* Its application will benefit the company as follows:

Access to the latest technologies will help provide e-marketing at the highest level by creating content that keeps pace with the trend through which it is possible to associate the brand with the provision of attractive content that will help the sustainability of the brand.

* The quality of the contents provided in the company

Awareness-Raising

News

Achievements

Social Responsibility

Services and Advertisements

Information

* Content is provided through the following tools:

Videos

Photos

Press Releases

Texts

* Measuring the effectiveness of the provided content:
* Strength Points

Prompt response to the customers' inquiries

Highlighting the company's achievements and capabilities

Providing accurate technical information

* Weakness Points

Lack of unified identity of the photos and videos

Unfriendly and formal language

* Servers are slow, Lack of distinctive content to view, Lots of ads, Repetitive of the viewed content, The absence of incentives to maintain following the account
* Promote the company's accounts on various social media sites
* Promote the company's website by using ..
* Create attractıve content that results in great engagement.