

Business Proposal



A Strategic Business Proposal for a
Law Firm: Lokum & Lokum

MAY 2025

PRESENTED TO:

Deniz Aksen

PROPOSAL BY:

Serkan Oğuz ÇAKAR
Kerem UĞURLU

SPRING 2025 SECTION 02

> Table Content



Executive Summary	03
About the Company Who is Tunç Lokum	
Value Proposition	05
The mission The vision	
Revenue Model	07
Business Strategy	08
Marketing Strategy Critical Risks Social Media Strategy	
Competitive Advantages	12
Website SWOT Analysis	
Double Homework Proposal	15
Detailed Breakdown of Search Terms Google Search Console Website Development	
Professional Team	19
References	20

> Executive Summary



*Lokum & Lokum
Team*

About The Company

Lokum & Lokum Hukuk Bürosu, a full-service Turkish law firm operating under the domain LokumLokum.com. In a market where clients often struggle to find a single trusted partner across corporate, family, labor, tech, IP, real-estate, tax, immigration, maritime, sports, and many more niche practice areas, Lokum & Lokum offers end-to-end legal support by seasoned practitioners.

We bridge that gap with a modern, mobile-friendly website that not only showcases our 30+ specialties, from merger & acquisition counseling and preventive law to historic structures and startup law, but also hosts comprehensive publications. Like most law firms, our revenue streams blend traditional hourly billing, retainer agreements, and flat-fee packages, but our focus on transparency, proactive risk management, and digital engagement sets us apart.

By leveraging targeted SEO, a rich blog library, and social channels, we will expand our client base, deepen relationships with SMEs and high-net-worth individuals, and establish Lokum & Lokum as the go-to destination for comprehensive legal solutions in Turkey.



Tunç Lokum

About The Founder

**Tunç
Lokum**

Founding Partner

With over 35 years of experience and a track record of countless successful cases and client representations, E. Tunç Lokum has established himself as a trusted name in the legal profession. A graduate of Kabataş Erkek High School (1984) and Istanbul University Faculty of Law (LL.B., 1989), he is the co-founding partner of Lokum & Lokum Law Firm alongside his spouse, and resides in Istanbul.

In addition to his work as an attorney, E. Tunç Lokum has served as a trademark agent and a basketball referee. He has also lectured on entrepreneurship and startup law at the Istanbul Bar Association's Internship Training Center. He has held leadership roles in various associations and sports clubs, including two consecutive terms as General Secretary of the Heybeliada Water Sports Club.

He is the author of the book A Ticket to Heybeliada and was the producer and host of the television program Lokum Tadında.

Areas of Expertise:

Commercial Law
Corporate Law
Civil Law

> Value Proposition



The Mission

To deliver expert, client-focused legal counsel with integrity and innovation, protecting rights and driving practical solutions across all practice areas.



The Vision

To be a trusted and respected law firm that safeguards our clients' rights.

> Value Proposition

Lokum & Lokum Law Office is an independent firm with expertise across a broad spectrum of practice areas. Since our founding in 1991, our team, composed of lawyers who are each specialists in their fields, has been providing comprehensive legal counsel to our clients. Our unwavering commitment to delivering exceptional service, achieving concrete results, and upholding the highest professional standards has driven our steady success and, more importantly, the success of those we serve. At the core of our work lies a deep respect for legal independence, integrity, and the rule of law.



Our clients range from national and international corporations to individuals . Renowned for our attention to detail and hands-on approach, we bring 35 years of experience to bear on the most complex legal challenges. We deliver creative, innovative solutions tailored to each client's unique needs, excelling in multidisciplinary matters.

Our approach is grounded in clear, actionable, and pragmatic legal advice. Embracing a collaborative, holistic methodology, our attorneys draw on their expertise in areas including commercial law, civil law, real estate, and labor law to provide comprehensive, integrated support that underpins our clients' long-term success.



> Revenue Model

Revenue Model of Lokum & Lokum

At Lokum & Lokum Hukuk Bürosu, we combine several common Turkish legal billing methods to serve client needs and maintain financial stability: hourly rates for litigation and bespoke advice, flat fees for well-defined tasks like company formations or contract drafting, retainer agreements granting a block of monthly advisory hours, percentage-based fees on major transactions, and, where Bar rules allow, contingency or success fees in dispute and IP cases. This diversified approach offers clients clear, predictable costs while ensuring our firm's sustainable revenue.



> Business Strategy

01



Marketing Strategy

Lokum & Lokum drives client acquisition through SEO-optimized blog posts on LokumLokum.com, covering topics from CISG vs. Turkish sales law to startup legal needs, to showcase our expertise across 30+ practice areas and attract organic traffic.

02



Critical Risks

Since Turkish Bar rules prohibit paid lawyer advertising, we rely exclusively on organic channels, SEO, content marketing, professional networks, and referrals, to stay compliant and sustainable.

03



Social Media Strategy

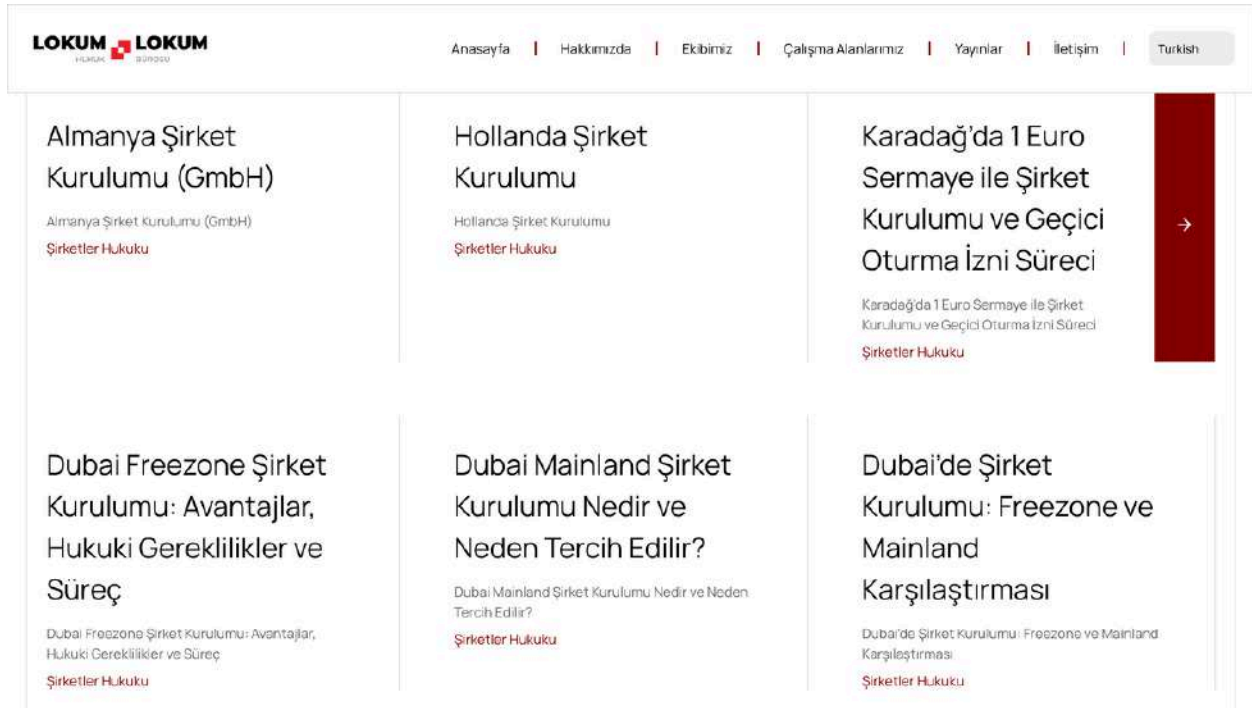
Although Lokum & Lokum maintains a LinkedIn page, it currently lacks any regular posts or engagement, which limits our visibility. We will launch an organic content calendar, sharing legal insights and firm updates, across LinkedIn, Twitter, and Instagram to build our brand, foster client trust, and expand referrals.

> Marketing Strategy



Visuals From
the Website

Our primary marketing channel is content-driven thought leadership. Through regularly published blog posts on lokumlokum.com, covering everything from CISG vs. Turkish sales-contract distinctions to “Startup Hukuku: Yeni Girişimlerin Hukuki İhtiyaçları”, we demonstrate deep expertise across our 30+ practice areas. Each article is optimized for SEO around high-value keywords in commercial, family, labor, tech, IP and immigration law, driving organic traffic and positioning Lokum & Lokum as the go-to resource. We supplement the blog with an automated CMS to build credibility within key industries like logistics, real-estate, and fintech.



Blog Posts

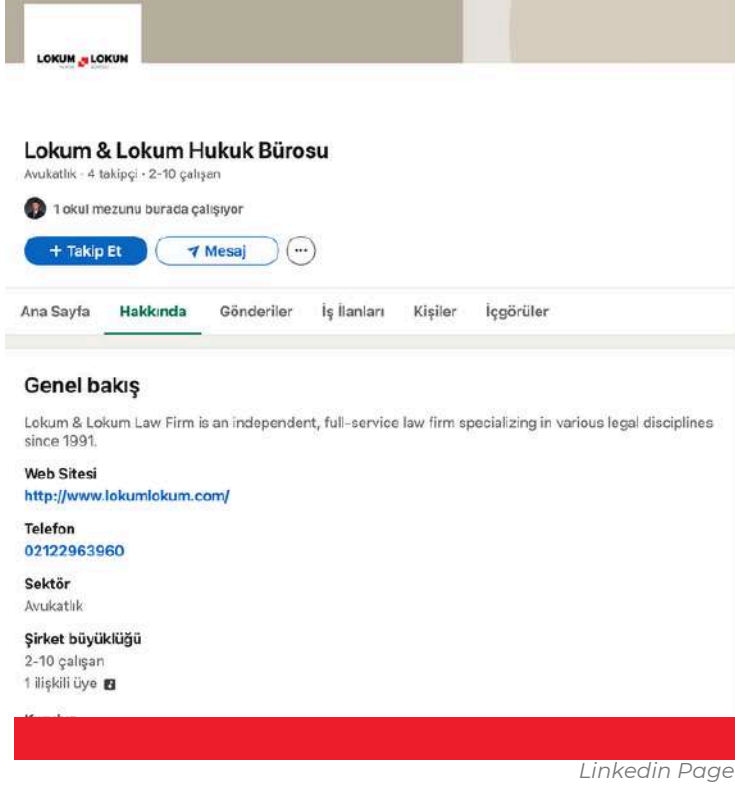
> Critical Risks

Because Turkish Bar regulations **strictly prohibit paid legal advertising**, meaning no Google Ads, Facebook Ads, or similar lawyer-targeted campaigns, any use of those channels risks formal sanctions, fee refunds to clients, and serious reputational harm. To avoid these pitfalls, we focus exclusively on **organic marketing**: robust **SEO**, high-value **content marketing**, active participation in professional networks, strategic articles, and a strong client-referral program.



To keep every outreach fully compliant, our in-house compliance team reviews the Reklam Serbestisine Dair Usûl ve Esaslar Hakkında Yönetmelik on a monthly basis and enforces a detailed checklist for every blog post, newsletter, and social-media update. We also provide annual training to all attorneys and staff on the latest advertising rules, ensuring Lokum & Lokum's growth remains both legally sound and ethically beyond reproach.

> Social Media Strategy



Although Lokum & Lokum maintains a LinkedIn page, it currently **lacks** regular posts or engagement, which significantly limits our visibility among in-house counsel and potential clients. Over the next quarter, we will develop a comprehensive organic content calendar, scheduling two LinkedIn articles, three Twitter updates, and two Instagram posts per month, to consistently share distilled legal insights from our blog, firm news, client success summaries, and behind-the-scenes snapshots of our team at work.

To ensure smooth execution, we will assign clear responsibilities (an associate to draft copy, a someone to check for compliance, and a designer to produce visuals), set measurable goals for follower growth and engagement, and review performance data monthly. Quarterly content reviews will identify top-performing topics and formats, allowing us to refine our calendar and steadily build Lokum & Lokum's brand presence, foster client trust, and expand our referral network, all without paid advertising.

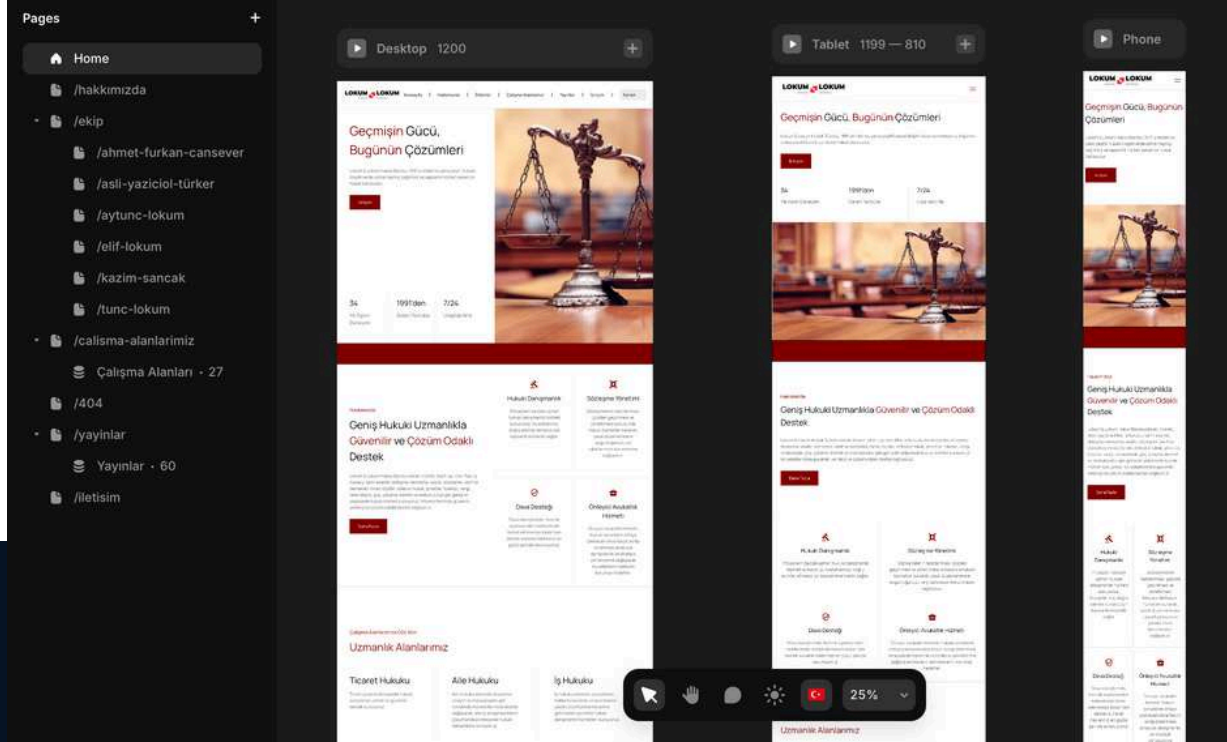
> Competitive Advantages

Lokum & Lokum's competitive advantage combines 35 years of legal expertise across 30+ practice areas with a modern, multilingual website, optimized for SEO and regularly updated in Turkish, English, and Russian, to drive targeted, organic traffic. Beyond our client-facing portal, we've developed an in-house management platform (built on Next.js and TypeScript) that handles case files, tasks, calendars, expenses, and time tracking with role-based access control, giving us unparalleled efficiency and oversight. This dual focus on external engagement and internal productivity sets us apart from firms relying on off-the-shelf solutions or static sites alone.



> Website

Desktop, tablet and mobile view of the website



Made in Framer

Despite our 35-year heritage, Lokum & Lokum now owns a fully modern, desktop/mobile/tablet responsive website built on a robust CMS that supports lightning-fast load times and advanced on-page SEO.

Our clean, professional design highlights each of our 30+ practice areas with dedicated pages, compelling imagery, and easy navigation.

We publish in three languages, Turkish, English, and Russian, in our dynamic blog posts, ensuring we capture a wide geographic and linguistic audience.

Order	Title	Short Desc	Slug	Image
27	Sulh ve Arabuluculu...	Sulh ve arabuluculuk hizmetleri alanında, taraflar...	sulh-ve-arabulucul...	
26	Çalışma ve İkamet ...	Çalışma ve ikamet hukuku alanında, yabancı bire...	calisma-ve-i-kamet...	
25	Vatandaşlık ve Göç ...	Vatandaşlık ve göç hukuku alanında, bireylerin y...	vatandaslik-ve-goc...	
24	Vergi Hukuku	Vergi hukuku alanında, müvekkillerin yasa yükü...	vergi-hukuku	
23	Tüketici Hukuku	Tüketici hukuku alanında, tüketicilerin haklarını k...	tuketici-hukuku	
22	Şirketler Hukuku	Şirketler hukuku alanında, şirketlerin kuruluşund...	irketler-hukuku	
21	Önleyici Hukuk ve ...	Önleyici hukuk ve danışmanlık hizmetleri alanınd...	onleyici-hukuk-ve...	
20	Lojistik, Tasımacı...	Lojistik ve taşımacılık sektöründe kapsamlı hukuk...	lojistik-tasimacilik...	
19	Vasilek Hukuku	Vasilek hukuku alanında, engelli bireylerin ve regl...	vasilek-hukuku	
18	İçer - İflas Hukuku	İçer ve iflas hukuku alanında, iflas eden şirketler...	i-er-a-iflas-hukuku	
17	Start-Up Hukuku	Start-Up dünyasında kurgulanan hukuki sorunlar...	start-up-hukuku	
16	Deniz Hukuku	Denizcilik sektöründe faaliyet gösteren firmalar...	deniz	
15	Gayrimenkul ve İnş...	Gayrimenkul ve inşaat sektöründeki projeleriniz...	gayrimenkul-ve-ins...	
14	Konut Projesi ve İnş...	Konut projelerinde inşaat hukuku ve inşaat hukuku...	konut-projesi-ve-ins...	

Content Management System (CMS)

> SWOT Analysis

01

Strengths

Nearly four decades of proven track record, deep expertise in over 30 legal fields, and a newly overhauled digital platform that aligns our storied reputation with modern client expectations.

02

Weaknesses

As our online presence is brand new, we have yet to fully build organic search authority and social-media followings, creating an initial gap in digital brand awareness compared to long-established competitors.

04

Threats

Strict Turkish Bar advertising rules prohibit paid legal ads, limiting paid-media options; the entrance of global law firms into the Turkish market intensifies competition; and rapid regulatory shifts in tech, require constant content updates to maintain relevance.

03

Opportunities

The growing demand for online legal resources and preventive-law packages, combined with our multilingual content strategy, opens doors to underserved segments—especially Russian-speaking clients and international SMEs expanding into Turkey.



Summary

This SWOT framework helps us play to our strengths, leveraging our new website and multilingual content, while strategically addressing weaknesses and proactively capturing emerging market opportunities, all within a compliant, risk-aware model.

> Double Homework Proposal

01



Detailed Breakdown of Search Terms

Our SEO shows robust interest in our tech and finance legal expertise but modest brand visibility, highlighting room to raise our profile. Deepening content for core practice areas and optimizing brand pages will drive more organic traffic.

02



Google Search Console

Our Search Console data shows strong brand recognition with high impressions and click-through on branded queries, but also reveals that many practice-area pages rank poorly and attract minimal clicks. We will revamp underperforming pages and create targeted content to turn more impressions into meaningful engagement.

03



Website Development

Our website combines clear navigation with a multilingual interface to showcase our expertise, resources, and easy client engagement. We ensure fast, reliable performance by regularly benchmarking with industry-standard speed and optimization tools.

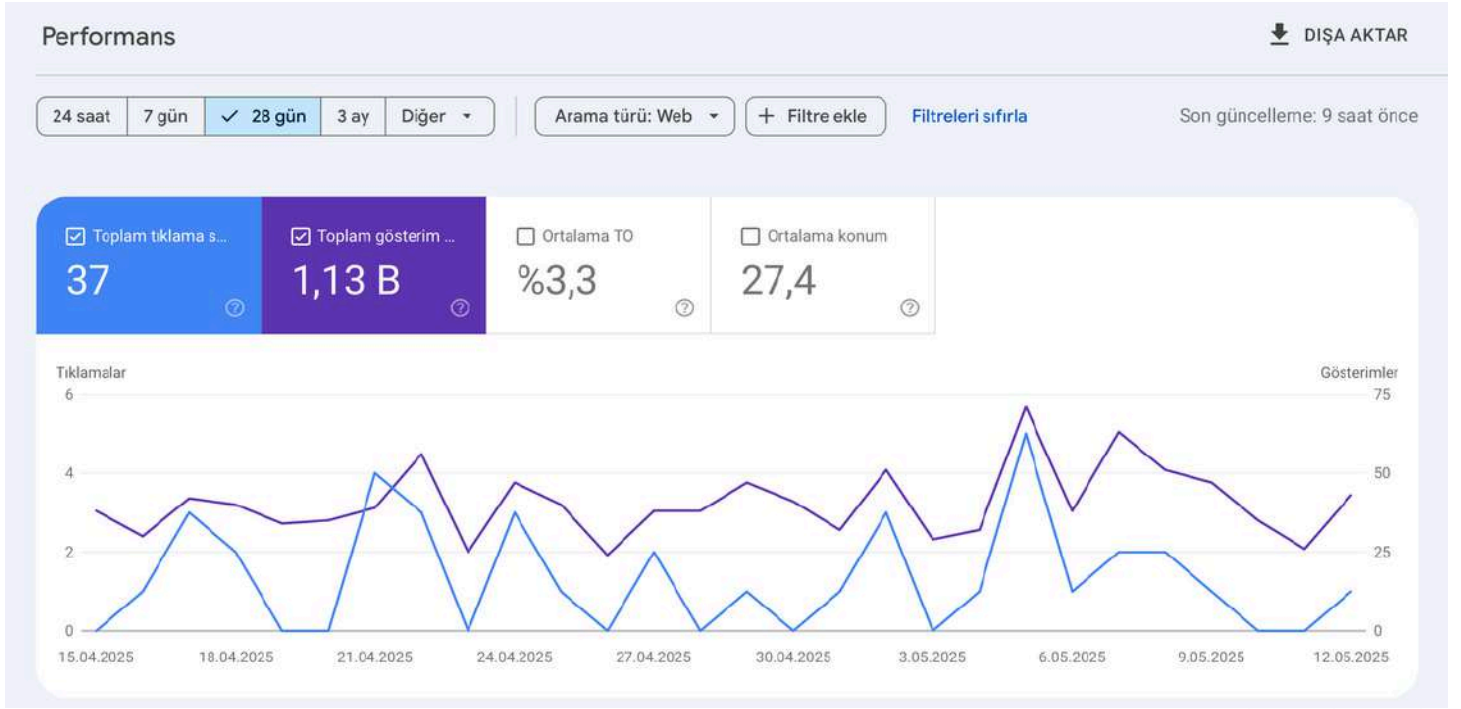
> Breakdown of Search Terms

Search Term	Impression
● blockchain and ip law	217
● lokum lokum	46
● regulatory compliance and kyc standards on crypto exchange	42
● intellectual era solutions	26
● marka ve patent hukuku	25
● lojistikte uzman rehberlik	23
● Others	+
Total	+379

Our SEO data shows “blockchain and IP law” leading with 217 impressions and fintech topics like “regulatory compliance and KYC standards on crypto exchange” adding 42, underscoring demand for our tech-law expertise. The 46 impressions for “lokum lokum” signal we need to boost brand awareness.

Searches for “marka ve patent hukuku” (25) and “lojistikte uzman rehberlik” (23) confirm interest in our core services but reveal a gap in tailored content. With 379 total impressions, prioritizing high-value topics and optimizing brand pages will grow our organic traffic.

> Google Search Console



Google Search Console

Our Google Search Console data highlights “lokum lokum” as our top-performing query with 469 impressions and 20 clicks (4.26% CTR) at an average position of 9.52, demonstrating strong brand awareness yet indicating potential to break into the top three search results. Branded searches like “lokum lokum hukuk bürosu” further confirm that clients find us directly and benefit from first-page placement.

By contrast, key practice-area terms such as “start-up hukuku” (146 impressions, 1 click at 0.68% CTR, avg. position 57) and “lojistik taşımacılık” (1 impression, no clicks at position 226) expose content and SEO gaps. With 2,578 total impressions and 35 clicks (2.6% CTR) overall, we must enhance underperforming pages and create targeted content for long-tail queries to convert more visibility into meaningful engagement.

> Website Development

Lokum & Lokum's website is organized around six main sections, Home, About Us, Our Team, Practice Areas, Publications, and Contact, with a language switcher for Turkish and English. The Home page features our tagline, years of experience, 24/7 availability, quick links to our core services, a snapshot of key practice areas, and an email sign-up form. About Us covers our history since 1991, our values, and the full range of legal work we handle.



GTmetrix



PageSpeed Insights

Header

Our Team introduces each lawyer with a photo, name, title, and specialty. Practice Areas lists all 30-plus fields, like commercial law, family law, and tech law, each linking to a page that explains our services and offers a "Get in Touch" button. Publications hosts our blog posts and downloadable guides, with filters by topic and language. The Contact page provides a simple inquiry form, phone number, email address, and a map of our office location.

Sorunuz mu var?

E-mail'inizi bırakın biz size ulaşalım.

jacklondon@gmail.com

Gönder

Footer

> Professional Team



E. Tunç Lokum

Founding Partner



A. Elif Lokum

Managing Partner



Kazım Sancak

Senior Attorney



Aslı Yazıcıoğlu Türker

Senior Attorney



Aytunç Lokum

Attorney



Ahmet Furkan Cansever

Attorney



Thank You



LokumLokum.com

