

VODACO WEB STRATEGIES

Welcome to the heart of web marketing

Vodaco is an Istanbul based boutique web strategy consulting firm focusing on value creation for businesses through proper use of web technologies. Our main focus area is marketing & brand management.

We are internet specialists

Our mission is to create value on your web marketing strategy, not only web site. Most people still think that “Web is necessary but a Cost Center”. We say that “Web is necessary and also is a Profit Center.”

Vodaco Group is consisting of the core strategic management consultancy company focusing on web marketing and also five services (groups) in this area.

VODACO | WEB MARKETING STRATEGIES CONSULTANCY - THE CORE

Web Marketing Strategies & Digital Branding (Marketing Rings)
Corporate Web/Hit Management & Web Site Strategic Planning
Offline Marketing integration
eCRM (&Mail Marketing Strategy)
eCustomer Support

FIVE SERVICES (GROUPS):

Vodaco | Agency
Vodaco | Analysis
Vodaco | Search
Vodaco | Web Media Planning
Vodaco | Online Media Tracking



VODACO | AGENCY

- Creative and Effective Design
- Marketing Content Creation
- Technology Development (SWD, DB)
- Right Technology Consultancy
- Online Gaming Consultancy

VODACO | ANALYSIS

- Corporate Web Marketing Dashboard
- Site & traffic Reporting & Analysis / Google Analytics
- Web Site Evaluation
- Competitor Web Marketing Analysis

VODACO | SEARCH

Vodaco Search is “Google Qualified Company”

- SEO (Search Engine Optimization)
- SEM (Search Campaign Creative, Keyword research, Landing page optimisation, ROI tracking and analysis, Competitor research)

VODACO | WEB MEDIA PLANNING CONSULTANCY

- Web Media Buying Consultancy & Campaign Tracking
- Web 2.0 Advertising
- Social Media Marketing
- Corporate Portal Banner Management

VODACO | ONLINE MEDIA TRACKING

- Online Media Tracking
- Media Status Reports
- Reputation Management