

YTK 107

Pazarlama & Satış

PAZARLAMACININ 120 TERİMİ

Türkçesi ve örnek cümlesiyle

Strateji, marka, dijital, içerik, sosyal medya

Satış süreci, müşteri, fiyatlandırma

Her terim gerçek bir iş cümlesinde



01 Strateji ve pazar

15

1	target audience "Our target audience is small business owners."	hedef kitle	☐
2	segment "We focus on the premium segment."	pazar bölümü	☐
3	positioning "Our positioning is quality at a fair price."	konumlandırma	☐
4	value proposition "The value proposition must be clear in one sentence."	değer önerisi	☐
5	unique selling point "Speed is our unique selling point."	ayırt edici satış özelliği	☐
6	competitor "Our main competitor lowered its prices."	rakip	☐
7	market research "Market research showed strong demand."	pazar araştırması	☐
8	persona "We created three buyer personas."	ideal müşteri profili	☐
9	go-to-market strategy "The go-to-market strategy starts with two cities."	pazara giriş stratejisi	☐
10	marketing mix "Price is one part of the marketing mix."	pazarlama karması	☐
11	market share "We want to double our market share."	pazar payı	☐
12	niche "They serve a small but profitable niche."	niş pazar	☐
13	brief "The agency is waiting for the brief."	iş tanımı, brif	☐
14	launch "The launch is planned for September."	lansman, piyasaya sürme	☐
15	customer journey "We mapped the customer journey from ad to purchase."	müşteri yolculuğu	☐

02 Marka

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16	brand awareness "The campaign aims to build brand awareness."	marka bilinirliği	☐
17	brand identity "The logo is part of the brand identity."	marka kimliği	☐
18	brand guidelines "Please follow the brand guidelines."	marka kılavuzu	☐
19	tone of voice "Our tone of voice is friendly and direct."	marka dili, üslup	☐
20	tagline "The tagline has only four words."	slogan	☐
21	rebranding "The rebranding took six months."	markayı yenileme	☐
22	brand loyalty "Brand loyalty is high among older customers."	marka sadakati	☐
23	reputation "One bad review can damage our reputation."	itibar	☐
24	endorsement "The product got an endorsement from a famous chef."	ünlü ya da uzman desteği	☐
25	sponsorship "The sponsorship includes logo placement."	sponsorluk	☐
26	press release "We sent a press release this morning."	basın bülteni	☐
27	public relations "Public relations handled the crisis well."	halkla ilişkiler	☐
28	testimonial "We added three testimonials to the website."	müşteri yorumu, referans	☐
29	case study "The case study shows a real customer result."	başarı hikâyesi	☐
30	word of mouth "Most new customers come through word of mouth."	ağızdan ağıza tavsiye	☐

03 Dijital reklam

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31	campaign "The campaign runs for four weeks."	kampanya	☐
32	ad set "Each ad set targets a different city."	reklam seti	☐
33	creative "We need a new creative for the ad."	reklam görseli ya da videosu	☐
34	targeting "The targeting is too narrow."	hedefleme	☐
35	lookalike audience "We built a lookalike audience from our customer list."	benzer hedef kitle	☐
36	retargeting "Retargeting shows ads to website visitors."	yeniden hedefleme	☐
37	bid "We increased the bid for this keyword."	teklif (açık artırma)	☐
38	placement "Stories is our best placement."	reklam yerleşimi	☐
39	landing page "The landing page loads too slowly."	açılış sayfası	☐
40	call to action "The call to action should be one clear button."	eylem çağrısı	☐
41	lead form "The lead form has only three fields."	potansiyel müşteri formu	☐
42	pixel "The pixel is not firing on the thank-you page."	izleme kodu	☐
43	A/B test "We ran an A/B test on the headline."	iki versiyonu karşılaştırma testi	☐
44	budget pacing "Budget pacing is too fast this month."	bütçenin zamana yayılması	☐
45	ad fatigue "Performance dropped because of ad fatigue."	reklam yorgunluğu	☐

04 İçerik ve SEO

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46	content calendar "The content calendar is planned a month ahead."	içerik takvimi	☐
47	copy "The copy is too long for a banner."	reklam ya da tanıtım metni	☐
48	headline "The headline should promise one benefit."	başlık	☐
49	hook "The video needs a stronger hook."	ilk saniyede dikkat çeken giriş	☐
50	keyword "We rank first for this keyword."	anahtar kelime	☐
51	search engine optimization "Search engine optimization takes months to show results."	arama motoru optimizasyonu	☐
52	organic traffic "Organic traffic grew after the blog launch."	organik trafik	☐
53	backlink "A backlink from a news site helps a lot."	geri bağlantı	☐
54	newsletter "The newsletter goes out every Tuesday."	e-bülten	☐
55	lead magnet "The free guide works well as a lead magnet."	iletişim bilgisi karşılığı verilen ücretsiz içerik	☐
56	white paper "The white paper is aimed at IT managers."	ayrıntılı teknik rapor	☐
57	webinar "Two hundred people joined the webinar."	çevrimiçi seminer	☐
58	evergreen content "This guide is evergreen content."	eskimeyen içerik	☐
59	user-generated content "User-generated content builds trust."	kullanıcıların ürettiği içerik	☐
60	storytelling "Good storytelling makes the brand memorable."	hikâye anlatımı	☐

05 Sosyal medya

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61	follower "We gained 2,000 followers in a month."	takipçi	☐
62	engagement "Engagement is higher on short videos."	etkileşim	☐
63	post "The post was shared 500 times."	gönderi	☐
64	reel "The reel reached 80,000 people."	kısa dikey video	☐
65	story "We announced the sale in a story."	24 saatlik hikâye paylaşımı	☐
66	hashtag "Use three relevant hashtags."	etiket	☐
67	influencer "We worked with a local influencer."	fenomen, etkileyici kişi	☐
68	community management "Community management includes replying to comments."	topluluk yönetimi	☐
69	algorithm "The algorithm favours videos that people finish."	algoritma	☐
70	viral "The video went viral in two days."	çok hızlı yayılan	☐
71	mention "The brand got 300 mentions this week."	bahsedilme, etiketlenme	☐
72	direct message "Customers ask about prices by direct message."	özel mesaj	☐
73	giveaway "The giveaway doubled our followers."	çekiliş	☐
74	scheduling tool "We plan posts with a scheduling tool."	paylaşım zamanlama aracı	☐
75	bio "Put the link in the bio."	profil açıklaması	☐

06 Satış süreci

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76	prospect "The prospect asked for a demo."	olası müşteri	☐
77	pipeline "The pipeline looks strong for Q3."	satış hattındaki işler	☐
78	cold call "He makes thirty cold calls a day."	soğuk arama	☐
79	demo "The demo is scheduled for Monday."	ürün gösterimi	☐
80	quote "I sent the quote yesterday."	fiyat teklifi	☐
81	proposal "The proposal includes three options."	teklif dosyası	☐
82	objection "Price is the most common objection."	itiraz	☐
83	follow-up "A quick follow-up often closes the deal."	takip	☐
84	closing "She is very good at closing."	satışı kapatma	☐
85	upsell "We upsell the premium plan after three months."	üst paket satışı	☐
86	cross-sell "We cross-sell accessories at checkout."	çapraz satış	☐
87	quota "He reached 120 percent of his quota."	satış kotası	☐
88	commission "The commission is paid quarterly."	prim, komisyon	☐
89	decision maker "We need to reach the decision maker."	karar verici	☐
90	sales cycle "Our sales cycle is about three months."	satış döngüsü	☐

07 Müşteri

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91	account manager "Your account manager will call you."	müşteri yöneticisi	☐
92	key account "This is our largest key account."	kilit müşteri	☐
93	onboarding "Onboarding takes two weeks."	müşteriyi ürüne alıştırma	☐
94	customer satisfaction "Customer satisfaction is measured every quarter."	müşteri memnuniyeti	☐
95	renewal "The renewal is due in March."	sözleşme yenileme	☐
96	loyalty program "The loyalty program gives points for every purchase."	sadakat programı	☐
97	referral "We get a lot of referrals from existing customers."	tavsiye yoluyla gelen müşteri	☐
98	feedback "We collect feedback after every delivery."	geri bildirim	☐
99	complaint "The complaint was resolved in one day."	şikâyet	☐
100	customer service "Customer service is available on weekdays."	müşteri hizmetleri	☐
101	CRM "Please log the call in the CRM."	müşteri ilişkileri yönetimi sistemi	☐
102	survey "The survey had a 20 percent response rate."	anket	☐
103	net promoter score "Our net promoter score went up to 45."	tavsiye skoru	☐
104	win-back campaign "The win-back campaign targets customers who left last year."	kaybedilen müşteriyi geri kazanma kampanyası	☐
105	touchpoint "The website is the first touchpoint."	temas noktası	☐

08 Fiyat ve dağıtım

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106	pricing "Pricing is under review."	fiyatlandırma	☐
107	list price "The list price is 99 euros."	liste fiyatı	☐
108	discount "We offer a discount for annual plans."	indirim	☐
109	promotion "The promotion ends on Sunday."	promosyon, kampanya	☐
110	bundle "The bundle includes three products."	paket ürün	☐
111	free trial "The free trial lasts 14 days."	ücretsiz deneme	☐
112	subscription "The subscription renews every month."	abonelik	☐
113	margin "The margin on accessories is higher."	kâr marjı	☐
114	distributor "We work with one distributor per country."	distribütör	☐
115	retailer "The product is sold by 200 retailers."	perakendeci	☐
116	wholesale "The wholesale price is 40 percent lower."	toptan satış	☐
117	e-commerce "E-commerce is half of our revenue."	e-ticaret	☐
118	point of sale "We placed displays at the point of sale."	satış noktası	☐
119	trade fair "We met them at a trade fair."	fuar	☐
120	seasonality "Seasonality affects our summer sales."	mevsimsellik	☐

BU KAYNAKLA NASIL ÇALIŞMALI?

1

Günde bir bölüm yeter: 15 terim. Örnek cümleleri sesli oku.

2

Terimi Türkçeye çevirmeye değil, örnek cümleyi kendi markana uyarlamaya çalış.

3

Rahatça kullanabildiğin terimin kutusunu işaretle; işaretli kalanlara ertesi gün dön.

KENDİ NOTLARIN

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BUNLARI KENDİ İŞİNDE, BİREBİR DERSTE ÇALIŞ

Kalıpları bilmek ilk adım. Asıl iş, onları kendi mesleğinde ve gerçek konuşmada kullanabilmek. Dersler birebir ve mesleğine özel; ilk 15 dakikalık tanışma görüşmesi ücretsiz.

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