



SERVICE MANUAL · MAIN COURSE · 13 MODULES

WORKSHOP MARKETING MANUAL

A crash course in marketing a local car repair shop in Türkiye: how customers find you, how SEO, Google Ads and Meta Ads work, how to launch a first campaign, and how to follow every click, call and WhatsApp message until it becomes a paying customer.

~85 min read + setup work Updated Oct 2026 Example business: Kaya Oto Servis (fictional)

Course progress: 0 of 13 modules done

01	02	03	04	05	06	07	08	09	10	11	12	13
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01

MODULE

Start here

YOU'LL LEARN

- What marketing actually means for a local repair shop
- The three kinds of channels (owned, earned, paid) and how they feed each other
- The Türkiye numbers that decide where to start
- How to work through this course and the four deep dives

What marketing means for a local shop

For a car repair shop, marketing is everything that makes the right people near you **call, message or drive in**, and then come back next time. It is much more than ads. The person who answers the phone, the price range on your website, the photos on Google Maps and the review you asked for yesterday are all marketing.

It helps to think of three jobs:

1. **Be found.** When someone near you has a warning light, a brake noise or a maintenance due, your shop shows up: on Google, on Maps, on Yandex, in a friend's WhatsApp recommendation.
2. **Be chosen.** When they compare you with two other shops, you look like the safe choice: good reviews, clear prices, real photos, a fast reply.
3. **Be remembered.** After the first job, they come back for the next service and send their friends.

DEFINITION

Channel: any route by which a customer can learn about you or contact you (Google search, Instagram, a sign on the street, WhatsApp). **Lead:** a person who has contacted you about a job (a call, a WhatsApp message, a form) but has not paid yet. **Customer:** a lead who paid for a job.

Meet Kaya Oto Servis

Every module uses the same example business, so you can see each idea applied to a real-looking shop.

AT KAYA OTO SERVİS

Kaya Oto Servis is fictional. It is an independent car repair shop in Ataşehir, İstanbul, with 12 people: 8 mechanics and technicians, 2 service advisors, the owner and 1 admin. Services: periodic maintenance (*periyodik bakım*), brakes, engine diagnostics, timing belt (*trigger kayışı*), tyre change and storage (*lastik oteli*), A/C service and pre-purchase inspection (*ekspertiz*).

It already has a website, a Google Business Profile, Instagram and Facebook accounts and WhatsApp Business. The average job is about ₺4,000. **Every ₺ figure about Kaya in this course is illustrative**, a teaching number and not market data.

The owner's goal for this course: *“30 more paying customers a month, at no more than ₺500 of advertising per customer.”*

Owned, earned and paid channels

Every channel falls into one of three groups. Knowing which group you are working on tells you what it costs and how long it lasts.

Owned

Channels you control: your website, Google Business Profile (GBP, the listing that appears on Google Maps), Instagram and Facebook accounts, WhatsApp Business, your customer list (with consent), even the sign above the door.

Earned

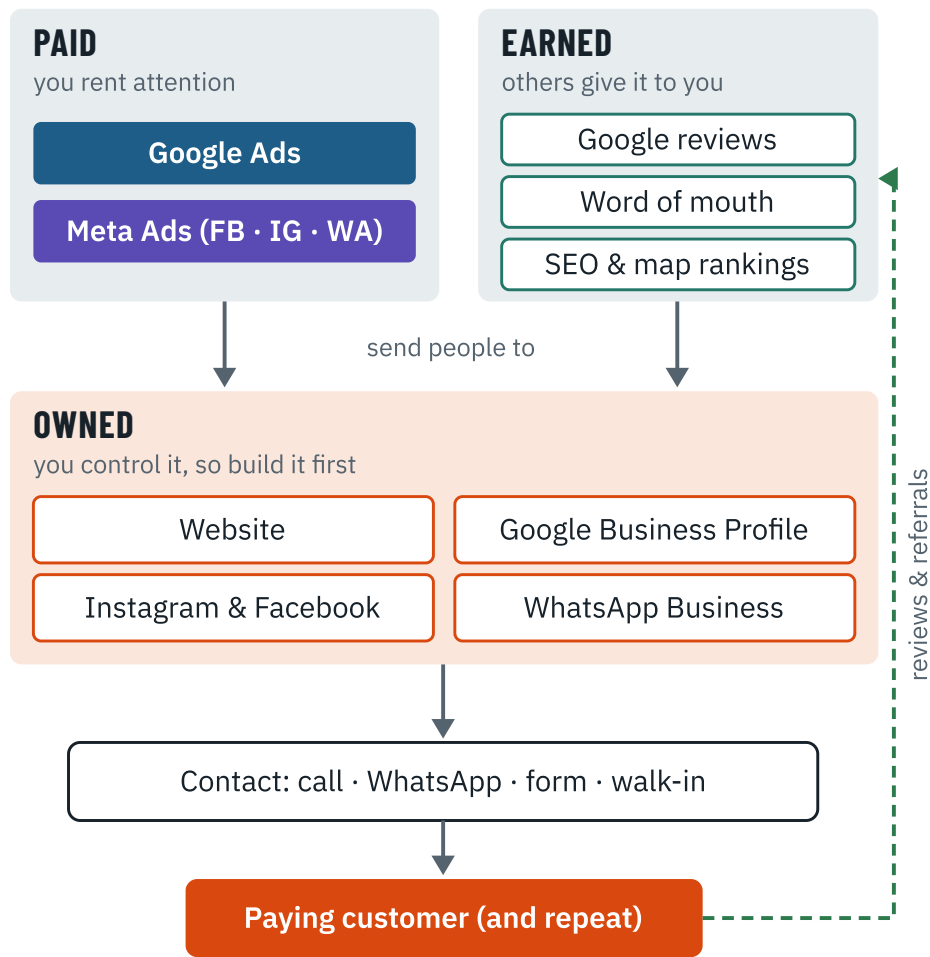
What others give you for free: Google reviews, word of mouth, a local news story, your position in free Google results (SEO, Module 05). You influence it, but you cannot buy it.

Paid

Attention you rent: Google Ads, Meta Ads (Facebook, Instagram, WhatsApp), paid boosts on marketplaces such as Armut or Sahibinden, radio. It stops the day the budget stops.

DEFINITION

Organic vs paid. Organic visibility is what you don't pay per click for: SEO, map rankings, unpaid social posts. It builds slowly and keeps working. Paid visibility is fast and switch-on, switch-off.



The channel map. Paid and earned channels bring people to the channels you own. Owned channels turn them into contacts and customers. Happy customers write reviews and refer friends, which feeds earned media again.

Read the diagram from top to bottom. Ads and reviews don't sell a brake job by themselves. They send people to your website, your Maps listing or your WhatsApp, and *those* places do the convincing. This is why the course fixes owned channels (Module 03) before spending on ads.

AT KAYA OTO SERVİS

Today almost all of Kaya's new customers come from word of mouth and people who walk past. The Instagram account posts now and then, the website has one "Hizmetlerimiz" page listing every service in a paragraph, and nobody has asked for a Google review in months. Plenty of room to grow, and most of it costs time, not money.

The Türkiye landscape in eight numbers

These figures decide where a Turkish local business should start. Each one comes with a "so what" for Kaya.

FACT	NUMBER	SO WHAT FOR KAYA
Google's share of search in Türkiye (StatCounter, Sep 2026)	73.42%	Google search and Maps come first.
Yandex's share of search	25.19%	About one search in four. Claim Yandex Business too; many shops forget.
Bing's share of search	0.71%	Claim the free Bing Places listing; skip Bing ads for now.
Share of web traffic on mobile (StatCounter, Sep 2026)	81.86%	Design and test everything on a phone first.
Internet users (DataReportal 2026)	77.5 M (88.3%)	Almost all of your customers are online.
Internet users aged 16–74 who use WhatsApp (TÜİK 2025)	88.6%	WhatsApp is your real inbox. More people use it than YouTube (72.9%) or Instagram (68.1%).
Ad reach: Instagram / YouTube / Facebook (DataReportal, late 2025)	62.3 M / 57.9 M / 34.7 M	Instagram is the main social ad platform. Ad-tool audiences are not unique people, so treat them as rough.
Google AI Overviews and AI Mode in Turkish	since ~Mar 2026	Some searches now show an AI summary first (Module 05).

Which channels first?

Ask three questions about any channel:

1. **Where are people when they have the need?** With a breakdown or a warning light, they search Google or Maps, or ask on WhatsApp. So the map listing and search come first for a repair shop.
2. **Where can we be remembered before the need?** Instagram and YouTube have the largest audiences in Türkiye. They suit awareness and reminding people who already know you.
3. **What can we keep up?** One channel done every week beats five channels done badly.

For a shop like Kaya, that gives this priority order:

1. Google Business Profile and reviews
2. WhatsApp Business, set up properly
3. A website with one page per service
4. Google Search Ads around the shop
5. Meta (Instagram/Facebook) ads that start WhatsApp chats, plus local awareness
6. Reminder messages to existing customers who gave consent
7. Marketplaces such as Armut as an extra lead source

How to use this course

The modules are in a strict order. Nothing depends on a later module, and each one ends with a short self-check and a “Mark module done” button that fills in the progress strip at the top. Four deep dives go further on the hands-on topics; you don't need them to finish this page.

MODULE	AFTER IT YOU CAN...	TIME
01 Start here	name your channels and your starting point	5 min
02 Customer & offer	write who you serve, your positioning and an offer	8 min
03 Foundation	fix website, GBP, Yandex, WhatsApp and listings	9 min
04 The numbers	calculate CTR, CPL, cost per customer, ROAS and a budget	9 min
05 SEO in brief	understand search results and improve local rankings	8 min
06 Tracking	measure calls, WhatsApp, forms and paying customers	9 min
07 How paid ads work	explain auctions, budgets, learning and real costs in TR	6 min
08 Google Ads	launch a first Search campaign safely	9 min
09 Meta Ads	launch a click-to-WhatsApp campaign	8 min
10 Results	read results, test, and decide to stop or scale	6 min
11 Retention	get reviews, send legal reminders, run referrals	5 min
12 Rules & money	stay within KVKK, İYS, advertising and tax rules	5 min
13 90-day plan	follow a week-by-week plan	4 min

Suggested pace: day 1, Modules 01–04; day 2, Modules 05–06 and start the foundation checklist; day 3, Modules 07–09; day 4, Modules 10–13. Then follow the 90-day plan and open a deep dive whenever you reach that step.

TIP

Keep one notebook or Google Sheet open while you read. Every time you see “At Kaya Oto Servis”, write down your own shop's version. By Module 13 you will have your plan.

COMMON MISTAKE

Running ads before fixing the basics. An incomplete Maps listing, few reviews, a slow mobile site and a phone nobody answers waste ad money, because the ads send people to a shop that doesn't convince them.

Q Your Google reviews: owned, earned or paid?

Earned. You can ask for them (and you should), but customers write them and you cannot buy them. Your Google Business Profile itself is owned.

Q Why should a Turkish shop bother with Yandex at all?

Yandex has about a quarter of search in Türkiye (25.19% in September 2026, StatCounter), and many drivers use Yandex Maps/Navigasyon. A free Yandex Business listing reaches them.

Q What is the difference between a lead and a customer?

A lead has contacted you (call, WhatsApp, form). A customer has paid for a job. Ads platforms count leads; your business runs on customers.

02 MODULE

Customer & offer

YOU'LL LEARN

- How to choose a target customer instead of “everyone with a car”
- Positioning, value proposition and offer, with Turkish examples
- The customer journey (funnel) and what a garage does at each stage
- Brand vs performance marketing, and how seasons shape a repair shop's year

Target customer: who exactly?

A **target customer** is the specific group you most want to serve. “Everyone with a car” is not a target, because you cannot write an ad, choose a keyword or set a map radius for everyone. For a repair shop, realistic segments look like this:

SEGMENT	WHAT THEY WANT	WHERE TO REACH THEM
Nearby private car owners , roughly 5–10 km from the shop, cars out of manufacturer warranty (often 3+ years old), looking for an alternative to the <i>yetkili servis</i> (dealer service)	Fair price, trust, speed, no surprises	Google search and Maps, GBP, local Instagram ads, WhatsApp

SEGMENT	WHAT THEY WANT	WHERE TO REACH THEM
Small fleets: taxi firms, delivery vans, rent-a-car firms, local company cars	Little downtime, priority slots, clean invoices, one contact person	Direct visits, phone, WhatsApp, partners
Specific makes or problems, only if you have the skills: “VAG group specialist”, automatic gearboxes, hybrids, LPG	A specialist they can trust with a hard job	Search terms with brand or problem, brand pages on your site

AT KAYA OTO SERVİS

Kaya picks two segments: private owners within about 10 km of Ataşehir, and small fleets nearby. Fleets are fewer but bring repeat volume, and before winter the ones that drive intercity have a legal reason to visit (see seasonality below).

Positioning: the sentence people remember

Positioning is the one idea you want customers to remember about you compared with the alternatives. Examples a Turkish garage could use:

- “*Yetkili servis kalitesi, yetkili servis fiyatının altında*” (dealer-quality work below dealer prices)
- “*Aynı gün teslim periyodik bakım*” (same-day periodic maintenance)
- “*Fotoğraflı/video lu arıza raporu: ne yaptığımızı görürsünüz*” (a photo/video diagnosis report, so you see exactly what we did)

TIP

The competitor test: put a competitor's name on your ad. If it still makes sense, you have not positioned yet. “Kaliteli hizmet, uygun fiyat” (quality service, good price) passes for every shop in İstanbul, so it says nothing.

Bosch Car Service is a large-scale example: its Turkish network combines “everywhere in Türkiye” with “world-standard quality” and keeps the manufacturer warranty protected for customers' cars. One clear promise, repeated everywhere.

Value proposition and offer

DEFINITION

Value proposition: why a customer should choose you: the benefit, the proof you deliver it, and what makes you different. **Offer:** the concrete thing you ask them to act on *now*.

People don't yet trust a mechanic they have never used, so a good first offer **reduces risk**. Free inspections, fixed or written prices, a warranty on labour and photo evidence all do that.

Examples:

- “*Kışa hazırlık kontrolü 0 TL (akü, antifriz, silecek, lastik dış derinliği)*”: a free winter-readiness check (battery, antifreeze, wipers, tread depth)
- “*Periyodik bakımda orijinal/eşdeğer parça seçeneği + yazılı fiyat teklifi*”: choice of original or equivalent parts, plus a written quote
- “*Randevulu gelene bekleme yok*”: no waiting if you book
- “*İlk ziyarete özel %10*”: 10% off the first visit. Discount ads must follow Türkiye's reference-price rules (Module 12).

AT KAYA OTO SERVİS

Kaya's value proposition: “*Fotoğraflı arıza raporu, işe başlamadan yazılı fiyat, aynı gün periyodik bakım.*” (Photo diagnosis report, a written price before any work starts, same-day periodic maintenance.) Its first offer for autumn: a free winter-readiness check, which brings people in and often turns into a tyre or battery job.

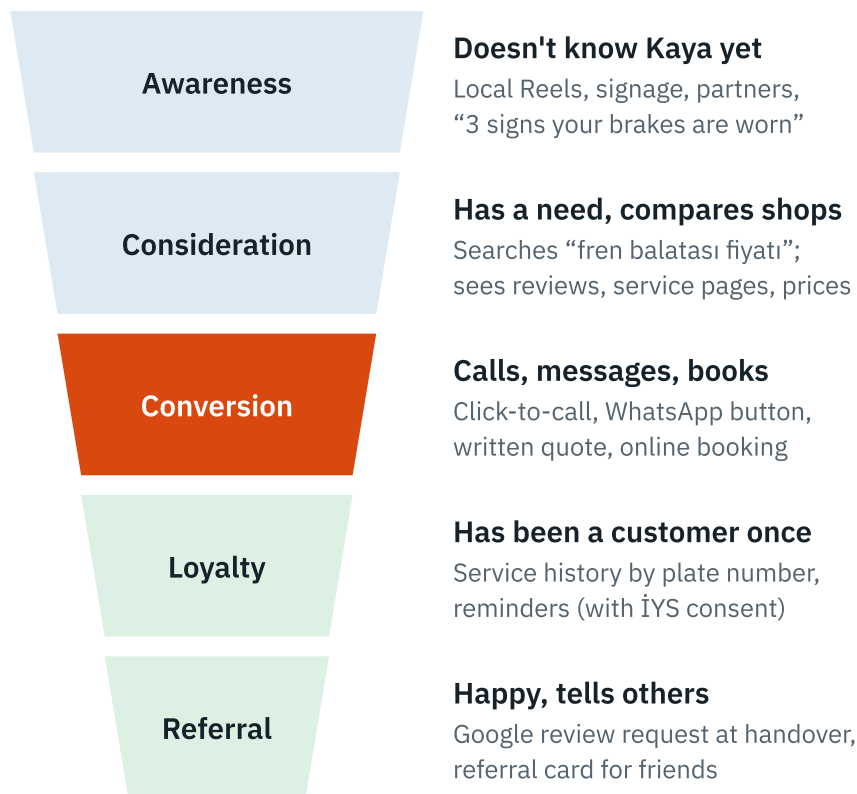
The 7Ps: a checklist for a service business

Marketing textbooks extend the classic “marketing mix” to seven Ps for services. In a garage, most of them happen inside the shop, not in ads:

P	IN A REPAIR SHOP
Product / service	Which jobs you do, which you refuse, your warranty on labour
Price	Price ranges, written quotes, payment options (<i>taksit</i> , instalments)
Place	Location, opening hours, pick-up and delivery (“ <i>aracınızı alıp getirelim</i> ”)
Promotion	Ads, social media, reviews, partnerships
People	How the front desk answers the phone and WhatsApp. This <i>is</i> marketing.
Process	Booking, diagnosis report, waiting time, invoicing
Physical evidence	A clean reception, uniforms, photos of the work, the check sheet, the old part shown to the customer

The customer journey (the funnel)

The **funnel** is the path from “never heard of you” to “sends friends to you”. At each stage the customer does something different, so the shop needs a different tool.



The five stages of the customer journey, with what Kaya does at each one. Most small shops spend nearly everything on the top three. The bottom two are cheaper and, for car maintenance, repeat naturally.

- **Awareness:** the person doesn't know you and may not have a problem yet. Short local videos, the sign, partnerships.
- **Consideration:** they have a need and compare options (“Kadıköy oto servis”, “fren balatası değişimi fiyat”). Your Maps listing with many recent reviews, clear service pages, prices or price ranges and fast WhatsApp replies win here.
- **Conversion:** they call, message, book or drive in. Make it one tap: click-to-call, a WhatsApp button, a simple booking form, a written quote.
- **Loyalty:** they have been in once. Keep their service history and remind them when the next service is due (Module 11 covers the consent rules).
- **Referral:** they are happy. Ask for a Google review and make it easy to recommend you.

TIP

Car maintenance is periodic: a car needs service every year or every 10,000–15,000 km, depending on the manufacturer's schedule. A customer you keep is worth several first jobs. Module 04 turns this into a number called lifetime value (LTV).

Brand vs performance marketing

Performance marketing

Aims at a measurable action *now*: a call, a WhatsApp message, a booking. A search ad for “oto servis yakınımda” (car service near me) is the classic example.

Brand marketing

Makes people remember and trust you *before* they need you, so that when the car breaks down your name is the first that comes to mind.

A local shop with a small budget should be **mostly performance** (search ads, the Maps listing, reminders to past visitors) plus **low-cost brand activity** (a steady stream of real videos, community presence, reviews). Large companies are moving the same way: Gartner's 2025 CMO Spend Survey found paid media rose to 30.6% of marketing budgets, with focus on paid search and performance over brand awareness.

COMMON MISTAKE

Copying a big brand's “awareness” campaign with a small budget. A national car brand can afford to be remembered; a local shop needs the phone to ring this month. Start with high-intent search and Maps.

Seasonality: plan the year

Demand for car services moves with the seasons. Plan offers and ads a few weeks *before* each peak.

WHEN	HOOK	SERVICES TO PUSH
Late Oct – mid Nov	<i>Kış hazırlığı</i> (winter prep)	Tyre changeover, <i>lastik oteli</i> , battery, antifreeze. Intercity fleets before 15 November.
Before Ramazan and Kurban Bayramı	<i>Uzun yol kontrolü</i> (long-trip check)	Brakes, tyres, fluids, lights
Spring	Back to summer tyres	Tyre change, storage
Early summer	<i>Klima bakımı</i>	A/C gas and service
All year	Personal dates	Periodic maintenance by km, <i>muayene</i> (TÜVTÜRK inspection) date, insurance/ <i>kasko</i> renewal

TÜRKİYE

Winter tyres, the correct rule: winter tyres are mandatory only for **commercial vehicles** on intercity roads (buses, minibuses, trucks, tankers, light commercial vehicles) from **15 November to 15 April**. For 2026–27 that means 15 Nov 2026 to 15 Apr 2027. Provincial governors can shift local dates. **Private cars (*hususî otomobil*) have no nationwide legal requirement;** winter tyres are recommended below about 7°C.

WATCH OUT

An ad saying “*Kış lastiği herkese zorunlu!*” (winter tyres compulsory for everyone) is misleading, and misleading ads are fined in Türkiye. For private cars, sell safety and convenience (“*7°C altı kış lastiği*”, “*randevulu hızlı değişim*”). For fleets that run intercity, the legal deadline is a real, honest reason to book now.

AT KAYA OTO SERVİS

Kaya's autumn plan: from late October, a “*kış hazırlığı*” offer to private owners (free check, quick tyre change by appointment, tyre storage), and a direct visit or WhatsApp message to nearby fleet managers about getting intercity vans changed before 15 November.

Q “Kaliteli hizmet, uygun fiyat” — is this good positioning?

No. It fails the competitor test: any shop could say it. Positioning names something specific and provable, such as a photo diagnosis report or same-day maintenance.

Q Are winter tyres compulsory for a private car in İstanbul in December?

No. The nationwide rule (15 November to 15 April) covers commercial vehicles on intercity roads. Private cars have no nationwide requirement, though winter tyres are recommended below about 7°C.

Q Which funnel stages are usually the cheapest to grow for a garage?

Loyalty and referral. Past customers already trust you, and car maintenance repeats every year, so reminders and review/referral requests cost far less than winning a stranger.

Your foundation before any ads

YOU'LL LEARN

- What a repair shop's website must have, page by page
- How to set up Google Business Profile, Yandex Business, Apple and Bing listings
- How to set up WhatsApp Business as a sales tool
- Why your name, address and phone must match everywhere (NAP)

Ads and SEO send people to your website, your map listing and your WhatsApp. If those places are weak, every lira you spend later leaks away. This module is the work that makes everything else pay off, and most of it is free.

Website essentials

Your website has one job: turn a visitor into a call, a WhatsApp message or a booking. Remember that about 82% of Turkish web traffic is on mobile, so check every point below **on a phone**.

- **One page per service.** Periodic maintenance, brakes, timing belt, A/C, diagnostics, tyres, ekspertiz: each gets its own page with what you do, a price range, how long it takes, which cars, real photos and a short FAQ. An ad for “fren balatası değişimi” should land on the brake page, not the home page.
- **Click-to-call.** A phone number that dials when tapped (a `tel:` link), ideally in a button that stays visible at the bottom of the screen.
- **A WhatsApp button** that opens a chat with a pre-filled message (a `wa.me` link, explained below).
- **Fast on mobile.** Compress photos, avoid heavy sliders. Module 05 gives Google's speed thresholds.
- **Prices or price ranges.** In a low-trust category, a visible range (“periyodik bakım ₺X'den başlayan fiyatlarla”) builds trust and answers the first question every caller asks. Update them often; inflation makes fixed prices stale quickly.
- **Trust signals:** real photos of the workshop and team, years in business, certificates (MEB ustalık belgesi, brand trainings), your labour warranty, reviews, and the company details (*unvan, vergi dairesi*) in the footer.
- **Name, address, phone, hours and a map** on every page (footer) and on the contact page.

DEFINITION

Landing page: the page a person lands on after clicking an ad or a link. A good landing page matches the ad exactly: brake ad, brake page.

Kaya replaces its single “Hizmetlerimiz” paragraph with seven service pages (/hizmetler/periodik-bakim , /hizmetler/fren-balata-disk , /hizmetler/triger-seti-degisimi ...), adds a sticky bottom bar with “Ara” (call) and “WhatsApp” buttons, and a /fiyatlar page with price ranges.

Google Business Profile (GBP)

Your **Google Business Profile** (in Turkish, *Google İşletme Profili*) is the free listing that appears on Google Maps and in the map box of Google search. For a local shop it is often the single most important marketing asset. Google ranks these listings by **relevance, distance and prominence** (Module 05 explains each), and says you cannot pay for a better local ranking.

- 1 **Claim and verify** the profile. Google offers several methods (phone/SMS, email, video call, postcard, video recording). A verification video should show the street and signage, the workshop and equipment, and that you have access (keys, office).
- 2 **Use your real-world name**, exactly as on the sign. No keywords or district (not “Kaya Oto Servis Ataşehir En Ucuz Tamirci”). Keyword stuffing breaks Google's rules and can get the profile suspended.
- 3 **Exact address and pin** on the workshop entrance. A shop that serves customers on site should show its address.
- 4 **Primary category**: the one that completes “this business IS a...”, usually the auto repair category. Add only secondary categories you genuinely do (tyres, A/C, brakes...).
- 5 **Hours and special hours**, including bayram holidays and Saturday half days. Wrong hours send customers to a closed door.
- 6 **Services** with short descriptions and prices where you can, a plain-language **description** (brands, services, districts, warranty), and **attributes** such as payment methods.
- 7 **Real photos and videos**: exterior (so people recognise the building), reception, workshop, equipment, team, before/after. Add new ones every month.
- 8 **Website and booking links** (with tracking tags, Module 06), and check the chat/WhatsApp field.

TÜRKİYE

Two GBP features you may read about are gone. The old GBP **chat** was shut down in July 2024, and the **Q&A** section was discontinued in late 2025. So put answers to common questions (brands you service, warranty, instalments, courtesy car) in your description, service descriptions, website FAQ and review replies. Also check your profile's WhatsApp/chat field: in June 2026 Google auto-filled WhatsApp numbers on many profiles, sometimes wrongly (for example a landline).

Yandex, Apple and Bing listings

LISTING	WHY	HOW
Yandex Business (feeds Yandex Haritalar and Yandex search)	Yandex has ~25% of search in Türkiye; Yandex Maps and Navigasyon are widely used by drivers	Free. Log in with a Yandex ID, enter name, activity, address and contacts. Phone is verified by SMS or automated call; checks take up to 3 days.
Apple Business (Apple Maps place card)	Every iPhone uses Apple Maps by default (Siri, CarPlay)	Claim the place card; add hours, photos, categories. Türkiye is supported for location management.
Bing Places	Feeds Bing and Copilot, and reportedly ChatGPT's local answers	At bing.com/forbusiness , import from your Google profile in about 10 minutes.
Facebook and Instagram profiles	They act as listings too	Same name, address, phone, hours and website as everywhere else.
Turkish platforms: Armut, Sahibinden, chamber (<i>esnaf odası</i>) lists	Direct leads and extra confirmation of your details	Only where real customers look; keep details identical.

DEFINITION

NAP = Name, Address, Phone. **Citation** = any online mention of your NAP (maps, directories, social profiles, news). Keep NAP **identical everywhere**: same spelling, same address format (“Atatürk Mah. ... No:12, Ataşehir/İstanbul”), same phone.

TIP

Write one “master NAP” document: legal name, sign name, address format, phone, WhatsApp, hours, holiday hours, a 750-character description, the list of services with price ranges. Copy-paste from it every time. Then search Google and Yandex for your *old* phone number or address and fix any listing that still shows it.

Social profiles

Your Instagram and Facebook profiles should be **business/professional** accounts with the same NAP, category and hours, a bio that says what you do and where (“Ataşehir’de periyodik bakım, fren, klima · Hafta içi 08:30–18:30”), and a tracked link to the website or WhatsApp. Post real work: before/after, short “what’s wrong with this part” videos, the team, the old part shown to the customer.

WhatsApp Business setup

WhatsApp is used by 88.6% of Turkish internet users aged 16–74. For a Turkish garage it is the real front desk. The free **WhatsApp Business app** gives you:

- **Business profile:** name, category, address, hours, website, email. The shop’s landline can be used as the number.
- **Greeting message** for first-time contacts and an **away message** outside hours (“Sabah 09:00’da ilk sizi arayacağız”, we’ll call you first thing at 09:00).
- **Quick replies:** saved answers called with “/”, e.g. `/fiyat` , `/adres` , `/randevu` .
- **Labels** to organise chats as a mini sales pipeline: *Yeni müşteri* → *Teklif verildi* → *Araç serviste* → *Teslim edildi* → *Yorum istendi*.
- **Catalog:** services with photos, prices and descriptions (“Periyodik bakım paketi”, “Klima gazı dolumu”).
- **Click-to-chat links:** `https://wa.me/90XXXXXXXXXX?text=...` opens a chat with a pre-filled message. Use a different pre-filled text per channel (“Merhaba, Google’den ulaşıyorum”, “Instagram’dan yazıyorum...”) and you know where each lead came from, for free.

AT KAYA OTO SERVİS

Kaya’s greeting message: “*Hoş geldiniz! Aracınızın marka-model-yılını ve şikâyetinizi yazar mısınız? 09:00–19:00 arası 15 dk içinde dönüş yapıyoruz.*” (Welcome! Please write your car’s make, model and year and the problem. We reply within 15 minutes between 09:00 and 19:00.) It asks a qualifying question at once instead of “a colleague will reply”.

COMMON MISTAKE

Slow WhatsApp replies and no away message. A US study of collision-repair shops (Podium data, 2019) found 36% of customers tried to contact shops outside business hours. Older US data, but the lesson holds: an away message and fast replies catch leads others lose.

Foundation checklist

Tick items as you finish them. Your ticks are saved in this browser.

- ☐ Master NAP document written (name, address format, phone, WhatsApp, hours, description, services with price ranges)
- ☐ GBP verified; real name, exact pin, correct primary category, hours and holiday hours
- ☐ GBP services, description, attributes, 20–30 real photos, website and booking links
- ☐ Yandex Business listing claimed and verified
- ☐ Apple Business place card claimed; Bing Places imported from GBP
- ☐ Instagram and Facebook profiles: same NAP, hours, category, bio and link
- ☐ WhatsApp Business: profile, greeting and away messages, quick replies, labels, catalog
- ☐ Website: one page per main service, each with price range, photos, FAQ
- ☐ Website: sticky call and WhatsApp buttons, NAP in footer, map on contact page
- ☐ Website tested on a phone: loads fast, buttons work, forms send
- ☐ Old listings with wrong phone or address found and fixed
- ☐ Front desk trained: answer the phone, reply to WhatsApp within minutes in opening hours

Q Should Kaya add “Ataşehir” to its Google Business Profile name to rank better?

No. Google's guidelines require the real-world name. Keyword stuffing can still work for some competitors, but it risks warnings and suspensions that can remove the listing from Maps for weeks.

Q The GBP Q&A section is gone. Where should answers to common questions live now?

In the GBP description and service descriptions, a website FAQ page, and your review replies. That is where people and Google's AI now read them.

Q How can a free wa.me link tell you which channel a lead came from?

Use a different pre-filled message on each channel (“Google'dan ulaşıyorum”, “Instagram'dan yazıyorum”). The first message in the chat tells you the source.

04 MODULE

The numbers

YOU'LL LEARN

- The 18 metrics every ad platform and report uses, each with its formula
- How one campaign flows from impressions to paying customers
- Why ROAS (revenue) and ROI (profit) tell different stories
- How to estimate a campaign before spending, with a calculator

Every platform throws numbers at you. You only need a handful, and they all connect in one chain: people *see* an ad, some *click*, some *contact* you, some *pay*. Learn the chain once and every report becomes readable.

The metrics, in the order of the chain

METRIC	MEANING	FORMULA
Impressions	Times your ad (or listing) was shown	counted by the platform
Reach	Unique people who saw it (mostly a Meta metric)	counted by the platform
Frequency	Average times each person saw it	$\text{impressions} \div \text{reach}$
Clicks	Clicks on the ad (on Meta, prefer “link clicks”)	counted by the platform
CTR (click-through rate)	Share of impressions that became clicks	$\text{clicks} \div \text{impressions} \times 100$
CPC (cost per click)	Average price of a click	$\text{spend} \div \text{clicks}$
CPM (cost per mille)	Price of 1,000 impressions	$\text{spend} \div \text{impressions} \times 1,000$
Conversion	A valuable action you decided to count: call, WhatsApp chat, form, booking	counted by your tracking (Module 06)
Conversion rate (CVR)	Share of clicks that converted	$\text{conversions} \div \text{clicks} \times 100$
Lead	A conversion that is a person asking about a job	calls + chats + forms
CPL / CPA	Cost per lead / cost per action	$\text{spend} \div \text{leads}$
Close rate	Share of leads that became paying customers	$\text{customers} \div \text{leads} \times 100$
Cost per customer	Ad money spent per paying customer	$\text{spend} \div \text{customers}$
Average ticket (AOV)	Average invoice per job	$\text{revenue} \div \text{jobs}$

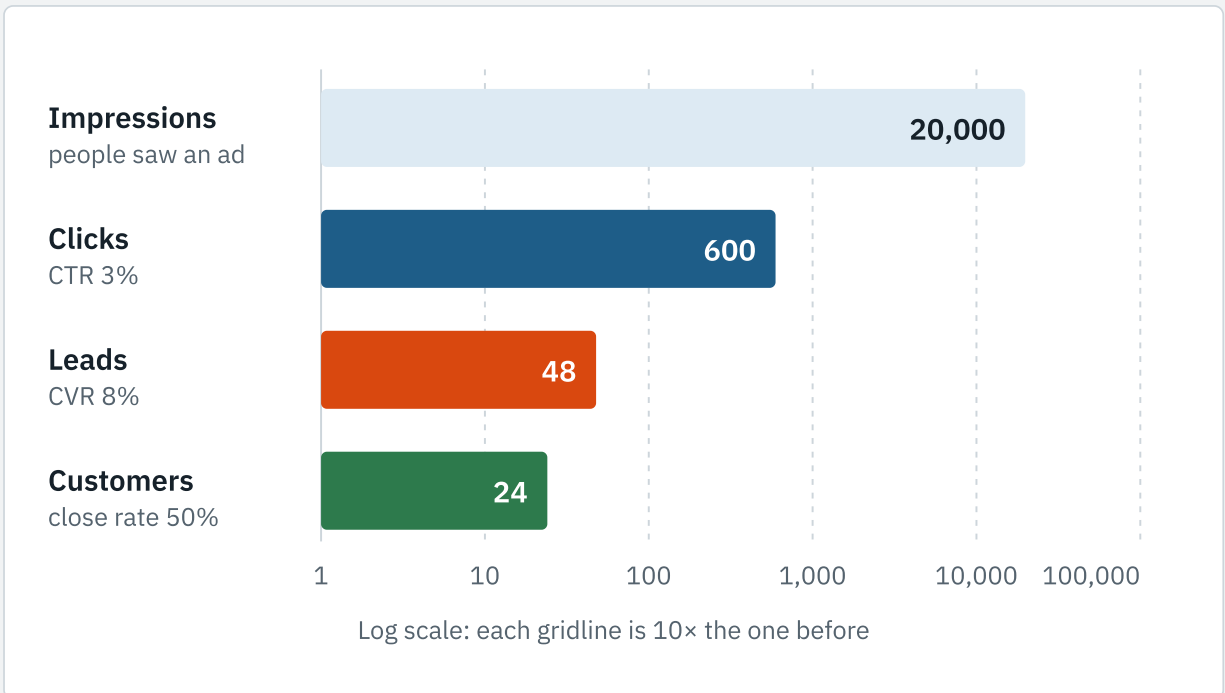
METRIC	MEANING	FORMULA
ROAS (return on ad spend)	Revenue per ₺1 of ads	$\text{revenue} \div \text{ad spend}$
ROI (return on investment)	Profit return on the ad money	$(\text{gross profit} - \text{ad spend}) \div \text{ad spend} \times 100$
LTV (lifetime value)	Gross profit from a customer over the whole relationship	$\text{avg ticket} \times \text{visits/year} \times \text{years} \times \text{gross margin}$
CAC (customer acquisition cost)	All costs of winning a new customer	$(\text{ads} + \text{agency} + \text{tools} + \text{staff time}) \div \text{new customers}$

DEFINITION

Gross margin: the share of revenue left after the direct costs of the job (parts and mechanics' labour). If a ₺4,000 job costs ₺2,400 in parts and labour, gross profit is ₺1,600 and gross margin is 40%.

Worked example: Kaya's "Kış bakımı" month

Here is one month of a winter-maintenance campaign, all numbers illustrative. Kaya spends **₺9,000**, the average ticket is **₺4,000**, and gross margin is **40%**.



Kaya's funnel (illustrative). The bars use a logarithmic scale, because on a normal scale 24 customers would be a 0.1%-long sliver next to 20,000 impressions. Each step loses most of the people from the step above. That is normal.

STEP	CALCULATION	RESULT
Impressions	given	20,000
Reach / frequency	8,000 people; $20,000 \div 8,000$	2.5
CPM	$9,000 \div 20,000 \times 1,000$	£450
Clicks	$3\% \text{ CTR} \times 20,000$	600
CPC	$9,000 \div 600$	£15
Leads (calls + WhatsApp + forms)	$8\% \text{ CVR} \times 600$	48
CPL	$9,000 \div 48$	£187.50
Customers	$50\% \text{ close rate} \times 48$	24
Cost per customer	$9,000 \div 24$	£375
Revenue	$24 \times 4,000$	£96,000
ROAS	$96,000 \div 9,000$	10.7
Gross profit	$96,000 \times 40\%$	£38,400
ROI	$(38,400 - 9,000) \div 9,000$	$\approx 327\%$
Break-even ROAS	$1 \div 0.40$	2.5

Kaya's goal was “ $\leq$ £500 of ads per customer”. At £375, this campaign works.

COMMON MISTAKE

Confusing ROAS with profit. ROAS uses **revenue**; ROI uses **profit**. A ROAS of 3 sounds good, but if your margin is 25% the break-even ROAS is $1 \div 0.25 = 4$, so a ROAS of 3 loses money on the first job.

Lifetime value: why the first invoice lies

A car repair customer comes back. If a typical Kaya customer returns about twice a year for three years: $\text{£}4,000 \times 2 \times 3 = \text{£}24,000$ revenue, $\times 40\% = \text{£}9,600$ **gross profit over the relationship** (illustrative). Judged by the first job alone, a £1,000 cost per customer looks expensive; judged by LTV, it is cheap. You can afford a higher acquisition cost when you keep customers, which is why Module 11 (retention) matters.

TIP

Set your budget from a target cost per customer, not from a round number. Example (illustrative): if a customer is worth ₺9,600 LTV (the gross profit above) and you are happy to spend about 10% of that, your target is about ₺960 per new customer. Then plan a 4–8 week test big enough to produce at least 30–50 leads.

TÜRKİYE

The platform's spend number is not your full cost. Google Ads in Türkiye adds a 4.5% fee plus 20% KDV (Turkish VAT); Meta adds a 5% location fee and VAT is handled differently. Module 07 explains it. The calculator below has a “fees + tax buffer” field for this; the 25% default follows the Google rule of thumb.

TOOL · CAMPAIGN CALCULATOR

Change any input; results update instantly. The prefilled values are **illustrative Kaya numbers, not benchmarks**. Replace them with your own (CPC from Google Keyword Planner, rates from your lead sheet).

Monthly ad budget (₺)

9000

Cost per click, CPC (₺)

15

Click → lead rate (%)

8

Lead → customer rate (%)

50

Average job (₺)

4000

Gross margin (%)

40

Platform fees + tax buffer (%)

25

600

Clicks

48

Leads

24

Customers

₺234

Cost per lead (incl. buffer)

₺469

Cost per customer (incl. buffer)

₺96.000

Revenue

8,5

ROAS (revenue ÷ total cost)

₺27.150

Gross profit after ad cost

Results use Turkish number format, as your invoices do: 9.000 means nine thousand and 8,5 means eight and a half. Total cost = budget × (1 + buffer). Profit after ad cost = revenue × margin – total cost. The 25% default includes 20% KDV, which a VAT-registered company usually reclaims; for a profit view, enter only the fee (about 4.5% for Google, 5% for Meta) and ask your accountant. First-job view only: lifetime value comes on top. Without JavaScript the boxes show the default example.

Notice how the buffer changes the picture: the same campaign costs £11,250 instead of £9,000, so cost per customer rises from £375 to about £469. Still under Kaya's £500 target, but only just. Try a CPC of £20 and see the target break.

Q An ad got 10,000 impressions and 250 clicks and cost £5,000. What are CTR and CPC?

CTR = $250 \div 10,000 \times 100 = 2.5\%$. CPC = $5,000 \div 250 = £20$.

Q Gross margin is 40%. What ROAS do you need just to break even on the first job?

$1 \div 0.40 = 2.5$. Below a ROAS of 2.5 the ads cost more than the gross profit they bring on the first job (repeat visits can still make it worthwhile).

Q Campaign A: CPL £100, close rate 10%. Campaign B: CPL £250, close rate 60%. Which is cheaper per customer?

B. A costs $£100 \div 0.10 = £1,000$ per customer; B costs $£250 \div 0.60 \approx £417$. A cheap lead is not a cheap customer.

05 MODULE

How search works & SEO in brief

YOU'LL LEARN

- How search engines crawl, index and rank pages
- The parts of a results page: ads, map pack, organic results, AI Overview
- Google's three local ranking factors and what you can change
- Search intent with Turkish examples, on-page basics, reviews, AI search and Yandex

DEFINITION

SEO (search engine optimization): making your business easy for search engines to **find, understand and trust**, so you appear for free when nearby people search for what you sell. For a local shop there are two areas: the **map listing** (local SEO) and the **website**.

Crawl, index, rank

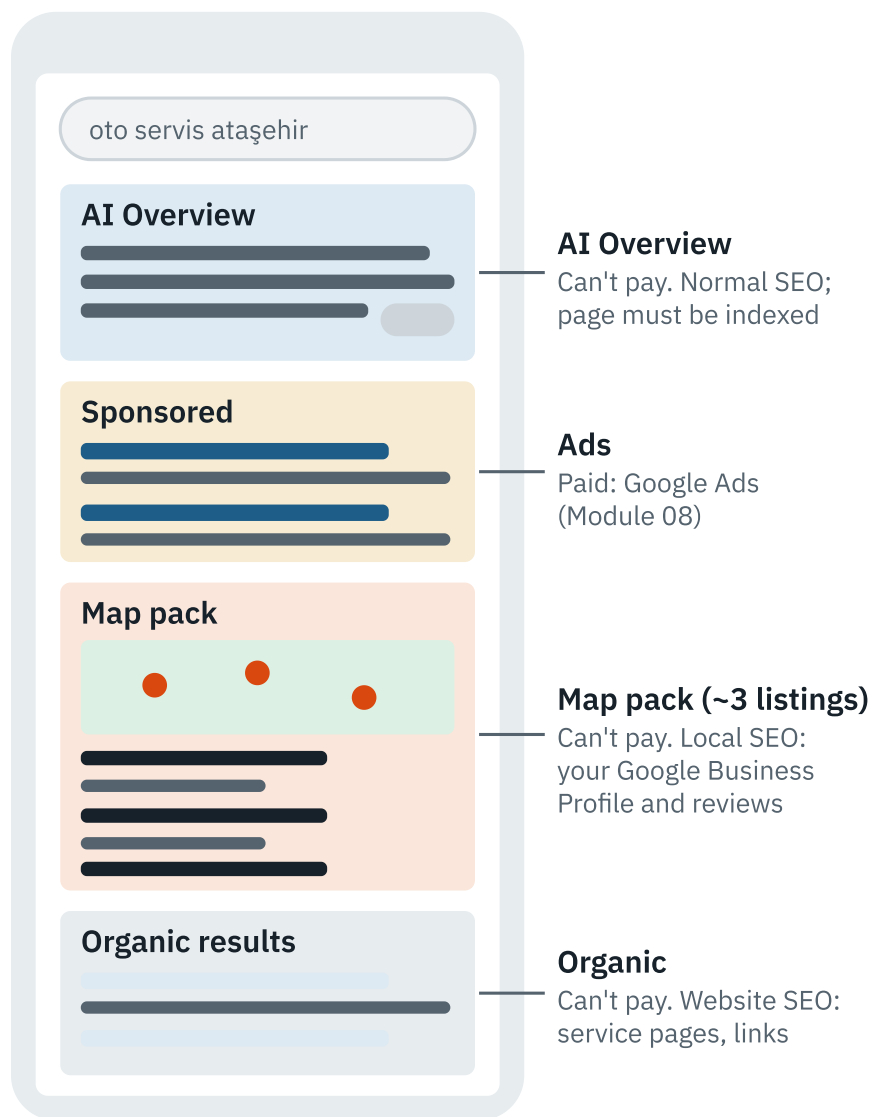
Google describes three stages:

1. **Crawling.** Automated programs (“crawlers”, such as Googlebot) find pages by following links and reading sitemaps, and download their text and images.
2. **Indexing.** Google analyses each page and stores it in a huge database. Not every crawled page gets indexed; duplicates and thin pages may be left out.
3. **Ranking (serving).** When someone searches, Google picks the most relevant indexed pages, using many signals including the searcher's location, language and device.

Google states it does not accept payment to crawl a site more often or rank it higher. Ads are a separate, labelled product. Bing and Yandex work the same way in principle.

Anatomy of a results page

Search “oto servis ataşehir” on your phone and you will see several different areas. Each one is won in a different way.



A schematic local results page (generic shapes, not a real screenshot). The order and size of the areas change from search to search; ads can appear above and below results, and separate ads can appear inside Maps.

AREA	WHAT IT IS	PAY?	HOW TO GET IN
Ads (<i>Sponsorlu</i>)	Text ads at the top and bottom	Yes	Google Ads
Map pack (Local pack)	A map with about 3 businesses from Google Business Profiles	No	Optimise your GBP, get reviews
Organic results	Web pages ranked by Google's algorithms	No	Website SEO
AI Overview (<i>AI Bakışı</i>)	An AI-written summary with links to sources	No	Normal SEO. Google says there are no special requirements beyond being indexed and eligible for a snippet.
AI Mode (<i>AI Modu</i>)	A separate chat-style search tab	No	Same as above

Local ranking: relevance, distance, prominence

Google names three factors for its local results:

Relevance

How well your profile matches the search.
Complete details (category, services, description) mean better matching.

you control it

Distance

How far you are from the searcher, or from the place in the search (“Ataşehir”). It's why you rank well near the shop and worse far away.

you can't change it

Prominence

How well known you are: links to your website, your review count and rating.
Google says more reviews and positive ratings can help.

you build it over time

Industry experts add detail. Whitespark's 2026 survey of 47 local SEO experts (an opinion survey, not Google data) ranks the **primary GBP category** as the top map-pack factor, followed by proximity. Review signals are one of the largest factor groups (an estimated 15–20% of the weight, alongside GBP signals), and review *recency* rose sharply in importance. “Business open at the time of search” is in the top five, so accurate hours matter.

COMMON MISTAKE

Ticking ten categories “just in case”, or a vague primary category. Google advises using as few categories as possible to describe your core business. Pick the one that best completes “this business IS a...”, then add only services you really do.

Search intent: what does the searcher want?

Search intent is the reason behind a search. Match each page to one intent:

EXAMPLE SEARCH	INTENT	BEST PAGE
“oto servis ataşehir”, “araba tamircisi yakınımda” (car mechanic near me)	Local, ready to visit	GBP + home page (map pack dominates)
“periyodik bakım fiyatları”, “triger kayışı değişimi fiyatı” (timing belt replacement price)	Comparing prices	One service page per service, with price ranges
“renault servis ataşehir”, “fiat egea bakım”	Brand-specific	Brand page (“Renault özel servis”). Never imply you are the authorised dealer.

EXAMPLE SEARCH	INTENT	BEST PAGE
“motor arıza lambası neden yanar” (why is the engine warning light on)	Informational	Blog/FAQ article; often answered by the AI Overview
“kaya oto servis yorumları” (reviews)	Navigational / brand	GBP + home page

TÜRKİYE

Turkish searchers often add the neighbourhood or district (“Ümraniye oto servis”, “Bostancı oto elektrikçi”) or “en yakın” (nearest). Find real phrases with free tools: Google Search Console (the searches that already show your site), Google Keyword Planner, Google Trends for seasons (“lastik değişimi” before winter, “klima gazı” before summer) and Google's autocomplete.

On-page basics

- **Title tag:** unique, descriptive, brand at the end. Example: `Triger Seti Değişimi Ataşehir – Fiyat ve Süre | Kaya Oto Servis`.
- **Meta description:** a specific summary (price from, duration, warranty). Google may use it or write its own snippet.
- **One H1** (main heading) per page; H2s for price, duration, which cars, FAQ.
- **Short URL:** `/hizmetler/triger-seti-degisimi`.
- **Internal links** between related services (timing belt → water pump).
- **Real photos** with descriptive file names and alt text.
- **Speed:** Google's “good” Core Web Vitals thresholds are LCP (loading) ≤ 2.5 s, INP (responsiveness) ≤ 200 ms, CLS (layout stability) ≤ 0.1 . Check them free in PageSpeed Insights.
- **Structured data:** `AutoRepair` is a real schema.org type for repair shops; add it in JSON-LD and test it with Google's Rich Results Test. Don't mark up your own reviews to get stars.

COMMON MISTAKE

Forty “Oto Servis Ataşehir / Üsküdar / Maltepe...” pages with the same text and only the district name changed. Google calls these doorway pages and its spam policies prohibit them. Create a location page only if you have something genuinely unique to say about that area.

Reviews: the biggest lever

In BrightLocal's 2026 survey of US consumers, 97% read reviews for local businesses, 74% look for reviews from the last 3 months, 31% only use businesses rated 4.5★ or higher, and 89%

expect businesses to reply. These are US numbers; treat them as a direction for Türkiye, not a measurement. Module 11 covers how to ask for reviews within Google's rules.

AI search in Türkiye

Google's AI Overviews (*AI Bakışı*) and AI Mode (*AI Modu*) launched in Turkish around March 2026, as reported by Turkish tech press. Studies of US searches show AI summaries reduce clicks on normal results: Pew Research found people clicked a normal result in 8% of visits with an AI summary versus 15% without one (March 2025 data).

What this means for a garage: **informational searches** (“fren balatası ne zaman değişir”) lose the most clicks, because the AI answers them. **Searches with local intent** (“oto servis ataşehir”) still lead mostly to the map pack, calls and directions. So your Google Business Profile becomes *more* important, not less. Track calls and direction requests, not only website visits.

TIP

BrightLocal's 2026 survey found 45% of US consumers have used ChatGPT or similar AI tools for local recommendations. ChatGPT reportedly draws local data from Bing Places and directories rather than from Google. That's one more reason to spend ten minutes importing your GBP into Bing Places.

Yandex and Bing for the website

Register your site free in **Yandex Webmaster** and **Bing Webmaster Tools** (Bing can import from Google Search Console), and submit your sitemap to both. **IndexNow**, a ping that tells search engines a page changed, is supported by Bing and Yandex but not Google; many WordPress SEO plugins send it automatically.

How long does SEO take?

Google gives no fixed timeline and warns that nobody can guarantee a #1 ranking. In practice: GBP fixes (category, hours, photos) can change map visibility within days to weeks; reviews compound over months; new website pages and links usually take 3–6+ months in competitive districts (practitioner consensus, not a Google figure).

AT KAYA OTO SERVIS

Kaya searches like a customer on a phone, from the shop and from 2–3 km away, on both Google Maps and Yandex Maps, and screenshots the results for five searches (“oto servis ataşehir”, “fren balatası değişimi ataşehir”...). That's the baseline. Every month it repeats the check.

SEO Field Manual

Full GBP checklist, review rules, keyword research, service pages, technical SEO, Yandex [Open deep dive →](#) and Bing, measuring and a 30/60/90-day SEO plan.

Q Which of Google's three local ranking factors can you not change?

Distance. You can improve relevance (complete profile, right category) and prominence (reviews, links), but not where your shop is relative to the searcher.

Q Can you pay Google to appear in the AI Overview or the map pack?

No. Both are organic. Ads are a separate, labelled area (and ads can appear inside Maps separately).

Q “fren balatası ne zaman değişir” – what intent, and what page fits?

Informational. A helpful blog or FAQ article fits. It builds trust and relevance, though AI Overviews may answer it without a click.

06 MODULE

Set up tracking before spending

YOU'LL LEARN

- How to write a measurement plan from business goal to tracked action
- What each free tool does (GA4, Tag Manager, Search Console, GBP, Meta Pixel/CAPI, Clarity)
- How to tag links with UTMs
- How calls and WhatsApp are tracked in Türkiye, and the one spreadsheet every shop needs

Without tracking you only know “we spent ₺10,000 and the phone seemed busier”. With tracking you know which campaign brought which calls, WhatsApp chats and paying customers, and you can stop paying for what doesn't work. Set it up **before** the first ad runs; otherwise the first weeks of spend teach you nothing.

DEFINITION

Tracking: recording which actions happen (a click on the phone number, a form sent) and where the person came from. **Event:** one recorded action. **Key event:** GA4's name (since 2024) for an event you mark as important. Google Ads calls the ones it uses for bidding **conversions**.

WATCH OUT

Platform numbers (clicks, “conversions”) are signals. The real result is paying customers in your shop. Every tool below exists to connect the two.

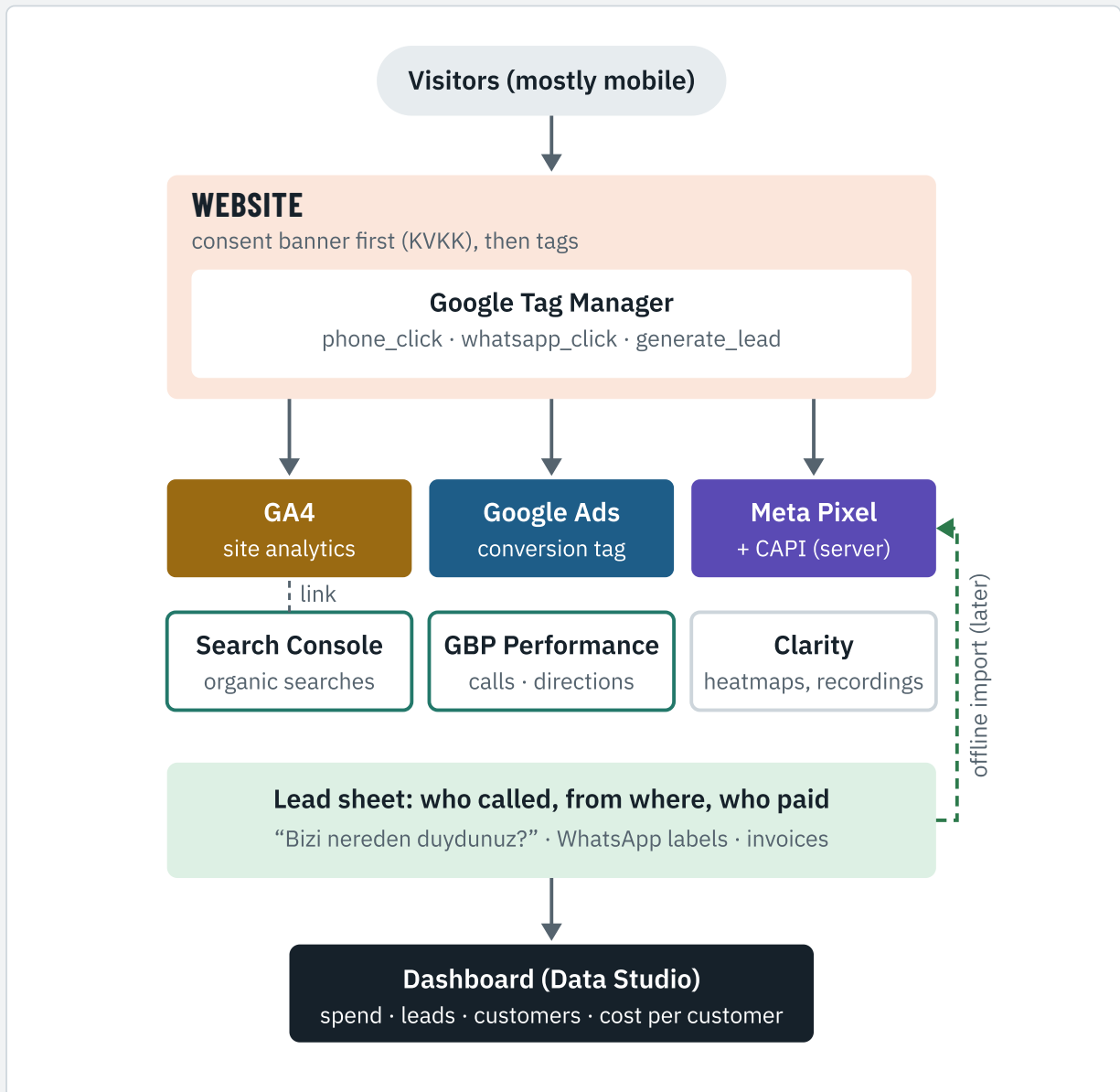
The measurement plan

Write this on one page before touching any tool. It goes from the owner's goal down to the actions you will record. **Macro conversions** are actions that are almost a lead; **micro conversions** are signs of interest that come before.

LEVEL	ITEM FOR KAYA	MEASURED BY	TOOL
Business goal	+30 new paying customers / month at ≤ €500 ad cost each	Customers with a “source”	Lead sheet / CRM (customer database)
KPI	New paying customers from ads; cost per paying customer	Invoices matched to source; spend ÷ customers	Lead sheet
KPI	Leads per week, cost per lead	Sum of macro conversions	GA4 + Google Ads + Meta
Macro	Appointment form sent	<code>generate_lead</code> on thank-you page	GTM (Google Tag Manager, explained below) → GA4, Ads, Meta <code>Lead</code>
Macro	Tap on phone number (<code>tel:</code>)	Click trigger	GTM → GA4 <code>phone_click</code> , Meta <code>Contact</code>
Macro	Tap on WhatsApp (<code>wa.me</code>)	Click trigger	GTM → GA4 <code>whatsapp_click</code> , Meta <code>Contact</code>
Macro	Call from a Google ad	Call-button clicks	Google Ads
Macro	Calls, directions, website clicks on the map listing	GBP Performance	GBP
Micro	Price page view; service page scrolled 90%	Page view; scroll	GA4
Offline	Customer paid	Invoice + lead source	Lead sheet → upload to Ads/Meta later

The tool stack

All of these are free. They connect like this:



The tracking stack. Tag Manager sends website actions to GA4, Google Ads and Meta. Search Console and GBP report on their own. The lead sheet adds the truth (who actually paid), which can later be uploaded back to the ad platforms. A free dashboard puts it together.

TOOL	WHAT IT DOES
Google Analytics 4 (GA4)	Records what visitors do on your site. Everything is an event; important ones are key events. Day-one setting: data retention defaults to 2 months; change it to 14 months.
Google Tag Manager (GTM)	A container of tracking code on your site. You add tracking without editing the website each time. <i>Tags</i> = what to send; <i>triggers</i> = when (e.g. a click on a <code>wa.me</code> link).
Google Search Console	Which Google searches show and click your site organically. Link it to GA4.
GBP Performance	Views, search terms, calls, direction requests, website clicks. “Calls” are taps on the button, not completed calls; “directions” are not visits. Includes ad-driven activity too.

TOOL	WHAT IT DOES
Meta Pixel + Conversions API (CAPI)	The Pixel is browser code; CAPI sends the same events from a server, so fewer are lost to ad blockers and iPhone privacy settings. Run both, with deduplication (a shared event ID so Meta counts each action once).
Microsoft Clarity	Free heatmaps and session recordings: watch how people use your booking page.
Data Studio (called Looker Studio until April 2026)	Free dashboards that combine GA4, Google Ads, Search Console and Google Sheets.

UTM tags: label every link you control

UTM parameters are tags added to the end of a link so GA4 knows where a visit came from. Without them, a click from an Instagram bio or a printed flyer shows up as “direct” or vague “referral”. Always use at least three:

PARAMETER	ANSWERS	KAYA EXAMPLES
<code>utm_source</code>	Who sent the visit?	<code>instagram</code> , <code>google</code> , <code>flyer</code>
<code>utm_medium</code>	What type of channel?	<code>social</code> , <code>paid_social</code> , <code>organic</code> , <code>qr</code> , <code>sms</code>
<code>utm_campaign</code>	Which campaign or offer?	<code>kis_bakimi_2026</code>
<code>utm_content</code>	Which ad or link variant?	<code>video_a</code> , <code>bio_link</code>

Examples (the domain is a placeholder):

- Instagram bio: `https://kayaotoservis.example/?utm_source=instagram&utm_medium=social&utm_campaign=profile&utm_content=bio_link`
- GBP website button: `https://kayaotoservis.example/?utm_source=google&utm_medium=organic&utm_campaign=gbp_listing`
- Flyer QR code: `https://kayaotoservis.example/kampanya?utm_source=flyer&utm_medium=qr&utm_campaign=kis_bakimi_2026`

TIP

Rules: **all lowercase** (GA4 treats Instagram and instagram as two sources), **no spaces or Turkish characters** (`kis_bakimi` , not `Kış Bakımı`), and keep a shared “UTM log” sheet. Never put UTMs on links between your own pages. For Google Ads, leave auto-tagging on and **don't** add manual UTMs; Google adds its own click ID (`gclid`).

Calls and WhatsApp: how tracking works in Türkiye

- Website phone taps:** a Tag Manager trigger on links starting with `tel:` sends a `phone_click` event. It counts taps, not completed calls; people who dial manually from a desktop are

missed.

- **Website WhatsApp taps:** same recipe for links containing `wa.me` or `api.whatsapp.com` → `whatsapp_click`. A tap is not a message sent; count real chats in WhatsApp Business.
- **Calls from Google ads:** Google's call reporting relies on **Google forwarding numbers, which are not available in Türkiye**. So you track **call-button clicks** in ads and on the site, and match them against your own call log.
- **Separate numbers per channel:** a practical low-tech option is 2–3 virtual numbers from a *sanal santral* (cloud PBX) provider, one only in Google Ads, one only on Instagram, one on flyers. The call log then shows calls per channel.
- **Pre-filled WhatsApp text per channel** (Module 03) tells you the source of each chat.

The “Bizi nereden duydunuz?” spreadsheet

This single habit often tells a small business more truth than all the dashboards. Every lead (call, WhatsApp, walk-in) goes into one Google Sheet, and the person at the desk asks “**Bizi nereden duydunuz?**” (where did you hear about us?) with fixed answer options in a dropdown.

DATE	NAME	PHONE	CHANNEL	SOURCE	CAMPAIGN	SERVICE	QUOTE ₺	CUSTOMER?	INVOICE
06.10	A. Y.	05xx...	WhatsApp	Instagram ad	kis_bakimi_2026	Tyre change	2,500	Yes	2
06.10	M. K.	05xx...	Call	Google ad	search_fren	Brakes	5,000	No	
07.10	S. D.	05xx...	Walk-in	Referral	–	Maintenance	4,000	Yes	4

Illustrative rows. Source options: Google ad · Instagram/Facebook ad · Google Maps · Yandex · website · referral · regular customer · flyer · passing by · Armut.

AT KAYA OTO SERVIS

Kaya adds the source dropdown to the job card (*iş emri*) the two service advisors already fill in, plus the plate number as the customer ID. Five seconds per customer, and by month's end the owner can see cost per customer by channel.

Consent and KVKK in one paragraph

Under KVKK (Türkiye's personal data law, no. 6698) and its cookie guide, **analytics and advertising cookies need explicit consent before they are set**. That covers GA4, the Meta Pixel, Google Ads tags and Clarity. Your banner needs **Accept, Reject and Preferences options with equal visibility**, no pre-ticked boxes, and a cookie policy. Use a consent tool that supports Google Consent Mode v2 (which passes the visitor's choice on to Google's tags) with defaults set to “denied”, and install it *before* the marketing tags go live. Expect GA4 to show fewer visits than ad clicks; refused consent, ad blockers and iPhone privacy settings cause that. Uploading customer

phone numbers or emails to Google or Meta is a transfer of personal data abroad; get advice first (Module 12). This is general information, not legal advice.

Setup order

- 1 Write the measurement plan and create the lead sheet. Start asking “Bizi nereden duydunuz?” today.
- 2 Create GA4 (Türkiye time zone, TRY), a web data stream, **retention 14 months**.
- 3 Install Google Tag Manager on all pages and a **consent banner** with Consent Mode v2.
- 4 Add the Google tag, then the `phone_click`, `whatsapp_click` and `generate_lead` events; mark them as key events. Test with Preview and DebugView.
- 5 Link Search Console and Google Ads to GA4; keep Ads auto-tagging on.
- 6 Install the Meta Pixel with `Contact` and `Lead`, and add CAPI through your site's integration.
- 7 Add UTMs to GBP, Instagram/Facebook bios, WhatsApp links, flyers and SMS.
- 8 Install Clarity (behind consent) and build a simple dashboard.

Tracking Field Manual

Step-by-step GA4 and Tag Manager recipes, UTM rules, call and WhatsApp tracking, offline conversions, attribution, consent and dashboards.

[Open deep dive →](#)

Q GBP Performance shows 40 “calls” this month. Did 40 people call?

Not necessarily. GBP “calls” are taps on the call button, not completed calls. Compare with your phone log and lead sheet.

Q Why can't a Turkish shop use Google Ads' detailed call reporting?

It relies on Google forwarding numbers, which aren't available in Türkiye. Track call-button clicks instead, and use separate virtual numbers per channel if you need call counts.

Q Which is a correct UTM: `utm_source=Instagram&utm_campaign=Kış Bakımı` or `utm_source=instagram&utm_campaign=kis_bakimi` ?

The second. Lowercase, no spaces and no Turkish characters keep reports clean.

07

MODULE

How paid ads work

YOU'LL LEARN

- The difference between intent (Google search) and discovery (Meta)
- How ad auctions, bidding, budgets and the “learning phase” work
- What ads really cost in Türkiye once fees and taxes are added
- Which platform Kaya should start with, and why

Intent vs discovery

Google Search: intent

The person types “fren balatası değişimi ataşehir”. They already have the need; your ad answers it. You pay when they click. High intent, limited volume: you can't create more searches than exist.

Meta (Instagram, Facebook): discovery

The person is scrolling Reels. They weren't looking for a mechanic; your video interrupts and reminds them (“Bu sesi duyuyorsanız...”). Lower intent per view, but you can reach every driver within 10 km, before they need you.

A local shop usually needs both: Google catches the demand that already exists; Meta creates and reminds. But with a small budget, the order matters (see the table at the end of this module).

The auction

Every time someone searches or opens Instagram, the platform runs an instant **auction** among the advertisers who want to reach that person. The winner is **not simply the highest bid**. Google combines your bid with the quality and relevance of your ad and landing page (and other factors such as context and your ad assets) into an **Ad Rank**. Meta similarly weighs your bid against how likely the person is to respond.

Simplified model: Ad Rank $\approx$ max bid $\times$ quality (illustrative)

Kaya

£20 $\times$ 8

160 · wins #1

Competitor B

£30 $\times$ 4

120 · #2

Competitor C

£25 $\times$ 3

75 · #3

score to beat: 120

Kaya pays $\approx 120 \div 8 + £0.01 \approx £15$ per click,
not its £20 maximum, and outranks a higher bid.
Better ad + landing page = higher quality = cheaper clicks.

A simplified auction (illustrative). Google doesn't publish its real formula and also uses thresholds, search context and asset impact, but the lesson holds: you often pay less than your maximum bid, and quality lowers your cost.

DEFINITION

Bid: the most you are willing to pay for a click (or a result). **Bidding strategy:** how the platform sets bids for you, e.g. “Maximize clicks” or “Maximize conversions”. **Smart Bidding:** Google's automated strategies that bid for conversions (Maximize conversions, Target CPA and similar); they need working conversion tracking. **Quality Score** (Google, 1–10): a diagnostic of expected click-rate, ad relevance and landing page experience. Google says it is a guide, not a direct input to the auction.

Budgets: how spending really works

- **Google Ads:** you set an *average daily budget*. On a busy day a campaign may spend up to 2× that, but over a month Google won't charge more than $30.4 \times$ the daily budget. So: **daily budget = monthly budget $\div$ 30.4**. £9,120 a month $\rightarrow$ £300 a day.
- **Meta:** a daily budget may be exceeded by up to 75% on good days, but not more than 7× the daily budget in a week. A *lifetime* budget suits a dated promotion (“Kış bakımı, 1–15 Kasım”) and allows scheduling.

The learning phase

Modern ad platforms use automated bidding. After you launch or make a big change, the system needs data to learn who responds. During this **learning phase** results are unstable and often more

expensive.

- **Google:** Smart Bidding has a learning period of about 7–14 days. Avoid frequent changes during it.
- **Meta:** an ad set leaves learning after about **50 optimization events in 7 days** (an optimization event is the result you asked Meta to get, e.g. a WhatsApp conversation started). Significant edits (budget changes over about 20%, new targeting, adding or removing ads) restart it. “Learning limited” means it probably won't reach 50 a week; consolidate or optimize for a more frequent event.

COMMON MISTAKE

Editing every day. Each significant change restarts learning, so the campaign never settles. Decide a review day (e.g. every Monday) and change things only then.

What ads really cost in Türkiye

The number in the ad platform is **not** your full cost. Plan for extra fees and taxes:

Google Ads

- Billed by Google Türkiye with **20% KDV** on the invoice.
- Plus Google's **4.5% “regulatory operating cost”** for ads served in Türkiye (from 1 Jan 2026; it was 7%). KDV applies to it too.
- ₺10,000 of clicks → ₺10,450 → **₺12,540 invoiced** ($\approx +25\%$).
- KDV is generally deductible for a VAT-registered business.

Meta Ads

- Account currency TRY (can't be changed later).
- A **5% “location fee”** on ads shown in Türkiye since 1 Jul 2026 (reported by third-party sources; check your invoice). It doesn't show in Ads Manager results.
- With a company tax ID entered, Meta adds no VAT; the company self-declares 20% KDV on the **KDV-2** return (reverse charge). A **15% stopaj** (withholding) may apply.
- ₺10,000 of delivery → **₺10,500 billed**, plus the tax treatment.

TÜRKİYE

Background: Türkiye's Digital Service Tax is 5% in 2026 and falls to 2.5% from 2027; platforms pass it on in their own ways. **Rule of thumb: plan about 25% on top of your Google media spend**, and ask your accountant (*mali müşavir*) how Meta invoices, KDV-2 and stopaj apply to your company. This is not tax advice; rates and practice change.

Which platform first for Kaya?

	GOOGLE SEARCH ADS	META CLICK-TO-WHATSAPP
Reaches people who...	are searching for a repair now	live nearby and may need a service soon
Intent	high	medium
Volume	limited to real searches	large (Instagram ad reach 62.3 M in TR)
Typical result	call, WhatsApp, form, directions	WhatsApp conversation
Creative needed	text ads	vertical videos and images
Extra cost in TR	4.5% fee + 20% KDV on invoice	5% location fee; KDV-2 / stopaj via accountant
Best for	urgent jobs: brakes, breakdowns, maintenance due	offers, seasons, trust videos, reminders
Kaya's order	First (weeks 3–6 of the plan)	Second (weeks 7–10)

Why Google first: people with a brake noise search for a solution; that demand exists whether you advertise or not, and you only pay when they click. Meta comes second, once tracking works and you have a few videos, to reach people *before* they search and to push seasonal offers.

TÜRKİYE

Some Google options you may read about in US guides don't apply here: **Local Services Ads** (pay-per-lead “Google Guaranteed”) are not available in Türkiye. Bing (Microsoft Advertising) has under 1% of Turkish search, so skip it at the start.

Q Kaya bids ₺20, a competitor bids ₺30. Can Kaya still get the top position?

Yes. Ad position depends on bid combined with ad and landing-page quality (and other factors). A more relevant ad and page can win with a lower bid, and often pays less per click.

Q You want to spend ₺6,080 a month on Google Ads. What daily budget do you enter?

$6,080 \div 30.4 = \text{₺}200$ per day. Some days may spend up to ₺400, but the month stays within ₺6,080 of media (before fees and KDV).

Q ₺10,000 of Google clicks served in Türkiye: roughly what will the invoice show?

About ₺12,540: ₺10,000 + 4.5% fee (₺450) = ₺10,450, plus 20% KDV (₺2,090).

08

MODULE

Google Ads: the crash version

YOU'LL LEARN

- How a Google Ads account is structured
- Which campaign type to start with, and which to avoid for now
- Keyword match types and negative keywords in Turkish
- How to write a responsive search ad, which settings waste money, and how to launch step by step

Account structure

Account

billing · currency TRY · time zone (set at creation)

Campaign: “Search – Servis – Ataşehir 10 km”

budget · bidding · networks · location · language · schedule

Ad group: Fren (brakes)

Keywords

"fren tamiri"

Ads (RSA) →

/fren-servisi

Ad group: Periyodik bakım

keywords + ads → /periyodik-bakim

... one ad group per service

Ad group: Arıza tespit

keywords + ads → /motor-ariza-tespiti

Assets (sitelinks, call, location, callouts)
attach at account, campaign or ad group level

Account → campaign → ad group → keywords and ads. Settings that control money (budget, bidding, location) live at campaign level; each ad group holds one service theme and points to its own landing page.

Assets (formerly “extensions”) add extra lines to your ad. Must-haves for a garage: a **call asset** (phone number, scheduled for opening hours), a **location asset** (address, distance and map, which needs your Google Business Profile linked), **sitelinks** to service pages (max 25 characters), **callouts** such as “Aynı Gün Servis” or “İşçilik Garantisi” (only if true), and real photos.

Which campaign type?

TYPE	WHAT IT IS	FOR KAYA
Search	Text ads on Google results for your keywords	start here
Performance Max	One AI-run campaign across Search, Maps, YouTube, Display, Gmail, Discover	later once conversion tracking works
AI Max for Search	Optional layer (launched 2025) that widens matching and writes ad text	later as an experiment; Google says it works poorly on budget-limited campaigns

TYPE	WHAT IT IS	FOR KAYA
Smart campaigns	Simplified mode with “keyword themes”	avoid you lose control of keywords, negatives and networks
Demand Gen, Display, Video	Visual ads on YouTube, Discover, Gmail, websites	optional seasonal pushes, remarketing
Call-only ads	The click places a call	retiring no new ones since Feb 2026; existing ones stop serving in Feb 2027; use call assets
Local Services Ads	Pay-per-lead ads	not in TR

Keywords and match types

A **keyword** is a word or phrase you choose so your ad can show when people search for it. The **match type** sets how loosely Google may match it:

MATCH TYPE	WRITTEN AS	CAN SHOW FOR
Broad (default)	oto servis	Searches <i>related</i> to the keyword, even without its words. Widest. Google pairs it with Smart Bidding.
Phrase	"fren tamiri"	Searches that include the meaning, e.g. “fren tamiri fiyatları ataşehir”
Exact	[araba tamircisi]	Searches with the same meaning or intent, including close variants (plurals, misspellings)

Beginner rule: start with **phrase and exact** on service keywords, with district and “yakınımda” variants (“fren balatası değişimi”, [oto servis ataşehir] , "triger kayışı değişimi"). Add broad match only after conversion tracking works and you use Smart Bidding.

Negative keywords

A **negative keyword** stops your ad from showing for searches that contain it. Without negatives you pay for people looking for a mechanic job or a DIY video. Negatives **don't** match close variants, and Turkish suffixes multiply the forms, so add them yourself: iş ilanı , iş ilanları , is ilanı .

THEME	STARTER NEGATIVES (ADD VARIANTS)
Jobs	iş ilanı, eleman, usta aranıyor, çırak, maaş, kariyer, staj, cv
Learning / DIY	nasıl yapılır, kendin yap, kurs, eğitim, ders, pdf, video, sertifika
Buying cars or parts	ikinci el, sahibinden, satılık, galeri, kiralık
Free intent	bedava (and “ücretsiz” only if you don't offer a free check)

THEME	STARTER NEGATIVES (ADD VARIANTS)
Vehicles you don't serve	motosiklet, kamyon, tır, iş makinesi, tekne
Other	oyun, simülatör, oyuncak; “yetkili servis” + brands you are not authorised for

TIP

Open the **search terms report** (the real searches that triggered your ads) every week in the first months. Add irrelevant terms as negatives and good converting ones as new keywords. That's measurement turned directly into savings.

Writing a responsive search ad (RSA)

A **responsive search ad** is the standard Google text ad. You give up to **15 headlines (30 characters each)** and **4 descriptions (90 characters each)**; Google mixes them into the best combinations. Put service + location in 2–3 headlines, add a reason to choose you and a call to action, and send each ad group to its matching service page.

TURKISH (AD TEXT)	ENGLISH GLOSS
Headlines (≤30 characters)	
Ataşehir Fren Servisi	Brake service in Ataşehir
Fren Balatası Değişimi	Brake pad replacement
Aynı Gün Fren Tamiri	Same-day brake repair
Randevunuzu Hemen Alın	Book your appointment now
Şeffaf Fiyat, Sürpriz Yok	Clear prices, no surprises
İşçilikte Garanti	Warranty on labour
Descriptions (≤90 characters)	
Fren sesi, titreme ya da uzun fren mesafesi mi? Ustalarımız aynı gün kontrol eder.	Brake noise, shaking or long stopping distance? Our mechanics check it the same day.
Balata, disk ve hidrolik değişimi. İşe başlamadan önce fiyat onayınızı alıyoruz.	Pads, discs and hydraulics. We get your price approval before any work starts.

Illustrative copy for Kaya. Only claim what is true and visible on the landing page (“**ücretsiz**”, “**garanti**”).

Settings that waste money

SETTING	DEFAULT / RISK	SET IT TO
Search Partners	Included by default in new Search campaigns	 for the first campaign
Display Network in a Search campaign	Often ticked during creation	
Location option	“Presence or interest” (default) also reaches people elsewhere interested in your area	 : people in or regularly in your area
Location area	Whole province	Radius 5–15 km or chosen districts
Auto-apply recommendations	Can add broad keywords or change bidding without you noticing	Review and turn off what you don't want
Automated assets / text customization	Google may write lines you can't stand behind	Review or turn off
Ad schedule	All hours	Hours when someone answers the phone
Landing page	Home page	Matching service page

Bidding: a three-step progression

1. **Maximize clicks with a max CPC cap** (or Manual CPC) for the first 2–4 weeks, while tracking collects data. Take the cap from Keyword Planner's top-of-page bid range for your district.
2. After roughly **15–30 tracked leads**, switch to **Maximize conversions** (it needs conversion tracking).
3. Once conversions are steady (around 30+ a month, a rule of thumb), consider **Target CPA** set a little above your real cost per lead. Then test AI Max as an experiment.

AT KAYA OTO SERVIS

Budget formula: **monthly media = target leads × CPC ÷ conversion rate**. Kaya wants 30 leads, assumes CPC ₺15 and 10% conversion (illustrative; replace with Keyword Planner data): $30 \times 15 \div 0.10 = \text{₺}4,500 \text{ a month}$ → $\text{₺}4,500 \div 30.4 \approx \text{₺}148 \text{ a day}$. With the 4.5% fee and 20% KDV: about ₺5,643 invoiced. Run it at least 4–6 weeks before judging.

Launch your first campaign

- 1 **Create the account** in TRY, time zone Europe/Istanbul. The currency can't be changed later and the time zone is effectively fixed too, so get both right. Add billing and complete advertiser verification.

- 2 **Link** Google Business Profile and GA4; install the Google tag (or use Tag Manager from Module 06).
- 3 **Create conversion actions:** form submit, phone-number click, WhatsApp click (primary); directions click (secondary).
- 4 **New Search campaign**, goal Leads. Networks: Search only. Location: radius or districts, **Presence**. Language: Turkish. Schedule: opening hours.
- 5 **Bidding:** Maximize clicks with a max CPC cap; daily budget = monthly ÷ 30.4.
- 6 **4–7 ad groups** by service, 5–15 phrase/exact keywords each.
- 7 **Shared negative keyword list** (jobs, DIY, courses, second-hand...) applied to the campaign.
- 8 **One RSA per ad group**, aiming for “Good” or “Excellent” Ad Strength (Google's rating of how relevant and varied your headlines and descriptions are), each pointing to its service page.
- 9 **Assets:** call, location (GBP), 4+ sitelinks, 4+ callouts, a structured snippet (“Hizmetler”), images.
- 10 **Check auto-apply recommendations**, then launch. Daily for the first month: approvals, spend, conversions vs real calls. Weekly: search terms and negatives.

COMMON MISTAKE

Ads running when nobody answers the phone. Schedule ads (or at least the call asset) for staffed hours, and make sure calls during ad hours are actually picked up.

Google Ads Field Manual

Auctions and Quality Score, full keyword and negative lists, RSA writing, settings, bidding, conversion tracking, costs in TRY, optimization routine and Microsoft Ads in brief.

[Open deep dive →](#)

Q Which match type is safest for a beginner's first campaign?

Phrase and exact match, plus a strong negative list. Broad match is the widest and works best with Smart Bidding and reliable conversion tracking, which a new account doesn't have yet.

Q Why should Kaya choose “Presence” instead of the default “Presence or interest”?

Presence targets people who are in, or regularly in, the target area. “Presence or interest” can also show ads to people elsewhere who are merely interested in Ataşehir, who are unlikely to bring their car in.

Q You negated “iş ilanı”. Will Google also block “iş ilanları”?

No. Negative keywords don't match close variants. Add plural, suffixed and unaccented forms yourself.

09

MODULE

Meta Ads: the crash version

YOU'LL LEARN

- Boost button vs Ads Manager, and how a Meta campaign is structured
- The six objectives and why click-to-WhatsApp is the star format in Türkiye
- Lead forms, audiences, radius targeting and creatives that work
- Pixel and Conversions API, the learning phase, and a step-by-step first campaign

Meta Ads put your ads on Facebook, Instagram, Messenger, WhatsApp and partner apps from one account. For a Turkish garage the most useful thing Meta can do is start WhatsApp conversations with people who live nearby.

Boost vs Ads Manager

“Boost” button

A shortcut in the Instagram app or on the Facebook Page that promotes an existing post with a few settings. No lead forms, no A/B tests, one ad set, limited control. Fine for pushing a strong Reel to locals.

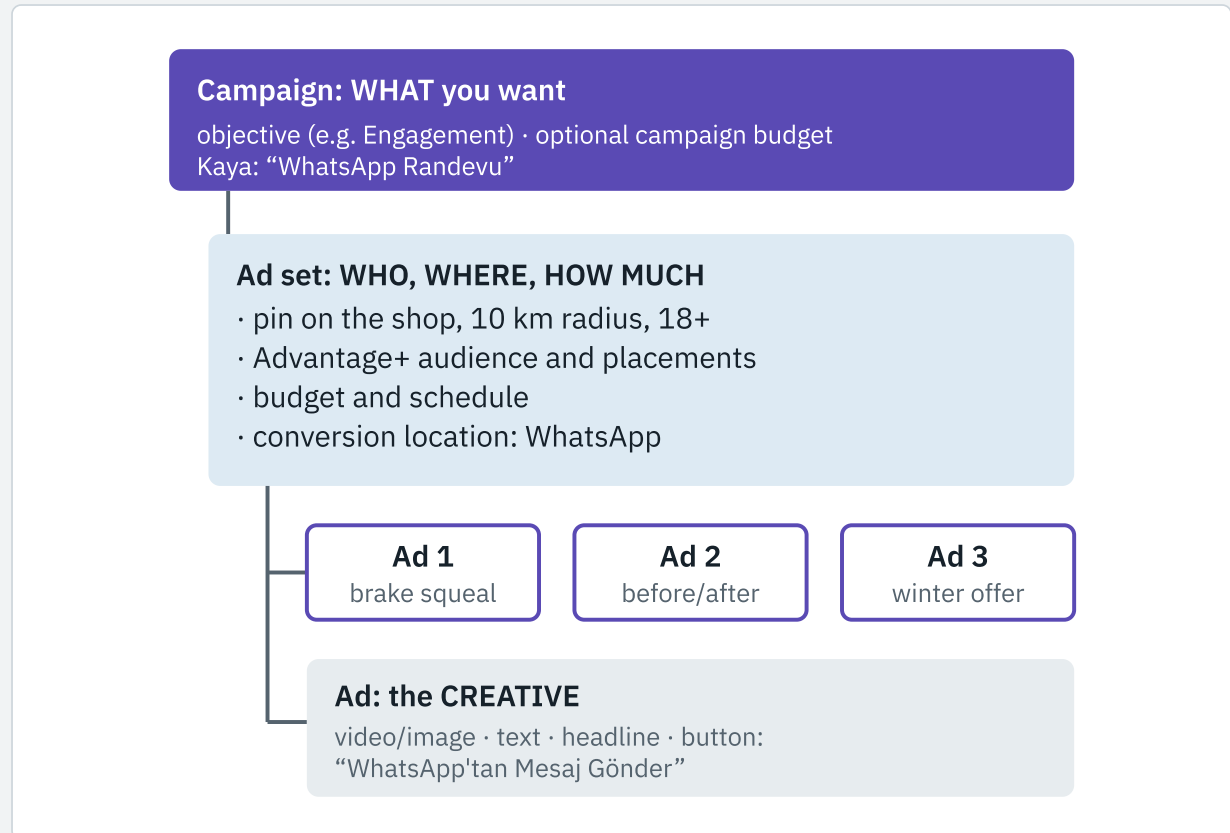
Ads Manager

The full tool. Use it for anything you will measure: WhatsApp chats, calls, form leads. Everything below assumes Ads Manager.

First, the plumbing: a **Business Portfolio** (formerly Business Manager) owns your Facebook Page, Instagram account, WhatsApp Business number, ad account and Pixel. Add at least two admins

with two-factor authentication. Create the ad account in **TRY** and Europe/Istanbul time; the currency can't be changed later. Use a card that works for international payments (billing goes through Meta Ireland).

Campaign structure



Meta's three levels. Keep it consolidated: one campaign, one ad set, 3–5 ads. Splitting a small budget across many ad sets means none of them leaves the learning phase.

DEFINITION

Conversion location: where you want the result to happen (website, WhatsApp/Messenger, calls, an Instant form). **Advantage+:** Meta's automated options; with Advantage+ audience and placements, Meta chooses who sees the ad and where (Feed, Reels, Stories...) within the limits you set.

The six objectives

OBJECTIVE	OPTIMIZES FOR	FIT FOR KAYA
Awareness	Reach, ad recall, video views	low
Traffic	Link clicks, landing page views	medium cheap clicks, lower intent

OBJECTIVE	OPTIMIZES FOR	FIT FOR KAYA
Engagement	Including conversations in messaging apps and calls	high simplest for click-to-WhatsApp
Leads	Instant-form leads, messaging leads, calls	high forms or qualified chats
App promotion	App installs	not relevant
Sales	Purchases/conversions	later only if you send paid jobs back to Meta

Click-to-WhatsApp: the star format in Türkiye

A **click-to-WhatsApp ad** shows a button such as “WhatsApp'tan Mesaj Gönder”. Tapping it opens WhatsApp with a chat to your business number and a pre-filled message you wrote. Ads Manager counts a “messaging conversation started”; you then qualify, quote and book in the chat. Since WhatsApp is used by 88.6% of Turkish internet users, this matches how customers already want to contact a garage.

- Objective **Engagement** (or Leads) → conversion location **Messaging apps** → **WhatsApp** → goal **maximize conversations**.
- Pre-filled message: “*Merhaba, aracım için randevu/fiyat bilgisi almak istiyorum.*” (Hello, I'd like an appointment/price for my car.) Up to 3 quick-reply buttons: *Periyodik bakım / Arıza-ses var / Kaporta-boya.*
- Answer within minutes. Most local campaigns fail at the follow-up, not in the ad.

AT KAYA OTO SERVİS

Back out a target cost per conversation (illustrative): average gross profit per job ₺1,600; Kaya will spend 25% of it to win a job (₺400); it closes 1 in 4 conversations. Target = $\text{₺}400 \div 4 = \text{₺}100$ or less per conversation.

COMMON MISTAKE

Choosing the **Traffic** objective for WhatsApp. It optimizes for clicks, not conversations started, so Meta finds people who tap but don't write.

Lead forms (Instant forms)

An **Instant form** opens inside Facebook or Instagram, pre-filled with the person's details. Choose the “**Higher intent**” type, which adds a review screen before submitting and reduces junk. Add 2–4 qualifying multiple-choice questions (car brand, model year, service, when to call). A privacy policy link is mandatory, Meta keeps lead data about 90 days, and the biggest lever is speed: call within minutes. Use forms for bigger jobs where you want details in writing.

Audiences and radius

- **Location is the key setting.** Drop a pin on the shop: 8–15 km in a big city like İstanbul, 15–30 km in a smaller city, “living in or recently in”. Avoid a radius so small the audience is only a few thousand people; cost and frequency explode.
- **Advantage+ audience** (on by default for many objectives): you set hard limits (location, minimum age 18) and the rest are suggestions Meta may ignore if it finds better responders.
- **Detailed-targeting exclusions were removed** (2024). You can still exclude custom audiences, such as people who already messaged you.
- **Custom audiences:** website visitors (needs the Pixel), Instagram/Facebook engagers, and customer lists. Uploading customer phone numbers needs a KVKK basis (Module 12); engagement and website audiences avoid most of that risk.

Creatives: what to show

- **Format:** vertical **9:16** video (1080×1920) for Reels, Stories and Status; 4:5 for feeds. Keep text out of the top 14% and bottom 35%.
- **Hook in the first 1–3 seconds:** a brake squeal, a worn pad next to a new one, a mechanic pointing: *“Bu sesi duyuyorsanız fren balatanız bitmiş olabilir.”* (If you hear this sound, your brake pads may be worn out.)
- **Angles that work:** a mechanic explains a problem (20–40 s, phone-filmed), before/after, a real customer testimonial (with written permission), the process (“we send you a video of the work”), a clear offer with a call to action, and local proof (the district name, the team).
- **Copy:** *“Kışa hazır mısınız? Akü, antifriz, lastik ve fren kontrolü tek randevuda.”* (Ready for winter? Battery, antifreeze, tyre and brake check in one appointment.)

WATCH OUT

Meta switches on many AI “creative enhancements” by default (text improvements, music, image animation, expand image, AI variations). They can rewrite prices or claims. Review them at the ad level and turn off what you haven't checked.

TIP

In a 10 km radius the same people see your ads again and again. Watch **frequency** (impressions ÷ reach). When it climbs and results worsen, add 1–2 new videos in one batch. Check what local competitors run in the free Meta Ad Library.

Pixel, Conversions API and what Meta counts

The **Meta Pixel** on your website and the **Conversions API (CAPI)** on the server send events such as **Contact** (tap on phone/WhatsApp) and **Lead** (form sent). Meta's default attribution is **7-day**

click + 1-day engage-through + 1-day view. Since March 2026 only **link clicks** (website, call, message, form) count as clicks; likes, comments, saves and video views of 5+ seconds count as 1-day “engage-through” instead (this replaced the older “engaged-view” window). WhatsApp chats and calls are captured; the job that follows days later often isn't. That's why you count appointments and paid jobs in your lead sheet and WhatsApp labels.

Learning phase and budget

An ad set leaves learning after about **50 optimization events in 7 days**. Formula: **daily budget** $\approx$ **target cost per result** $\times$ **50** $\div$ **7**. At ₺60 per conversation (illustrative): $60 \times 50 \div 7 \approx$ ₺430 a day. If that's too much, run ₺150–250 a day with one ad set, accept “learning limited” for the first month, and judge it on cost per real appointment. Raise budgets by 20% or less every 3–4 days.

Launch your first click-to-WhatsApp campaign

- 1 Plumbing:** Business Portfolio with Page, Instagram, WhatsApp Business number, TRY ad account, payment method, tax details, and the Pixel on your site.
- 2 WhatsApp ready:** greeting and away messages, quick replies, labels (*Yeni – reklam* → *Randevu verildi* → *İş tamamlandı*), and someone on duty during ad hours.
- 3 Create campaign** in Ads Manager: objective Engagement, conversion location Messaging apps → WhatsApp, goal maximize conversations, bid strategy Highest volume (as many results as the budget allows, no cost cap).
- 4 One ad set:** pin on the shop, 10 km radius, 18+, Advantage+ audience and placements; daily budget from the formula above.
- 5 3–5 ads** with clearly different angles (problem video, before/after, offer), 9:16 and 4:5 versions, a pre-filled message and quick replies.
- 6 Check creative enhancements** and the preview of each placement; then publish.
- 7 Hands off for about a week.** Meanwhile, label every chat and log appointments and jobs in the lead sheet.
- 8 Weekly review:** conversations → appointments → jobs → cost per job; frequency, CTR, cost per result; pause clear losers; add new creatives in one batch.

TÜRKİYE

Remember the extra costs: a 5% location fee on ads shown in Türkiye (on the invoice, not in Ads Manager results) and VAT/withholding treatment your accountant decides. Real cost is at least 5% above what Ads Manager shows.

Meta Ads Field Manual

Account setup, objectives, click-to-WhatsApp in depth, lead forms, audiences, placements, budgets, creative specs, tracking, policies and a weekly routine.

[Open deep dive →](#)

Q Which objective and conversion location give the simplest click-to-WhatsApp campaign?

Engagement, with conversion location Messaging apps → WhatsApp and the goal “maximize conversations”. Leads also works, especially with qualification.

Q Your Meta campaign shows “Learning limited”. What are your options?

Consolidate ad sets, raise the budget, or optimize for a more frequent event. For a small shop, you can also accept it at first and judge by cost per real appointment from your sheet.

Q Can you exclude people interested in “car parts shops” with detailed targeting?

No. Detailed-targeting exclusions were removed in 2024. You can still exclude custom audiences (for example people who already messaged you).

10 MODULE

Reading results & improving

YOU'LL LEARN

- A weekly and monthly routine that fits in an hour
- What “good” looks like, and why benchmarks need caveats
- Attribution in plain words, and why Google and Meta both claim the same customer
- Blended cost per customer, A/B testing basics, and when to stop or scale

The routine

Weekly, every Monday (20–45 min)

- **Business results first:** from the lead sheet and WhatsApp labels, count leads → appointments → paid jobs, per source.
- Spend per platform vs plan.
- Leads by type (calls, WhatsApp, forms, directions) and cost per lead per campaign.
- Google: search terms report → negatives. Meta: frequency, cost per result, learning status.
- **Tracking health:** did key events fire? A sudden zero usually means broken tracking, not a dead campaign.

Monthly (about 1 hour)

- New paying customers by source → cost per customer and blended cost per customer.
- Revenue from ad-sourced customers → ROAS and ROI.
- GBP Performance trends; Search Console top searches.
- Watch 10–15 Clarity recordings of the booking page on mobile.
- Billing check (fees, invoices to your accountant).
- Decide for each campaign: **scale, fix or stop.**

TIP

Keep a **change log**: date + what changed (“12.10 added 5 negatives; new winter video”). When a chart jumps, the log tells you why.

What does “good” look like?

Benchmarks are averages from other advertisers. They help you spot something badly off, not set targets. **Almost all published benchmarks are US data in US dollars, and Turkish CPCs differ a lot.** No reliable, documented Türkiye benchmark for auto repair exists; build your own after 2–4 weeks.

METRIC	VALUE	SEGMENT	SOURCE, PERIOD, REGION
Google Search CTR	5.56%	Automotive repair, service & parts (median)	WordStream/LocaliQ 2026; Apr 2025–Mar 2026; US
Google Search CPC	\$4.35	same	same
Google Search conversion rate	15.51%	same	same
Google Search cost per lead	\$29.96	same	same
Google Search CPC / CVR	\$6.42 / 15.39%	Auto repair/service	LocaliQ 2026; Apr 2025–Jun 2026; US

METRIC	VALUE	SEGMENT	SOURCE, PERIOD, REGION
Meta Traffic CTR / CPC	0.80% / \$0.81	Automotive repair, service & parts	WordStream/LocaliQ 2025; Apr 2024–Jun 2025; US-centric
Meta cost per lead	\$27.66	All industries	same

Read them as ranges: US auto-repair search ads convert around 15% of clicks, which suggests that if your Google conversion rate is 2%, the problem is probably your landing page or tracking, not the market. Your own **cost per paying customer vs what you can afford** (Module 04) is the only real verdict.

Attribution in plain words

DEFINITION

Attribution: deciding which ad or channel gets credit for a customer who touched several. Example: Instagram ad on Monday → Google search on Thursday → phone call on Friday. Who “won” the customer?

- **Click-through:** the person clicked the ad and converted within a time window. **View-through:** they only *saw* it and converted later. Treat view-through numbers with caution.
- **GA4 and Google Ads** now offer only two models: **data-driven** (credit split by Google's machine learning) and **last click**.
- **Meta** reports 7-day click, 1-day engage-through (likes, comments, 5-second video views) and 1-day view by default.

Why the platforms disagree

Each platform credits **itself**. If a customer saw Kaya's Instagram ad and later clicked a Google ad, both Meta and Google may report the same booking. They also use different time windows, and Google Ads reports a conversion on the date of the click while GA4 uses the date of the conversion. Consent refusals and ad blockers remove some data from every tool.

COMMON MISTAKE

Adding the platforms together. Google says 40 leads and Meta says 30 does **not** mean 70 leads. Trust the lead sheet.

Blended cost per customer

The number the owner cares about:

`blended cost per customer = total ad spend on all platforms (incl. fees) ÷ total new paying customers from the lead sheet`

AT KAYA OTO SERVIS

In November (illustrative): Google £5,643 invoiced (incl. fee and KDV) + Meta £6,300 billed (£6,000 + 5% fee) = £11,943. The platforms claim 45 + 38 = 83 leads. The lead sheet shows 31 new paying customers from ads. Blended cost per customer = £11,943 ÷ 31 ≈ **£385**, under the £500 target. The owner keeps both channels.

A simple incrementality check: pause one channel for 2–3 weeks in a normal season and see whether total bookings drop. If nothing changes, that channel was mostly taking credit for customers who would have come anyway (brand-name search ads are a frequent example).

A/B testing basics

- **Test one thing at a time:** the offer, the headline, the video, or the landing page. Change everything at once and you learn nothing.
- **Test big differences** (testimonial vs mechanic explainer vs offer graphic), not tiny wording changes.
- **Write the plan first:** hypothesis → budget → duration → success metric → decision.
- **Sample size:** with few leads, one good or bad week swings results wildly. Rule of thumb for beginners: wait at least ~2 weeks and several dozen clicks / 10+ leads per variant before deciding. Never judge on 3 leads or 3 days.
- **Compare like with like:** seasons move garage demand a lot (winter tyres, pre-holiday checks).
- Tools: Meta's built-in creative testing compares 2–5 ads in one ad set; Google RSAs rotate headlines automatically; use `utm_content` to tell variants apart.

When to stop, fix or scale

WHAT YOU SEE (AFTER ENOUGH DATA)	LIKELY CAUSE	DECISION
Cost per paying customer well under target, steady for 2+ weeks	It works	scale Raise budget ≤20% every 3–4 days (Meta) or step by step; on Google, first check “search lost impression share (budget)”, the share of possible ad showings missed because the budget ran out
Many leads, few paying customers	Junk leads, slow follow-up, price mismatch	fix Reply faster, qualify in chat/form, check search terms
Clicks but few leads	Landing page, offer, or broken tracking	fix Test the page on a phone; check tags fire
Few clicks, low CTR	Weak ad or wrong audience/keywords	fix New creative or headlines; tighten keywords

WHAT YOU SEE (AFTER ENOUGH DATA)	LIKELY CAUSE	DECISION
Meta frequency rising, results worsening	Creative fatigue in a small radius	fix Add 1–2 new videos
A keyword or ad spent 2–3× your target cost per lead with no lead	Doesn't convert	stop that keyword or ad
Cost per customer above what you can afford for 4–6 weeks, after fixes	Channel or offer doesn't fit	stop or rethink the offer; move budget to the better channel

Q Google reports 40 leads and Meta 30. The lead sheet shows 45 new enquiries from ads. How many leads did you get?

About 45. Platforms double-count customers who touched both. Use the lead sheet, and compute blended cost per customer from it.

Q A US benchmark says auto-repair CPC is \$4.35. Should Kaya expect that in İstanbul?

No. It's US data in dollars from a different market. Use Keyword Planner's bid ranges for your district and your own results after 2–4 weeks.

Q Your Meta ad has 3 leads after 3 days at a high cost. Stop it?

Not yet. That's too little data, and the ad set is probably still learning. Wait about 2 weeks and 10+ leads, unless spend has clearly passed 2–3× your target cost per lead with nothing to show.

11 MODULE

Reviews, retention & referrals

YOU'LL LEARN

- How to ask for Google reviews within the rules
- How to reply to good and bad reviews
- How to send maintenance reminders legally (İYS)

- Referral programs and why customer experience is marketing

Winning a new customer costs ad money. Keeping one costs a message. Car maintenance repeats every year, so the bottom of the funnel is where a garage makes its margin. Bain's Fred Reichheld reported that in financial services a 5% increase in customer retention produced more than a 25% increase in profit. That figure comes from banking, not garages, but it shows how much a kept customer can be worth.

Asking for reviews (the allowed way)

- Get your **review link and QR code** from the Google Business Profile dashboard. Google itself recommends sharing them.
- Ask **every** customer at handover, when they are happiest, and send the link by WhatsApp the same day. Put a QR card at the counter and on the invoice.
- One short message, one link. Example: *"Aracınızı teslim ettik, teşekkürler! Deneyiminizi 1 dakikada paylaşır mısınız? [link]"* (We've handed back your car, thank you! Could you share your experience in a minute?)

WATCH OUT

Google forbids: **incentives** for reviews (a discount, free oil top-up, gift or raffle); **review gating** ("Happy? → Google link; unhappy? → internal form"); pressuring customers on the premises; reviews from staff or family; buying reviews; and review quotas for staff. Türkiye's advertising rules changed in 2026 too: only reviews based on verifiable customer experience may be published.

Replying to reviews

In BrightLocal's 2026 US survey, 89% of consumers expect businesses to reply, 80% prefer businesses that reply to every review, and 50% are put off by generic replies.

- Reply to **every** review within a day or two. Use the person's name, mention the car or the job. Never paste the same text twice.
- Negative review: stay calm, acknowledge the problem, apologise where right, and take it offline (*"bizi şu numaradan arayın"*, call us on this number). Never reveal private details such as plate number or invoice amount. Then fix the problem.
- Watch **Şikayetvar** too, a widely used Turkish complaint platform where car-service brands get public complaints about missed appointments, unclear pricing and delays. The 2026 rule changes shorten seller response times on review and complaint platforms from 72 to 48 hours.

Maintenance reminders and İYS

Store for every customer: **plate number** (the natural customer ID), make, model, year, km at last service, date and work done. Then remind them at the right time: periodic maintenance, seasonal tyre change, A/C before summer, *muayene* date.

TÜRKİYE

İYS rules (Law 6563): a **promotional** SMS, email or call to a consumer needs **prior consent registered in İYS** (İleti Yönetim Sistemi). Consents collected at your desk must be uploaded to İYS within 3 business days; opt-outs must be honoured; every message must identify you and offer a free opt-out. **Transactional messages** (“aracınız hazır”, your car is ready; an invoice) don't need consent. A reminder that includes a campaign or discount is commercial. Whether a plain “bakım zamanınız geldi” with no offer counts as commercial is unclear: check with a lawyer, and when in doubt, collect consent. 2026 fines for unauthorised commercial messages are ₺2,859–14,309 per violation, and can be multiplied up to 10× for bulk sends. Whether promotional WhatsApp messages fall under İYS is debated; the safe route is consent plus an opt-out.

AT KAYA OTO SERVİS

Kaya adds one checkbox to the job card: “*Kampanya ve bakım hatırlatmaları için SMS/e-posta/arama ile iletişime geçilmesine onay veriyorum.*” (I consent to being contacted by SMS/email/phone for campaigns and maintenance reminders.) Its SMS provider uploads consents to İYS automatically. Ten months later: “*34 ABC 123 plakalı aracınızın periyodik bakım zamanı yaklaşıyor. Randevu: [link]*”

Referral program

Car owners ask friends “*güvendiğin bir usta var mı?*” (do you know a mechanic you trust?). Make the answer easy:

- A card or WhatsApp message: “*Bir arkadaşını getir, ikinize de klima bakımı hediye.*” (Bring a friend, you both get an A/C service free.)
- Simple, immediate rewards: a service credit or a free check, not cash.
- Track it with a code or by asking the new customer who sent them (the lead sheet's “Referral” source).
- If you send referral promotions by SMS or email, İYS rules apply.

TIP

Partners refer too: tyre shops, car washes, insurance agents, rent-a-car firms, driving schools and *site yönetimleri* (residential complex managements). Offer a fleet discount or referral fee and give them flyers with a QR code.

Customer experience is marketing

- Answer the phone. Reply to WhatsApp within minutes in opening hours; use the away message after hours.
- Give written quotes, ask approval before any extra work, show the old part, deliver on time.
- Send a photo/video of the problem. In a low-trust category, transparency is itself the message.

Q “Leave us a 5-star review and get 10% off your next oil change” — allowed?

No. Google prohibits incentives for reviews. Ask every customer, with no reward and no filtering.

Q Does “Aracınız hazır, teslim alabilirsiniz” by SMS need İYS consent?

No. It's a transactional message about a service the customer asked for. A message with a discount or campaign would need İYS-registered consent.

Q What should a reply to an angry review never include?

Private details (plate number, invoice amount, personal data) and an argumentative tone. Acknowledge, apologise where right, and move the conversation to the phone.

12 MODULE

Rules & money in Türkiye

YOU'LL LEARN

- KVKK basics for cookies, customer lists and bought data
- İYS in one table
- Misleading-ad rules and the 2026 changes
- Taxes on ad invoices and the platform policies that trip up garages

WATCH OUT

This module is general information, not legal or tax advice. Rules and rates change. Confirm with a lawyer for KVKK and advertising questions and with your accountant (*mali müşavir*) for taxes before you act.

KVKK (Personal Data Protection Law no. 6698)

Every customer record (name, phone, plate, car details) is personal data. Two duties: **aydınlatma** (inform people what you collect and why) and **açık rıza** (explicit consent) where no other legal basis applies, which is typical for marketing use.

- **Cookies:** analytics and advertising cookies (GA4, Meta Pixel, Google Ads tags, Clarity) need explicit consent before they are set. Banner with Accept / Reject / Preferences equally visible, no pre-ticked boxes, consent withdrawable, plus a cookie policy (Module 06).
- **Customer lists:** uploading customer phones or emails to Google or Meta (Customer Match, custom audiences, offline imports) is processing and a **transfer abroad**. Hashing alone doesn't make it non-personal. Get professional advice before uploading; engagement and website audiences avoid most of this.
- **Bought data:** KVKK announced on 21 July 2026 that data obtained from third parties (for example bought lists) may **not** be used for advertising; people must first be informed and then give explicit consent as a separate declaration; silence is not consent. **Never buy phone or email lists.**
- Keep the consent text separate from the service contract, and keep consent records.

İYS at a glance

MESSAGE	CONSENT NEEDED?
"Aracınız hazır", invoice, appointment confirmation	no transactional
Discount, campaign, promotion to a consumer (SMS, email, call)	yes prior consent, registered in İYS
Promotion to a business (<i>tacir/esnaf</i>), e.g. a fleet manager's company address	no prior consent but must be registered in İYS and honour refusals
Plain maintenance reminder without an offer	unclear ask a lawyer; collect consent to be safe
Promotional WhatsApp	debated get consent, include opt-out

Consents collected offline: upload to İYS within 3 business days. Keep consent records for 3 years. 2026 fines: ₺2,859–14,309 per unauthorised message, ₺5,723–42,930 for opt-out violations, up to 10× for bulk sends.

Advertising rules (Reklam Kurulu)

Under Consumer Protection Law 6502 and the commercial advertising regulation, ads must be truthful and not misleading, and **you must be able to prove your claims**. The Ministry of Trade's Advertising Board (*Reklam Kurulu*) is active: in the first seven months of 2026 it finalised more than 21,000 files and imposed more than ₺185 million in fines.

- **Comparative claims** are allowed only under strict conditions (same need, objective, not denigrating). “Yetkili servisten %40 ucuz” is risky unless you can prove it for that service. Show your own prices instead.
- **No false legal pressure:** “kış lastiği herkese zorunlu” is wrong for private cars.
- **“Ücretsiz”, “garantili”, “%100”:** only if true, with conditions stated.

Changes in force from 1 August 2026

- **Discount ads:** for services, the reference (“before”) price is the price applied immediately before the discount. For goods it's the lowest price in the previous 10 days. No fake “before” prices.
- **Influencers:** paid, gifted or discounted collaborations must be labelled “reklam” or “tanıtım”, including a free service you give a local influencer.
- **Reviews:** only verifiable consumer reviews may be published; review/complaint platform response times shortened from 72 to 48 hours.
- **AI:** AI-generated human-like characters must be disclosed; deepfake endorsements are banned.
- Profiling-based targeted ads aimed at children are banned; vague green claims (“çevre dostu”) need support.

Taxes on ad invoices

ITEM	GOOGLE ADS	META ADS
Who bills	Google Türkiye	Meta (via Ireland)
Platform fee	4.5% regulatory operating cost (from 1 Jan 2026; was 7%)	5% location fee since 1 Jul 2026 (third-party reports; check your invoice)
KDV (20%)	On the invoice; generally deductible for VAT-registered businesses	With a tax ID: self-declared on KDV-2 (reverse charge). Without one: VAT added and generally not deductible
Stopaj	Not on a Turkish-entity invoice	15% may apply; depends on invoicing entity
Digital Service Tax (background)	5% in 2026, 2.5% from 2027; the platforms recover it through fees like those above (their fee rates are their own and may change)	

TÜRKİYE

Send every ad invoice to your *mali müşavir* monthly, and ask them once, at the start, how KDV-2 and stopaj apply to your Meta spend. Applying the same treatment to every invoice can be wrong.

Platform policies that trip up garages

- **Trademarks and “yetkili”:** never claim to be an authorised (*yetkili*) dealer service if you aren't; don't use car brands' logos. “Özel servis” or “Renault uzmanı bağımsız servis” is clearer. Brand names in ad text can be restricted if the brand owner complains.
- **Google advertiser verification:** be ready with business and identity documents (vergi levhası, ticaret sicil).
- **Meta personal attributes:** ads can't assert things about the viewer (“Borçların yüzünden araç bakımını erteliyor musun?” implies financial status). Talk about the car: “Aracınızdan ses mi geliyor?”
- **Account safety (Meta):** use real, long-standing profiles with 2FA, matching billing name and card, no sudden budget spikes on a new account.
- **Google Business Profile:** no keyword stuffing, one profile per location, no incentivised reviews.

Q A supplier offers Kaya a list of 5,000 car owners' phone numbers in Ataşehir. Use it for an SMS campaign?

No. KVKK's July 2026 announcement says third-party data can't be used for advertising, and promotional SMS needs İYS-registered prior consent. Bulk unauthorised sends can be fined per message, multiplied up to 10×

Q Kaya's brake service normally costs ₺5,000. What “before” price can a discount ad show?

The price actually applied immediately before the discount (for services, under the rules in force from 1 August 2026), not an inflated one.

Q Who should decide how stopaj applies to Meta invoices?

Your accountant (mali müşavir). It depends on the invoicing entity and changes over time.

13 MODULE

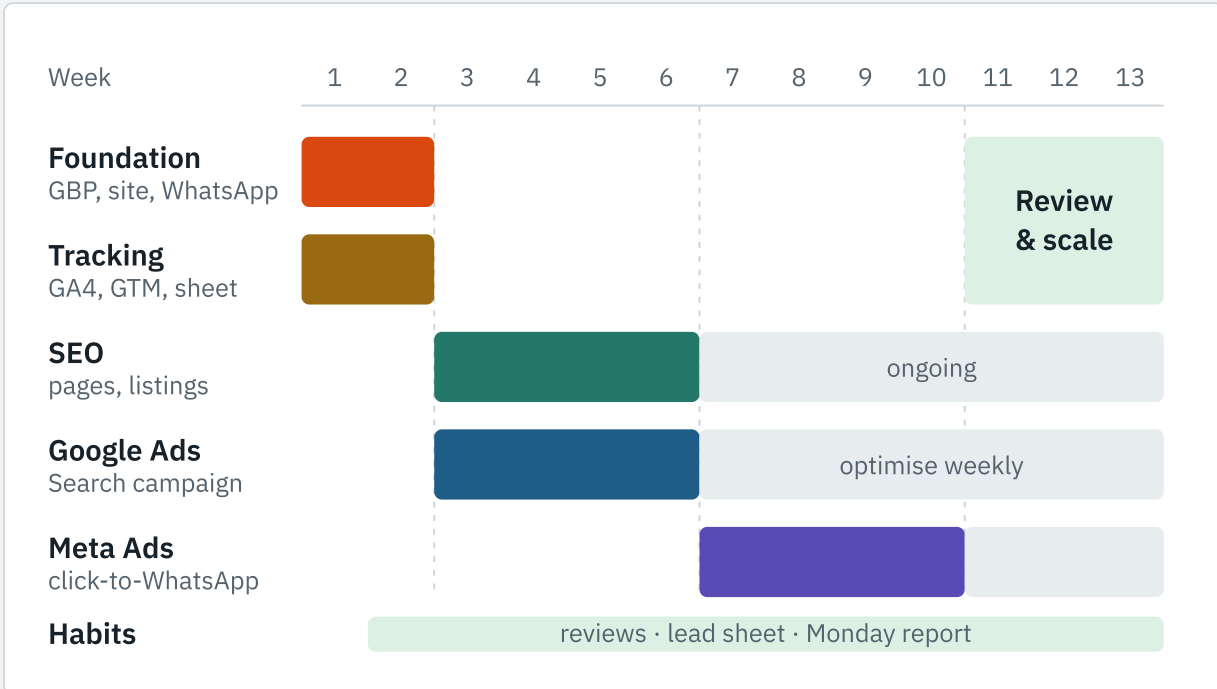
Your 90-day plan

YOU'LL LEARN

- The order to do everything in, week by week
- What “done” looks like at the end of each phase

- A checklist you can tick as you go

Thirteen weeks, four phases. The order follows the course: foundation and tracking first, then the free channel (SEO) and the high-intent paid channel (Google Search), then Meta, then review and scale. Each phase builds on the one before; skipping ahead mostly wastes money.



The 90-day plan as a timeline. Coloured bars are the main focus of each phase; grey bars are maintenance that continues. Reviews and the Monday report start in week 2 and never stop.

Weeks 1-2: foundation and tracking

Goal: a shop that converts, and a way to see what works. No ad spend yet.

- ☐ Write target customer, positioning sentence and first offer (Module 02)
- ☐ Finish the foundation checklist: GBP, Yandex, Apple, Bing, social profiles, WhatsApp Business (Module 03)
- ☐ Website: sticky call and WhatsApp buttons, 5 main service pages started
- ☐ Measurement plan written; lead sheet with “Bizi nereden duydunuz?” in use at the desk
- ☐ Consent banner, GA4 (14-month retention), GTM, phone/WhatsApp/form events tested
- ☐ Search Console, Bing and Yandex Webmaster set up; UTMs on GBP, bios and WhatsApp links

☐ Review link and QR card ready; staff ask every customer at handover

☐ Baseline recorded: GBP calls/directions, Search Console clicks, 5 map screenshots, current customers per month

Weeks 3-6: SEO and the first Google campaign

Goal: capture people already searching, for free and paid.

☐ Keyword list: 15-30 searches grouped by service and intent

☐ Service pages finished (price range, duration, photos, FAQ); AutoRepair structured data added and tested

☐ Google Ads account (TRY, Istanbul time), GBP and GA4 linked, conversion actions created

☐ Search campaign launched: Search only, Presence, radius, phrase/exact, negatives, RSAs, call and location assets

☐ Weekly: search terms → negatives; GBP post and new photos; reply to all reviews

☐ Accountant briefed on Google invoices (4.5% fee + KDV)

Weeks 7-10: Meta click-to-WhatsApp

Goal: reach nearby drivers before they search, and push the seasonal offer.

☐ Business Portfolio, TRY ad account, Pixel (+ CAPI) and tax details set up

☐ 3-5 vertical videos filmed (problem hook, before/after, offer)

☐ Engagement → WhatsApp campaign launched: one ad set, radius, pre-filled message, quick replies

☐ WhatsApp labels track chat → appointment → job; someone on duty during ad hours

☐ Google: switch to Maximize conversions once 15-30 tracked leads are in

☐ Accountant briefed on Meta invoices (location fee, KDV-2, stopaj)

Weeks 11-13: review and scale

Goal: decide with real numbers and set the routine for the next quarter.

☐ Blended cost per customer computed from the lead sheet; compared with the target

☐ Each campaign decided: scale, fix or stop (Module 10 table)

☐ Compared with the week-1 baseline: GBP actions, Search Console, map screenshots, reviews

☐ İYS consent on the job card; first maintenance reminders and referral cards live

☐ Next quarter's seasonal calendar and test plan written

AT KAYA OTO SERVİS

Kaya starts this plan in early October 2026, so weeks 3–6 land on the “kış hazırlığı” season. The first Google ad group is tyres and winter checks, and the fleet message goes out before 15 November. Meta launches in late November with a brake-squeal video and the winter offer.

TIP

Decide early whether you will run the ads yourself or delegate. Running them well takes a few hours every week. If you delegate, this course still lets you check the work: ask for the search terms report, the negative list, and cost per paying customer from your own sheet.

Q Why does Google Search come before Meta in the plan?

Google Search catches people who already need a repair, and it needs only text ads. Meta needs videos and works best once tracking and WhatsApp follow-up are proven.

Q What must be in place before the first lira of ad spend?

A converting foundation (GBP, service pages, call/WhatsApp buttons, fast replies) and working tracking (consent, GA4 events, lead sheet with source).



REFERENCE

Case studies

Real, documented examples from Türkiye and abroad. Read the labels: many numbers are **self-reported** by the platform, vendor or agency that did the work (no independent audit, often no control group), and some data is old. Use them for the *lesson*, not as a forecast. No verified case study of a small independent Turkish repair shop with published numbers was found.

Türkiye

TÜRKİYE · RETAIL · GOOGLE BUSINESS PROFILE

Azra Tuhafiye, Ataşehir

WHAT A haberdashery owner took Google's free Dijital Atölye training, created a Business Profile and took remote orders during lockdowns.

RESULT Google reports her revenue doubled. [platform story](#)

LESSON A complete, free profile can transform a neighbourhood business.

Source: [Grow with Google](#)

TÜRKİYE · MUSIC RETAIL · GOOGLE ADS

Döre Music, İstanbul

WHAT Moved its Shopping campaigns to automated value-based bidding (Maximize conversion value), added Search ads with remarketing lists and updated its product data.

RESULT Mar–May 2020 vs previous period: return on investment +176%, cost per conversion –35%.

[Google-reported](#) · 2020

LESSON Clean data and a clear conversion goal let automated bidding work.

Source: [Grow with Google](#)

TÜRKİYE · E-COMMERCE · GOOGLE DISPLAY

Trendyol: re-engaging past users

WHAT Segmented app users by purchase stage; “we miss you” campaign for users inactive two weeks.

RESULT App visits +30%; revenue, transactions and daily users +20%; ROAS 50% higher than other retargeting.

[Google case study](#) · 2016

LESSON Past customers are a cheap, high-return audience. For a garage, that's the reminder list.

Source: [Think with Google \(PDF\)](#)

TÜRKİYE · CAR SERVICE · NETWORK BRAND

Bosch Car Service Türkiye

WHAT Independent workshops under one brand: training, audits, parts ordering, and online booking integrated with Google.

RESULT 385 service points in all 81 provinces (Feb 2026).

[company announcement](#)

LESSON Joining a network is a marketing option for an independent shop; online booking is now a baseline expectation.

Source: [Bosch Türkiye](#)

TÜRKİYE • FUEL • LOYALTY APP

Petrol Ofisi: loyalty by licence plate

- WHAT** Drivers register their plate number in the app to join the loyalty programme, with no physical card.
- RESULT** More than 2 million downloads and a MarTech Awards 2024 prize (reported March 2024).
- LESSON** For car businesses the plate is the natural customer ID for history and reminders (with consent).

Source: [Anadolu Ajansı](#)

TÜRKİYE • WELLNESS • META CLICK-TO-MESSAGE

Özem'le Yaşam

- WHAT** Instagram Direct (click-to-message) ads.
- RESULT** +87% post engagement, +86% sales, 5× customer messages.
- LESSON** Messaging ads fit how Turkish customers want to buy.

report commissioned by Meta • 2026

Source: [Public First, "Meta's Impact in Türkiye"](#)

TÜRKİYE • FASHION E-COMMERCE • WHATSAPP

Modanisa

- WHAT** A WhatsApp chatbot for customer conversations.
- RESULT** 55% of customers who engaged with the chatbot placed a first order via WhatsApp.
- LESSON** A chat can close a sale, not just answer questions.

cited by WhatsApp • no date given

Source: [WhatsApp Business blog](#)

TÜRKİYE • MARKETPLACE • LEAD CHANNEL

Armut.com car-service category

- WHAT** Customers describe a job and receive quotes from providers.
- RESULT** 4,856 car-service providers; 4.7★ average across 9,863 reviews; quotes typically in 30–240 minutes.
- LESSON** A ready-made demand source where response speed and reviews win. Use it as one channel, not the only one.

platform self-description

Source: [Armut](#)

Global

USA · AUTO REPAIR · GOOGLE ADS

South Street Auto Care, Michigan

WHAT Handed Google Ads to a specialist auto-repair marketing platform with call tracking.

RESULT Year over year: new customers from ads +135%, phone leads +90%, new-customer revenue +63% (timeframe not stated).

vendor case study

LESSON Search ads work for repair when calls are tracked; running them well takes real time.

Source: [KUKUI](#)

USA · AUTO BODY · GOOGLE ADS

Gross & Son Paint & Body, Florida

WHAT Campaigns restructured by service, conversion tracking, negatives from search-term analysis, bidding tests.

RESULT 1,000+ qualified leads, cost per lead \$9.28, 34% click-to-lead rate.

agency-reported · 2023

LESSON Service-based ad groups + negatives + tracking.

Source: [Lasso Up](#)

USA · QUICK LUBE CHAIN · LOCAL SEARCH

Jiffy Lube: local offers

WHAT From one national programme to nearly 900 local ones; franchisees localised coupons; heavy mobile search.

RESULT Coupon redemptions +557%, 8:1 return on ad spend, cost per acquisition –83%. 2014 · old data

LESSON A local offer beats a generic national message; mobile drives service visits.

Source: [AdExchanger](#)

USA · DEALER SERVICE · REVIEWS

O'Brien Auto Group

WHAT Every sale and service visit automatically triggered a review request; every review answered.

RESULT 4× more reviews on Google; +1.1-star average rating.

vendor case study

LESSON Reviews don't happen by luck; asking after every job is the system.

Source: [Birdeye](#)

UK · AUTO REPAIR · GBP ONLY

Anonymous repair shop (ES Studios)

WHAT GBP work only: 15+ posts, FAQ content, one video, review replies, over about 6.5 months.

RESULT 3,140 profile actions (775 calls, 527 website clicks, 1,838 direction requests); lifetime totals, not a clean before/after.

agency-reported · 2026

LESSON Profile activity alone can move map visibility in a weak local market.

Source: [ES Studios](#)

CHINA · B2B MANUFACTURING · CLICK-TO-WHATSAPP

DGCRANE

WHAT Click-to-WhatsApp ads plus WhatsApp marketing messages; a WhatsApp button on the website.

RESULT 2.2× lower cost per qualified lead than other digital ads; 3.4× more conversions from the WhatsApp button than a contact form (Jun 2024–May 2025).

WhatsApp success story

LESSON A chat button can out-convert a form.

Source: [WhatsApp Business](#)

BRAZIL · AUTOMOTIVE · CLICK-TO-MESSENGER

Hyundai Brazil

WHAT A/B test: click-to-Messenger ads with a chat assistant vs website forms.

RESULT 3.5× higher conversion rate, 4× higher sales rate, 13% lower cost per lead.

Meta story · 2019 · old data

LESSON Messaging can beat forms for car buyers; the platform has changed since.

Source: [Meta for Developers](#)

CANADA · LAWN CARE · LOCAL SEO

LawnSavers, Ontario

WHAT Service-area pages with unique content, coverage from 15+ local news outlets, pricing content, new GBP categories for a seasonal service.

RESULT Organic conversions from 17 to 174; November leads 122 to 516.

agency-reported

LESSON Local press links + genuine location pages + categories that match real services.

Source: [Sterling Sky](#)



REFERENCE

Glossary

Every term used in this course, in one place.

FILTER TERMS

A/B test	Comparing two versions (ad, page, offer) that differ in one thing, to see which works better.
Ad group	Google Ads level inside a campaign that holds one theme's keywords and ads.
Ad Rank	Google's score that decides whether and where an ad shows: bid, quality, context and more.
Ad set	Meta level holding audience, placements, budget and conversion location.
Advantage+	Meta's automated audience, placement, budget and creative options, on by default for many objectives.
AI Overview / AI Mode	Google's AI summaries (AI Bakışı) and chat-style search (AI Modu), in Turkish since ~March 2026.
Attribution	Deciding which ad or channel gets credit for a conversion.
Average ticket (AOV)	Average invoice per job: $\text{revenue} \div \text{jobs}$.
Blended cost per customer	$\text{Total ad spend on all platforms} \div \text{total new paying customers from your own records}$.
CAC	Customer acquisition cost: $\text{all costs of winning a customer} \div \text{new customers}$.
CAPI	Meta Conversions API: sends events from a server, alongside the Pixel.
Citation	Any online mention of your name, address and phone (maps, directories, social).
Click-to-WhatsApp ad	A Meta ad whose button opens a WhatsApp chat with your business.
Close rate	Share of leads that become paying customers.
Consent Mode	Google's way of passing a visitor's cookie choice to Google tags.
Conversion	A valuable action you count: call, WhatsApp chat, form, booking.

Conversion rate (CVR)	Conversions ÷ clicks × 100.
CPC	Cost per click: spend ÷ clicks.
CPL / CPA	Cost per lead / per action: spend ÷ leads (or actions).
CPM	Cost per 1,000 impressions: spend ÷ impressions × 1,000.
CTR	Click-through rate: clicks ÷ impressions × 100.
Frequency	Average times each person saw an ad: impressions ÷ reach.
Funnel	The customer journey: awareness → consideration → conversion → loyalty → referral.
GA4	Google Analytics 4, the free website analytics tool.
GBP	Google Business Profile (Google İşletme Profili): your free listing on Google Maps and Search.
gclid	Google Click ID added to ad links by auto-tagging; links a visit to the ad click.
GTM	Google Tag Manager: a container for tracking code you manage without editing the site.
Impressions	Times an ad or listing was shown.
İYS	İleti Yönetim Sistemi: Türkiye's registry for commercial-message consents (SMS, email, calls).
KDV / KDV-2	Turkish VAT (20% standard). KDV-2 is the return where a business self-declares VAT on certain foreign services.
Key event	GA4's name (since 2024) for an event marked as important.
KVKK	Türkiye's personal data protection law (no. 6698) and its authority.
Landing page	The page someone arrives at after clicking an ad or link.
Lead	A person who contacted you about a job but hasn't paid yet.
Learning phase	The period after launch or big edits when automated bidding is still learning; results are unstable.

LTV	Lifetime value: gross profit from a customer over the whole relationship.
Map pack	The map with about three businesses in Google results, drawn from Business Profiles.
Match type	How loosely Google matches a keyword to searches: broad, phrase or exact.
NAP	Name, Address, Phone: must be identical everywhere.
Negative keyword	A word that stops your ad from showing for searches containing it.
Organic	Visibility you don't pay per click for (SEO, map rankings, unpaid posts).
Pixel	Meta's browser tracking code on your website.
Quality Score	Google's 1–10 diagnostic of expected CTR, ad relevance and landing page experience.
Reach	Unique people who saw an ad.
ROAS	Return on ad spend: $\text{revenue} \div \text{ad spend}$.
ROI	Return on investment: $(\text{gross profit} - \text{ad spend}) \div \text{ad spend} \times 100$.
RSA	Responsive search ad: up to 15 headlines and 4 descriptions that Google combines.
Search terms report	The real searches that triggered your Google ads.
SEO	Search engine optimization: making your business easy to find, understand and trust in search.
Smart Bidding	Google Ads' automated bid strategies that optimize for conversions (Maximize conversions, Target CPA...).
Stopaj	Turkish income-tax withholding; may apply to some foreign ad invoices. Ask your accountant.
UTM	Tags added to a link (source, medium, campaign...) so analytics knows where a visit came from.



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