



Finance and Advice for Women in Business

# Online marketing? *We know how.*

With funding from the European Union, we helped Dog-Sav, a woman-led car rental and private transportation company located in south-eastern Turkey, to embrace online marketing and reach new customers.



# Car rental company, Turkey

**We helped Dog-Sav, a car rental and private transportation company in Diyarbakır, to improve market performance by launching a new e-booking website. Within a year of completing the project, the company had increased its sales by 29%.**

Dog-Sav was established in 2008 by a women entrepreneur Muzeyyen Birgul and her partner Ethem Tarhan. The company focuses mainly on car rental and private transportation in the eastern regions of Turkey. Although Dog-Sav's profit and turnover numbers were increasing, the company owners identified online marketing as an opportunity area.

The management of Dog-Sav knew that to be successful, a company has to keep up with the latest available technology and use new marketing tools. However, with the prior company website, customers could only access the company's address and telephone info – the website didn't have the capability of e-booking or keeping client information database.

The website didn't appear in search engines either, meaning it was hard



A new, more functional website helped Dog-Sav attract and impress new customers. .

to access and seen by fewer potential customers. The site therefore did not contribute to the development of the company sales or corporate image, and Dog-Sav's owners wanted this to change. We connected Dog-Sav with a local consultant who specialised in the area of online marketing. The consultant, Vertex Danışmanlık ve Bilisim helped the business to build a fully equipped website by using latest technological tools and their valuable know-how.

The consultant:

- Identified the needs of the company to shape the framework of the new corporate website and determined the technical needs
- Worked on the general design framework, collected related design assets as photos of the company cars and prepared design templates
- Worked on the coding of the e-booking system and customer relationship management software
- Launched the new website (www.enterprisediyarbakir.com) and carried out an evaluation and feedback phase.

The new website employs the latest online technology to allow customers straightforward access to selecting their rental car – there's a gallery where they can view the different cars available, and they can book and pay online.

As a result of this strong online presence, the business was able to increase its turnover by 29% within a year, reaching new potential customers who would never have seen their former site. They've also taken on two new employees and are keen to work with a consultant again in the future.

Turnover  
**+29%**

Employees  
**+17%**

Labour productivity  
**+10%**

Total project value  
**€8,643**

Client contribution  
**€3,150**

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