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VISION

COMMUNICATION

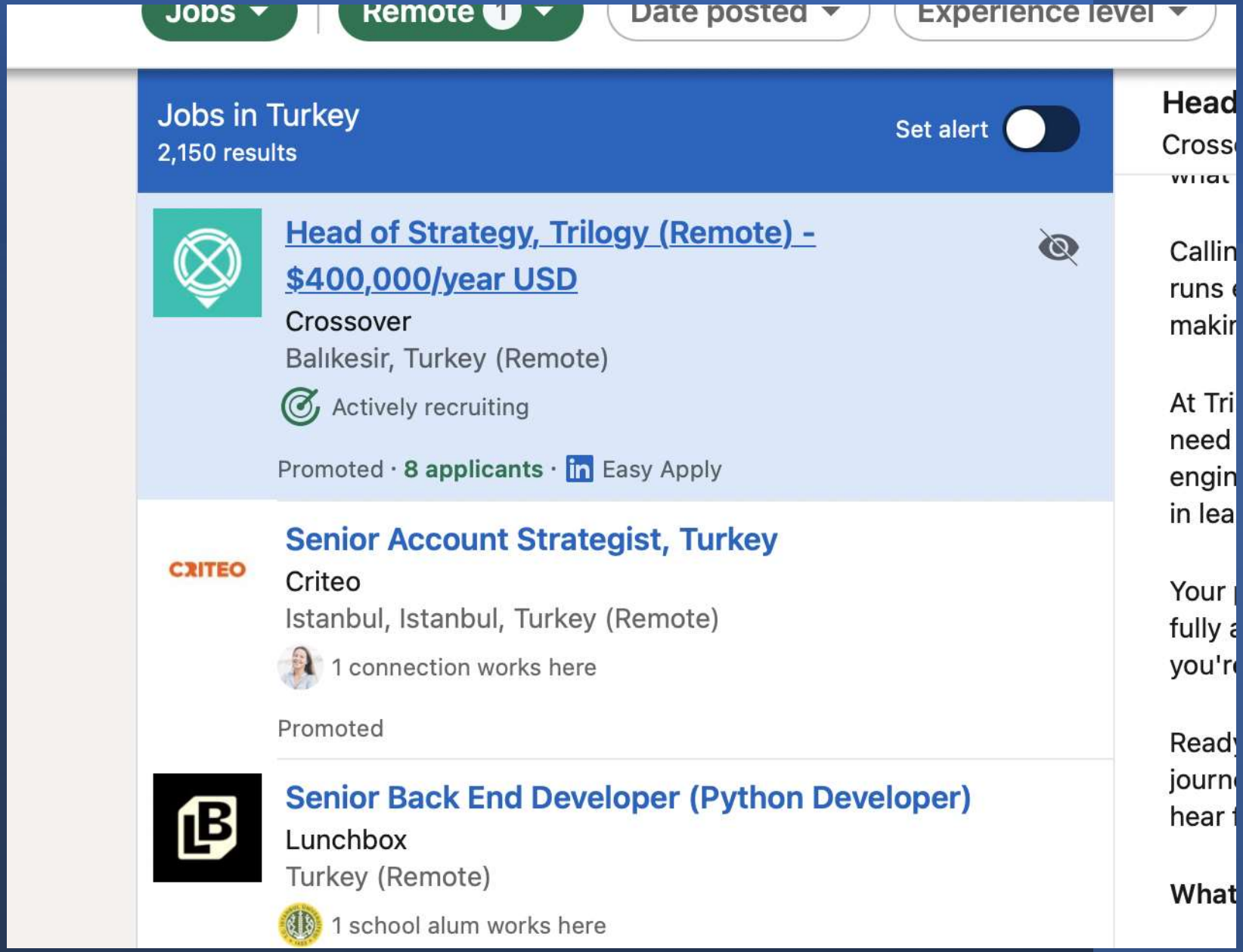
SUSTAINABILITY

Resume Creation

TEAMWORK

GIG ECONOMY

YAPRAK METIN


Jobs
Remote 1
Date posted
Experience level
Jobs in Turkey
2,150 results
Set alert
Head of Strategy, Trilogy (Remote) - $400,000/year USD
Crossover
Balıkesir, Turkey (Remote)
Actively recruiting
Promoted · 8 applicants · Easy Apply
Senior Account Strategist, Turkey
Criteo
Istanbul, Istanbul, Turkey (Remote)
1 connection works here
Promoted
Senior Back End Developer (Python Developer)
Lunchbox
Turkey (Remote)
1 school alum works here

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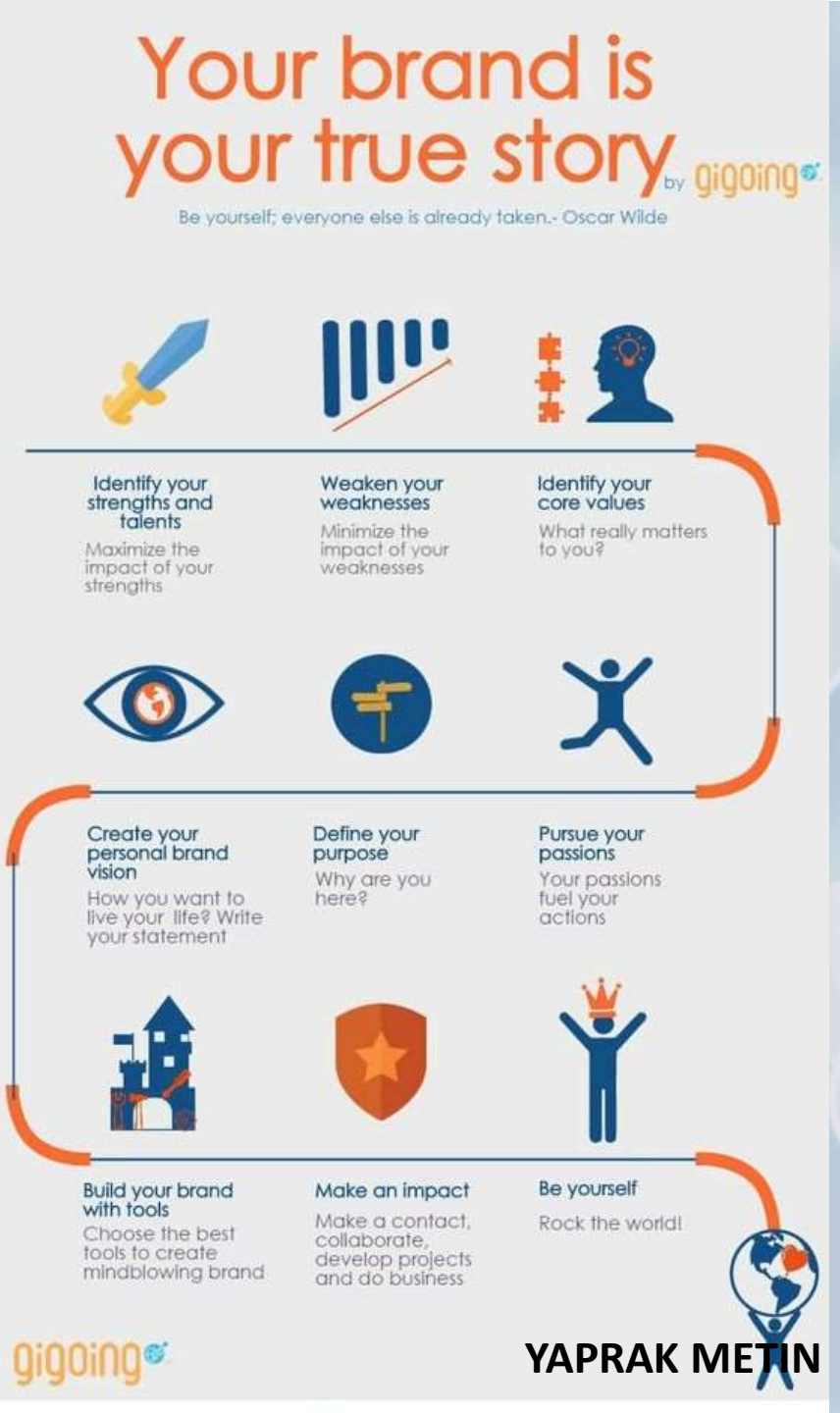
Branding & Presenting Yourself



YAPRAK METIN

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🚗 Go-To-Market (GTM) Cheatsheet

What is GTM?

- A strategic plan which outlines the steps necessary to launch the company's product to market esp in SaaS
- This step usually comes after validating your business idea so you can sell to the right customers
- It is different from marketing strategy as it helps with GTM and is ongoing even after the launch

Define Ideal Customer Profile (ICP)

- This is someone who will likely benefit from your product
- Who are they?
- What do they do?
- Where do they work?
- What challenges do they face daily?

Benefits they might get:
- Improved productivity
- Better efficiency
- Cost reduction

Product Messaging

- Research your competitors to determine how yours differ and is the better solution
- Show the value of your product
- Focus on your unique value proposition
- Target customers' pain points
- Speak the 'sales language'
- Develop key branding message

Pricing Strategy

- Research different pricing strategies to see which one suits best
- Factors: size and cost of customers' problems

Pricing models:
- Flat rate
- Tier plan
- Freemium
- User-based
- Pay as you go
- Subscription based on features

Distribution Channels

Strategies:
- Product-Led Growth (PLG)
- Sales-Led Growth (SLG)
- or hybrid (SLG/PLG)

Marketing channels:
- Content marketing
- Email marketing
- Social media
- Advertising
- Cold calls
- Paid ads
- SEO
- PR

Key metrics optimisation

KPI & metrics:
- Customer acquisition cost (CAC)
- Customer lifetime value (LTV)
- If CAC > LTV, you'll need to re-evaluate strategies to increase customer retention

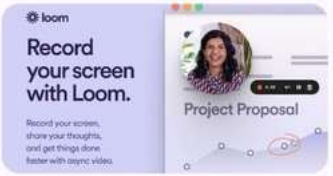
Optimisation
- Gather feedback from customer experience and KPIs to optimise marketing & growth strategies

	Strategies	Channels	Actions
Awareness	How do you deliver your brand value?	Direct	• Content marketing • Email marketing • Paid ads • SEO • PR
Interest	How do you position your company from competitors?	Organic	
Understanding	How does social media help customers understand your product?	Do you keep the broader audience or target a narrower market?	
Engagement	How can PR increase engagement of brand?		
Trial	How to deliver the product/ service you promised?	Partnerships	• Trials • Demos • Contracts • Community • Customer support • Customer onboarding
Purchase	How to record customer retention and key metrics?		

Examples

Slack

- Leveraged word-of-mouth marketing and social media platforms to drive engagement
- Offers free version for user adoption
- Community building
- Referral program focused on building brand awareness



Loom

- Product-Led Growth (PLG) strategy
- Free plan with essential features
- Simple onboarding process
- User-centric approach and user friendly interface
- Focus on user feedback and iteration to improve product

⚠ Mistakes to avoid

- Lack of focus
- Unclear definition of ICP
- Targeting the wrong market segmentation
- Unclear unique value proposition
- Overselling features instead of values
- Using the wrong marketing strategy
- Using the wrong pricing strategy
- Too much focus on customer acquisition and ignoring retention and referrals
- Tracking the wrong metrics which leads to limited optimisation

faithlee

YAPRAK METIN

Başvuru Ön Yazımız

SPECIFIC → Pozisyona özel

MESSURABLE → Kendimizi değerlediğimiz

Zaman odaklı

POZİSYON GEREKLERİNE ÖRNEKLEME

ACHIEVABLE → Geçmiş tecrübelerin extra desteklediği

REALISTIC → Kesinlikle Güncel yaklaşım ve ihtiyaçlar ile entegre

TIMELY → Zaman odaklı

..... İ.K. (ilgili kişinin ismi) Dikkatine,

Ben .... , ... Akademik formasyonum ile başladığım iş hayatımda Teknik, Business, Lojistik, Satış& Pazarlama tecrübelerim ile çeşitli iş birimlerinde kazandığım tecrübelerim ile büyük resmi görerek şirketinizdeki .... pozisyonda özellikle (aranan pozisyonun anahtar özellikleri) .... ,.... ,... konularında müşteri odaklı çözümler çerçevesinde takım içinde ve takım yönetiminde Sürdürülebilirlik odaklı katma değer yaratacağıma inanıyorum.
Umuyorum en kısa zamanda birlikte çalışmaya başlayabiliriz.
Saygılarımla.

İsim Soyad
0532 ....
e-mail

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INTERVIEW TIPS

Yetkinlik bazlı Interview

Kırmızı	• Bu yetkinlikler; çalışanlarda ve işe başvuran adaylarda aranan temel niteliklerdir. İş yaşamında başarılı olmak için kişilerin bu yetkinliklere sahip olması gerekir.
Sarı	• Bu yetkinlikler; sektör kabiliyetleri dikkate alınarak hazırlanmıştır. Bu yetkinliklere sahip kişiler aynı sektör içerisinde kariyer değişikliği yapabilirler.
Yeşil	• Bu yetkinlikler; rol bazında belirlenmiştir. Bu yetkinliklere yönelik eğitim programları ve sertifikalandırma çalışmaları mevcuttur.
Mavi	• Bu yetkinlikler; yönetim kademesinde çalışanlara yönelik belirlenmiştir. Bu yetkinliklere yönelik eğitim programları ve seminerler mevcuttur.

YAPRAK METIN

YAPRAK METIN

1

Vak’a beklentilerini,isteneni dinleyin ve düzenli notlar alın

2

Görüşmeyi yapan kişiye sorular sorun..
- İstemdeki belirsiz bilgileri netleştirin
- İş modelini ve pazar bağlamını anlayın

3

Probleme ilişkin hipotezinizi formüle edin

4

Sorunu belirtin, geri bildirim alın (ve gerekiyorsa düzeltin)

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Understand the question
± 1-2 minutes

- Listen carefully to the information provided
- Summarize the problem statement to make sure that you understand the situation and objectives
- Ask 1 or 2 clarifying questions if you like
- Make sure that you have all the information needed to develop a framework

Develop a framework
± 1-2 minutes

- Ask for a moment to organize your thoughts
- Develop a framework that suits the problem statement
- Structure the framework in such a way that the most important topics are covered in a logical sequence
- Engage the interviewer by turning the framework towards him or her

Analyse the data
± 25 minutes

- Refer back to the framework as you move through each of the main areas
- Formulate clear hypotheses and indicate possible analyses
- Ask for data and synthesize results
- Quantify your analyses and make assumptions explicit
- Make calculations when needed

Recommend a strategy
± 1-2 minutes

- Take a minute to prepare your recommendation
- State your recommendation as a direct response to the problem statement
- Involve some of the key findings or metrics
- Be persuasive in your communication
- Discuss possible next steps

www.business-to-you.com/case-interview/

B2U Business-to-you

YAPRAK METIN

THE CASE INTERVIEW FORMAT

- 5 minutes: Tanıtım ve kısa anlatım
- ~ 15 minutes: Formal mülakat
- ~ 30 minutes: Vaka çalışması
- ~ 5 minutes: Sizin sorularınız olmalı

ODAKLAN

*Case soruları..

*Hızlı okuma

*Data lara odaklan ve not al.

*Analiz et,paylaş,tartış.

*PPT

YAPRAK METIN

Teşekkürler

YAPRAK METIN