

# Case study trendyol turkey

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Case Study| ROI/Sales Results 15% increase in sales in the Milla by Trendyol store on Trendyol (the store with highest number of sales in 2011). +100,000 more visitors to the site. 11 million people reached and 250,000 clicks generated on Facebook in less than 2 days. The 'People talking about this' metric increased by 22,000 during the campaign. Trendyol acquired 25,000 new fans. How Trendyol used Facebook to publish a celebrity video and increase sales by 15%. Goals

Trendyol wanted to use Facebook Pages, ads and sponsored stories to: Promote its video featuring a Turkish celebrity. Drive awareness and sales of the Milla by Trendyol fashion brand. Expand its Facebook community. "The impressive campaign results proved once again that it is always a good investment to try out the new ad formats on Facebook" Mustafa Kemal Temel, Online Marketing Director, Trendyol Facebook Ads & Sponsored Stories Approach Pages First Trendyol produced a video featuring Turkish celebrity Hadise modelling Milla by Trendyol's autumn/winter collection.

The video included Hadise explaining that this was the first time a private shopping site had produced its own brand in Turkey and telling the audience how much she loved the Milla by Trendyol brand. Trendyol also produced a special "clickable" version of the video, which it used to launch its promotion with Hadise. Facebook users could click on products in the video and be taken to the corresponding product pages on its website and Facebook store application where they could purchase the items. Trendyol then posted the video to their existing Facebook fans on its Facebook Page, to drive initial engagement and awareness. For the launch, Trendyol posted the video to its Facebook fans to drive initial engagement and awareness. Then

to extend its reach, Trendyol used Ads and sponsored stories that included links to the video. Trendyol Facebook Page Trendyol is one of the leading fashion and private shopping websites in Turkey. It was established in March 2010 and acquired more than four million members in 18 months. Facebook. com/Trendyol Ads Facebook: Building Essential Connections