

# Cronus Business Consultancy

Uygar Kilic

<https://CronusConsultancy.com>

[uygar@cronuscn.com](mailto:uygar@cronuscn.com)

+44 784 9089 727





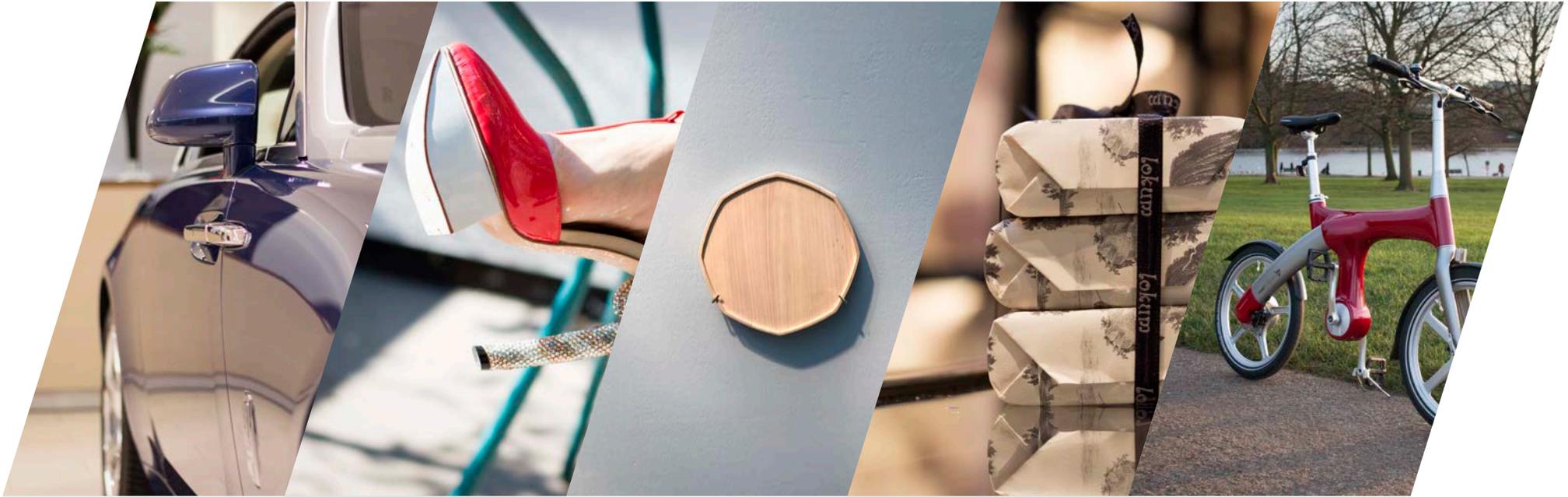
**Marketing Communications**



**Social Media**



**Digital Branding**



# Areas of Expertise



**Automotive  
Startups  
Technology  
Fashion  
Yachting  
Renewable  
Yoga**

**Background**

# Background

# Professional



Since early 2010, worked with more than twenty different companies from global brands to startups.

Established a solid digital presence foundation on social media for the clients. The brand story is told on various social media platforms, and the digital brand presence established and the brand image structured through the use of paid campaigns on Facebook and Instagram.

Audience insight analysis harmonised with the existing marketing and PR strategy to create campaigns that match the target audience perfectly.

# Background

# Academic

Economics graduate, MBA from SUNY Empire State College and MSc in Research on Marketing from the University of Birmingham

Research assistant from 2006 to 2011 in Anadolu University, Turkey. A conference paper published in 2007.

MSc Research thesis published on “Brand talkability: an investigation of the concept of brand talkability and its antecedents”.

# Background

## Blogging

Blogging experience started in late-2009 with the creation of carsandlife.net. More than 2,100 blog articles have been published and a solid social media presence has been achieved on Twitter, Facebook, Instagram, Pinterest, Tumblr, Reddit.com, YouTube, Snapchat, Google+ and LinkedIn.

On May, 2015, GQ China published a full page interview with me. The blogging expertise enables me to try and test new social media tools and marketing tactics that can be offered to clients to improve their digital presence.

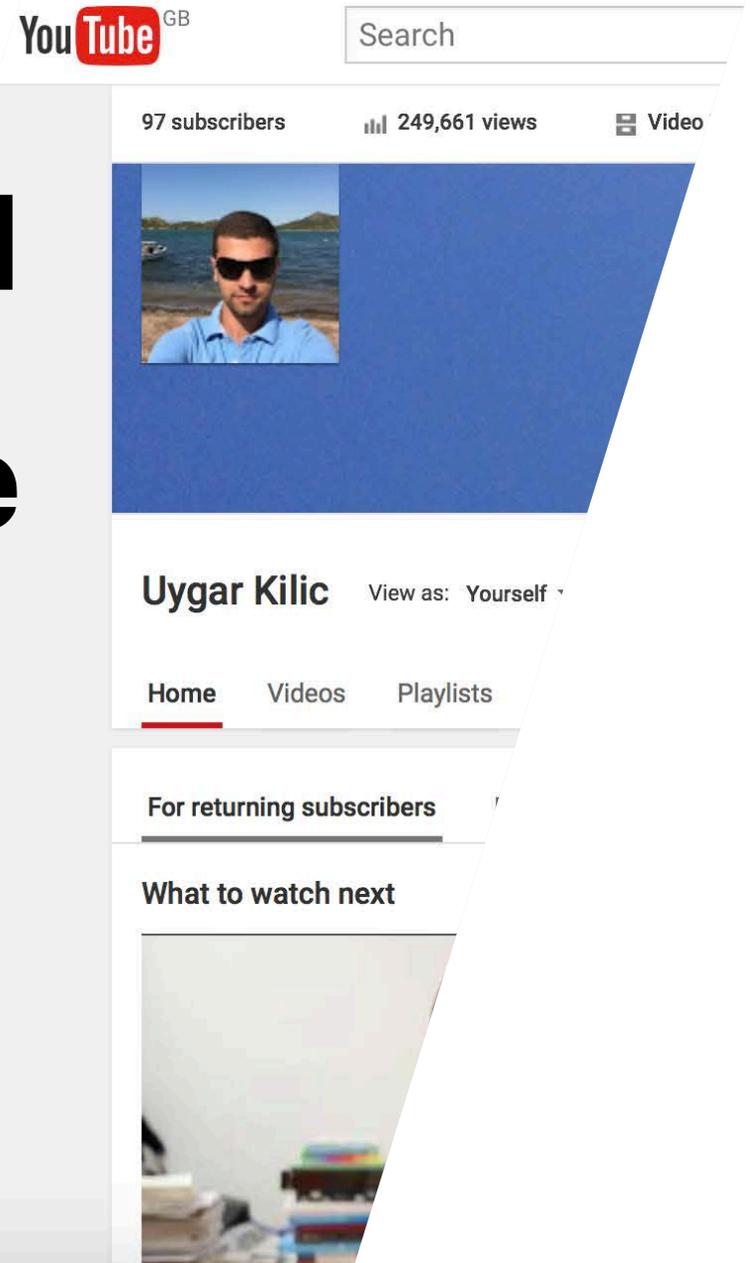


# Background YouTube

I started using YouTube in 2011 through small videos.

During the 2012, I did twelve interviews with the people from the automotive industry. These involved a single angle, static camera and unedited interviews.

Interviews included ones with Frank Stephenson (Design Director of McLaren Automotive) and Charles Morgan (former CEO of Morgan Motors). I am still adding videos to my YouTube channel.



# Pinterest Collaboration

I have been using Pinterest since its early beta stage to share the photos on my blog. As a result of this early engagement, the Pinterest US team contacted with me during the spring of 2013 and asked me to engage with their UK launch campaign, #PinItForwardUK. This opportunity enabled me to develop unique skill sets for Pinterest and achieve a global recognition for my blog.

**Uygar Kilic**

1,807 followers   429 following

**www.carsandlife.net**  
Birmingham, UK / Cars | Fashion | Lifestyle Blogger  
**www.CarsAndLife.net**  
Took Part Pinterest UK Launch Campaign | #PinItForwardUK | Featured in GQ China May 2015



Services

# Services

## Sourcing And Creating Content

Social media platforms need rich content. In order to provide the content, it needs to be curated and also created for each different platform.

## Engaging And Managing The Audience

As the audience grows on social media, more time is needed to manage it. It is important to listen to the audience and respond to it quickly.

## Social Media Monitor

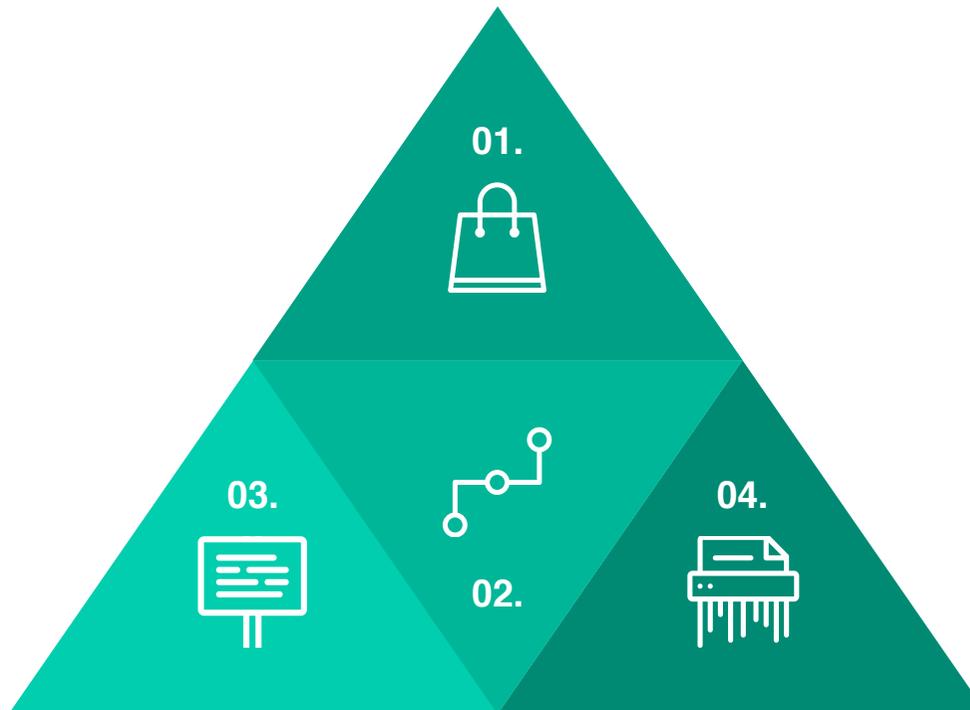
Monitoring the social media platforms for identifying conversation or content generated and that is related with the brand.

## Social Media Campaigns / Ads

The advertisements play a critical role. Due to the structure of these platforms, new followers or likes can be increased effectively by advertising the accounts or the contents.



# Services



## **Message Strategy**

What we are going to say? How we are going to say? Where are going to say?

## **Message Frequency**

How many times the consumers or the users should be seeing the campaigns or the message?

## **Developing The Brand Story**

Every needs a story to communicate with its target audience.

## **Consumer Insights**

Analysing the consumers insights through the Facebook User Insights tools to understand and interpret the target audience. Also, identify their digital behaviour.

# Additional Services



## **Infographics Content Design**

Designing the structure and the captions of the infographics that will transmit your brand, business or campaign message.



## **Developing The Colour Scheme**

For the social media and any other form of digital platform, the colour scheme plays a critical role as a part of your brand communication.



## **Project Management Tools**

There are various communication and project management tools that can be applied to your business that will provide a great way of managing social media marketing tasks.

Clients

# Automotive

Mercedes-Benz Turkey

MAN Bus & Truck Greece

ZRide (Electric Scooter)

Mando Footloose\* (Electric Bike)

# Fashion

Joanne Stoker (Women's Shoes)

Merve Bayindir (Millinery)

# Startup

Kundalini Lounge (Online Yoga Class)

NetZ (FinTech)

# Luxury

Lokum Istanbul (Turkish delight & Amenities)

Classic Car Club (Private Members Club)

Yacht Investor (Magazine)

# Technology

Appwox (Mobile app developer)

TechComms (Tech PR agency)

# Others

Cocoon Project (Modular housing)

SESCO (Renewables)

\* Agency Client. Worked is submitted to the agency.

# Mercedes-Benz Turkey

# Automotive. Passenger Vehicles

## Objectives

Mercedes-Benz Turkey kindly asked me to establish their social media presence and develop a strategy in early 2010. During that time, Mercedes-Benz Turkey was the first brand to utilise social media in the Turkish market.

## Strategy

The fundamentals of social media was explained to the Mercedes-Benz Turkey PR and marketing team. A strategy was developed based on the brand guidelines provided by the client. I liaised with the PR team throughout the process. In addition, a corporate blog was developed and various topics for discussion were suggested. In 2015, twelve blog articles were written for the corporate blog.

## Results

- Steady social media growth has been established.
- A blogging platform played a key role during the product launches and supported sponsorship events.
- Improved the digital presence in the Turkish market and reached a younger digital-savvy audience.

# MAN Bus & Truck Greece

# Automotive. Heavy Vehicles

## **Objectives**

MAN Bus & Truck asked me to act as a consultant for their social media engagement in 2010. As the MAN brand is associated with innovation and was the inventor of the diesel engine, they were looking forward to utilise this new communication platform.

## **Strategy**

In-depth explanation of the social media fundamentals and how to utilise it for the Greek market to reflect the brand identity. A social media strategy was developed for the client and I liaised with the CEO and the Marketing Director during the establishment of the social media.

## **Results**

- Established a solid social media structure that supported organic growth.
- Connected with the existing and future MAN drivers and owners in Greece.



# Joanne Stoker

# Fashion. Women's Shoes

## **Objectives**

Develop a social media strategy to create more engagement and more online sales. In addition, a photo library for Instagram and Facebook.

## **Strategy**

A social media strategy was developed and competitors were analysed. Audience insights research was conducted and the consumers were segmented into three different sections. A photo library was established using editorial photos relating to different concepts. Suggested the type of content structure that the designer should post on social media to keep the brand voice consistent.

## **Results**

- Increased online sales and visits to the website.
- Improved the overall social media presence.
- Established a large photo library relating to different concepts.
- Developed an emoji strategy.

# TechComms

# Technology. PR Agency

# Worked for. Mando Footloose

## **Objectives**

TechComms PR asked me to consult for its customers Mando Footloose (A sub-brand of Hyundai that manufactures chinless electric bikes). Creating social media content, engaging with the audience and create social media campaigns.

## **Strategy**

A social media strategy was developed that matches with the client's business goals and plans. Weekly content strategy was structured and each week's content is sent to the client one week before posting. Created social media campaigns and competitions. During this time, the competitors are constantly monitored.

## **Results**

- Increased the social media following and the likes.
- Increased the clicks to the website.
- Brand awareness is increased in targeted markets.



# Fair Recruitment

# Business. Recruitment

## **Objectives**

Establishing a social media presence will bring and job applications and new candidate CVs from university graduates. Also, the content should be fun and engaging in order to capture the interest university students.

## **Strategy**

Developed the social media strategy and analysed the target audience's digital behaviours. To improve the digital experience, the website was designed from scratch. New social media accounts have been opened and new content is published up to three times every day. Facebook's campaigns are utilised for better engagement and to increase the level of awareness. As the second phase of the strategy, blogging was introduced. Each week, a new article was posted on the website.

## **Results**

- Increased the number of applications and the number of CVs submitted.
- More visits to the website.
- Established a sustainable growth on social media accounts.

# Yacht Investor Magazine

# Luxury. Yacht

## **Objectives**

To establish a social media presence for a yacht magazine that was published quarterly. The social media presence aimed to reflect the brand identity, increase subscription and generate leads for the charter yachts.

## **Strategy**

Creating a social media strategy that will enable the publication to grow organically via high quality content. Focused in Twitter, Instagram, Facebook and Google+. Published brand new content every day of the week.

## **Results**

- Published more than 300 content items on social media accounts.
- Reached to the yacht community on social media sites.
- Brought clicks to the website and new readers.

# Lokum Istanbul

# Luxury. Food and Amenities

## Objectives

Lokum Istanbul is a Turkish delight and luxury amenities brand in Istanbul and Chelsea, London. The brand asked to restructure the social media presence, increase brand awareness in the UK and increase online store sales.

## Strategy

Analysed the competitors' and the brand's existing digital presence. Developed a social media strategy and content planning. Social media accounts were created on Twitter, Instagram, Facebook, Pinterest and Google+. Everyday new content was published on each social media site. Photographs were monthly taken at the London store. The main aim was to give the essence of life on social media accounts and establish an emotional bond with the consumers.

## Results

- More than 3,000 content items were published on both UK and Turkish social media accounts over a 1.5 year period.
- Significant increase in online store sales, especially during the Christmas and other special days.
- Improved brand awareness in the UK and markets outside the UK.
- Worked with influential bloggers such as Jordan Bone.

# Cocoon Project

# Housing. Modular Housing

## **Objectives**

Developing the digital presence for a housing solutions company. Establishing the Offie 365 cloud system. Developing the social media strategy and creating a website on Square Space.

## **Strategy**

A social media strategy is developed to engage with users who are interested in the UK housing problem. Creating and curation of weekly content to capture the interest of the users. Content curation was based on outsourcing news related to the UK housing problem and its relationship with the Cocoon Project's solutions.

## **Results**

- Social media accounts developed to reach the target audience who are interested in the UK housing problem.
- The feedback from the social media led to a revision of future product designs.
- Organic visits were achieved for the website.
- Social media content brought visits to the website.

# Kundalini Lounge

# Lifestyle. Online Yoga Class

## **Objectives**

Kundalini Lounge offers a unique yoga experience through Amazon videos and many highly qualified yoga teachers. Develop the existing social media presence, analyse the website's performance, create Facebook campaigns and email marketing tactics.

## **Strategy**

A dynamic social media strategy was developed, and every day new content was published on social media platforms. Facebook campaigns were developed to capture interest and bring in more subscribers. Results from Google Analytics guided the future content structure.

## **Results**

- Organic social media growth was established.
- More subscribers were achieved from all around the world.
- Target audience was segmented into different groups, and different services were offered to them.



# Appwox

# Technology. Mobile App Developer

## **Objectives**

Appwox is a Turkish based mobile app development company which has recently opened an office in London. They wished to improve their digital presence.

## **Strategy**

Weekly blogging to highlight important issues in the mobile app industry. The blog coverage is aimed at capturing the interest of the both app developers and clients.

## **Results**

- More than ten blog articles were written.
- Brought new visits to the website.

# ZRide

# Automotive. Electric mobility solutions

## **Objectives**

A recently established company asked for a social media consultancy. The aim was to establish a brand identity, create a community, and explain the product.

## **Strategy**

A social media strategy was developed that will establish the brand-voice, capture the attention of potential clients, and create the essence of life with the product. The target audience was analysed and various campaigns were designed for them. Competitors are constantly monitored to revise the strategy to maintain the growth momentum. A blogging strategy was established and started in the second phase

## **Results**

- Steady growth has been established.
- Brand identity has been defined and delivered on social media.
- Brand new content has been created and curated for the social media on a daily basis.

# Thank You!

BLOG [HTTP://CARSANDLIFE.NET](http://carsandlife.net)

TWITTER [@UYGARR](#)

INSTAGRAM [@UYGARR](#)

LINKEDIN [/UYGARKILIC](#)

PINTEREST [@UYGARR](#)

YOUTUBE [/UYGARRK](#)