

Challenge: Stenghten customer relationship and create more effective e-marketing campaigns.

Solution: Follow up customer interactions and behaviours and create highly individualized, automated email dialogues.

Results: Soyak Yapi has enormously increased click through rates and strengthened online relationships.

SOYAK

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HEMEN SATIN AL

Bize Sizi Arayalım

Mart 2009

Soyak Siesta'da temel atılıyor, tapular teslim ediliyor...

İzmir Karşıyaka'da, Ekim 2008'de satışlarına bağlanan Soyak Siesta projesinin ilk etabındaki dairelerin üçte birinin satışı tamamlandı. İzmir'e yeni bir yaşam tarzı getirmeyi hedefleyen Soyak Siesta'nın temelli ilk daireyi alan Sn. İnci Duyar tarafından 8 Mart Kadınlar Günü'nde atılacak. Bu güne kadar daire alan müşterilerimize tapularını teslim etmek üzere düzenlemiş olduğumuz **Soyak Siesta Tapu Teslim ve Temel Atma Kokteyli**nde siz değerli Soyak dostlarını da aramızda görmekten mutluluk duyacağız.

Tarih: 08.03.2009 Pazar
Saat: 15:00
Yer: Soyak Siesta Satış Ofisi Karşıyaka

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İyi ki varsınız..

Hayatin sürdürülebilir yanının en önemli unsurunun kadınlarımız olduğunu biliyoruz. Dünya Kadınlar Gününüzü kutlarız.

Yaşamımıza kattıklarınız ve emekleriniz için teşekkür ediyoruz.

Challenge

Increase the Value and Relevance of Customer Communications

Soyak Yapi aims to be Turkey's leading brand that creates high-quality and contemporary living spaces. Soyak Yapi has been servicing its customers by determining their needs and expectations

and additionally, it maintains focusing on consumer rights during and after the sales since its foundation.

With many construction projects in different locations in Turkey and also overseas, Soyak Yapi needed an effective and a quick way to communicate with its on-going and potential customers.

Solution

Web Analytics and Consultancy

To enhance its existing web based direct mail management programme provided by euro.message, Soyak Yapi has also agreed to integrate with euro.message's partner institution Omniture and take advantage from its advanced analytic services.

By applying Omniture's SiteCatalyst tool, Soyak Yapi had chance to obtain all data regarding their customers' behaviour. Therefore, they could create actionable, real time e-marketing activities. Moreover, they could analyse where the visitors stay longer on their web site and how many visitors from different segments visit the web site. Supported by euro.messages's email marketing specialists at the same time, Soyak Yapi could deliver well-designed, relevant newsletters and also text messages to its customers at the right times. Additionally, euro.message team has provided e-marketing consultancy to Soyak Yapi to improve their efficiency.

Results

Increased Customer Retention

Working with euro.message, Soyak Yapi reached the right customers with relevant information and increased customer retention. As a result there has been seen a high raise in house sales of Soyak Yapi.

About euro.message

euro.message offers wide range of e-marketing solutions such as email marketing, search engine optimization, web site marketing, web analytics and improved campaign management. These solutions help companies strengthen their relationships with current customers and also attract new customers.

euro.message has been strategically assisting to sector leading companies and the relationships with their customers. Servicing the world's most recognizable brands, euro.message's diverse client base includes Turkcell, Siemens, Garanti Bank, Deloitte, Soyak and AIG. With euro.message's easy-to-use, integrated, multi channel marketing program; companies can satisfy their customers needs with low costs but obtain high ROI. euro.message LIVE can support companies in any sector with its email marketing and improved campaign management software. It is the only leader in Turkey in terms of delivering automated, measurable right messages to the right segments at the right times.

euro.message
e-marketing solutions

Zafer Sokak, Ugur Apt. 15/3 Harbiye, İstanbul
90 212 343 07 38 T
90 212 343 07 42 F
www.euromsg.com