

SOCIAL, WHATSAPP & RETENTION

How a local shop uses free social media to show its work, runs customer conversations on WhatsApp Business, keeps customers coming back with reminders and referrals, and stays inside the Türkiye rules for marketing messages and ads. Every step is applied to one fictional example: Örnek Oto Servis, a 12-person car repair shop in Ümraniye, İstanbul.

SECTIONS 11	READING TIME ≈ 3 h	LEVEL Beginner +	MARKET FOCUS Türkiye + global
BUILDS ON Marketing Crash Course modules 02, 04, 08 and 14 (your customer and offer, your digital storefront, social media and WhatsApp, Türkiye rules)			

← [MARKETING CRASH COURSE](#)

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SECTION 01 / 11

WHY SOCIAL AND WHATSAPP MATTER FOR A LOCAL SHOP

READ 12 min	BUILDS ON Main course 01, 04, 08
YOU WILL BE ABLE TO Say which channel does which job for a repair shop in Türkiye, and explain why the customer list you own matters more than your follower count.	

Few people follow a repair shop for fun. They look for you when a warning light comes on, and they come back when you remind them. Social media shows strangers that your team is skilled and honest. WhatsApp is where the real conversation happens: the price question, the photo of a worn brake disc, the "your car is ready" message. A reminder at the right time brings the customer back for the next job.

This guide covers all three jobs (showing your work, talking to customers, keeping them) and the Türkiye rules that apply to each one.

KEY TERM

Organic social — the posts, short videos and replies you publish for free. **Paid social** means ads, which are covered in the [Meta Ads deep dive](#). On Instagram and Facebook a **Reel** is a short vertical video, and **Stories** are quick photos and videos shown in a row at the top of the app. A **DM** (direct message) is a private message inside Instagram or Facebook. Ad rules still apply to organic posts: under Turkish law a shop's own Instagram post is a *ticari reklam* (commercial advertisement) [Law 6502 Art. 61].

Where people in Türkiye spend their screen time

TÜİK, the Turkish statistics office, asks every year which apps internet users aged 16–74 use. Its 2026 survey was published on 5 August 2026. Internet use reached 92.3% of people in that age group [DHA, Aug 2026].

90%

of internet users used WhatsApp (TÜİK 2026, as reported) [DHA, Aug 2026]

77.6%

used YouTube [Medya Detay, Aug 2026]

71.1%

used Instagram [DHA, Aug 2026]

62.3M

Instagram ad reach in Türkiye, Oct 2025 data [DataReportal, Nov 2025]

PLATFORM	TÜİK 2025	TÜİK 2026	AD REACH (OCT 2025)	JOB FOR A REPAIR SHOP
WhatsApp	88.6%	90%	—	Questions, quotes, photos, "car ready", reminders
YouTube (incl. Shorts)	72.9%	77.6%	57.9M	How-to and proof-of-work videos; reuse your vertical videos as Shorts
Instagram	68.1%	71.1%	62.3M	Main "show your work" channel: Reels and Stories
Facebook	49.6%	—	34.7M	Older local drivers; cross-post Reels at no cost
TikTok	24.3%	—	44.9M (18+)	Optional; only if someone on the team enjoys it

TÜİK figures are as reported by news sites; the 2025 figures come from news summaries, not from the TÜİK bulletin itself. "Ad reach" is how many people a platform says its ads can reach. It is not the same as active users and can include duplicates. "—" means no comparable figure was found.

Sources: TÜİK 2025 as reported by [Nefes, Aug 2025]; TÜİK 2026 as reported by [DHA, Aug 2026]; ad reach from [DataReportal, Nov 2025]. Between October 2024 and October 2025 ad reach grew 10.3% on Instagram and 14.8% on TikTok, but only 0.7% on YouTube and 1.0% on Facebook [DataReportal, Nov 2025].

TÜRKİYE

Messaging is the most common thing people do online here. In TÜİK's 2025 survey, 96.7% of internet users used messaging apps such as WhatsApp, Messenger and BiP, and 89.5% used social media [AA, Aug 2025]. For a repair shop this means WhatsApp is the natural place for service talk, and Instagram and YouTube are the natural places to show your work.

KEY TERM

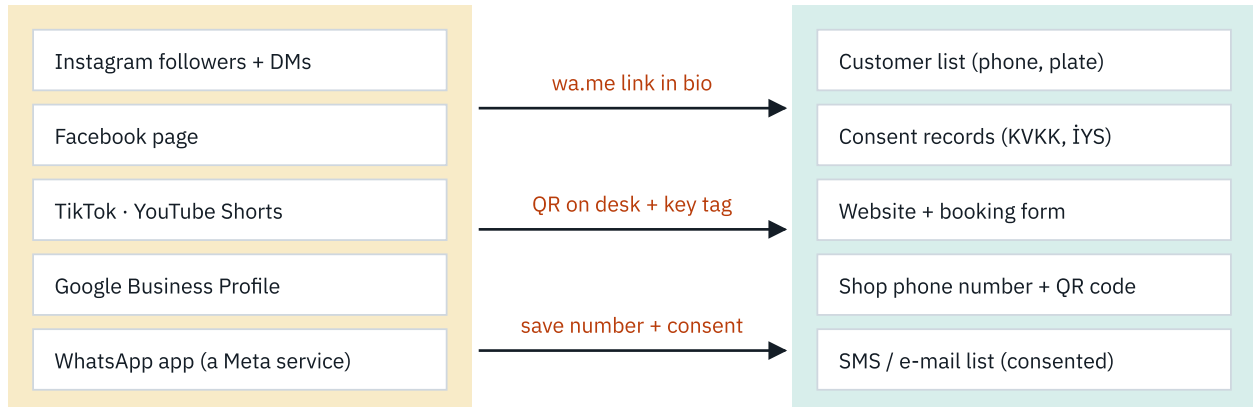
Connected reach — people who already follow you see your post. **Unconnected reach** — people who do not follow you yet see it, because the app recommends it (the Reels tab, Explore, TikTok's For You page, the YouTube Shorts feed). You need unconnected reach to grow, and connected reach to build trust and repeat business.

The 2024 lesson: rented channels and owned channels

On 2 August 2024, BTK (the Turkish internet and telecom authority) blocked Instagram across Türkiye. Access came back on 10 August, after 9 days [The National, Aug 2024]. Businesses that sold or took bookings only through Instagram lost that channel for those 9 days. An e-commerce association (ETİD) estimated losses of ₺17.1 billion; these numbers were reported in the press and were not checked against the original statements [Türkiye Today, Aug 2024].

Social platforms are rented space. The platform owns the rules, the reach and the access. What you own is your list of customers, the proof that they agreed to hear from you, your website and your phone number. Every post and every chat should move people, with their permission, from the rented side to the owned side.

RENTED - THE PLATFORM SETS THE RULES



2–10 Aug 2024: Instagram was blocked in Türkiye for 9 days.
The rented side went dark. The owned side kept working.

Use rented channels to be found; use owned channels to keep people. The arrows are the habits that move a follower into your own customer list. KVKK is the Turkish personal data law and İYS is the national register of marketing consents; both are explained in section 09.

WATCH OUT

WhatsApp is also a platform you rent. Sending mass "kampanya" (campaign) messages to people who never agreed can get the number banned, on top of the legal fines in section 09. Keep your customer list in your own spreadsheet as well, not only inside the phone.

How to move people to your owned channels

- Put a WhatsApp click-to-chat link (a [wa.me](#) link that opens a chat with your shop's number; section 06 shows how to build it) in every profile bio and on the Google Business Profile.
- Print a WhatsApp QR code for the reception desk, the invoice and the car-key tag.
- Ask every new customer "*Bizi nereden duydunuz?*" (Where did you hear about us?) and write the answer down.
- Save each customer in your own list with phone, plate and the date you gave them the privacy notice (section 08).
- Ask for marketing consent separately, with a box the customer ticks (section 09).

ÖRNEK OTO SERVİSİ

The fictional shop picks one job per channel. Instagram is the main channel (Reels and Stories). The same Reels are cross-posted to Facebook from Meta Business Suite (Meta's tool for planning Facebook and Instagram posts) and re-uploaded to YouTube Shorts without any watermark. WhatsApp Business on one shop phone is the hub for every customer conversation. TikTok waits until someone on the team wants to run it. Every bio ends with the same `wa.me` link, and the service advisor logs the answer to "Bizi nereden duydunuz?" for every new job.

SELF-CHECK

Instagram was blocked in Türkiye for 9 days in August 2024. Which asset kept working for a shop during the block?

Its Instagram follower count

✓ Its own list of customers with phone numbers

The views on its most popular Reel

The customer list is an owned asset. Followers and views live on the platform and disappear when the platform is unavailable.

SELF-CHECK

In TÜİK's 2026 survey (as reported), which app did the largest share of internet users in Türkiye use?

Instagram

YouTube

✓ WhatsApp

WhatsApp: 90% of internet users aged 16–74, ahead of YouTube (77.6%) and Instagram (71.1%).

▼ SOURCES FOR THIS SECTION

1. [DHA — TÜİK 2026 internet use survey \(5 Aug 2026\)](#)
2. [Medya Detay — TÜİK 2026 \(5 Aug 2026\)](#)
3. [Nefes — TÜİK 2025 app usage \(Aug 2025\)](#)
4. [Anadolu Ajansı — TÜİK 2025 \(28 Aug 2025\)](#)
5. [DataReportal — Digital 2026: Turkey \(8 Nov 2025\)](#)
6. [The National — Turkey restores access to Instagram after nine days \(10 Aug 2024\)](#)
7. [Türkiye Today — What happened during the Instagram ban \(Aug 2024\)](#)
8. [Law 6502 on Consumer Protection, Art. 61 \(mevzuat.gov.tr\)](#)

☐ MARK SECTION 01 AS DONE

SECTION 02 / 11

HOW THE FEEDS DECIDE WHAT PEOPLE SEE

READ 14 min	BUILDS ON Section 01	
YOU WILL BE ABLE TO Name the signals Instagram, TikTok and YouTube say they use, avoid the things that make a video less visible, and read three numbers for every Reel.		

Each app has a **recommendation system**, often called "the algorithm". It is software that guesses, for each viewer, which video that person will enjoy next. You cannot pay it in organic posts and you cannot trick it for long. You can make videos that give it the right signals. This is good news for a small shop. The platforms say they rank videos by how viewers react to them, so a small account can still reach strangers with one useful video.

What the platforms say they measure

SIGNALS

WHAT VIEWERS DO

- watch time, watching to the end
- sends and shares (DM, WhatsApp)
- likes, comments, saves

strongest signals

WHAT THE VIDEO IS ABOUT

- caption, on-screen text
- audio, hashtags

helps the app pick the right viewers

DEVICE + ACCOUNT SETTINGS

lower weight (TikTok)

RANKING

predicts for each viewer:
watch to the end?
like it? send it?

WHO SEES IT

FOLLOWERS' FEED

connected reach

RECOMMENDED

Reels tab, Explore,
TikTok For You,
Shorts feed

unconnected reach

LESS VISIBLE (INSTAGRAM)

watermark from other apps
muted audio · borders
mostly text · reposted clip

TikTok: follower count and past viral videos are "not direct factors".

Signals in, prediction out. For each viewer, the app predicts whether they will watch, like and send a video, and it shows videos that people react well to more widely. Summary of the official statements below.

PLATFORM	WHAT THE COMPANY SAYS IT USES	STATEMENT DATE
Instagram Reels	Predicts whether you will reshare a Reel, watch it all the way through, like it, or open its audio page. Makes Reels with watermarks, muted audio, borders, mostly text, or previously posted content less visible. Says it does not hide content to sell ads. [Instagram, May 2023]	31 May 2023
Instagram (2025 update)	Adam Mosseri, head of Instagram, named watch time, likes and sends as the top three signals, and said sends matter more for reaching non-followers. This statement is known from secondary reports only. [Buffer, 2025] [Fanpage Karma, 2025]	Reported 22 Jan 2025
TikTok For You	Interactions (likes, shares, follows, comments, watching to the end), video information (captions, sounds, hashtags) and device and account settings, which count less. "Neither follower count nor whether the account has had previous high-performing videos are direct factors." [TikTok, Jun 2020]	18 Jun 2020 (older, but TikTok's own explanation)
YouTube (incl. Shorts)	Clicks, watch time, survey answers about whether the time was well spent ("valued watchtime"), shares, likes and dislikes. [YouTube, Sep 2021]	15 Sep 2021
Facebook	No separate official Facebook ranking statement was found (Oct 2026). Treat Facebook Reels as a free second home for the same video.	—

Formats changed in 2024–2025

- **Reels can be up to 3 minutes long** (January 2025). Mosseri added: "We still are focused on short form video over long form" [Mosseri on Threads, Jan 2025]. This is known from a search summary of the post.

- **YouTube Shorts can be up to 3 minutes long** for square or vertical videos uploaded from 15 October 2024 [YouTube, Oct 2024].
- **Trial Reels** (December 2024) let you show a Reel to non-followers first. Results arrive after about 24 hours. If it performs well within 72 hours, it can be shared to your followers automatically [Meta, Dec 2024]. Third-party sites say only professional accounts with 1,000+ followers can use it; this was not verified, so check whether the option appears in your app.
- **Instagram counts at most 5 hashtags** per post or Reel, and extra tags are ignored (announced around 19 December 2025) [Digital Trends, Dec 2025]. This is reported by a news site; no official Instagram page confirming it was found (Oct 2026).

What this means for a small shop

- **Make videos people watch to the end.** Start with the problem (section 04), keep it short, and cut the dead time.
- **Make videos people send to a friend.** A line like *"Bu videoyu arabası ses yapan arkadaşına gönder"* (Send this to a friend whose car makes this noise) asks for the strongest signal in plain words.
- **Avoid the "less visible" list.** No TikTok or CapCut watermark, no muted audio, no borders, no slides that are mostly text, no re-uploading the same clip.
- **Tell the app what the video is about.** Say the topic and the district in the caption and on screen ("Ümraniye'de fren balatası değişimi").
- **Use Trial Reels for experiments** (if your account has it), so your followers do not see the flops.

Three numbers to check for every Reel

Open each Reel's insights (statistics) in the app once a month. These are the numbers Mosseri advised creators to watch [Buffer, 2025]. **Reach** means the number of different accounts that saw the Reel.

AVERAGE WATCH TIME

$$\text{total time watched} \div \text{plays}$$

Shown by the app. Compare it with the Reel's length.

LIKES PER REACH

$$\text{likes} \div \text{accounts reached} \times 100$$

Example numbers: 60 likes ÷ 2,000 reached = 3%

SENDS PER REACH

$$\text{sends (shares)} \div \text{accounts reached} \times 100$$

Example numbers: 30 sends ÷ 2,000 reached = 1.5%

ÖRNEK OTO SERVİS

Example numbers. In October the shop compares two Reels. Reel A, "Bu ikaz ışığı ne demek?" (What does this warning light mean?), reached 2,000 accounts with 30 sends: 1.5% sends per reach. Reel B, a slow tour of the new lift, reached 900 accounts with 2 sends: about 0.2%. The team makes more videos like A: one clear problem, explained in under 40 seconds, with a line asking viewers to send it to a friend.

GLOBAL EXAMPLE

Instagram's own ranking post lists the same "less visible" items for every account in every country: watermarks, muted audio, borders, mostly text and previously posted content [Instagram, May 2023]. A common mistake is downloading a TikTok video and uploading it to Instagram with the TikTok logo still on it. Export the clean file from your editor and upload that file to each app.

WATCH OUT

Many sites repeat numbers like "sends are worth 3–5 times a like". Meta has not confirmed this; it is a community estimate. Use the direction (sends matter a lot) and ignore the exact multiplier.

SELF-CHECK

According to TikTok's own explanation, which of these is not a direct factor in For You recommendations?

Whether viewers watch the video to the end

✓ How many followers the account has

The video's caption and sounds

TikTok says follower count and earlier viral videos are not direct factors. That is why a small shop can still reach strangers with one useful video.

SELF-CHECK

Which signal did Mosseri say matters most for reaching people who do not follow you yet?

Number of hashtags

✓ Sends (people sharing the Reel in messages)

Posting at exactly the same hour every day

Sends. Hashtags help search, but Instagram counts only 5 of them, and Mosseri says they do not necessarily increase reach.

▼ SOURCES FOR THIS SECTION

1. [Instagram — Instagram Ranking Explained \(31 May 2023\)](#)
2. [Buffer — Instagram algorithm \(secondary report of Mosseri, 2025\)](#)
3. [Fanpage Karma — Reels algorithm \(secondary, 2025\)](#)
4. [Meta Newsroom — Trial Reels \(10 Dec 2024\)](#)
5. [Adam Mosseri on Threads — 3-minute Reels \(Jan 2025\)](#)
6. [Digital Trends — Instagram limits hashtags to five \(Dec 2025\)](#)
7. [TikTok Newsroom — How TikTok recommends videos #ForYou \(18 Jun 2020\)](#)
8. [YouTube Blog — On YouTube's recommendation system \(15 Sep 2021\)](#)
9. [YouTube Blog — Tall updates coming to Shorts \(3 Oct 2024\)](#)

☐ MARK SECTION 02 AS DONE

SECTION 03 / 11

CONTENT PILLARS AND IDEAS

READ 20 min	BUILDS ON Main course 02; sections 01–02	
YOU WILL BE ABLE TO Plan a month of posts from five themes, write captions with the right hashtags and location, and post often enough to grow.		

The hardest part of social media for a busy shop is deciding what to post. Content pillars solve this. Once you have them, each week you only fill slots that already exist. They also teach the app, and your customers, what your shop is known for.

KEY TERM

Content pillars — 3 to 5 recurring themes for your posts. Give each pillar a weekday and the plan almost writes itself. **Caption** — the text under a post. **CTA** (call to action) — the one thing you ask the viewer to do next, for example *"WhatsApp'tan randevu alin"* (book on WhatsApp).

Five pillars for a repair shop

A · EDUCATION AND TIPS

Usta tavsiyesi (the master mechanic's advice). Warning lights, noises, simple checks. Builds trust before the customer needs you.

B · PROOF OF WORK

Before and after, diagnostic stories, showing the replaced part. Shows skill and honesty at the same time.

C · PEOPLE AND TRUST

The team, behind the scenes, training, new equipment. People trust a face more than a logo.

D · CUSTOMERS AND COMMUNITY

Real customer stories (with written consent), questions from followers, local events.

E · SEASONAL AND OFFERS

Pre-winter checks, pre-holiday trip checks, clear prices. Follow the price rules in section 09.

27 post ideas with example captions

The captions are example Turkish texts. Change the details so every claim is true for your shop. Blur licence plates and faces unless the person agreed in writing.

#	IDEA	FORMAT	PILLAR	EXAMPLE CAPTION (TURKISH)
1	One warning light per video	Reel, 20–40 s	A	"Bu ışık yanıyorsa ne yapmalısınız? 30 saniyede anlattık. Aracınızda yanan ışığın fotoğrafını WhatsApp'tan gönderin, ustamız yorumlasın."
2	Myth-busting: oil change interval	Reel	A	"Motor yağı her 5.000 km'de mi değişmeli? Tek bir doğru sayı yok, cevap aracınızın kullanım kılavuzunda. Nereye bakacağınızı gösterdik."
3	Tyre tread and pressure in 30 seconds	Reel	A	"Lastik diş derinliğini ve basıncını 30 saniyede nasıl kontrol edersiniz? Kaydedin, yola çıkmadan önce bir bakın."
4	What a periodic service includes	Carousel or Reel	A	"Periyodik bakımda neler yapılıyor? Kontrol listemizi tek tek gösterdik. Sorunuz varsa yorumlara yazın."
5	The sounds of worn brake pads	Reel	A	"Fren balatası bitince araba size nasıl haber verir? Bu sesi duyuyorsanız beklemeyin."
6	5 checks before the inspection	Carousel	A	"Muayeneden kalmamak için 5 kontrol: farlar, silecekler, lastikler, frenler, egzoz. En çok hangisini unutuyorsunuz?"
7	Battery care before winter	Reel	A	"Soğuklar gelmeden akünüzü kontrol ettirdiniz mi? Akünün zayıfladığını gösteren işaretleri anlattık."
8	When to fit winter tyres	Reel	A	"Kış lastiği ne zaman takılmalı? Ticari araçlar için zorunlu tarihleri her sezon resmî duyurudan kontrol edin. Özel araçlar için önerimizi videoda anlattık."

#	IDEA	FORMAT	PILLAR	EXAMPLE CAPTION (TURKISH)
9	Before and after (pads, engine bay)	Reel or carousel	B	"Sol ön fren balatası metal metale sürtmüş. Değişen parçaları her zaman müşterimize gösteriyoruz. (Plaka gizlendi, müşterimizin izniyle paylaşıldı.)"
10	Diagnostic story: problem → test → cause → fix	Reel, 60–90 s	B	"Müşterimiz 'tıkırtı var' dedi. Test ettik, sebebini bulduk, çözdük. Hikâyenin tamamı videoda."
11	Showing the replaced part	Reel	B	"Değişen parçayı müşterimize gösteriyoruz. Aracınızda ne değiştiğini kendi gözünüzle görün."
12	Time-lapse of a full service	Reel, 15–30 s	B	"Bir periyodik bakımın 30 saniyelik özeti. En çok hangi adımı merak ettiniz?"
13	Car of the day	Story or Reel	B	"Günün aracı: [model, yıl]. Sahibinin izniyle paylaşıyoruz."
14	Meet a team member	Reel	C	"Ustamız [Ad] ile tanışın: [X] yıllık tecrübe. Sizce en zor arıza hangisiydi? Cevabı videoda."
15	Behind the scenes: morning setup	Story or Reel	C	"Sabah 07:45: atölye güne hazırlanıyor. Takım panosu, temizlik, ilk araç."
16	Training and certificates (only true ones)	Carousel	C	"Ekibimiz [eğitimin adı] eğitimini tamamladı. Belgeyi atölyemizde görebilirsiniz."
17	New equipment arrives	Reel	C	"Yeni arıza tespit cihazımız geldi. Ne işe yaradığını 30 saniyede anlattık."
18	The apprentice's first week	Reel	C	"Çırağımız [Ad]'ın ilk haftası. Usta-çırak ilişkisi böyle başlıyor."
19	Customer story (written consent)	Reel	D	"[Ad] Bey aracını neden bize getirdiğini anlattı. (Yazılı izniyle paylaşılmıştır.)"
20	Reshare a customer's Story that tags you (with permission)	Story	D	"Paylaşımınız için teşekkürler [kullanıcı adı]. İyi yolculuklar."
21	Q&A Friday: answer DM questions on camera	Reel	D	"Sizden gelen sorular: 'Klima neden kötü kokuyor?' Cevabı videoda. Sorunuzu DM'den gönderin."
22	Local community: a car-check day near a school	Post	D	"Cumartesi okul önünde far ve lastik kontrolü yapıyoruz. Ücret yok, şart yok, randevu gerekmez."
23	Pre-winter check package	Post or Reel	E	"Kış öncesi kontrol paketi: akü testi, antifriz ölçümü, silecek ve lastik kontrolü. Fiyat: 1.250 TL (KDV dahil). Geçerlilik: 15 Ekim – 30 Kasım 2026. Randevu: WhatsApp [link]."
24	Pre-holiday long-trip check	Post	E	"Bayram öncesi uzun yol kontrolü: fren, lastik, sıvılar ve farlar. Randevu için WhatsApp'tan yazın."
25	Price transparency	Carousel	E	"İşçilik saat ücretimiz ve en sık yapılan 5 işlemin KDV dahil fiyatı. Fiyatlar [tarih] itibarıyla geçerlidir."

#	IDEA	FORMAT	PILLAR	EXAMPLE CAPTION (TURKISH)
26	"Is it your inspection month?"	Reel	E	"Muayene ayınız mı geldi? Muayene öncesi kontrol için WhatsApp'tan randevu alın."
27	Tyre storage space	Story	E	"Lastiklerinizi sezon boyunca bizde saklayabilirsiniz. Koşullar ve KDV dahil ücret için WhatsApp'tan yazın."

Idea 27 links to the tyre hotel (*lastik oteli*: the shop stores customers' off-season tyres) in section 08. The 1,250 TL price in idea 23 is an example number. A "carousel" is a post with several swipeable photos.

WATCH OUT

Idea 22 says "Ücret yok, şart yok". Write that only if it is completely free. Calling something *ücretsiz* (free) when the customer must pay for anything is banned (section 09). Idea 16: claim only training and certificates you really have; misleading claims about status or qualifications are banned too.

Hashtags and location tags

- **Use at most 5 hashtags on Instagram.** The cap has applied since December 2025 (as reported), and extra tags are ignored [Digital Trends, Dec 2025]. Pick specific local and topic tags, not generic ones like #car or #love.
- **Hashtags mainly help search.** Mosseri says a few specific tags work better than a long list, and that hashtags do not necessarily increase reach (same source). Put the keywords in the caption and in the on-screen text as well.
- **Add a location tag to every post and Reel** (your shop's exact location), and write the district name in the caption.
- **On TikTok and YouTube Shorts,** put the main keyword in the first line of the caption or title.

#ümraniyeotoservis #frenbalatası #periyodikbakım #istanbul #otoservis

COPY

How often to post

Buffer analysed 2.1 million posts from more than 102,000 Instagram accounts. Compared with 1–2 posts a week, accounts that posted more got more reach per post [Buffer, Aug 2025].

+12%

reach per post at 3–5 posts a week, and follower growth more than doubled (+0.26% vs +0.12%)

+18%

reach per post at 6–9 posts a week

+24%

reach per post at 10+ posts a week

For a repair shop, 3–5 feed posts or Reels a week plus Stories on most workdays is realistic. Consistency matters more than bursts. Posting 10 times in one week and then disappearing for a month is a common way to give up.

Set up the system (one afternoon)

01 Fix the profiles

Same name and logo everywhere. Category such as "Oto Servis / Otomobil Tamircisi". Address, hours and phone. One link that opens WhatsApp with a ready message, or your booking page.

02 Choose your pillars and give each a weekday

For example: Monday tip, Wednesday proof of work, Friday people, Saturday customer story or seasonal post.

03 Pick one person to film

Usually the service advisor: 10–15 short clips a week during normal work (section 04).

04 Schedule a week at a time

Meta Business Suite can create and schedule posts and Stories for Facebook and Instagram [Meta, Oct 2026]. Buffer's free plan covers 3 channels with 10 queued posts each [Buffer, Oct 2026].

05 Review once a month

Check the three Reel numbers from section 02, and count how many WhatsApp chats or calls came from Instagram.

<https://wa.me/90XXXXXXXXXX?text=Merhaba%2C%20randevu%20almak%20istiyorum>

COPY

Replace 90XXXXXXXXXX with the shop's WhatsApp number in international format (90 + number, no +, no leading zero, no spaces). The text after `?text=` is the ready message ("Merhaba, randevu almak istiyorum": Hello, I would like to book). Section 06 explains this link.

A 4-week calendar for Örnek Oto Servis

WEEK	MON · TIP (A)	WED · PROOF (B)	FRI · PEOPLE (C)	SAT · CUSTOMER OR SEASONAL (D/E)	STORIES (MOST DAYS)
1 12–17 Oct 2026	"Bu ikaz ışığı ne demek?" warning light	Brake job before/after, showing the old pads	Meet the <i>usta başı</i> (shop foreman)	Pre-winter check package with full price and dates	Today's cars (plates blurred); poll "Kış lastiğinizi taktınız mı?"

WEEK	MON · TIP (A)	WED · PROOF (B)	FRI · PEOPLE (C)	SAT · CUSTOMER OR SEASONAL (D/E)	STORIES (MOST DAYS)	
2 19–24 Oct	Battery care before winter	Diagnostic story: "3 servisten döndü, sorun şuymuş"	Behind the scenes: 07:45 morning setup	Customer story (written consent)	Question sticker for DM questions	
3 26–31 Oct	Myth-busting: oil change intervals ("kılavuza bakın")	Time-lapse of a periodic service	The apprentice's first week	"Muayeneden kalmamak için 5 kontrol"	Tyre storage availability	
4 2–7 Nov	Tyre tread check in 30 seconds	"Günün aracı" (owner's consent)	New diagnostic device	Monthly recap + Google review link	Opening hours, reminder to book	
Example plan for the fictional shop: 4 Reels or posts a week plus Stories on most days, which sits inside Buffer's 3–5 a week band. Reels go to Instagram first, then Facebook and YouTube Shorts.						

Ready-to-edit captions

TIP REEL PILLAR A

Gösterge panelinde bu sarı ışık yandıysa panik yok ama ihmal de yok. 30 saniyede ne anlama geldiğini anlattık. Aracınızda bu ışık yanıyorsa WhatsApp'tan fotoğrafını gönderin, ustamız yorumlasın. Konum: Ümraniye, İstanbul

COPY

BEFORE AND AFTER PILLAR B

Sol ön fren balatası metal metale sürtmüş. Diski de kurtaramadık. Balata ömrü sürüşe göre değişir; ses gelmeye başladıysa beklemeyin. Değişen parçaları her zaman müşterimize gösteriyoruz.

COPY

TEAM INTRO PILLAR C

Atölyemizin elektrik-elektronik ustası [Ad] Hanım ile tanışın. [X] yıldır arıza tespiti yapıyor. Sizce en zor arıza hangisiydi? Cevabı videoda.

COPY

MYTH-BUSTING PILLAR A

"Uzun yolda klima yakıtı çok artırır" doğru mu? Kısa cevap: duruma göre. Uzun cevap videoda. Siz hangi efsaneyi duydunuz? Yorumlara yazın, sıradaki videoyu ona çekelim.

COPY

SEASONAL OFFER PILLAR E · PRICE RULES APPLY

Kış öncesi kontrol paketi: akü testi, antifriz ölçümü, silecek ve lastik kontrolü. Fiyat: 1.250 TL (KDV dahil). Geçerlilik: 15 Ekim – 30 Kasım 2026. Randevu: WhatsApp [link].

COPY

The price is an example number. In any offer, show the total price including VAT (*KDV dahil*), the dates and any conditions in the main text, and keep it the same as the price list on your wall and in your WhatsApp catalog.

Customer photos, staff and permission

Photos and videos made by customers are called **UGC** (user-generated content). You may repost them only with permission. Ask in writing, in the chat:

PERMISSION REQUEST

[DM OR WHATSAPP](#)

Merhaba [isim], aracınızın teslim fotoğrafını / hikâyenizi kendi hesabımızda paylaşmak isteriz. Plakayı ve yüzleri kapatacağız. Uygun görürseniz "Evet" yazmanız yeterli. İstedığınız zaman kaldırırız.

[COPY](#)

- Blur plates and faces unless the person explicitly agrees. A plate can identify a person, so treat it as personal data. This is a cautious practice; no specific KVKK decision on plates was found (Oct 2026).
- Get written consent before featuring employees' names and faces.
- Staff may share the shop's posts, but must not pose as neutral customers or review their own shop. A simple rule: "*Burada çalışıyorum*" (I work here) in the bio or caption.

TÜRKİYE

From 1 August 2026, reviews used in ads must come from verified buyers. If you repost a customer's review in a promotional post, keep proof that the person is a real customer, such as the invoice or *servis fişi* (service slip) number [Ad Regulation Art. 28/B, 2026]. Section 09 explains the rule.

SELF-CHECK

You add 12 hashtags to an Instagram Reel. What happens, based on the December 2025 change (as reported)?

The Reel gets 12 times more reach

✓ Only 5 count; the rest are ignored

The Reel is deleted

Instagram caps hashtags at 5. Choose a few specific local and topic tags, and put keywords in the caption and on screen.

SELF-CHECK

In Buffer's 2025 study, what happened to follower growth at 3–5 posts a week compared with 1–2?

Nothing changed

✓ It more than doubled

It fell

Follower growth went from +0.12% to +0.26%, and reach per post rose about 12%.

▼ SOURCES FOR THIS SECTION

1. [Digital Trends — Instagram limits hashtags to five \(Dec 2025\)](#)
2. [Buffer — How often to post on Instagram \(13 Aug 2025\)](#)
3. [Buffer — Pricing \(checked Oct 2026\)](#)
4. [Meta — Meta Business Suite \(checked Oct 2026\)](#)
5. [Ticari Reklam ve Haksız Ticari Uygulamalar Yönetmeliği, consolidated \(incl. 1 Jul 2026 amendment\)](#)

☐ MARK SECTION 03 AS DONE

SECTION 04 / 11

MAKING SHORT VIDEOS WITH A PHONE

READ
14 min

BUILDS ON
Sections 02–03

YOU WILL BE ABLE TO

Plan, film and edit a 30–60 second workshop video with a strong hook, subtitles and one call to action, using free tools.

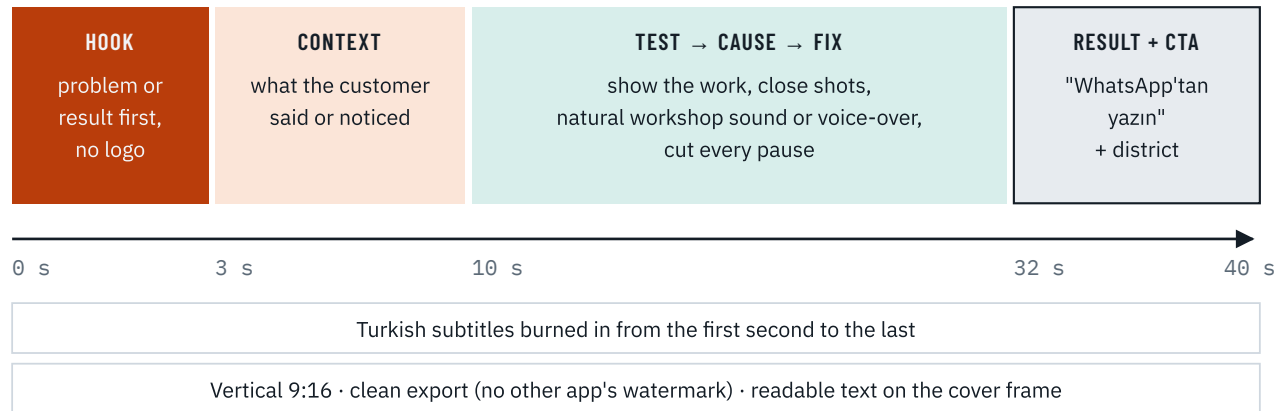
Your best content is the car on the lift. You do not need a studio, a camera or an agency. One phone and about 10 minutes a day of filming during normal work is enough. What matters is the structure: the first seconds decide whether people keep watching, and section 02 showed that watching to the end is one of the strongest signals.

KEY TERM

Hook — the first 1–3 seconds of a video: a picture or a sentence that makes people stop scrolling. **Retention** (in video) — how long people keep watching. **Vertical 9:16** — a tall video that fills a phone screen, the format of Reels, Shorts and TikTok.

The shape of a good workshop video

EXAMPLE 40-SECOND REEL



Start with the problem or the result. The timings are an example structure from practitioner advice, not an official rule. Section 02 explains why the end of the video matters as much as the start.

Length

Reels and Shorts can now be up to 3 minutes long, but Instagram says it is "still focused on short form video" [Mosseri on Threads, Jan 2025]. No official "best length" was found (Oct 2026). Practitioners suggest 15–45 seconds for videos meant to reach new people, and 60–180 seconds for real diagnostic stories that keep people watching. Test both and compare the average watch time.

Hooks that work for a workshop

Open with the problem or the result. Example hooks in Turkish:

- *"Bu sesi duyuyorsanız..."* (If you hear this sound...)
- *"Bu araba 3 servisten döndü, sorun şuymuş:"* (This car came back from 3 other shops; here was the problem:) — only if it is true.
- *"50 TL'lik parça, 15.000 TL'lik hasar."* (A 50 TL part, 15,000 TL of damage.) — only with the real numbers from that car.

Subtitles, sound and light

- **Subtitles:** burn Turkish subtitles into the video. Use the editor's auto-captions, then check technical words such as part names by hand. Many people scroll with the sound off. No fresh 2025–2026 statistic on this was found, and the often-quoted "85% watch without sound" comes from an old 2016 media report, so do not repeat it.
- **Sound:** use the workshop's natural sound or a voice-over. Muted videos are shown less on Instagram. Be careful with popular songs on a business account; use each app's licensed

music library (licence terms were not verified for this guide).

- **Light and frame:** film where the work lights are strong, keep the main light in front of the subject, and wipe the phone lens before you start. Keep the workshop tidy in the background.
- **Cover frame:** put readable text on the first frame, such as "*Fren balatası ne zaman değişir?*" (When should brake pads be changed?).

Free tools and what they do

TOOL	WHAT IT DOES FOR A SHOP	STATUS (OCT 2026)
Meta Business Suite	Create and schedule posts, Stories and ads for Facebook and Instagram; one inbox for Facebook, Messenger and Instagram messages; insights. Desktop and mobile. [Meta, Oct 2026]	Features verified. The page does not state a price; it is generally free to use.
Buffer Free	Schedule posts to 3 channels (10 queued posts each), 1 user, 30 days of insights, a shared inbox for comments. [Buffer, Oct 2026]	Verified
Canva Free	Templates for covers and carousels, simple video editing, scheduling.	LIMITS NOT VERIFIED
CapCut	Mobile and desktop video editor with auto-captions. Remove its watermark or ending before you upload to Instagram.	FREE FEATURES AND TERMS NOT VERIFIED
Edits	Instagram's own video editing app.	FEATURES NOT VERIFIED

Film a week of content in one routine

01 Choose 3–4 jobs worth filming

Look at the morning's job list. Pick jobs that match this week's pillars (section 03).

02 Ask permission

Tell the customer you will film the car with the plate hidden. Ask staff before showing their faces.

03 Film 10–15 short clips

Vertical, 5–20 seconds each: the problem, the test, the worn part next to the new one, the finished job. Hold the phone still for 2 seconds at the start and end of each clip.

04 Edit in one sitting

Put the strongest shot first, cut pauses, add subtitles and one line of text on the first frame. Export without any watermark.

05 Upload the same clean file

Instagram Reels first, then Facebook and YouTube Shorts (and TikTok if you use it).
Add the location tag and up to 5 hashtags.

FILMING CHECKLIST

- ☐ Phone held vertical (9:16), lens wiped
- ☐ Plates and faces hidden, or written permission saved
- ☐ First 1–3 seconds show the problem or the result
- ☐ Natural sound or clear voice-over; audio not muted
- ☐ Turkish subtitles added and technical words checked
- ☐ No watermark from TikTok, CapCut or another app; no borders
- ☐ One call to action at the end ("WhatsApp'tan yazın")
- ☐ Location tag, district in the caption, at most 5 hashtags
- ☐ Every claim in the video is true (prices, years of experience, certificates)

ÖRNEK OTO SERVİSİ

The service advisor films a brake job for a 40-second Reel. 0–3 s: close-up of a pad worn to the metal, on-screen text *"Bu ses geliyorsa beklemeyin"* (If you hear this, do not wait). 3–10 s: the customer's complaint, read from the job card. 10–32 s: the disc measurement, the old and new pads side by side, the fitting. 32–40 s: the car driving out and the text *"Fren sesi mi var? WhatsApp'tan yazın · Ümraniye"*. Plate blurred, customer consent saved in the WhatsApp chat.

GLOBAL EXAMPLE

Scotty Kilmer, a US mechanic, built a YouTube channel with 6.65 million subscribers and 3.11 billion views (as of February 2026) by answering viewers' car questions and showing the work on real cars [Wikipedia, Feb 2026]. The "you asked, we answer" format is easy to copy. His titles have been criticised as clickbait; for a local shop under Turkish ad rules, a title that overpromises is a risk (section 09).

TIP

Keep a running list of questions customers ask at the desk and in WhatsApp. Each one is a ready-made video topic, and the answer already exists in your mechanics' heads.

SELF-CHECK

Which of these does Instagram say makes a Reel less visible?

Turkish subtitles

✓ A TikTok watermark on the video

Natural workshop sound

Watermarks, muted audio, borders, mostly-text slides and reposted clips are on Instagram's "less visible" list. Export a clean file and upload it to each app.

▼ SOURCES FOR THIS SECTION

1. [Instagram — Instagram Ranking Explained \(31 May 2023\)](#)
2. [Adam Mosseri on Threads — 3-minute Reels \(Jan 2025\)](#)
3. [YouTube Blog — Shorts up to 3 minutes \(3 Oct 2024\)](#)
4. [Meta — Meta Business Suite \(checked Oct 2026\)](#)
5. [Buffer — Pricing \(checked Oct 2026\)](#)
6. [Wikipedia — Scotty Kilmer \(Feb 2026 figures\)](#)

☐ MARK SECTION 04 AS DONE

SECTION 05 / 11

COMMENTS, DMS AND COMPLAINTS

READ 14 min	BUILDS ON Sections 01–03
YOU WILL BE ABLE TO Reply to comments and messages on time, handle a public complaint in five steps, and use ready Turkish reply templates without breaking privacy rules.	

A reply is marketing too. Every person who reads a comment thread sees how you treat customers, especially when something went wrong. Fast, calm replies win jobs; silence and arguments lose them.

~3 in 4

consumers expect a brand to reply on social within 24 hours
[Sprout Social, Sep 2026]

51%

expect a public acknowledgement first, then a move to private messages (same source)

73%

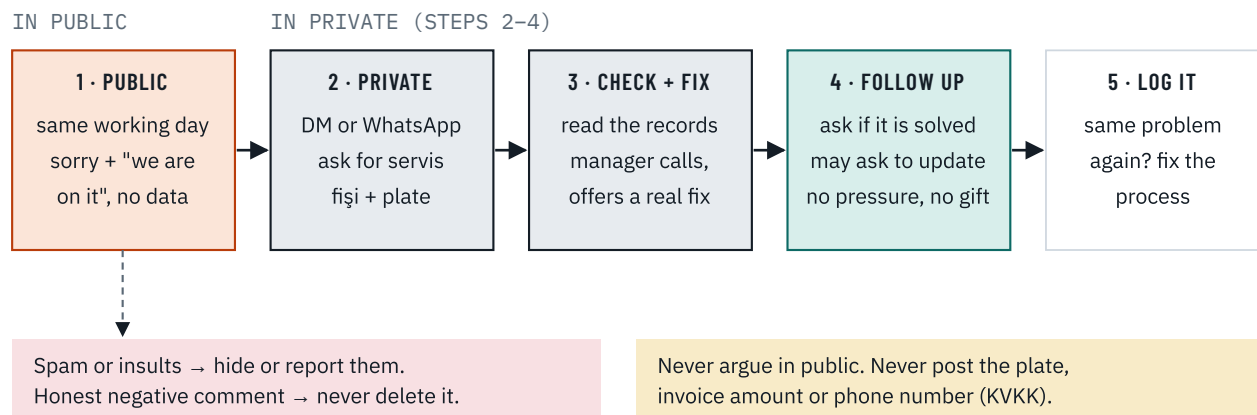
of social users say they will buy from a competitor if a brand does not respond (secondary report)
[LBB Online, 2025]

All three figures come from the Sprout Social Index 2025; the sample size and the countries surveyed were not checked. A DM (direct message) is a private message inside Instagram or Facebook.

Response targets

- Reply to every comment and DM on the same working day.
- Outside working hours, let the WhatsApp away message (section 06) and Instagram's automatic replies to frequent questions do the first reply.
- Use Meta Business Suite's single inbox so Facebook, Messenger and Instagram messages arrive in one place [Meta, Oct 2026].
- Reply to Google reviews within 1–2 working days. In BrightLocal's 2026 US survey, 81% expected a reply within a week, and 50% were put off by generic, templated replies [BrightLocal, Feb 2026]. Use the templates below as a start and make each reply personal.

Handling a public complaint



Steps 2–4 happen away from the public thread; step 1 is what other readers see.

Acknowledge in public, solve in private, then close the loop. This matches what 51% of consumers told Sprout Social they expect. KVKK is Türkiye's personal data law (section 09); a customer's plate and invoice are personal data.

Turkish reply templates

POSITIVE COMMENT PUBLIC

Çok teşekkür ederiz [isim] Bey/Hanım. Yolunuz açık olsun, tekrar bekleriz.

COPY

PRICE QUESTION IN THE COMMENTS PUBLIC

Merhaba, fiyat araç modeline göre değişiyor. Plaka ve modeli WhatsApp'tan iletirseniz KDV dahil net fiyatı hemen yazalım: [wa.me linki]

COPY

COMPLAINT, STEP 1 PUBLIC

Merhaba [isim], yaşadığınız durum için üzgünüz. Konuyu hemen incelemek istiyoruz. Size DM'den yazdık / Servis müdürümüz [isim] sizi bugün arayacak.

COPY

COMPLAINT, STEP 2 PRIVATE

Merhaba, ben [isim], servis müdürü. Servis fişinizi ve aracın plakasını paylaşır mısınız? Kayıtlarımızı kontrol edip bugün içinde size dönüş yapacağım.

COPY

COMPLAINT, STEP 4 (AFTER THE FIX) PRIVATE

Merhaba [isim], sorununuzun çözüldüğünü umuyoruz. Aracınızla ilgili başka bir sorun olursa bu numaradan bize her zaman yazabilirsiniz. Uygun görürseniz, yorumunuzu son durumu yansıtacak şekilde güncelleyebilirsiniz; tamamen sizin kararınız.

COPY

The step 4 text is deliberately neutral. Never offer money, a discount or a free service for changing or removing a review. Paying for favourable reviews has been banned in Türkiye since 1 August 2026, and Google forbids review incentives.

GOOGLE REVIEW REPLIES

POSITIVE REVIEW PUBLIC

Merhaba [Ad] Bey/Hanım, güzel yorumunuz için çok teşekkür ederiz. [Periyodik bakım / fren değişimi] işleminizden memnun kalmanıza sevindik. Bir sonraki bakımınızda görüşmek dileğiyle, iyi yolculuklar. – [İsim], Örnek Oto Servis

COPY

STAR RATING WITHOUT TEXT PUBLIC

Puanınız için teşekkür ederiz [Ad] Bey/Hanım. Sizi tekrar ağırlamaktan memnuniyet duyarız.

COPY

NEGATIVE REVIEW PUBLIC

Merhaba [Ad] Bey/Hanım, yaşadığınız durum için üzgünüz ve geri bildiriminiz için teşekkür ederiz. Konuyu ayrıntılı incelemek ve çözmek istiyoruz. Servis sorumlumuz [İsim] ile 0216 XXX XX XX numarasından doğrudan iletişime geçebilir misiniz? Sizi dinlemek ve sorunu gidermek için elimizden geleni yapacağız. – Örnek Oto Servis

COPY

REVIEW THAT LOOKS FAKE PUBLIC

Merhaba, kayıtlarımızda bu isimle veya belirtilen tarihte yapılmış bir servis işlemi bulamadık. Bir karışıklık olmuş olabilir. Bizimle bir deneyiminiz olduysa lütfen 0216 XXX XX XX numarasından bize ulaşın, memnuniyetle yardımcı oluruz. – Örnek Oto Servis

COPY

After replying to a review that looks fake, report it to Google through the review management tool. Google removes only reviews that break its policies, not reviews you disagree with [Google Help, Oct 2026]. The [SEO & Local Search deep dive](#) covers reviews in detail.

House rules for everyone who replies

- Never delete honest negative comments. Hiding spam and insults is fine.
- Never argue in public, even when the customer is wrong.
- Never reveal a customer's data in a public reply: no plate, invoice amount or phone number.
- Write down every recurring complaint. It is free feedback on your process.

TÜRKİYE

Watch complaint sites too. Şikayetvar (sikayetvar.com) is a widely used Turkish complaint site; search it for your shop's name regularly. Since the advertising regulation changed on 1 August 2026, review and complaint platforms give the seller 48 hours, down from 72, to reply to a complaint before the platform publishes it

[Ticaret Bakanlığı, Jul 2026] [Alo Maliye, Jul 2026]. Check the site at least every two days so you do not miss the window.

ÖRNEK OTO SERVİS

A customer comments under a Reel: *"Aracımı 2 gün beklettiler, kimse haber vermedi."* (They kept my car 2 days and nobody told me anything.) Within the hour, the service advisor posts the step 1 reply. The service manager writes privately with the step 2 template, finds that a part arrived late and nobody sent an update, and calls the customer. A week later he sends the step 4 message. The team adds a rule: if a job is delayed, send a WhatsApp update before 16:00 the same day.

SELF-CHECK

A customer posts an angry comment under your Reel. What is the best first step?

Delete it before others see it

Reply with the job details and invoice amount to prove you were right

✓ **A short public apology and "we are on it", then move to a private message**

Acknowledge publicly, solve privately. Deleting honest complaints and posting personal data both make things worse.

SELF-CHECK

After fixing the problem, may you offer a 10% discount if the customer changes their 1-star review?

Yes, if the discount is small

✓ **No. You may politely ask whether they want to update it, with no offer and no pressure**

Incentives for reviews break Google's policy, and paying for favourable reviews has been banned in Türkiye since 1 August 2026.

▼ SOURCES FOR THIS SECTION

1. [Sprout Social — Social media customer service statistics \(8 Sep 2026, Index 2025\)](#)
2. [LBB Online — Sprout Social 2025 Index \(secondary\)](#)
3. [BrightLocal — Local Consumer Review Survey 2026 \(US, Feb 2026\)](#)
4. [Google Business Profile Help — Read and reply to reviews](#)
5. [Google Business Profile Help — Report reviews that break policy](#)
6. [Google Maps — User-contributed content policy](#)
7. [Meta — Meta Business Suite \(checked Oct 2026\)](#)
8. [Ticaret Bakanlığı — announcement of the 2026 Ad Regulation amendment, incl. the 48-hour response rule \(1 Jul 2026\)](#)
9. [Alo Maliye — Reklam yönetmeliğinde kapsamlı değişiklik \(1 Jul 2026\)](#)

☐ MARK SECTION 05 AS DONE

SECTION 06 / 11

WHATSAPP BUSINESS: APP VS PLATFORM

READ 18 min	BUILDS ON Main course 04; section 01
YOU WILL BE ABLE TO Choose between the free app and the paid platform, set up the app step by step, and know when you may send a marketing message.	

WhatsApp has two business products with similar names. The **WhatsApp Business app** is a free phone app. The **WhatsApp Business Platform** (often called "the API") is a set of tools for software developers, used through a paid provider. For a 12-person repair shop the app is almost always enough. This section explains why, and how to set it up properly.

KEY TERM

API (application programming interface) — a way for software to talk to other software. With the WhatsApp API, your booking or CRM software can send and receive WhatsApp messages. **CRM** (customer relationship management) is software that stores customers and their history. **BSP** (business solution provider) is a company that sells access to the API.

The two options side by side

WHATSAPP BUSINESS APP

Cost: free [WhatsApp, Oct 2026]. Not affected by the October 2026 price change.

- One phone number; a few linked devices (for example WhatsApp Web at reception)
- Business profile: address, hours, description, links
- Catalog of services with prices
- Quick replies: up to 50 saved messages, typed with "/" [WhatsApp Help, Oct 2026]
- Greeting and away messages
- Labels or lists to sort chats
- QR code and `wa.me` short link
- Broadcast lists (one message sent to many contacts at once): up to 256 contacts each, and only contacts who saved your number receive them **SECONDARY SOURCE**

Best for: one shop, one desk, messages typed by people.

WHATSAPP BUSINESS PLATFORM (API)

Cost: paid per message (details below).

- Many numbers, many agents, chatbots
- Connects to CRM or booking software
- Used through a BSP or Meta's Cloud API
- Outside the 24-hour window you may send only pre-approved **template messages**, in three categories: marketing, utility and authentication
- Automated reminders at volume

Best for: several branches, a call centre, or thousands of automated messages a month.

KEY TERM

24-hour customer service window (API only) — when a customer messages you, a 24-hour window opens. Inside it you can reply freely. Outside it you can send only a pre-approved template. **Utility** templates are about an existing order or job (like "your car is ready"); **marketing** templates promote something.

How the Platform is priced (as of October 2026)

RULE	SINCE	STATUS
Charged per delivered template message, by category and by the recipient's country	1 Jul 2025	Verified [Meta for Developers, Oct 2026]
Messages from the customer to the business are free	1 Jul 2025	Verified (same source)
Replies to people who came from a click-to-WhatsApp ad (an ad that opens a WhatsApp chat with you): free for 72 hours ("free entry point")	1 Jul 2025	Verified (same source)
Free-form replies inside the 24-hour window were free	until 30 Sep 2026	Verified (same source)
Meta charges per message for service messages (free-form replies inside the 24-hour window), and for utility messages sent inside an open window. Service rates equal the utility or authentication rate of each market	1 Oct 2026	Verified [Meta for Developers, Oct 2026]
1,000 free service messages per phone number per month	1 Oct 2026	UNVERIFIED secondary source only [Techweez, Sep 2026]
Exact per-message rates for Türkiye	—	UNVERIFIED third-party sites disagree; check Meta's official rate card

Set up the WhatsApp Business app

Menu names below are the English names from WhatsApp Help (October 2026). The Turkish app may show different words, and WhatsApp changes menus often.

01 Install it on a dedicated shop phone

Use the shop's own number. Do not use a mechanic's personal number: when that person leaves, the customer history leaves too.

02 Fill in the business profile

Name, category, address and map pin, working hours, e-mail, website and Instagram link, and a short description. Example: *"Her marka binek araç bakım ve onarım. Yetkili servis değildir."* (Maintenance and repair for passenger cars of every make. Not an authorized service.) Section 09 explains why that last sentence matters.

03 Build the catalog

List standard services with prices including VAT: periodic maintenance packages, diagnostics fee, tyre change, A/C service. Keep every price identical to the price list on your wall.

04 Write the greeting message

It goes to people who write to you for the first time (secondary sources say also after 14 days without messages). Include a link to your privacy notice.

05 Write the away message

Sent outside working hours. Say when you will answer, and give a towing contact for people stuck on the road.

06 Save quick replies

Up to 50. Typing "/" shows them. Suggested set: `/randevu`, `/adres`, `/fiyat`, `/hazir`, `/yorum`, `/odeme`, `/teslimbelgesi`.

07 Create labels (or lists)

New lead, Appointment set, In workshop, Waiting approval, Ready, Delivered, Fleet, Reminder-due. Some app versions are moving from "labels" to customizable "lists"; check your app.

08 Print the QR code

Path: `Tools > Short link > QR code` [WhatsApp Help, Oct 2026]. Put it at the reception desk, on invoices and on the car-key tag: *"Aracınızın durumu için bize WhatsApp'tan yazın"* (Message us on WhatsApp for your car's status). You can reset the code to switch off old printed copies [WhatsApp Help, Oct 2026].

09 Share the short link

Put the `wa.me` link in your Instagram bio, Google Business Profile and website button. Then check the WhatsApp field on your Google Business Profile: in June 2026 Google added WhatsApp numbers to many profiles on its own, and some were wrong [Optimixed, Jun 2026]. The [SEO & Local Search deep dive](#) covers this.

10 Link a desktop at reception

Connect WhatsApp Web so the service advisor can type quickly on a keyboard.

KEY TERM

Click-to-chat link — a web link that opens a WhatsApp chat with your number. The format is `https://wa.me/` followed by the number in international format with no +, zeros, brackets or dashes. Add `?text=` and a message to pre-fill the first message [WhatsApp Help, Oct 2026]. In a link, spaces are written as `%20`.

Ready texts for the app

GREETING MESSAGE AUTOMATIC

Merhaba, Örnek Oto Servis'e hoş geldiniz. Randevu veya fiyat bilgisi için lütfen plakanızı, aracınızın marka/model/yılı ve şikâyetinizi kısaca yazın; ustalarımız en

COPY

kısa sürede dönüş yapacak. Çalışma saatlerimiz: Pzt-Cmt 08:00-19:00, Pazar kapalı.
Kişisel verilerinize ilişkin aydınlatma metni: [link]

AWAY MESSAGE AUTOMATIC

Şu anda mesai saatlerimiz dışındayız. Mesajınızı aldık; ilk iş gününde saat 08:00'den itibaren size dönüş yapacağız. Yolda kaldıysanız çekici için: [çekici numarası].

COPY

/FİYAT QUICK REPLY QUICK REPLY

Kesin fiyat için plakanızı, aracınızın modelini ve şikâyetinizi yazmanız yeterli. Ön inceleme ücretimiz [X] TL (KDV dahil); onarımı bizde yaptırırsanız bu tutar toplamdan düşülür.

COPY

/ADRES QUICK REPLY QUICK REPLY

Adresimiz: [adres], Ümraniye / İstanbul. Haritada açmak için: [harita linki]. Gelmeden önce yazarsanız sizi kapıda karşılarız.

COPY

Hours, phone and address are example values for the fictional shop (website: ornekotoservis.com.tr). In the `/fiyat` text, promise only what you really do: if the inspection fee is deducted only when the repair is done at your shop, say so in the main text, as here.

When may you send a marketing message?

Three sets of rules apply at the same time. All three must be met.

RULE	WHAT IT SAYS	STATUS
WhatsApp Business Messaging Policy (updated 23 Sep 2026)	Contact people only if they gave you their number and agreed to receive messages from you (opt-in). Respect opt-outs, whether they come on WhatsApp or elsewhere. "Do not confuse, deceive, defraud, mislead, spam, or surprise people." [WhatsApp, Sep 2026]	Verified
Law 6563 Art. 6 (Türkiye)	Commercial messages need prior consent. Messages about the use and maintenance of a service the customer already bought are exempt if the customer gave you their contact details for this and the message contains no promotion. [Law 6563]	Verified law text; how it applies to reminders is an interpretation (section 09)
İYS (national consent register)	Marketing SMS, calls and e-mails need consent recorded in İYS. Whether WhatsApp marketing messages must also be checked against İYS is not settled in official sources.	UNVERIFIED FOR WHATSAPP

The safe path: send promotions on WhatsApp only to customers who ticked a marketing-consent box that names WhatsApp, and record that consent in İYS as well. Section 09 has the consent text.

ÖRNEK OTO SERVIS

The shop buys a second-hand phone for reception, installs WhatsApp Business with the shop number, links WhatsApp Web to the reception computer, and prints the QR code on the key tags. Its catalog lists seven standard services with VAT-inclusive prices that match the wall list. The service advisor sorts every chat with a label before lunch and again before closing.

WATCH OUT

Do not export your phone contacts into a broadcast list and send a "*kampanya*". It breaks WhatsApp's opt-in policy and Law 6563, and it can get the number banned. Use broadcasts only for people who agreed to hear from you, and send promotions only to those who gave marketing consent.

SELF-CHECK

What changed for the WhatsApp Business Platform (API) on 1 October 2026?

The free Business app started charging per message

✓ **Meta started charging per message for service messages on the Platform; the app is not affected**

Template messages became free

Service messages on the Platform are now charged per message. The free Business app stays free.

SELF-CHECK

Örnek Oto Servis has one reception desk and types every message by hand. What should it use?

✓ **The free WhatsApp Business app**

The WhatsApp Business Platform through a BSP

The app covers one number, quick replies, labels, catalog and QR code. The Platform makes sense with several agents or automated reminders at volume.

▼ SOURCES FOR THIS SECTION

1. [WhatsApp — WhatsApp vs WhatsApp Business \(checked Oct 2026\)](#)
2. [WhatsApp Help — Quick replies](#)
3. [WhatsApp Help — Print your QR code](#)
4. [WhatsApp Help — Share your QR code](#)
5. [WhatsApp Help — Reset your QR code](#)
6. [WhatsApp Help — How to use click to chat](#)
7. [WhatsApp Business Messaging Policy \(updated 23 Sep 2026\)](#)
8. [Meta for Developers — WhatsApp pricing](#)
9. [Meta for Developers — Pricing for non-template messages \(Oct 2026 change\)](#)
10. [Techweez — WhatsApp Business pricing, October 2026 \(28 Sep 2026, secondary\)](#)
11. [respond.io — WhatsApp broadcast \(secondary\)](#)
12. [Law 6563 on Electronic Commerce \(mevzuat.gov.tr\)](#)
13. [Optimixed — Google Business Profiles adds WhatsApp numbers in bulk \(Jun 2026, secondary\)](#)

☐ MARK SECTION 06 AS DONE

SECTION 07 / 11

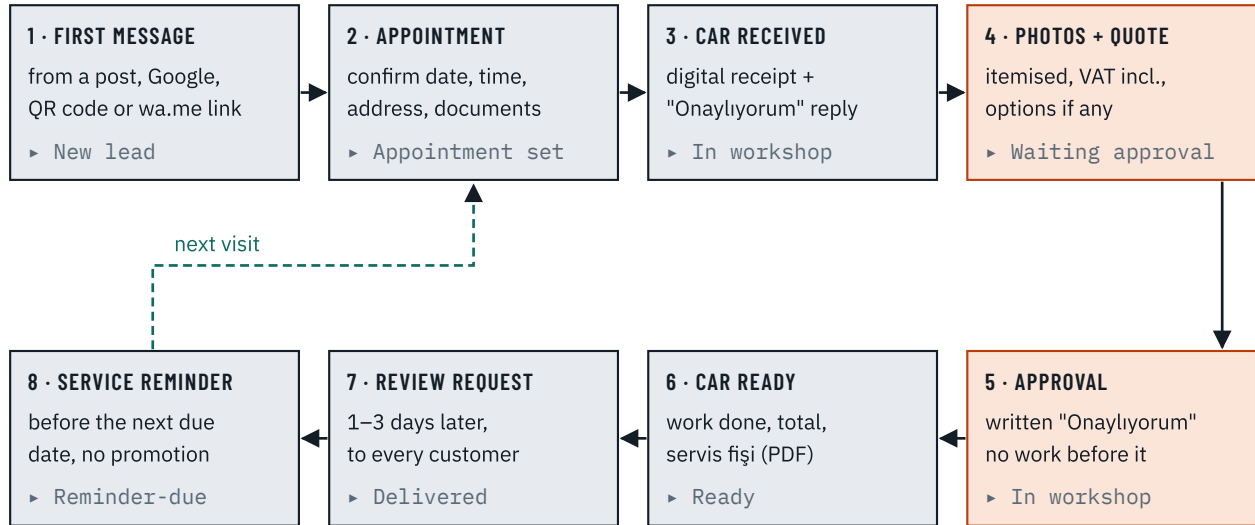
WHATSAPP WORKFLOWS FOR A REPAIR SHOP

READ 16 min	BUILDS ON Section 06	
YOU WILL BE ABLE TO Run every job through the same WhatsApp steps, from the first message to the review request, with a ready Turkish message for each step.		

Customers' biggest worries at a repair shop are surprise costs and silence. A fixed WhatsApp routine answers both: the customer sees photos of the problem, approves the price in writing, and hears from you when the car is ready. It also creates a written record that protects the shop if there is a dispute.

The job journey

ONE JOB ON ONE WHATSAPP NUMBER



► = chat label. All eight steps are informational messages with no promotion. Marketing messages are a separate track that needs consent (section 09).

Same steps, every job. Orange boxes are the customer's decisions, made before any work starts. The dashed teal arrow is the loop that brings the car back. Chat labels let anyone at the desk see where each car is.

STAGE	TRIGGER	MESSAGE	LABEL	LEGAL NOTE
Lead	Customer writes from Instagram, Google or the QR code	Greeting (automatic) + <code>/fiyat</code> or <code>/randevu</code>	New lead	Greeting links to the privacy notice (KVKK Art. 10)
Booking	Slot agreed	Template 1	Appointment set	Informational
Drop-off	Car arrives	Template 2 + "Onaylıyorum"	In workshop	Receipt document (SSHY Art. 11(1), 11(6))
Diagnosis	After inspection	Template 3 with photos	Waiting approval	Keep the written approval
Extra work	New fault found	Template 4	Waiting approval	No work without approval
Ready	Job done	Template 5 + servis fişi	Ready	Completion notice and slip contents (SSHY Art. 10(5), 11(2))
Follow-up	1–3 days later	Template 6	Delivered	No incentives for reviews
Consent	At drop-off or delivery	Template 7 (optional marketing consent)	Consent: yes / no	Record in İYS within 3 business days
Retention	Due dates	Reminder templates (section 08)	Reminder-due	Informational if plain; marketing if it promotes

SSHY = *Satış Sonrası Hizmetler Yönetmeliği* (After-Sales Services Regulation)
[mevzuat.gov.tr]. It covers both authorized services and independent shops (*özel servis*).

TÜRKİYE

Three rules of the After-Sales Services Regulation make WhatsApp useful. When you receive a car, you must give a document showing who delivered it, who received it, the complaint, the make and model, and the date (Art. 11(1)). On delivery you must give a *servis fişi* with the fault, the work done and the fee (Art. 11(2)). Since 1 January 2021 these documents may be sent on a durable medium such as SMS or e-mail, if the customer confirms receipt and gets paper on request (Art. 11(6)). Sending them on WhatsApp and recording the customer's "Onaylıyorum" is therefore possible. No explicit rule that requires a written estimate before work was found (Oct 2026), but written approval in the chat reduces disputes for both sides.

Message templates for each step

All templates below are **BİLGİLENDİRME** (informational): they are about the job the customer asked for and contain no promotion. Template 7 asks for marketing consent; it does not promote anything itself.

1 · APPOINTMENT CONFIRMATION **BİLGİLENDİRME**

Merhaba [Ad], [Tarih] [Saat] için [Plaka] plakalı aracınızın [işlem] randevusu oluşturuldu. Adres: [harita linki]. Lütfen ruhsatı yanınızda getirin. Değişiklik için bu mesaja yanıt verebilirsiniz.

COPY

2 · CAR RECEIVED (DIGITAL RECEIPT) **BİLGİLENDİRME**

Aracınızı teslim aldık. Teslim bilgileri: Teslim eden: [Ad Soyad] / Teslim alan: [Usta] / Şikâyet: [...] / Marka-Model: [...] / Tarih: [...]. Bu belgeyi aldığınızı onaylamak için "Onaylıyorum" yazar mısınız?

COPY

3 · DIAGNOSIS AND PRICE WITH PHOTOS **BİLGİLENDİRME**

[Ad] Bey/Hanım, aracınızda yaptığımız kontrol sonucu: ön balatalar %10 seviyesinde, diskler sınırda (fotoğraflar ekte). Önerimiz: ön balata + disk değişimi. Toplam: [X] TL (parça [Y] TL + işçilik [Z] TL, KDV dahil). Tahmini süre: 3 saat. Onay verirseniz başlıyoruz. Sadece balata değişimi isterseniz: [W] TL.

COPY

4 · EXTRA WORK FOUND **BİLGİLENDİRME**

İşlem sırasında [sorun] tespit ettik (video ekte). Ek maliyet: [X] TL (KDV dahil). Onayınız olmadan işlem yapmayacağız.

COPY

5 · CAR READY **BİLGİLENDİRME**

Aracınız hazır. Yapılan işlemler: [...]. Toplam: [X] TL (KDV dahil). Servis fişiniz ekte.

COPY

Değişen parçalarınızı teslimde size gösterebiliriz. Teslim saatlerimiz: [...].

6 · REVIEW REQUEST (EVERY CUSTOMER)

BİLGİLENDİRME · TAKİP

Merhaba [Ad] Bey/Hanım, aracınızın bakımı/onarımı için Örnek Oto Servis'i tercih ettiğiniz için teşekkür ederiz. Deneyiminizi Google'da kısaca paylaşırsanız çok seviniriz; yorumlarınız diğer araç sahiplerinin doğru servisi seçmesine yardımcı oluyor. Yorum bağlantısı: [link]
Aracınızla ilgili herhangi bir sorunuz olursa bu numaradan bize her zaman yazabilirsiniz. İyi yolculuklar dileriz.

COPY

6B · ONE REMINDER, 3-5 DAYS LATER, ONLY IF NO REVIEW

BİLGİLENDİRME · TAKİP

Merhaba [Ad] Bey/Hanım, aracınızı sorunsuz kullanıyor musunuz? Vaktiniz olursa Google yorumunuz bizim için çok değerli: [link] Teşekkür ederiz.

COPY

7 · OPTIONAL MARKETING CONSENT

CONSENT REQUEST

İsterseniz kampanya ve duyurularımızı da WhatsApp üzerinden gönderebiliriz. Kabul ediyorsanız "EVET" yazmanız yeterli; onayınızı istediğiniz zaman ücretsiz olarak geri alabilirsiniz. Onayınız İletişim Yönetim Sistemi'ne (İYS) kaydedilir. Kabul etmemeniz servis hizmetimizi hiçbir şekilde etkilemez.

COPY

Template 7 is a short WhatsApp version of the consent text in section 09. The percentages and times in template 3 are an example; write what you actually found.

Rules for review requests

- **Ask every customer**, the same way, after the job. Asking only happy customers ("review gating") is against Google's policy [Google, Oct 2026]. That is why template 6 does not say "memnun kaldıysanız" (if you were happy).
- **No incentives of any kind**: no discount, free wash, free check, gift or lottery (same source). In Türkiye, paying or contracting anyone for untrue reviews has been banned since 1 August 2026 (section 09).
- **No staff quotas**, and do not ask customers to name a staff member in the review; Google added this to its policy in April 2026 [PPC Land, Apr 2026].
- **Send it after the visit, not at the counter**. Sterling Sky observed review-posting blocks linked to reviews posted from inside the business and bursts of 10+ reviews in a day [Sterling Sky, Sep 2026]. A steady flow by WhatsApp is safer.
- **Get the review link** in your Business Profile: [Read Reviews](#) > [Get more reviews](#) > [Copy](#). The QR code version can be made only in a computer browser [Google Help, Oct 2026]. These are the English labels; the Turkish labels were not verified.

ÖRNEK OTO SERVİSİ

Example job, example numbers. Monday 09:10: a customer writes from the Instagram bio link about a grinding noise. 09:20: template 1 for Tuesday 08:30. Tuesday 08:40: template 2, the customer replies "Onaylıyorum". 10:15: template 3 with two photos, total 8,000 TL including VAT, plus a cheaper pads-only option. 10:30: written approval. 15:40: template 5 with the servis fişi as a PDF. Thursday: template 6. The chat now holds the whole job history, and the label moves from "New lead" to "Delivered".

TIP

Ask for the next maintenance date or km, the *muayene* (vehicle inspection) month and the customer's typical monthly km at drop-off. Write them in your customer list. Section 08 turns them into reminders.

SELF-CHECK

Which review-request wording is a problem?

"Deneyiminizi Google'da kısaca paylaşırsanız çok seviniriz."

✓ "Memnun kaldıysanız Google'a yorum yazın, kalmadıysanız bize yazın."

"Aracınızı sorunsuz kullanıyor musunuz?"

Sending happy customers to Google and unhappy ones to a private channel is review gating, which Google prohibits. Ask everyone the same way.

SELF-CHECK

During a brake job the technician finds a leaking hose. What happens next?

Fix it and add it to the bill; the customer will thank you

✓ Send a video and the extra cost with template 4, and wait for written approval

No work without approval. The written "Onaylıyorum" in the chat protects both the customer and the shop.

▼ SOURCES FOR THIS SECTION

1. [Satış Sonrası Hizmetler Yönetmeliği, consolidated \(mevzuat.gov.tr\)](#)
2. [Google Maps — User-contributed content policy](#)
3. [PPC Land — Google bans staff names and quotas in review requests \(17 Apr 2026\)](#)
4. [Sterling Sky — Review posting blocks \(28 Sep 2026\)](#)
5. [Google Business Profile Help — Get more reviews](#)
6. [KVKK Law 6698, Art. 10 \(mevzuat.gov.tr\)](#)

☐ MARK SECTION 07 AS DONE

SECTION 08 / 11

KEEPING CUSTOMERS: REMINDERS, REFERRALS AND FLEETS

READ 22 min	BUILDS ON Main course 03, 08; sections 06-07	
YOU WILL BE ABLE TO Build a simple customer list, plan reminders that bring cars back, design a fair referral offer, and approach local fleets.		

Every car needs periodic maintenance, an inspection (*muayene*) at fixed intervals and, for many drivers, a seasonal tyre change. A shop that remembers these dates for its customers gets the next job without paying for an ad. This is **retention marketing**: bringing existing customers back.

Why keeping customers pays

You will often read that winning a new customer costs "5 to 25 times more" than keeping one. Check where such numbers come from before you repeat them.

CLAIM	SOURCE	HOW STRONG
"Acquiring a new customer is anywhere from five to 25 times more expensive than retaining an existing one"	Amy Gallo, Harvard Business Review [HBR, Oct 2014]	WEAK an article claim with no clear dataset; depends on the industry
"Increasing customer retention rates by 5% increases profits by 25% to 95%"	Same HBR article, citing Fred Reichheld of Bain	MEDIUM, OLD 1990s work across several industries

CLAIM	SOURCE	HOW STRONG
"In financial services ... a 5% increase in customer retention produces more than a 25% increase in profit"	Fred Reichheld [Bain, 2001]	VERIFIED QUOTE but about banks and insurers, not car repair

A fair summary is that keeping customers is usually much cheaper than finding new ones. Then measure your own numbers: the share of customers who come back, the average months between visits, and the revenue from returning customers.

8,000 TL average job value (example number)	~2 × 3 yrs visits a year × years a customer stays (example numbers)	48,000 TL lifetime revenue per customer (example number)	19,200 TL lifetime gross profit at a 40% margin (example number)
--	---	--	--

These are the course's example numbers for the fictional Örnek Oto Servis, not market data. They show why a reminder that brings back one car is worth far more than the first job alone (main course module 03 explains lifetime value).

The reminder schedule

Some reminders count from the last service date, others from the calendar. Use only intervals you can check: for maintenance, the vehicle maker's schedule for that car; for the inspection, the date on the vehicle registration (*ruhsat*) or from TÜVTÜRK. Tyre reminders below are for **tyre-hotel** customers (*lastik oteli*): the shop stores their off-season tyres.

A · COUNTED FROM THE LAST SERVICE DATE



B · COUNTED FROM THE CALENDAR (TYRE CHANGES FOR TYRE-HOTEL CUSTOMERS)



Any month: muayene reminder 4–6 weeks before the inspection month (grey area: safest with consent).

Moves every year: pre-holiday check 2–3 weeks before Ramazan or Kurban Bayramı (marketing).

Twice a year: referral reminder to happy customers (marketing).

■ informational: about their car, no promotion

■ marketing: only with consent recorded in İYS

Two clocks run for every customer. Teal items are about the customer's own car and contain no promotion. Orange items promote something and need prior consent. The red muayene line is a grey area (see the note below the table). Section 09 explains the line between informational and marketing messages.

WHAT	WHEN TO SEND	CHANNEL	TYPE
Car ready + servis fişi	Same day	WhatsApp	INFORMATIONAL
Satisfaction check + review request	1–3 days after delivery	WhatsApp	INFORMATIONAL
Next periodic maintenance	2–4 weeks before the date or km due under the maker's schedule. Ask the customer's typical monthly km at drop-off to estimate the date.	WhatsApp or SMS	INFORMATIONAL if plain; MARKETING if a discount is added
Muayene	4–6 weeks before the inspection month. Take the date from the ruhsat or ask the customer.	WhatsApp	GREY AREA see the note below
Winter tyres (tyre-hotel customers)	Early to mid October	WhatsApp	INFORMATIONAL (you hold their tyres)
Summer tyres (tyre-hotel customers)	March–April	WhatsApp	INFORMATIONAL
Pre-holiday trip check	2–3 weeks before Ramazan or Kurban Bayramı	WhatsApp or SMS	MARKETING consent only
Win-back	12 months without a visit	WhatsApp, SMS or e-mail	MARKETING consent only
Referral reminder	Twice a year, to happy customers	WhatsApp	MARKETING consent only

WHAT	WHEN TO SEND	CHANNEL	TYPE
Fleet reports	Monthly	E-mail	B2B: no prior consent needed, but İYS registration and opt-out apply

Example schedule; adapt each row to the car's maker schedule and check the official dates. Muayene intervals could not be verified for this guide. The 2026–27 winter tyre period for commercial vehicles is 15 Nov 2026 – 15 Apr 2027 (see the note below the table).

WATCH OUT

- Muayene intervals:** the official interval table could not be verified (Oct 2026). Do not calculate inspection dates from a rule of thumb; store the date from each customer's ruhsat.
- Muayene reminders are a grey area.** They are often treated as informational, but the legal exemption covers messages about the service *you* supplied, and the inspection itself is done by TÜVTÜRK. The cautious choice is to send them only to customers who gave marketing consent, or to ask a lawyer.
- Winter tyres:** the Highways Traffic Law article on winter tyres (Art. 65/A) was rewritten by Law 7574. Parliament adopted it on 12 February 2026, and it came into force when it was published on 27 February 2026 (Resmî Gazete No. 33181). Under the new text, the Ministry of Transport sets the mandatory period by vehicle type and local climate, and it can pass this power to governors. The fine in the law is 6,000 TL [Law 2918] [Hukukçular Evi, Aug 2026]. Since a rule change published on 4 October 2025, the period is 15 November to 15 April, for commercial vehicles that carry goods or passengers on intercity roads (trucks, tractors, tankers, buses, minibuses and vans) [Log, Nov 2025] [KGM, 2025]. For the 2026–27 season this means **15 November 2026 – 15 April 2027**. Governors can set different local dates. There is no nationwide rule for private cars [Millî Gazete, Sep 2026]. The 2026–27 dates come from news reports; no official KGM notice for this season was found on 7 October 2026. So do not write "kış lastiği zorunlu" (winter tyres are mandatory) to private-car owners unless your governor has decided so. Exploiting fears and misleading claims are banned in ads.

Reminder planner

Enter one customer's dates to see the next reminders and a ready Turkish message for each. Nothing you type leaves your browser.

REMINDER PLANNER

Customer name (optional)

Plate (optional)

Last service date

Maker's service interval (months)

Ahmet Bey

34 AB 1234

04 / 15 / 2026

Muayene month (from the ruhsat, optional)

March 2027



☒ Stores tyres with us (seasonal change)

☐ Has marketing consent recorded in İYS

The 12-month interval is only a placeholder for the demo, not a recommendation. Use the interval in the car's maintenance schedule. If the maker gives only a km interval, divide it by the customer's typical km per month.

INFORMATIONAL about their own car, no promotion · **MARKETING** needs consent · **GREY AREA** safest with consent

10.10.2026 Winter tyre change (tyre hotel) **INFORMATIONAL**

Early to mid October, before the first cold days.

Merhaba [Ad], lastik otelimizde saklanan kış lastikleriniz hazır. Değişim için uygun gün/saat seçmek isterseniz bu mesaja yanıt verin.

COPY

25.01.2027 Muayene reminder **GREY AREA**

5 weeks before March 2027 (send it 4–6 weeks before). Safest with marketing consent; see the note above.

Hatırlatma: [Plaka] plakalı aracınızın araç muayene tarihi Mart 2027 olarak görünüyor. Muayene öncesi far, fren, lastik ve egzoz kontrolü isterseniz randevu için yazabilirsiniz.

COPY

15.03.2027 Summer tyre change (tyre hotel) **INFORMATIONAL**

In March–April.

Merhaba [Ad], lastik otelimizde saklanan yaz lastikleriniz hazır. Değişim için uygun gün/saat seçmek isterseniz bu mesaja yanıt verin.

COPY

25.03.2027 Periodic maintenance reminder **INFORMATIONAL**

3 weeks before the due date 15.04.2027 (send it 2–4 weeks before).

Merhaba [Ad], kayıtlarımıza göre [Plaka] plakalı aracınızın son periyodik bakımı 15.04.2026 tarihinde yapılmıştı. Üretici bakım planına göre bir sonraki bakım zamanı yaklaşıyor olabilir. Randevu isterseniz bu mesaja yanıt verebilirsiniz. Bu tür hatırlatmaları almak istemiyorsanız "DUR" yazmanız yeterli.

COPY

15.04.2027 Win-back, if there has been no visit by then **DO NOT SEND**

No marketing consent: do not send a win-back message to this customer.

Reminder and campaign templates

MAINTENANCE REMINDER BİLGİLENDİRME

Merhaba [Ad], kayıtlarımıza göre [Plaka] plakalı aracınızın son periyodik bakımı [tarih]/[km] idi. Üretici bakım planına göre bir sonraki bakım zamanı yaklaşıyor olabilir. Randevu isterseniz bu mesaja yanıt verebilirsiniz. Bu tür hatırlatmaları almak istemiyorsanız "DUR" yazmanız yeterli.

COPY

MUAYENE REMINDER GREY AREA

Hatırlatma: [Plaka] plakalı aracınızın araç muayene tarihi [ay/yıl] olarak görünüyor. Muayene öncesi far, fren, lastik ve egzoz kontrolü isterseniz randevu için yazabilirsiniz.

COPY

SEASONAL TYRE REMINDER (TYRE-HOTEL CUSTOMERS) BİLGİLENDİRME

Lastik otelimizde saklanan kış lastikleriniz hazır. Değişim için uygun gün/saat seçmek isterseniz yanıt verin.

COPY

CAMPAIGN (CONSENTED RECIPIENTS ONLY) PAZARLAMA

Örnek Oto Servis: Kış öncesi kontrol paketi 1.250 TL (KDV dahil, önceki fiyat 1.500 TL). Geçerlilik: 15.10-30.11.2026. Randevu: [link]. Ret için "RET" yazın. Örnek Oto Servis, 0216 XXX XX XX

COPY

Keep reminders free of discounts and campaign words. If you add "%20 indirim" to a maintenance reminder, it becomes a marketing message that needs prior consent. The campaign prices are example numbers. A marketing message must name the sender with contact details (Law 6563 Art. 7) and give an easy, free way to refuse (Art. 8). A discount must show the previous price, the dates and any quantity limit; for services, the previous price is the price just before the discount (section 09).

Your customer list: what to store

A spreadsheet is enough to start. One row per car.

COLUMN	WHY YOU NEED IT
Customer name; phone (WhatsApp); e-mail	Contact for the job and for reminders
Plate; brand / model / year / engine	Which car, and which maker's schedule applies
Last visit date and km; service done	History; starting point for the next reminder

COLUMN	WHY YOU NEED IT
Next maintenance due (date / km)	From the maker's schedule, filled in at each visit
Muayene month	From the ruhsat or the customer
Tyre storage (yes / no, season)	Two planned visits a year for tyre-hotel customers
Source (Instagram / Google / referral / walk-in); referred by	Which channel brings customers; who to thank for referrals
KVKK notice given (date)	Proof you informed the customer (section 09)
Marketing consent per channel (SMS / WhatsApp / e-mail / call) with date, method and İYS upload date; opt-out date	Who may receive promotions, and proof of it
Notes	Anything that helps the next visit

Weekly routine (15 minutes): filter the next 30 days for maintenance, muayene and tyre season, and send the reminders. Then filter "no visit for 12+ months" for a win-back message, but only to customers with marketing consent.

How long to keep data: only as long as needed. The After-Sales Services Regulation requires keeping service records for 3 years (Art. 16), and İYS-related records are kept for 3 years under the 2020 amendment. Tax rules may require longer; this was not checked.

SMS and e-mail tools

Any bulk SMS or e-mail tool used for marketing must check İYS before sending. Turkish SMS providers advertise "İYS entegrasyonu" (İYS integration); providers were not compared for this guide. Before you choose one, ask:

- Does it check İYS automatically before each send?
- Does it handle the "RET" opt-out keyword?
- Does it upload the consents from your forms to İYS within 3 business days?
- Where is the data stored? (Storage abroad raises the KVKK transfer rules in section 09.)

With global e-mail tools (for example Mailchimp or Brevo) you must still handle İYS yourself. No tool's İYS integration was verified for this guide.

A referral program: "Arkadaşını getir"



Never ask customers for their friends' phone numbers.
Messaging a number you got from someone else, without that person's consent, creates KVKK and İYS problems.

The friend starts the conversation. The customer passes on your link or code; you never collect the friend's number from someone else. The code shows who referred whom.

A simple design: both people get a benefit after the friend's first paid service, for example "*Getiren ve gelen kişiye bir sonraki periyodik bakımda [X] TL indirim (KDV dahil fiyattan)*" (a discount of [X] TL on the next periodic service for both). Write these rules down before you announce it, and show them in the main message, not in small print:

- which services count as the friend's first job, and any minimum spend;
- start and end dates;
- whether it can be combined with other offers;
- how and when the reward is given;
- any limit on the number of rewards.

Track it with a "referred by" column or a personal code such as "AHMET25". A message that reminds customers about the program is marketing, so send it only to customers with consent.

TÜRKİYE

On 21 July 2026 the KVKK Authority published a public announcement about exactly this. It had received many complaints about businesses that took phone numbers and e-mail addresses from third parties, through *referans*, *tavsiye*, *tanıdık yönlendirmesi* or *müşteri önerisi* (references, recommendations, introductions by acquaintances or customer suggestions), and then called or sent SMS marketing without informing the person or getting consent. The Authority says that getting a number from someone else is not, by itself, a legal basis to use it for marketing. The business must have a basis under KVKK Art. 5, and must inform the person at the latest at the first contact [KVKK, Jul 2026]. The design above avoids the problem because the friend writes to you first.

TIP

Local businesses can refer customers too: a tyre shop that does not repair cars, a car wash, an insurance agent (*sigorta acentesi*), a driving school or a residential complex management (*site yönetimi*). Give them cards or flyers with your QR code, which opens a WhatsApp chat with a pre-filled message such as "[Partner adı] önerdi" ("[partner name] recommended you"). The pre-filled text shows which partner sent each customer, and the customer still starts the chat.

Loyalty ideas

- **Digital service card** (*bakım kartı*): for example, the 5th maintenance includes a free check. "Free" must really be free.
- **Car history on request**: a digital record of all work on the car. It helps the customer at resale and keeps them with you.
- **Priority slots** for returning customers before the holidays.
- **Tyre hotel** (*lastik oteli*, tyre storage): it creates two planned visits a year.

Since 1 August 2026, ads for loyalty programmes that consumers can easily join fall under the discount-advertising rules (Ad Regulation Art. 14(6)).

Fleets and local businesses (B2B)

B2B (business to business) means selling to companies instead of private drivers. Good targets are local companies with 5–50 vehicles: couriers, pharmacies, construction firms, car-rental branches and taxi cooperatives. What they usually want from a shop:

- one monthly invoice and a fixed labour rate in the contract;
- a priority lane and, if possible, pickup and delivery;
- a digital history for each vehicle.

TÜRKİYE

Commercial messages to *esnaf* and *tacir* (tradespeople and merchants) do not need prior consent (Law 6563 Art. 6(2)). Under the İYS rules you must still register their addresses in İYS, check whether they refused (*ret*), and stop when they opt out [Law 6563] [RG, Jan 2020]. A fleet manager's personal mobile number is still personal data under KVKK.

ÖRNEK OTO SERVİSİ

Example numbers. The shop has 1,400 cars in its spreadsheet. The weekly filter finds about 30 cars due for maintenance in the next 30 days. The service advisor sends the plain reminder template to all 30 and records replies in a "reminder → booking" column. If 9 of 30 book, the reminder conversion is 30%, and at 8,000 TL per job that is 72,000 TL of revenue from one batch of reminders, without ad spend. The shop also starts a tyre hotel and offers three local courier firms a monthly-invoice fleet contract. In early October the owner visits two local firms whose vans make intercity trips and offers to fit their winter tyres before the mandatory period starts on 15 November 2026 (see the winter-tyre note above).

SELF-CHECK

You add "Bu ay %20 indirim" to a maintenance reminder. What changes?

Nothing; it is still a reminder

✓ It becomes a marketing message that needs prior consent (recorded in İYS)

It must be sent by e-mail instead of WhatsApp

The exemption covers messages about the use and maintenance of the service you supplied, as long as they contain no promotion. A discount is promotion.

SELF-CHECK

How should you use the "5 to 25 times cheaper to keep a customer" figure?

As a proven fact for car repair

✓ As a rough direction, then measure your own repeat rate and reminder results

The HBR claim has no clear dataset behind it. Your own numbers (repeat visits, months between visits, reminder → booking) are what count.

▼ SOURCES FOR THIS SECTION

1. [Harvard Business Review — The Value of Keeping the Right Customers \(29 Oct 2014\)](#)
2. [Bain — Prescription for cutting costs, Fred Reichheld \(2001\)](#)
3. [Law 6563 on Electronic Commerce \(mevzuat.gov.tr\)](#)
4. [Resmî Gazete — İYS amendment \(4 Jan 2020, No. 30998\)](#)
5. [Satış Sonrası Hizmetler Yönetmeliği, Art. 16 \(mevzuat.gov.tr\)](#)
6. [Ticari Reklam ve Haksız Ticari Uygulamalar Yönetmeliği, Art. 13–15, 18 \(consolidated, 2026\)](#)
7. [Karayolları Trafik Kanunu 2918, Art. 65/A \(mevzuat.gov.tr\)](#)
8. [KGM — Winter tyre announcement for the 2025–26 season](#)
9. [Hukukçular Evi — Art. 65/A as rewritten by Law 7574 \(RG 27/2/2026 No. 33181\) \(16 Aug 2026\)](#)
10. [Log — winter tyre period moved to 15 Nov – 15 Apr by the communiqué amendment of 4 Oct 2025 \(14 Nov 2025\)](#)
11. [Milli Gazete — winter tyre rule for 2026–27 \(28 Sep 2026\)](#)
12. [KVKK — public announcement on using personal data obtained from third parties for advertising and marketing \(21 Jul 2026\)](#)

☐ MARK SECTION 08 AS DONE

SECTION 09 / 11

TÜRKİYE RULES FOR MARKETING

READ 30 min	BUILDS ON Main course 14; sections 03–08	
YOU WILL BE ABLE TO Tell an informational message from a marketing message, collect consent correctly, and check posts, offers and reviews against the 2026 advertising rules.		

NOT LEGAL ADVICE

This section is a plain-language summary of laws and official texts as read on 5 October 2026. It is not legal advice. Laws change often: the advertising regulation changed on 1 August 2026, and fine amounts are re-valued every January. Where a point is an interpretation or could not be verified, it says so. Before you run campaigns, check with a Turkish lawyer (*avukat*) or a KVKK/İYS consultant.

Four groups of rules touch everything in this guide: the personal data law (KVKK), the law on commercial electronic messages (Law 6563 and İYS), the advertising rules (Law 6502 and its regulation) and the rules on trademarks and service documents. Fines in the 2026 bulletins include 863,580 TL for small sellers, which is a serious amount for a local business.

1 • KVKK: your customer list is personal data

KEY TERM

KVKK — *Kişisel Verilerin Korunması Kanunu* (Personal Data Protection Law), No. 6698 [mevzuat.gov.tr]. **Aydınlatma metni** — the privacy notice you must give when you collect personal data. **Açık rıza** — explicit consent: specific, informed and freely given. **VERBİS** — the official register of data controllers.

TOPIC	WHAT THE LAW SAYS (PLAIN WORDS)	STATUS
Personal data (Art. 3)	Any information about an identified or identifiable person. For a shop: names, phone numbers, plates linked to owners, photos and videos of people, WhatsApp chats, CCTV.	Verified
Legal bases (Art. 5)	Processing needs explicit consent unless an exception applies, for example: needed for the contract (calling about their repair), a legal obligation (invoicing), or legitimate interest that does not harm the person.	Verified. That promotional use usually needs açık rıza is an interpretation common among practitioners.
Privacy notice (Art. 10)	When you collect data, tell people who you are, why you use the data, who you share it with and why, how and on what legal basis you collect it, and their rights.	Verified
Transfers abroad (Art. 9)	Rewritten by Law 7499 (in force 1 June 2024). Data may go abroad with a legal basis plus an adequacy decision, safeguards such as a standard contract (notify the KVKK Authority within 5 business days of signing), or limited occasional exceptions such as explicit consent.	Verified. How a small shop should document this for Meta and Google tools is not settled; ask a lawyer.
Uploading customer lists to Meta ads	Means marketing use plus a likely transfer abroad. A safer start is to target ads by location and interests instead of uploading lists.	Interpretation
VERBİS (Art. 16)	Controllers must register unless exempted by the KVKK Board. Commonly cited criteria exempt businesses with fewer than 50 employees and an annual balance sheet below 100 million TL, unless they mainly process special-category data. Being exempt does not remove the other duties.	THRESHOLDS UNVERIFIED confirm on kvkk.gov.tr
Fines (Art. 18)	The law sets base amounts, for example 5,000–100,000 TL for privacy-notice breaches and 15,000–1,000,000 TL for data-security breaches. They are re-valued every year.	2026 AMOUNTS UNVERIFIED

Two real KVKK Board decisions show what goes wrong. In 2022/229 an e-commerce site set non-essential cookies without opt-in consent and sent data abroad without Article 9 safeguards: 800,000 TL fine [KVKK, Mar 2022]. In 2024/1361 (8 August 2024) a business set website cookies without valid consent, bundled several purposes into one consent and made marketing consent a condition of the service, and gave no proper privacy notice: 250,000 TL + 15,000 TL (265,000 TL in total) [KVKK, Aug 2024]. On 21 July 2026 the Authority also warned businesses that a phone number or e-mail address obtained from someone else (a referral, a

recommendation, a customer suggestion) gives no legal basis by itself to use it for marketing [KVKK, Jul 2026]; section 08 shows a referral design that avoids this. Cookie consent on your website is covered in the [Tracking & Analytics deep dive](#).

CONSENT AND NOTICE TEXTS (SHORT VERSIONS)

Use them on the job card (*iş emri*), the website form or as a WhatsApp first message. Have a lawyer finalise them.

SHORT PRIVACY NOTICE KVKK ART. 10

Veri sorumlusu [Unvan, adres]. Ad-soyad, telefon, plaka, araç ve servis bilgileriniz; servis hizmetinin sunulması, faturalama, yasal yükümlülükler ve sizinle iletişim amaçlarıyla, sözleşmenin ifası ve hukuki yükümlülük hukuki sebeplerine dayanarak, iş emri/WhatsApp/web formu aracılığıyla toplanmaktadır. Verileriniz yasal zorunluluklar kapsamında yetkili kurumlarla ve hizmet aldığımız tedarikçilerle (ör. muhasebe, yazılım) paylaşılabilir. KVKK m.11 kapsamındaki haklarınız için [e-posta/adres]. Detaylı aydınlatma metni: [link]

COPY

SEPARATE, OPTIONAL MARKETING CONSENT LAW 6563 + İYS

☐ [İşletme Adı]'nın kampanya, indirim ve duyurularını SMS / WhatsApp / e-posta / arama yoluyla almayı kabul ediyorum. Onayımı istediğim zaman ücretsiz olarak geri alabilirim. (Bu onay İletim Yönetim Sistemi'ne (İYS) kaydedilir.)

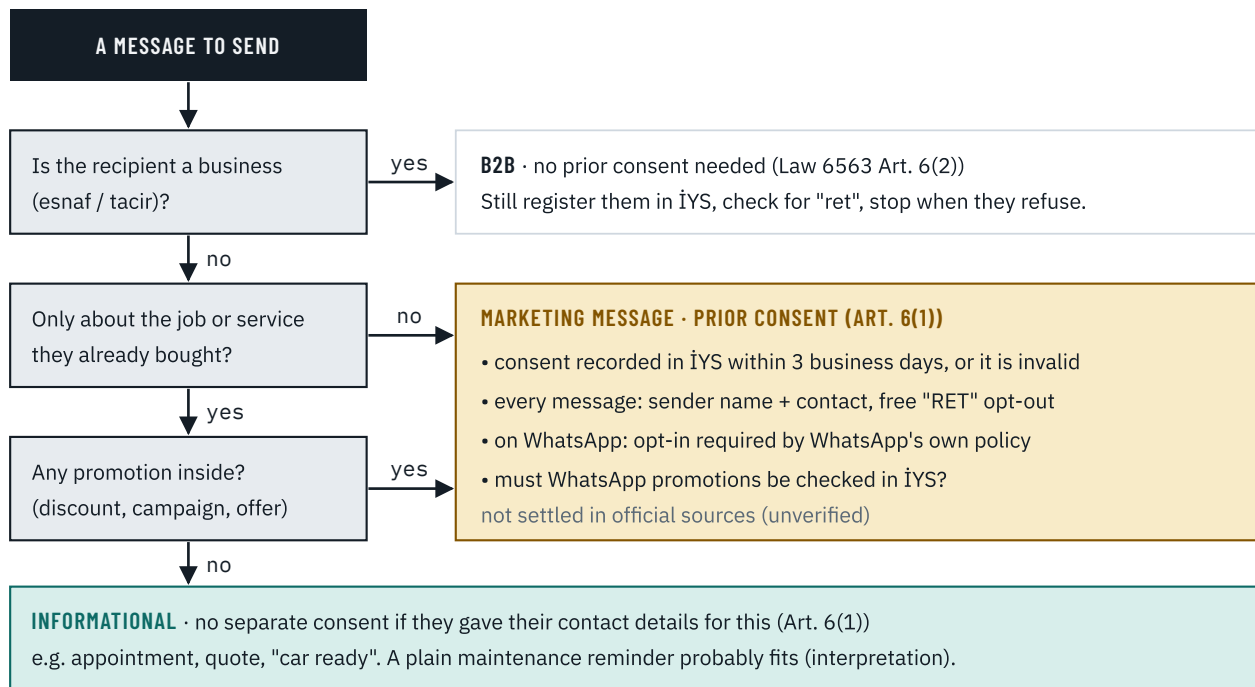
COPY

- Use a separate box for each channel if you can (İYS has call, message and e-mail channels).
- Never pre-tick the box, and never make consent a condition of the repair.
- Upload the consent to İYS within 3 business days.

2 • Marketing messages: Law 6563 and İYS

KEY TERM

Ticari elektronik ileti — a commercial electronic message: one sent for commercial purposes by means such as phone, call centre, fax, auto-dialler, e-mail and SMS (Law 6563 Art. 2). Because the law says "such as" (*gibi*), the list is open. **İYS** — *İletim Yönetim Sistemi*, the national register where businesses record consents and refusals for such messages. **Ret** — refusal (opt-out).



Promotion is the switch. Law 6563 Art. 6(1) says that if the customer gave their contact details to be contacted, messages about the change, use and maintenance of the goods or services supplied need no separate consent. Adding promotion turns the same message into marketing. Whether a periodic reminder fits the exemption is an interpretation; no official ruling was found.

- **Consent (Art. 6(1)):** commercial messages need prior consent, given in writing or by any electronic means [Law 6563]. The 2015 regulation also exempts notices such as payment reminders and legally required information, provided they promote nothing [RG, Jul 2015].
- **Content (Art. 7):** the message must match the consent, name the sender with accessible contact details, and state its subject.
- **Opt-out (Art. 8):** people can refuse at any time without a reason. Give an easy, free way to refuse in each message, and stop within 3 business days.
- **İYS (2020 amendment):** anyone who wants to send such messages registers in İYS; no consent in İYS, no message. Consents collected elsewhere (paper, website, WhatsApp) must be uploaded within 3 business days or they are invalid. Records are kept for 3 years [RG, Jan 2020]. No small-business size threshold appears in the 2020 text. A May 2026 law-firm article claims a 10-year retention period, which conflicts with the 3 years; this is unresolved [Güneş Partners, May 2026].

BREACH (LAW 6563 ART. 12)	2026 FINE PER BREACH
Sending without consent, or content not matching the consent	2,859–14,309 TL
Missing sender identity, contact details or subject	2,859–28,620 TL

BREACH (LAW 6563 ART. 12)	2026 FINE PER BREACH
Opt-out breaches	5,723–42,930 TL
Sending without consent to many people at once	up to 10× the first fine
2026 amounts set by the communiqué in RG 25/12/2025 No. 33118 [Law 6563, 2026 table].	

3 • Advertising law and the 2026 amendment

Law 6502 on consumer protection, Art. 61, sets the basics for every ad, including your own Instagram post, Google Business post or WhatsApp campaign [Law 6502]:

- ads must be true and honest (*doğru ve dürüst*) and must not deceive consumers or exploit their lack of knowledge;
- hidden advertising (*örtülü reklam*) is banned in all media;
- comparative ads are allowed only under strict conditions;
- the advertiser must be able to prove its claims;
- advertisers, agencies and media outlets are all responsible.

The details are in the *Ticari Reklam ve Haksız Ticari Uygulamalar Yönetmeliği* (Commercial Advertising and Unfair Commercial Practices Regulation), RG 10/1/2015 No. 29232. It was amended on 1 July 2026 (RG No. 33297), **in force from 1 August 2026** [mevzuat.gov.tr]

[RG, Jul 2026].

WHAT CHANGED ON 1 AUG 2026	THE RULE	WHAT IT MEANS FOR A SHOP
Influencer ads (new Art. 23/A)	The post must say "Reklam" or "Tanıtım" plus the advertiser's name (or a set phrase such as "[reklam veren] tarafından sağlandı."). The label must be visible at first sight, before other tags, and repeated in each part of a series. Audio-only content says it at the start.	A free service for a local car influencer in exchange for a video must be labelled by both of you. Use "#Reklam"; under the 2021 guide "#işbirliği" or "#sponsor" were accepted, but they may no longer be enough (interpretation).
Consumer reviews (Art. 28/B rewritten)	Where a business lets consumers review online, only real buyers may review. Reviews from channels where the purchase cannot be verified may not be published, and reviews without purchase verification cannot be used in ads. Reviews stay online at least one year, sorted objectively. Nobody may be paid or contracted to write untrue reviews (para. 8). Review and complaint platforms must give the seller 48 hours, down from 72, to reply to a complaint before they publish it.	Never buy reviews. Think twice before quoting Google reviews in ads or embedding a review widget, because Google does not verify purchases; linking to your Google profile is safer (interpretation; get advice).
AI (Art. 18(8), 27(12))	Disclose AI clearly when it significantly affects consumers' decisions or when AI-generated human-like characters appear. AI "digital copies" of real people must not falsely show them using or recommending a product.	If a Reel uses an AI-generated presenter, say so. Never make an AI version of a real mechanic or customer "recommend" you.

WHAT CHANGED ON 1 AUG 2026	THE RULE	WHAT IT MEANS FOR A SHOP
Targeted ads (new Art. 25/A)	Ads targeted by online behaviour, location or demographics need easy information on why the viewer sees them and how to change it. Profiling-based targeting of children is banned.	How this applies to a small shop running Meta ads is unclear (unverified).
Discount reference price (Art. 14)	For services, the "before" price is the price immediately before the discount; for goods, the lowest price in the 10 days before. Each sales channel needs its own reference price; easily accessible loyalty programmes and conditional offers ("2 lastik alana...") follow the same rules.	"Önceki fiyat 1.500 TL" must be the price you really charged just before the offer.

Sources: [Ad Regulation, consolidated 2026] [Ticaret Bakanlığı, Jul 2026] [Alo Maliye, Jul 2026] [Influencer guide, 2021].

PRICES, "ÜCRETSİZ", GIVEAWAYS AND URGENCY

- **Price (Art. 13):** show the total price including all taxes, in TL. State the conditions if the price depends on something else, and state any validity period or stock limit. If something is free on conditions, put the conditions in the main message.
- **"Ücretsiz / bedava":** calling something free is banned if the customer must pay anything beyond unavoidable delivery costs (Annex A-16). "*Ücretsiz arıza tespiti*" (free diagnosis) is fine only if it is truly free; if it is free only when the repair is done at your shop, say so in the main text.
- **Giveaways (Art. 15):** prizes must match the promise, with dates and conditions stated. Whether a separate permit is needed for a draw was not verified.
- **Fake urgency:** falsely saying an offer is available "only for a very limited time" is a deceptive practice (Annex A-7).
- **Legal rights are not perks (Art. 7(7)):** service stations may not charge again if the same fault recurs within one year, and replaced parts carry at least 6 months' warranty (After-Sales Services Regulation Art. 10(6)–(7)). Do not advertise these as special benefits; you may say "*yasal garanti haklarınız saklıdır*" (your legal warranty rights are reserved) or offer something that truly goes beyond the law (interpretation).
- **Price lists in the shop:** the Price Label Regulation requires a visible, dated, VAT-inclusive list of all services offered at the workplace (Art. 5(7), Art. 8) [Fiyat Etiketi Yönetmeliği], and service stations must show a spare-parts price list (After-Sales Services Regulation Art. 12(2)). Keep posts and the WhatsApp catalog consistent with the wall list. How inspectors treat repair prices that vary by car was not verified.

SUPERLATIVES AND COMPARISONS

- Claims such as "*en ucuz*" (cheapest), "*en iyi*" (best) or "*en hızlı*" (fastest) must be provable with documents (Reg. Art. 9). Prefer facts you can show: "2009'dan beri", "değişen parçayı gösteriyoruz", or your Google rating with its source, scale and date.

- Comparative ads may not use a competitor's name, brand, logo or trade name (Reg. Art. 8(1)(a)); numeric claims need tests or reports; disparagement is banned (Art. 10). So *"Yetkili servisten %40 daha uygun"* (40% cheaper than the authorized service) is risky twice when it points at a brand's authorized service: it names the rival, and the 40% needs proof.
- Mocking the other side is banned in both directions. An independent shop must not say *"yetkili servis sizi soyar"* (the authorized service will rob you), just as Tofaş was stopped for disparaging independent shops (case table below).

STAFF, CUSTOMERS AND REVIEWS

- Staff must not pose as neutral customers or review their own shop; falsely presenting oneself as a consumer is deceptive (Annex A-17).
- Customer testimonials need the customer's written consent, and since 1 August 2026 a testimonial used in an ad should come from a customer you can match to an invoice or servis fişi.
- Never buy reviews, use review-exchange groups, or let an agency "boost" reviews.

4 • Car brand names and the warranty question

The Industrial Property Law (SMK, No. 6769) Art. 7(5)(b)–(c) lets others use a trademark honestly, in the normal course of trade, to show the intended purpose of a product or service, especially for accessories and spare parts [SMK 6769]. The owner can stop use in ads, as a business name, as a domain or keyword without a legitimate connection, and in unlawful comparisons (Art. 7(3)). Separately, the ad regulation bans misleading claims about your status and authorisation (Reg. Art. 7(5)(c)) and misuse of others' logos (Reg. Art. 11).

GENERALLY OK (INTERPRETATION)

- Plain text when you really service those cars: *"BMW, Mercedes-Benz ve Audi marka araçlarınızın bakım ve onarımı"*, *"Fiat Egea periyodik bakım"*
- A clear line: *"Bağımsız servisiz, yetkili servis değildir."* (We are an independent service, not an authorized one.)

RISKY

- Brand logos on the sign, website or Reel covers
- The brand in your business name ("X-Car Mercedes Servis") or domain
- "Yetkili", "orijinal servis" or "resmi servis" when you are not authorized
- Copying a brand's ad style or slogans

NOT VERIFIED

- Turkish court practice on independent shops using brand names, logos, domains or ad keywords
- Whether bidding on brand keywords in Google Ads is safe: get advice

WATCH OUT

Do not promise that servicing with you keeps the manufacturer's warranty. The competition-law communiqué for the motor-vehicle sector (Tebliğ 2017/3) protects independent shops' access to parts and technical information, but its text contains no clause saying independent servicing cannot void a warranty. The official guidelines say such disputes are decided under general law [Rekabet Kurumu Kılavuz]. The often-quoted "warranty stays valid at TSE-certified shops" is an industry interpretation from 2020 [otomobil.com.tr, Aug 2020]. Never write *"Garantiniz asla bozulmaz"*. A safer line: *"Bakımınızı üretici standartlarına uygun parça, yağ ve periyotla, faturalı ve kayıtlı yapıyoruz."* (We service your car with parts, oil and intervals that meet the maker's standards, with invoices and records.) Advise owners of new cars to check their warranty booklet.

5 • Real 2026 cases from the Advertising Board

The *Reklam Kurulu* (Advertising Board of the Ministry of Trade) publishes its decisions in bulletins. These are from meetings 371 (16 July 2026) and 372 (13 August 2026)

[Bulletin 371] [Bulletin 372].

CASE	WHAT HAPPENED	RESULT	LESSON FOR A SHOP
Tofaş, authorized-service waiting-room videos (372, file 2026/2138)	Videos on the waiting-room TV used lines like "Usta işi çözemeyince..." and "Servis pahalya gelir diyordum ama...", creating the impression that independent services harm consumers. "Yedek araç imkânı" was promised without conditions.	Stop order: disparaging, and incomplete information	Do not mock the other side, and state the conditions of every promise.
Parts seller "Efe Otomotiv" (372, file 2026/737)	Listed a Kia Picanto antenna for 227 TL on sahibinden.com, then asked 3,500 TL in messages and called the listed price "sembolik" (symbolic).	863,580 TL + stop order	The price in your post or listing must be a real price.
Influencer promoting "Yamanlar Oto Ekspertiz" (371, file 2026/1584)	An Instagram account promoted car giveaways ("Yamanlardan her ay iki araç hediye") with no "reklam" or "işbirliği" label. Ruled hidden advertising.	1,083,706 TL (influencer) + stop order	Label every paid or gifted collaboration "Reklam"; both sides are responsible.
Instagram "ÇEKİLİŞ VAR" giveaway, a bar in Alanya (372)	Followers were asked to tag friends; the draw never happened and no result was posted.	863,580 TL + stop order	Run a giveaway exactly as announced, or do not run it.

CASE	WHAT HAPPENED	RESULT	LESSON FOR A SHOP
Türk Telekom (372, file 2026/3544)	"En yüksek fiber istasyon oranı" and similar claims were found misleading or unproven.	3,180,853 TL + stop order	Superlatives need documents.
obilet.com (371, file 2026/434)	Showed Google ratings out of 5 multiplied by 2 on its own 10-point scale, without explaining it.	Unfair commercial practice (sanction amount not checked)	If you show your rating, show the source, scale and date exactly.

ADVERTISING BREACH	2026 FINE RANGE
Ads on the internet (incl. social media)	1,083,706–10,837,065 TL
Ads by SMS	505,729–5,057,297 TL
Ads in other media (posters, in-shop screens)	108,370–1,083,706 TL
Unfair commercial practices, local	108,370–1,083,706 TL
Unfair commercial practices, nationwide	1,083,706–10,837,065 TL
Law 6502 Art. 77(12)–(13); 2026 amounts per the communiqué in RG 23/12/2025 No. 33116 [Law 6502]. Since Law 7529 (24/10/2024) the Board must weigh the offender's fault and economic situation within the range. The Board can also order a stop, a correction, a temporary halt of up to 3 months, or removal and access blocking online.	

ÖRNEK OTO SERVİSİ

Before the pre-winter campaign, the owner checks the post against this section. "En uygun kış bakımı" (the best-value winter service) is removed because it cannot be proven. The price is shown as 1,250 TL including VAT with dates (example number). The "önceki fiyat" is the price the shop really charged in September. The caption says "Bağımsız servisiz" and uses no car logos. The campaign message goes only to the 410 customers with İYS-recorded consent (example number), and every message ends with "Ret için RET yazın".

Compliance checklist

- ☐ Privacy notice (aydınlatma metni) ready and linked in the WhatsApp greeting, website form and job card
- ☐ Separate, unticked marketing-consent boxes per channel; consent is never a condition of the repair
- ☐ Business registered in İYS; consents uploaded within 3 business days; proof kept
- ☐ Reminders contain no discount or campaign; promotions go only to consented customers

- ☐ Every marketing message names the sender with contact details and a free "RET" opt-out; opt-outs stop within 3 business days
- ☐ No customer lists uploaded to ad platforms without legal advice on consent and transfer abroad
- ☐ Prices in posts and the WhatsApp catalog include VAT and match the dated price list on the wall
- ☐ Discounts show the previous price, the dates and any limit; "ücretsiz" only when truly free
- ☐ No "en ucuz / en iyi" without documents; no competitor names; no mocking of authorized services
- ☐ Car brands in plain text only, no logos, no "yetkili"; "Bağımsız servisiz, yetkili servis değildir" in profiles
- ☐ No promise that servicing with us keeps the manufacturer's warranty
- ☐ Influencer or gifted content labelled "Reklam" or "Tanıtım" plus the shop's name
- ☐ No bought reviews, no staff or family reviews, no incentives; review quotes in ads only from verified customers
- ☐ Plates and faces hidden unless written consent; employees' consent saved
- ☐ Giveaways drawn exactly as announced; AI-generated people disclosed

SELF-CHECK

Since 1 August 2026, what must an influencer's post about your shop include?

Only "#işbirliği" somewhere in the hashtags

✓ **"Reklam" or "Tanıtım" plus the advertiser's name, visible at first sight**

Nothing, if the service was free and no money was paid

New Art. 23/A requires "Reklam" or "Tanıtım" plus the advertiser's name. Free or discounted services count too, and the advertiser shares responsibility.

SELF-CHECK

What is wrong with the post "Yetkili servisten %40 daha ucuz"?

Nothing, if it is roughly true

✓ **It targets a competitor in a comparative ad and the 40% needs documents**

Percentages are not allowed in Turkish ads

Comparative ads may not use a competitor's name or brand, and numeric claims must be proven by tests or reports.

▼ SOURCES FOR THIS SECTION

1. [KVKK Law 6698, consolidated incl. Law 7499 \(mevzuat.gov.tr\)](#)
2. [KVKK — VERBİS exemptions page](#)
3. [KVKK Board decision 2022/229 · 2024/1361 \(8 Aug 2024, re-checked 7 Oct 2026\)](#)
4. [KVKK — public announcement on personal data obtained from third parties for advertising and marketing \(21 Jul 2026\)](#)
5. [RG 10/7/2024 No. 32598 — transfers abroad regulation](#) · [RG 10/3/2018 No. 30356 — Aydınlatma Tebliği](#)
6. [Law 6563, with 2026 fine table](#)
7. [Ticari İletişim ve Ticari Elektronik İletiler Hakkında Yönetmelik \(RG 15/7/2015 No. 29417\) · İYS amendment \(RG 4/1/2020 No. 30998\)](#)
8. [Güneş Partners — İYS guide \(4 May 2026\)](#)
9. [Law 6502, with 2026 fine table](#)
10. [Ticari Reklam ve Haksız Ticari Uygulamalar Yönetmeliği, consolidated](#) · [RG 1/7/2026 No. 33297](#)
11. [Ticaret Bakanlığı — announcement of the 2026 amendment \(1 Jul 2026\)](#) · [Alo Maliye summary \(1 Jul 2026\)](#)
12. [Social media influencer guide \(2021\)](#)
13. [Reklam Kurulu bulletin, meeting 371 \(16/7/2026\)](#) · [meeting 372 \(13/8/2026\)](#)
14. [Fiyat Etiketleri Yönetmeliği, consolidated](#) · [Satış Sonrası Hizmetler Yönetmeliği](#)
15. [Sınai Mülkiyet Kanunu 6769, Art. 7](#)
16. [Rekabet Kurumu — guidelines to Tebliğ 2017/3 · otomobil.com.tr — TOSEF on warranty \(26 Aug 2020\)](#)

☐ MARK SECTION 09 AS DONE

SECTION 10 / 11

EXAMPLES AND COMMON MISTAKES

READ 12 min	BUILDS ON Sections 01–09	
YOU WILL BE ABLE TO Recognise patterns worth copying from real service networks, and spot the 14 beginner mistakes before you make them.		

This section uses documented examples only. No individual independent Turkish repair shop with strong organic social media could be verified, so none is named here. The examples

below were checked on official sites on 5 October 2026; the regulator's cases are in section 09.

Türkiye: service networks

BOSCH CAR SERVICE TÜRKIYE

An independent multi-brand network

[Bosch Car Service, Oct 2026].

- The homepage leads with "Randevu Al" (book an appointment) and a "Servis Bulucu" (workshop finder).
- A blog on seasonal and maintenance topics: winter and spring care, tyre tips, fuel economy, what to do after an accident.
- Links to Instagram, YouTube and Facebook.
- Says it services every car brand ("her marka") without claiming manufacturer authorisation.

Copy: booking as the main call to action, seasonal educational content, multi-brand wording.

OTOKOÇ OTOMOTIV

A dealer group [Otokoç, Oct 2026].

- Offers "Servis Talep ve Randevu" (online service request and booking).
- Links Facebook, Instagram, LinkedIn, X and YouTube in the footer.
- No WhatsApp contact was shown on the homepage that was checked.

Copy: online booking plus a presence on the main networks. **Do better:** add a WhatsApp button, since 90% of internet users in Türkiye use WhatsApp (section 01).

TÜRKIYE

The clearest Turkish "examples" in 2026 are the Advertising Board cases in section 09: Tofaş's waiting-room videos, the 227 TL antenna listing, the unlabelled influencer giveaway for an *oto ekspertiz* (vehicle inspection report) business, and the giveaway that was never drawn. To find good local examples yourself, search Instagram for "oto servis" plus your city, and look at Google Maps listings with many recent reviews.

Global: what successful mechanic channels have in common

Scotty Kilmer (section 04) shows that the "you asked, we answer" format can build a very large audience [Wikipedia, Feb 2026]. Successful repair-shop channels tend to share the same habits:

- they show the real diagnostic process, from problem to fix;
- they show the mechanic's face and voice;
- they explain costs openly;
- they publish regularly.

GLOBAL EXAMPLE

The same Wikipedia article notes criticism of Kilmer's "clickbait" titles. For a local shop under Turkish ad rules, a title that overpromises is a legal and trust risk. Promise in the title only what the video delivers.

14 common beginner mistakes

#	MISTAKE	WHY IT HURTS	FIX
1	Mass "kampanya" SMS or WhatsApp to the whole phone book	Breaks Law 6563 and WhatsApp's policy; fines up to 14,309 TL per breach, multiplied for bulk sends, plus ad-law fines for SMS ads; risk of a number ban	Promotions only to customers with İYS-recorded consent
2	A promotion hidden inside a "service reminder"	"%20 indirim" turns it into marketing	Keep reminders plain; send offers separately, with consent
3	"Ücretsiz" with conditions in small print; "indirim" without the previous price and dates	Banned as misleading	Conditions, previous price and dates in the main text
4	"En ucuz / en iyi" without proof; naming or mocking a competitor or the authorized service	Needs documents; comparisons may not name rivals; disparagement is banned	Use facts you can show
5	Car-brand logos, "yetkili" wording, brand names in the business name or domain	Trademark and misleading-status risk	Plain-text brand names plus "yetkili servis değildir"
6	Buying followers, likes or reviews; staff writing reviews; posing as a customer	Paid or fake reviews and posing as a customer are banned (2026 Ad Regulation, Annex A-17) and break Google's policy	Ask every real customer the same way
7	A free service for an influencer without "#Reklam"; a giveaway that is never drawn	Hidden advertising or a broken promise; real 2026 fines of 1,083,706 TL (influencer) and 863,580 TL (giveaway)	Label "Reklam" or "Tanıtım"; draw exactly as announced
8	Posting customers' plates, faces or invoices without permission	Personal data under KVKK	Blur, or get written consent
9	Uploading customer lists to Meta ads without proper consent and a transfer basis	KVKK consent and transfer-abroad rules	Target by location and interests; get legal advice first
10	Different prices on Instagram, in the WhatsApp catalog and on the wall list	Price-display rules; lost trust	One price list, copied everywhere, with a date
11	Irregular posting, giving up after two weeks, chasing trends that do not fit	Consistency drives growth (Buffer 2025)	3–5 posts a week from your pillars

#	MISTAKE	WHY IT HURTS	FIX
12	Ignoring negative comments, deleting them, or arguing	Readers judge you by your replies	Public reply, private fix, follow-up (section 05)
13	Reposting TikTok videos with the watermark to Instagram	Instagram shows watermarked content less	Upload the clean file to each app
14	More than 5 hashtags on Instagram, or generic tags (#car #love)	Extra tags are ignored	Up to 5 specific local and topic tags

ÖRNEK OTO SERVİSİ

The owner runs the table as a self-audit. Two problems turn up: the Instagram bio says "Ümraniye'nin en iyi servisi" (Ümraniye's best service), and the Facebook cover shows three car logos. The bio now says "2009'dan beri Ümraniye'de, her marka binek araç. Yetkili servis değildir." (an example claim, written only because it is true for the fictional shop), and the logos are replaced by a workshop photo.

SELF-CHECK

Which of these is one of the most common, and most expensive, beginner mistakes?

Posting 4 Reels a week

✓ Sending a "kampanya" message to everyone in the phone book

Asking every customer for a Google review after delivery

Messages without consent break Law 6563 and WhatsApp's policy. Fines apply per breach and can be multiplied for bulk sends.

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☐ MARK SECTION 10 AS DONE

30-DAY STARTER PLAN, GLOSSARY AND SOURCES

READ 15 min	BUILDS ON Sections 01–10	
YOU WILL BE ABLE TO Put the whole guide into practice in four weeks and track whether it works.		

Do the work in this order: first the foundations that cost nothing (profiles, WhatsApp, price list), then the legal basics (privacy notice, consent, İYS), then content, then reminders. Tick the boxes as you go; your progress is saved in this browser.

Week 1 • Foundations

- ☐ Clean up every profile: same name and logo, bio, `wa.me` link, location, and "yetkili servis değildir" if you service many brands
- ☐ Set up WhatsApp Business: profile, catalog, greeting, away message, quick replies, labels (section 06)
- ☐ Print the WhatsApp QR code for the desk, invoices and key tags
- ☐ Hang a dated, VAT-inclusive price list and copy the same prices into the catalog

Week 2 • Legal basics and the customer list

- ☐ Draft the privacy notice and the marketing-consent form; have a lawyer check them
- ☐ Register the business in İYS (iys.org.tr) or through an SMS provider that integrates with it
- ☐ Start the customer spreadsheet with the columns from section 08
- ☐ Ask every customer for the next maintenance date or km, the muayene month and "Bizi nereden duydunuz?"

Week 3 • Content and reviews

- ☐ Film 15 clips and publish 4 Reels from your pillars (sections 03–04)
- ☐ Start the review request after every delivery, to every customer, with no incentive
- ☐ Train two staff on the reply templates and the "no fake reviews, no staff reviews" rule

Week 4 • Reminders and measurement

- ☐ Send the first batch of plain maintenance and tyre reminders (no promotion)
- ☐ Count WhatsApp chats, bookings and new reviews for the month
- ☐ Decide whether the free WhatsApp Business app is enough (usually yes; the Platform makes sense only with several agents or automated reminders at volume)

What to measure every month

NUMBER	WHERE IT COMES FROM	WHAT IT TELLS YOU
Average watch time and sends per reach, per Reel	Instagram insights	Which videos the app will show to new people
WhatsApp chats per week	Count new chats with the "New lead" label	Whether social and Google send people to you
"Bizi nereden duydunuz?" answers	Your customer list, source column	Which channel brings paying customers
Repeat-visit rate	Customers with 2+ visits ÷ all customers	Whether retention works
Reminder → booking rate	Bookings from reminders ÷ reminders sent	Whether your reminders are timed and worded well

The [Tracking & Analytics deep dive](#) shows how to tag links and build a simple dashboard for these numbers.

SELF-CHECK

Why does the plan register in İYS and draft the consent form before sending any campaign?

Because Instagram requires it

✓ **Because promotional messages need prior consent recorded in İYS, and consents must be uploaded within 3 business days**

Because reminders cannot be sent without İYS

Plain reminders about the customer's own car can usually go without separate consent; promotions cannot. Get the consent system in place first.

Glossary

ORGANIC SOCIAL

Posts, videos and replies you publish for free; paid social means ads.

REEL / SHORT

A short vertical video on Instagram and Facebook (Reel) or YouTube (Short); up to 3 minutes on both since 2024–2025.

CONNECTED / UNCONNECTED REACH

Views from followers / views from people the app recommends your video to.

RECOMMENDATION SYSTEM	The software ("algorithm") that predicts which video each viewer will enjoy next.
SENDS PER REACH	Shares in private messages divided by accounts reached; a key signal for reaching non-followers.
TRIAL REELS	An Instagram option that shows a Reel to non-followers first (December 2024).
HOOK	The first 1–3 seconds of a video, which decide whether people keep watching.
CTA	Call to action: the one next step you ask for, such as "WhatsApp'tan yazın".
CONTENT PILLAR	One of 3–5 recurring themes for your posts.
UGC	User-generated content: customers' own photos, videos and reviews. Repost only with permission.
WHATSAPP BUSINESS APP	The free phone app for one business number, with profile, catalog, quick replies, labels and QR code.
WHATSAPP BUSINESS PLATFORM (API)	Paid, per-message tools for many agents, chatbots and CRM connections, used through a provider (BSP).
24-HOUR WINDOW	On the Platform: after a customer writes, you may reply freely for 24 hours; after that only approved templates.
WA.ME LINK	A click-to-chat link that opens a WhatsApp chat with your number, optionally with a ready message.
RETENTION MARKETING	Bringing existing customers back: reminders, follow-ups, referrals, loyalty.
WIN-BACK	A message to a customer who has not visited for a long time (here, 12 months). Marketing: consent only.
LASTIK OTELI	Tyre hotel: the shop stores the customer's off-season tyres.
MUAYENE / RUHSAT	The periodic vehicle inspection (done by TÜVTÜRK) / the vehicle registration document.
KVKK	Türkiye's Personal Data Protection Law, No. 6698.
AYDINLATMA METNI	The privacy notice you give when you collect personal data.
AÇIK RIZA	Explicit consent: specific, informed and freely given.
VERBİS	The register of data controllers; small businesses may be exempt (thresholds unverified).

İYS	İleti Yönetim Sistemi: the national register of consents and refusals for commercial messages.
TİCARİ ELEKTRONİK İLETİ	A commercial electronic message (SMS, e-mail, call and similar).
RET	A refusal (opt-out) of commercial messages; honour it within 3 business days.
ESNAF / TACİR	Tradespeople / merchants; B2B recipients who need no prior consent but can opt out.
REKLAM KURULU	The Advertising Board of the Ministry of Trade, which fines and stops misleading ads.
ÖRTÜLÜ REKLAM	Hidden advertising, banned in all media; the reason influencer posts need a "Reklam" label.
KARŞILAŞTIRMALI REKLAM	Comparative advertising; allowed only without naming the competitor and with proof.
SERVİS FİŞİ	The service slip given at delivery, showing the fault, the work done and the fee.
YETKİLİ SERVİS / ÖZEL SERVİS	Authorized (franchised) service / independent service.

▼ ALL SOURCES USED IN THIS GUIDE

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2. Instagram block 2024: [The National](#) · [Türkiye Today](#)
3. Ranking and formats: [Instagram Ranking Explained](#) · [Buffer \(algorithm\)](#) · [Fanpage Karma](#) · [Meta Trial Reels](#) · [Instagram Creators, Trial Reels](#) · [Mosseri on Threads](#) · [Digital Trends \(hashtags\)](#) · [TikTok Newsroom](#) · [YouTube recommendations](#) · [YouTube Shorts 3 minutes](#)
4. Posting, replies and tools: [Buffer \(posting frequency\)](#) · [Sprout Social](#) · [LBB Online](#) · [Buffer pricing](#) · [Meta Business Suite](#)
5. Reviews: [BrightLocal LCRS 2026](#) · [Google UGC policy](#) · [PPC Land](#) · [Sterling Sky](#) · [Google Help: get more reviews](#) · [Google Help: reply to reviews](#) · [Google Help: report reviews](#) · [NTV \(review rules, Oct 2026\)](#)
6. WhatsApp: [WhatsApp vs WhatsApp Business](#) · [quick replies](#) · [print QR](#) · [share QR](#) · [reset QR](#) · [click to chat](#) · [Business Messaging Policy](#) · [Platform pricing](#) · [Oct 2026 change](#) · [Techweez](#) · [respond.io](#)
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9. Advertising Board: [bulletin 371](#) · [bulletin 372](#) · [Ministry announcement](#) · [influencer guide 2021](#)
10. Course research notes: Marketing/research/ClaudeCode-R7-social-whatsapp-retention-legal.md (with R1, R3 and R6 for platform usage, reviews and KVKK).
11. Examples: [Bosch Car Service Türkiye](#) · [Otokoç Otomotiv](#) · [Wikipedia: Scotty Kilmer](#)

☐ MARK SECTION 11 AS DONE

Made with Claude Code as a learning course. Facts were checked against the listed sources in October 2026. Ad platforms change their menus and rules often, so confirm details in the official help centers before you act.

Örnek Oto Servis is a fictional business. Its numbers are examples, not market data. Nothing here is legal or tax advice.