HOW TO START AN E-BUSINESS
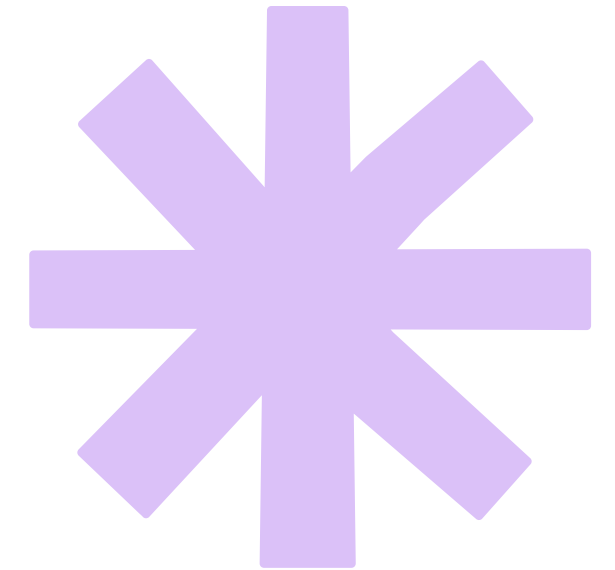
Development to Growth

Kerem Uğurlu - Serkan Oğuz Çakar

Agenda

- ✓ Idea
- ✓ Ecommerce
- ✓ SaaS
- ✓ Mobile App
- ✓ Blog - Affiliate Marketing
- ✓ SMMA
- ✓ Optional Solution
- ✓ Growth

Pain Point

Idea

Start with a real-world problem or opportunity

Validate demand early (Reddit, Google Trends, Twitter, niche forums)

Define your model:
- Product vs. service
- One-time vs. recurring revenue

Build a lean MVP

Align model with your personal skills/resources

Our Services

- Graphic Design
- IT Consultant
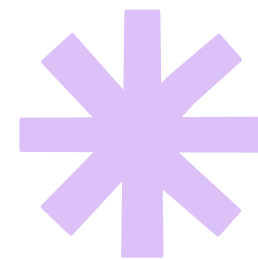- Web and Mobile Development
- Networking

Ecommerce

A start up is a small business company or partnership that is in its initial stages of business. The founder often finances the business and searches for investors before starting it. It is usually focused on a single product or service the founder wants to develop.

Four main categories in E-Commerce:

What

Physical or digital products with clear value
Niche-focused offers that solve a real need

Why

To build scalable income with global reach
Low barrier to entry and fast time-to-market

How

Through a branded online store with smooth UX
Clean product pages, secure checkout, and mobile optimization

Boost/Automate

Use email flows, upsells, and abandoned cart recovery
Track KPIs like conversion rate and automate what works

Penti

trendyol.com

modanisa

TOUCHÉ

SaaS is about solving a real, focused problem through a web-based product that users pay for monthly or yearly. You build once and scale infinitely, relying on automation for onboarding, support, and upgrades. Success depends not just on gaining users, but keeping them — retention is the key.
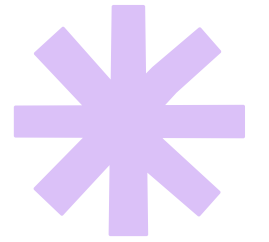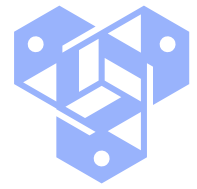
Four key points to consider before starting a SaaS

- ✅ Real Problem
- ✅ Clear Niche
- ✅ Simple MVP
- ✅ Monetization Plan

SaaS

Mobile Apps

Opportunity

Mobile apps put your product in your user's pocket, 24/7 access and deeper engagement than websites.

Platforms

Build natively with Swift for iOS or Kotlin for Android. Or go cross-platform with Flutter or React Native to move faster.

User Experience

Keep it fast, simple, and clean. Good onboarding and intuitive navigation are everything in mobile.

Growth

Use ASO, paid ads, and push notifications to grow and retain users. Ratings and performance are key.
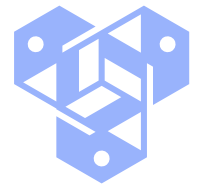
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Quality Content

Blog & Affiliate Marketing

- Niche
- SEO
- Content
- WordPress
- Affiliate
- Monetization

SMMA

Social **M**edia **M**arketing **A**gency

❓ What is SMMA ?

❓ Core Services ?

❓ Business Model & Pricing ?

❓ Ideal Clients ?

❓ Client Acquisition Strategies ?

✓ ToolStack and Tech

Scheduling & automation: Hootsuite, Buffer, Later

Ad management: Facebook Ads Manager, TikTok Ads, Google Ads

Analytics: Sprout Social, Google Analytics, Socialbakers

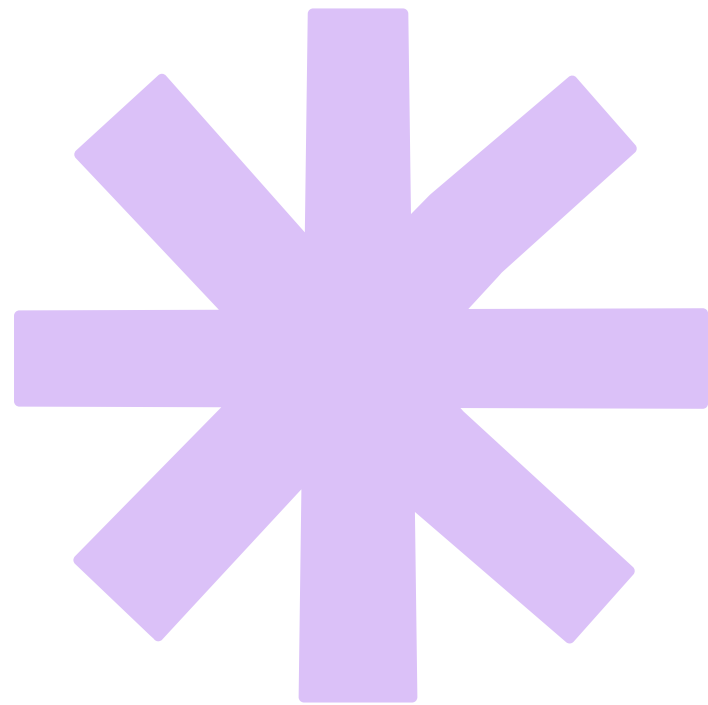## ✓ Scaling & Growth Tips

Build a small specialist team

Otomize your onboarding & reporting processes

Introduce complementary services (e-mail marketing, SEO) for upsells

Optional Solution

- Plan Thoroughly Before Executing the Plan

- Consider Carefully Where the Funds Will be Used.

- Find a Third-Party Expert in Marketing

- Train the Employees with Management Skills

- Conduct a Market Analysis Before Producing the Products

- Hire Qualified Candidates

Maintaining Business Stability & Growth

- Keeping up with changes & consumer demand

- Focus on maximum service to retain existing customers

- Provide solutions to customers

- Pay attention to cash flow and sales

- Prepare for the future

- Work with compatible people

- Practice low cost marketing

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LET'S MAKE THE IDEAS *HAPPEN*