000 words in the year 1,660 of them fell or remained the same. In the adjacent table, at most with drop rate 20 word can be examined. China-based companies Huawei and More than Xiaomimi market in Turkey be active and new products users by introducing these two For words with brand content serious increases in searches drawing attention to the experience.

3.5.2.6. Words that attract attention

Along with the pandemic period, there have been many changes in the products and services purchased, as well as in the way we buy, and this has led to different changes in the searched words. The volume change of the keywords that attracted the most attention in this period is examined below.

Table 19

Words that attract attention

	Keyword	Av. Monthly Search Volume 2019	Av. Monthly Search Volume 2019	Search Volume Change	Percentage Change
1	bahçe salıncakları	60.500	165.000	104.500	%173
2	balkon masası	49.500	135.000	85.500	%173
3	masa lambaları	27.100	110.000	82.900	%306
4	bilgisayar masa	33.100	110.000	76.900	%232
5	çadır	90.500	165.000	74.500	%82
6	katlanabilir masa	60.500	135.000	74.500	%123
7	kamp masası	27.100	74.000	46.900	%173
8	çocuk masa sandalye	18.100	60.500	42.400	%234
9	oyun çadırı	22.200	60.500	38.300	%173
10	balkon masa sandalye	27.100	60.500	33.400	%123

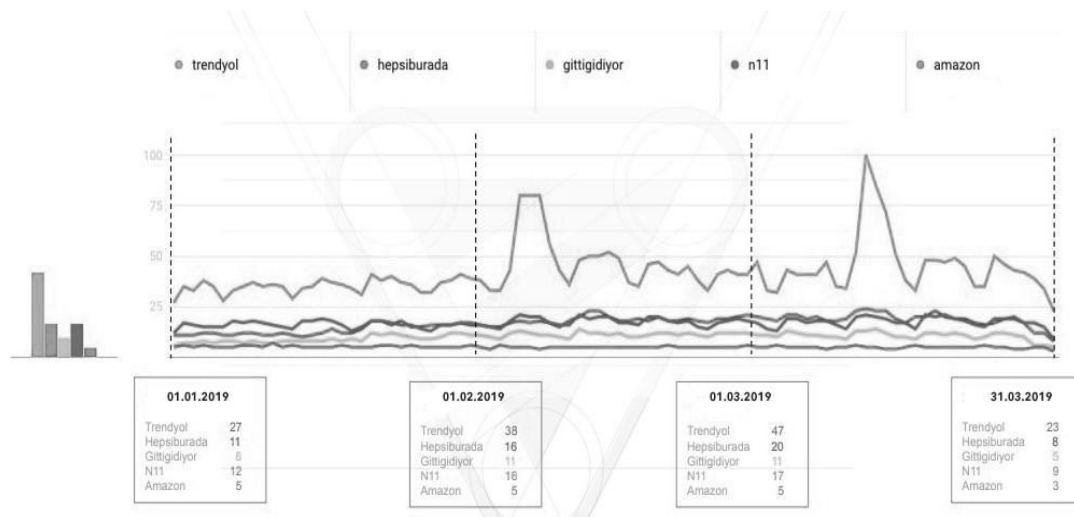
11	çocuk çadırı	12.100	40.500	28.400	%235
12	çocuk salıncak	9.900	33.100	23.100	%234
13	çalışma masası sandalye	6.600	27.100	20.500	%311
14	bahçe hortumu	14.800	33.100	18.300	%124
15	hamak salıncak	9.900	27.100	17.200	%174
16	salıncak yatak	2.900	18.100	15.200	%524
17	katlanır balkon masası	5.400	18.100	12.700	%235
18	ağşap salıncak	4.400	14.800	10.400	%236
19	katlanır masa sandalye	8.100	18.100	10.000	%123
20	katlanır piknik masası	18.100	27.100	9.000	%50

Search Trends for Brand Names of Industry Leaders

With the rise of e-commerce during the pandemic period, even people who have never shopped online have begun to experience it. The changes of sectoral leaders for the pandemic period and the previous year are examined below.

Figure 76

Search Trends for Brand Names of Industry Leaders



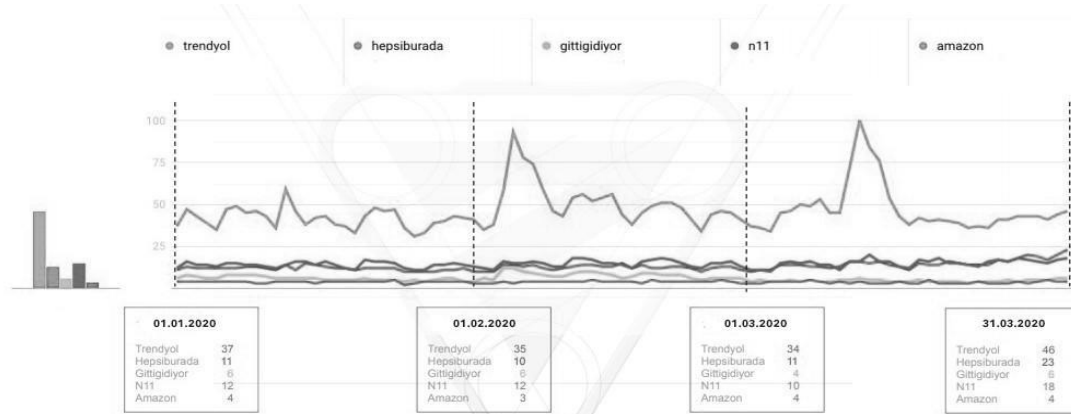
Values show search interest relative to the highest point on the graph for a specific region and time.

A value of 100 is the value at which the search term has the highest popularity.

A value of 0 means that there is not enough data for this term.

Figure 77

Search Trends for Brand Names of Industry Leaders



Compared to the first quarter of 2019, the popularity of brand searches decreased in January and February

While it is observed, a serious increase is observed towards the end of March. At this point, the effect of COVID-19 started can be said. Especially when compared to March 31, 2019, the increase in searches can be seen and this increase It is predicted that it will continue with May.

3.5.3. Mobile Application Based Sector Assessment

The steps followed in the research are as follows:

- Determination of mobile applications of 5 leading brands obtained from site-based research Determining and comparing the number of downloads in 2019 and 2020 Q1 through these applications,
- Showing the course of active user numbers in 2019 and 2020 Q1 with weekly changes and monthly total active users comparison of the number of users,
- By taking the monthly average of the average time users spend in the application in 2019 and 2020 Q1 and Q2 comparison,
- To show and compare which days of the week users are active in 2019 and 2020 Q1 and Q2,
- Showing and comparing which hours of the day users are active in 2019 and 2020 Q1 and Q2.

3.5.3.1. Top 10 Most Popular Mobile Applications in the Industry

Figure 78

Top 10 Most Popular Mobile Applications in the Industry

App (887)	Publisher	Usage Rank	Change	Store Change
1. sahibinden.com: Emlak,Araba,Alışv...	sahibinden.com	#1	=	↑ 1
2. Trendyol - Hızlı ve Güvenli Alışveriş...	Trendyol	#2	=	↓ 1
3. letgo: Buy & Sell Used Stuff, Cars, F...	letgo	#3	=	=
4. Hepsiburada	Hepsiburada.com	#4	=	=
5. n11.com	n11	#5	=	=
6. GittiGidiyor	GittiGidiyor	#6	=	↓ 2
7. Dolap	Trendyol	#7	=	=
8. Çiçek Sepeti - Online Gift and Flow...	Çiçek Sepeti	#8	=	=
9. Gardrops	Gardrops	#9	=	↑ 4
10. Modanisa - Modest Fashion Shopp...	Modanisa Elektronik Magaz...	#10	=	=

App (200)	Publisher	Store Rank	Store Change
1. Hepsiburada	D-MARKET ELEKTRONİK HİZMET...	#1	=
2. n11.com - Alışveriş Adresi	n11.com	#2	=
3. Trendyol - Alışveriş & Moda	trendyol.com	#3	=
4. letgo: Sell & Buy Used Stuff	Letgo Global B.V.	#4	=
5. sahibinden.com: Alışveriş & Kira	sahibinden.com	#5	=
6. FLO AYAKKABI	FLO MAGAZACILIK VE PAZARLA...	#6	↑ 1
7. Dolap: Sat, Kaşfet, Yenilen	trendyol.com	#7	↑ 2
8. getir	Getir	#8	↓ 2
9. Boyner	Boyner	#9	↓ 1
10. GittiGidiyor: Alışveriş Sitesi	GittiGidiyor Bilgi Teknolojileri San...	#10	↑ 2

In the shopping category, dailydownload and active user given by number Google in rating On Play and App Store the rankings are as next.

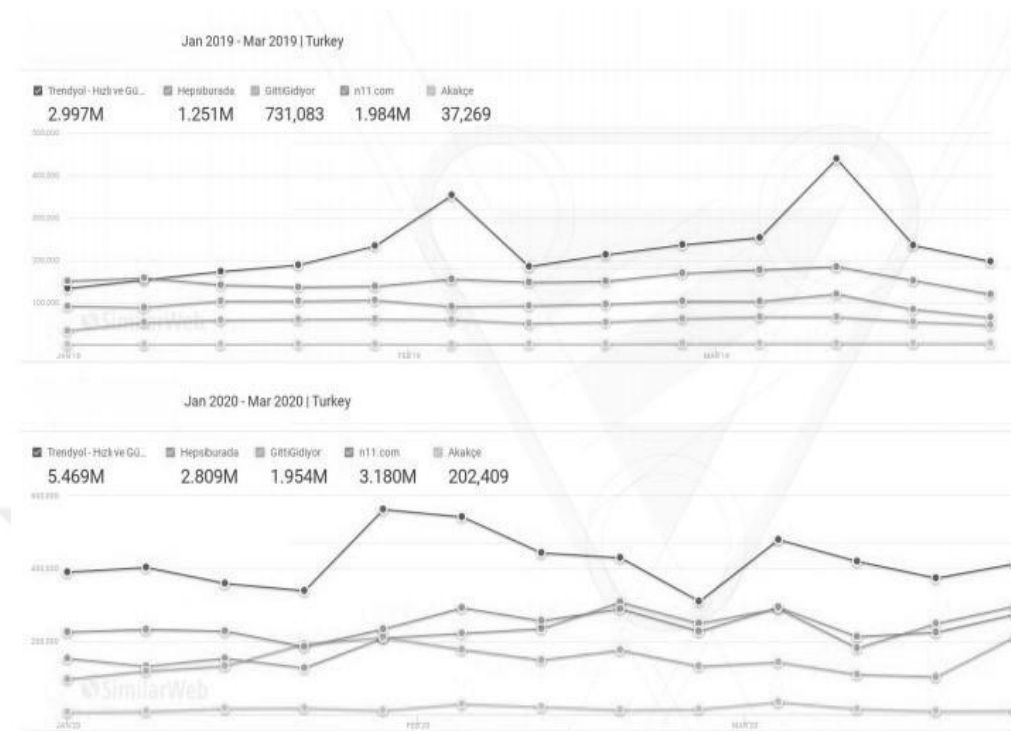
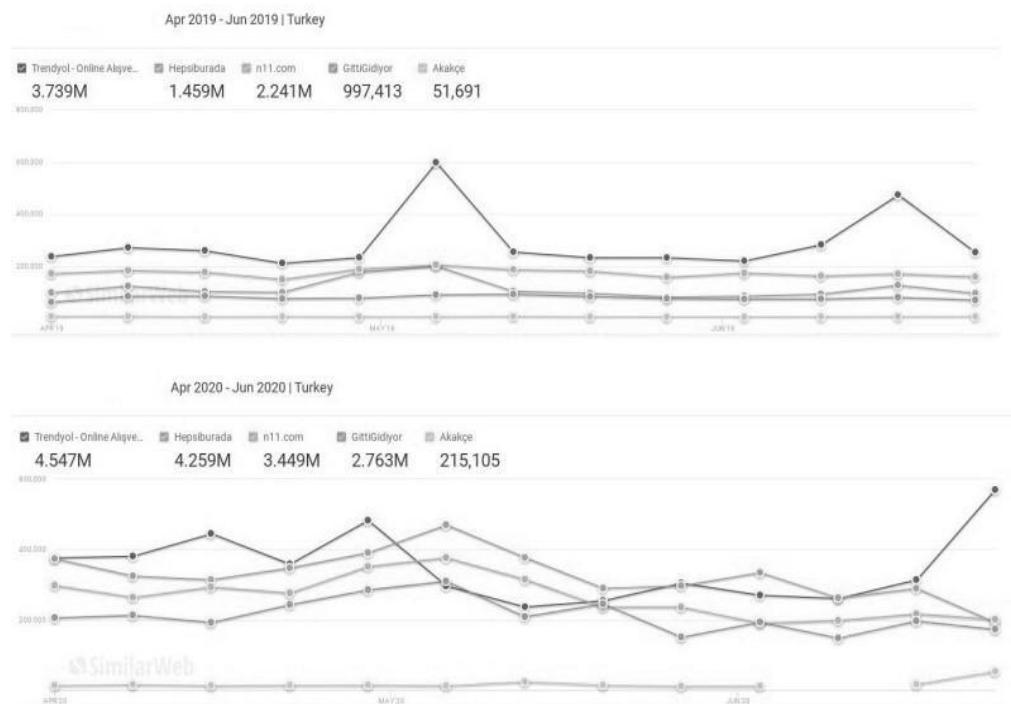
Handle as market places from every category we take

This is the opportunity to shop companies in the industry also in application rankings

Dominate the shopping category We can observe that.

3.5.3.2. Comparison of Download Courses

The number of downloads and activity rates of 2 popular Marketplace applications to users' phones are examined below.

Figure 79*Comparison of Q1 Weekly Downloads***Figure 80***Comparison of Q2 Weekly Downloads*

2 popular marketplaces 2019 and 2020 When the Q2 periods are examined weekly downloads of each significant increases in their number We see that. Trendyol application End of June 2020 a serious increase in week It turns out that he lived. Mobile applications of 5 leading websites 2019 and 2020 The course of the download numbers in the quarters is as follows. Comparing the years; It is seen that the number of downloads of all brands in mobile applications has increased significantly in 2020. Each of them increased their monthly average more than twice It is possible to say.

Table 20

Comparison of Q1 Weekly Downloads

Trendyol	2019	2020	2019 – 2020 Difference	Percentage Difference
January	733.119	1.660.157	927.039	126%
February	1.000.076	1.975.222	975.146	98%
March	1.264.201	1.834.294	570.092	45%

N11	2019	2020	2019 – 2020 Difference	Percentage Difference
January	642.264	953.872	311.608	49%
February	611.226	1.182.618	517.391	85%
March	730.764	1.097.890	367.127	50%

The tables above reflect the total number of downloads of each application on a monthly basis and the changes in 2019-2020.

It is observed that there is a significant increase in the number of downloads of marketplace applications in the 2020 Q1 period compared to 2019 Q1.

This situation can be considered as the effect of the quarantine process and the time residue that comes with COVID-19 on the user.

In parallel, the partnerships these apps have made with supermarket apps may have contributed to this process.

Among the 5 market place applications, Akakçe and GittiGidiyor applications had the most significant increases, while the highest number of downloads was

It is seen that 2019 has been in Trendyol since January.

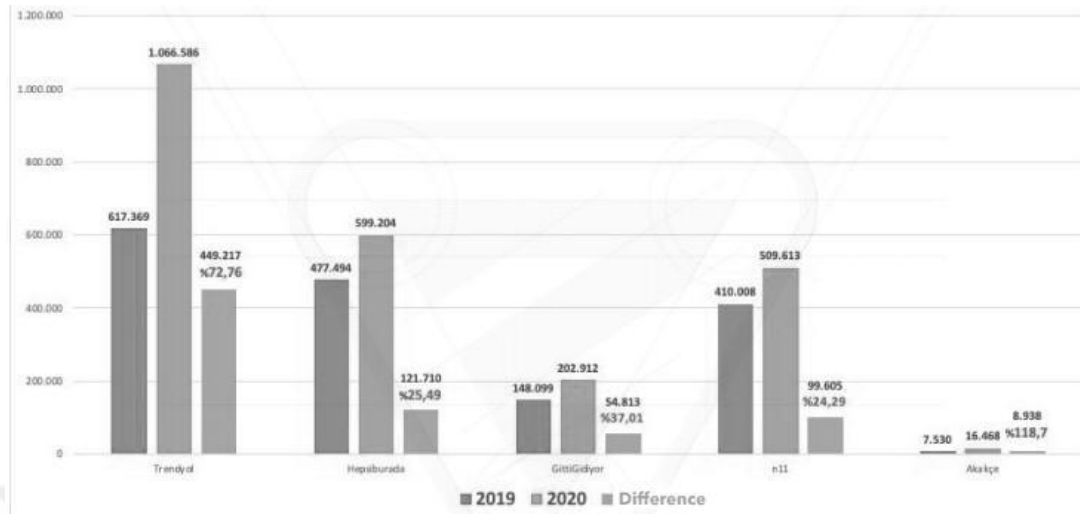
Figure 81

Weekly Course Comparison of Daily Active User Averages



In the adjacent tables, 5 leading web mobile applications of the website average daily incoming users numbers 2019 and 2020 change in quarters week weeks are shown.

All brands, daily active increased user averages seems. Trendyol In the first quarter of 2019 to a leadership close to its rivals in Q1 2020, by far by difference. 2 times the number of active users has reached its average.

Figure 82*Daily Active User Average Q1 Based Change Chart*

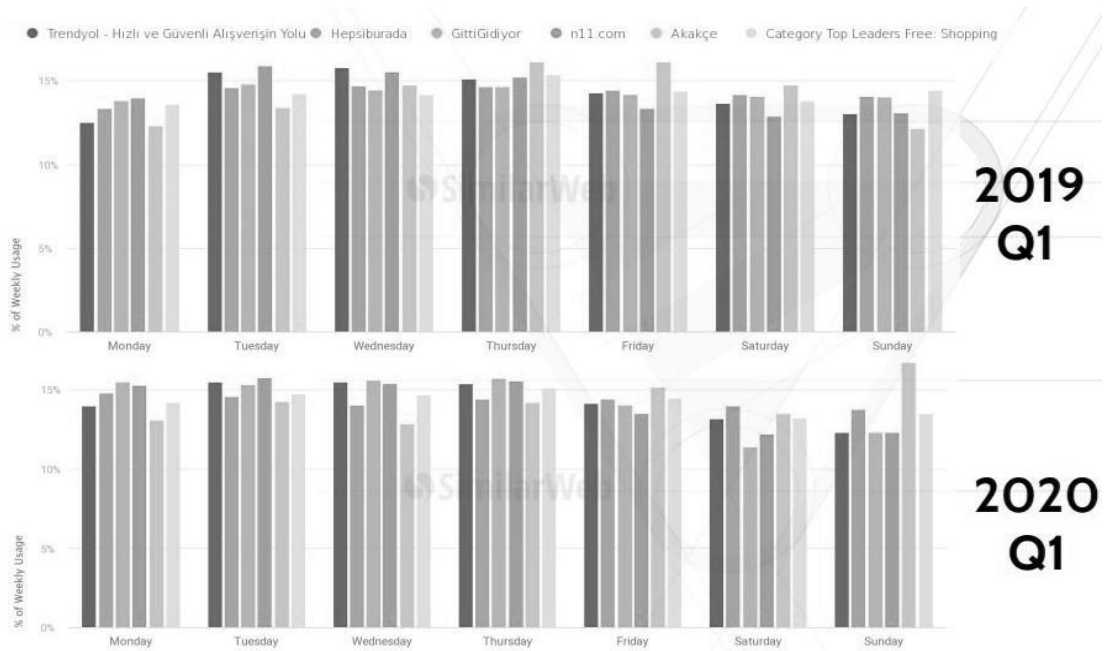
While the blue columns show the daily average number of active users of the applications mentioned below in Q1 2019, the orange columns are the same.

shows the daily average number of active users that brands have in Q1. Gray columns show the difference and percentage. reflects the change.

Although the graphics above show parallelism with the number of downloads of the applications in general, the number of downloads of Hepsiburada and GittiGidiyor it seems that they are unable to reflect the rates they have achieved to the daily active user rate and have a little improvement at this point.

3.5.3.3. The Most Used Days of the Application

The day-based reviews of the activity status of online shopping platforms, the usage of which has increased with the pandemic period, are given below.

Figure 83*The Most Used Days of the Application*

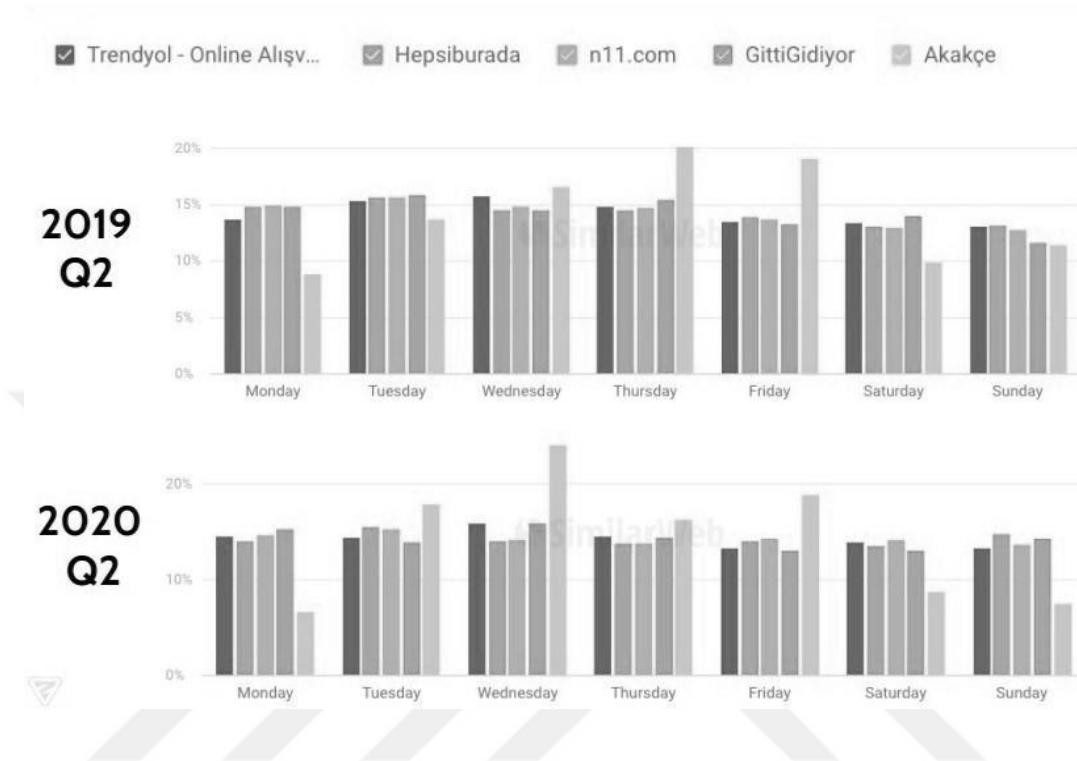
Most of the applications used days Trendyol users of the first two years

In the quarter it is Tuesday, Wednesday and it has been Thursday. For Hepsiburada, in two years while there was no big change

In 2020, the most It has been a very preferred day. Week in 2020 for GittiGidiyor the dramatic somehow less to the eye bumps big changes in n11 while not found, Akakçe market in 2020 compared to the year days have been in demand.

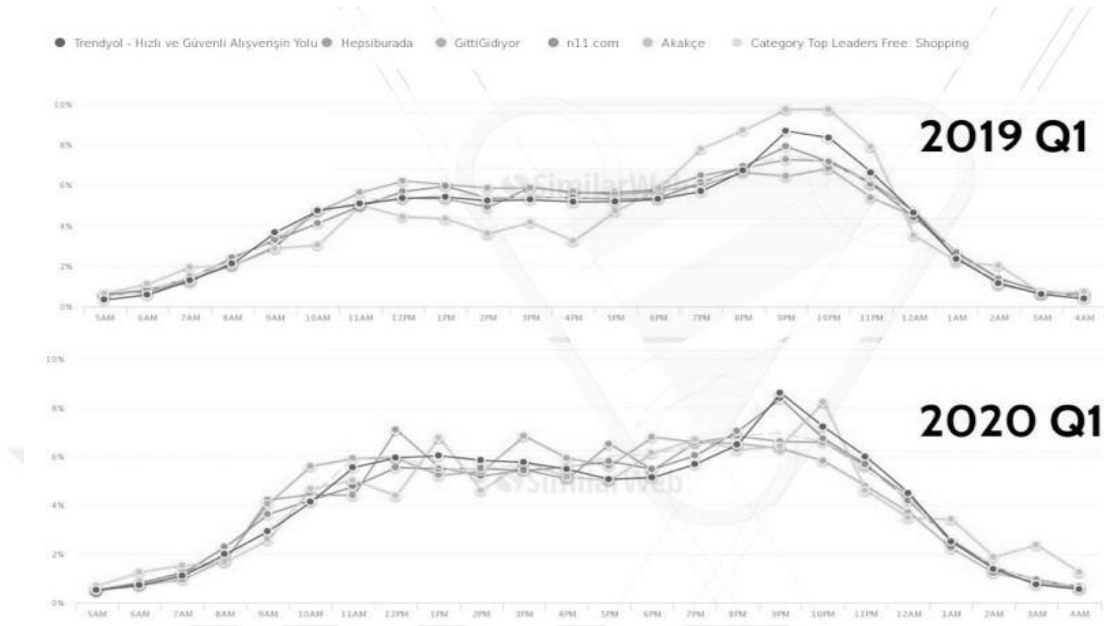
Figure 84

In the use of applications, days on weekdays-weekends distinct differences, such as is observed.



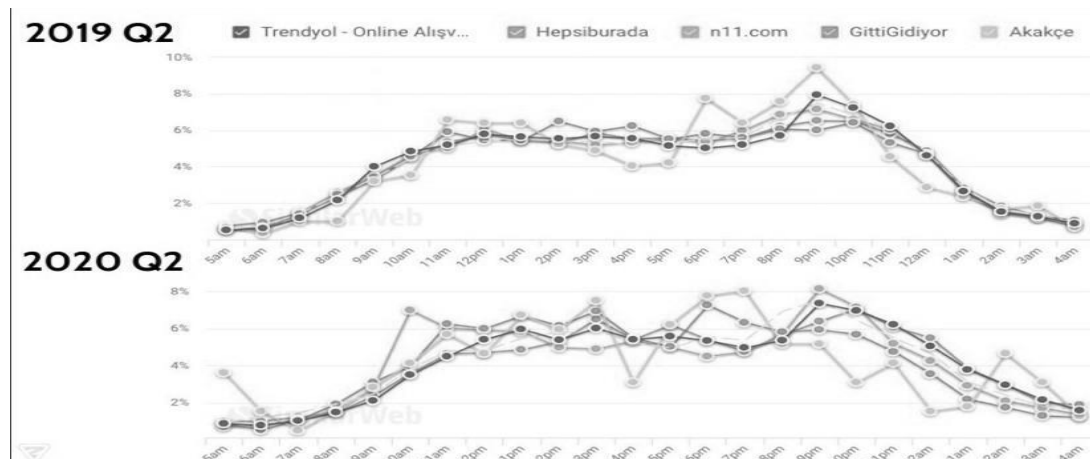
3.5.3.4. The Most Active Time of Applications

Hour-based reviews of the activity status of online shopping platforms, the use of which has increased with the pandemic period, are given below.

Figure 85*The Most Active Time of Applications*

In two years, the most hours of active use. It is between 18:00 and 23:00 is seen. In the Q2 comparison, user of the quarantine process that you will change your habits

While waiting generally active in the sector the hours of being this December can be said to be.

Figure 86*The Most Active Time of Applications*

4. CONCLUSION

With the existence of the pandemic process in our lives, online brand management has become very important for institutions that want to reach their target audiences, as consumers spend most of their time at home and their shopping habits change. Not being able to adapt to the changing needs of consumers and not being able to reach them in communication can cause institutions to fall behind their competitors and decrease the positive results that can be achieved. Institutions that follow technological developments, trends and the needs of the society have tried to use the internet, which is the most effective media and trade tool today, in the most efficient way, especially during the pandemic period, for the target audiences they want to reach. The fact that the Internet has many different functions has also made it possible to prepare many different digital marketing and online brand management studies. The mentioned study examples were examined above.

In our country and in the world, huge budgets are allocated for online brand management studies and a lot of work is carried out in this area. How these studies affect the target audience and measuring the results will make it possible to measure the results of the studies conducted and to direct more accurate studies. In this research, online brand management was examined during the crisis period. With the Covid-19 pandemic, which has affected our country and the world, the whole world's perspective on the internet and online shopping has changed, and it has even affected the habits of many people. As an example for the study, two examples from the largest of our country were examined. Within the scope of the research, the digital strategies followed by Trendyol and N11, an e-commerce site, and their effects were investigated and compared. Both institutions have extensively used digital marketing efforts to reach their existing and potential customers.

When the studies carried out and their results are examined, the current conditions have had a positive effect on online purchasing. Users who cannot leave the house and prefer not to leave the house, have turned to online shopping, especially grocery shopping. Users have made purchases not only for their basic needs, but also to effectively manage the time they spend at home. Institutions supported this shopping need with the online advertisements they prepared. Both institutions have prepared social media posts and internet advertisements for activities that can be done at home. In April 2020, the period when the pandemic was felt most, visitor increases were experienced on all e-commerce sites. When comparing the previous year with the pre-pandemic and pandemic period, the apparent increase in visitors was 28.96%. Trendyol increased by 48.57% and N11 by 5.92%.

Changes are also evident in the most searched and prominent keywords of 2019 and 2020. In 2019, we see words such as iphone, smart watch, redmi note 8, stroller etc. When we examine the most prominent words of 2020, it is clearly seen that the words such as chandeliers, remote control cars, garden swings, dumbbell set, balcony table, laptop, etc. come to the fore.

At the same time, there are changes in the devices on which users shop. When we compare with the previous year, users prefer to shop using their computers, even though they are mobile-oriented, while this rate has increased by 5% for smartphones.

When the 11 most visited e-commerce sites are analyzed, Trendyol ranked third in the visitor ranking in 2019, while N11 was in the second place by a small margin. In 2020, Trendyol ranked first and maintained its N11 position. When we look at the change in traffic sharing, Trendyol increases the visitor increase at a high rate, while a decrease is observed in N11.

According to marketing analysis, which is one of the most important data of online brand management, there is a slight decrease in direct traffic. When we look at e-mail marketing, there is an increase of 0,60%. Although the rate of increase in organic traffic seems to be the same, the increase in the spring months increased by 1.32%. Social media interaction continues with similar increases in Q1 and Q2.

When we compare the keyword search rates of the leaders of the sector, while N11 did not achieve much increase compared to the previous year and even experienced decreases from time to time, Trendyol regularly draws an increasing graph both compared to the previous year and compared to other months.

When we examine the total process, it is seen that online shopping from mobile devices has increased. Users can access platforms from the internet browser, as well as prefer to shop from mobile applications. When we examine both marketplaces, Trendyol increased the number of downloads from 2.997 million to 5.469 million. In N11, this situation increased from 1.984 million to 3.180 million people. Although there are occasional decreases and decreases in the graphs for both institutions, a significant increase was observed in the net result.

When we examine the social media and online advertising strategies of both institutions, Trendyol has progressed with a more comprehensive study. Social media shares and e-mail marketing activities for both producers and consumers have come to the fore at rates compared to last year. In terms of content, SME support packages, sponsorship support for health workers, support for cargo workers, stay at home, activities to be done while staying at home, sports at home, etc. have been studied extensively. At the same time, it has made significant breakthroughs by stepping into the market and food sector with its fast market and trendyol food initiative. N11 has also advanced its online brand management according to the process. It has progressed in a similar line with Trendyol with activities to be held at home, Eid comes home, bread making at home, social responsibility projects, etc. However, we can say that Trendyol's food and market initiative and its versatile touch to the user put Trendyol ahead of the other year.

It is very important to analyze the target audience and the current situation while preparing the digital marketing and online brand management strategies of e-commerce sites. It is thought that the results obtained as a result of this study will be useful for the examined examples and for institutions in the similar sector when planning online brand management studies and taking action.

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