UNIT
İSTANBUL

AGENCY PRESENTATION

First in search. First source **in AI.**

SEO AEO GEO AIO GEM

Performance marketing agency · Since 2009 · Istanbul · London



unitistanbul.com

WHO WE ARE

Since 2009, we have made brands easy to find wherever they are searched for.

2009 FOUNDED	**44** SERVICES	**29** BRANDS
20 SECTORS	**2** OFFICES	**5** LANGUAGES

Founding partners: **Uğur Deniz İlhan** · **Havin Baran Eker**



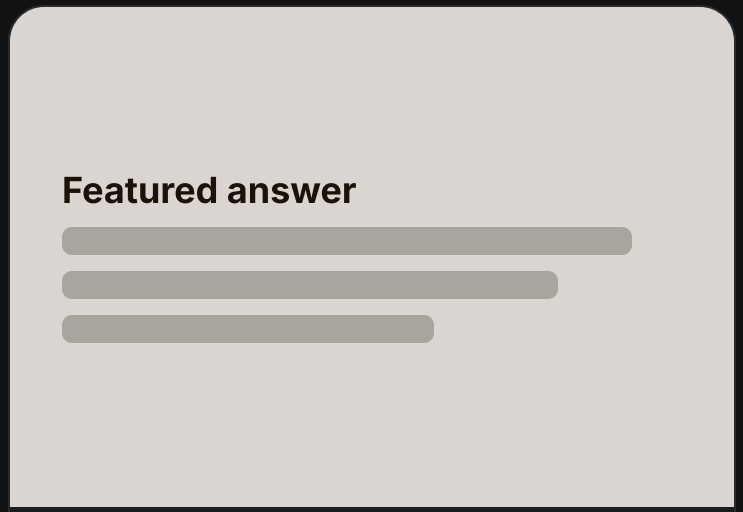
SEARCH HAS CHANGED

Ranking first on Google is no longer enough.



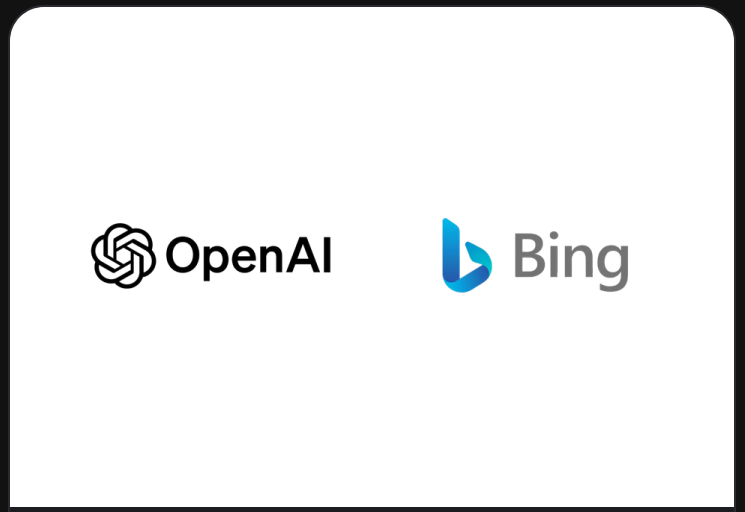
Classic search

Top positions on the results page



Answer boxes

Snippets, "People also ask", voice assistants



AI assistants

Being the source in ChatGPT, Gemini and AI Overviews

SERVICES

Five faces of search, one team.

Google

SEO

Search Engine Optimisation

Durable organic visibility

Featured answer

AEO

Answer Engine Optimisation

Being the source in answer boxes

OpenAI

GEO

Generative Engine Optimisation

Being mentioned in ChatGPT and Gemini

Google

AIO

AI Visibility

Appearing in AI Overviews and AI Mode

Bing

GEM

Generative Engine Marketing

Being ready for ads inside AI

GROWTH

From traffic to profitable growth.

Growth Marketing

The whole funnel, from acquisition to retention; measurable growth through steady experiments.

Performance Marketing

Ads, measurement, CRO and budget allocation in one plan, geared to profitability.

Local SEO

Visibility on the map and in "near me" searches through Google Business Profile, reviews and location pages.

Franchise Marketing

Finding investors and franchise candidates; every location's marketing from one centre, one measurement.

ADVERTISING AND GROWTH

Platforms we manage.



Content marketing · Social media · Influencer · CRO & analytics · Web & e-commerce

Brand identity · Performance branding · Fractional CMO · Consulting

HOW WE WORK

Measure. Optimise. Grow.



01 / MEASURE

Know what actually works

- Data infrastructure set-up
- Attribution model
- Real KPI definitions
- Competitor benchmarking



02 / OPTIMISE

Test one hypothesis every week

- A/B testing cycle
- Budget reallocation
- Creative testing
- Conversion optimisation



03 / GROW

Scale what works

- Channel expansion
- New market entry
- International scaling
- Ongoing reporting

WHY US

Why UNIT İstanbul?

01

Since 2009, founders at the table

Our co-founders, Uğur Deniz İlhan and Havin Baran Eker, are directly involved in the work. You deal with the team that builds it, not a long chain of account managers.

02

On Google and in AI answers

We run SEO together with GEO and AEO, so your brand shows up both in Google results and in the answers given by ChatGPT, Gemini, Perplexity and Google AI Overviews.

03

A growth marketing approach

We don't just buy traffic. We measure the whole funnel, from acquisition to retention, and use experiments to unlock the step that limits growth most.

04

One team, one measurement, one report

Search, advertising, social media and content sit in the same team and are measured against the same conversions. Budget decisions rest on one set of numbers.

05

Cross-border experience

With offices in Istanbul and London we work with brands going international: health tourism, Yandex for Russian-speaking audiences and content in five languages.

06

Clear goals, regular reporting

We set goals with you in business terms, measure them every month on the same dashboard and report back. You always see what is working and what we are changing.

WHERE WE SPECIALISE

Health tourism first, then restaurants and cafés.



01

Health Tourism

We reach patients abroad and bring qualified enquiries and appointments.



02

Restaurants & Cafés

We put you ahead in local search and maps to grow bookings and orders.

03 **Hospitals & Clinics**

04 **Hotels & Accommodation**

05 **Real Estate**

06 **E-commerce**

07 **Corporate & SMEs**

08 **Education & Consulting**

09 **Logistics & Furniture**

10 **Exports & Foreign Trade**

BRANDS WE WORK WITH

Brands we grow with.

Hospitaprime
Website · SEO · Google & Meta

Alaçatı Muhallebicisi
Google, Meta & Yandex · Influencer

Çeşme Kahve
Digital customer experience

NGK
Social media · Content programme

Healthin LTD
Market research · Corporate identity · Website

HolidogInn
Influencer · Google & Meta · SEO

İstikbal
Google, Meta & Yandex · Influencer

Bellona
Google, Meta & Yandex · SEO · Influencer

Atapera
Demand generation · Google & Meta

Lim Town
Brand community · Corporate identity

Hidropaks
Google, Meta & Yandex · SEO · E-commerce platform

Doruk Spor Giyim
Integrated marketing communications · B2B & B2C

Zavendik Zeytinyağı
E-commerce · Google, Meta & TikTok · Influencer

bclatech & Maindeep-o
E-commerce portals · Amazon & eBay integration

Erasconnect
Brand naming · Corporate identity · Web portal

ADC Klinik
Google & Meta · SEO · Landing pages

Yönetici İnsan
Advertising · Corporate identity · Social media

Sky Shade
Website · Logo · Corporate identity

İKMİB
Trade fair graphics · Corporate identity

Özyıldız İnşaat
Website · Logo · Corporate identity

Viva Pack
Website · Logo · Corporate identity

Protart
Website

DU Naming
Website · Outdoor advertising · Google & Meta

4K Lojistik
Website · Promotional film · Corporate identity

Kurumsal Patent
Website · Corporate identity · Social media

Op. Dr. Mehmet Akbalık
Website · SEO · Google & Meta

Uğurel Diş Kliniği
Google & Meta · Social media

İKAMİD
Website · Corporate identity · Marketing

Adams Business School
Website · Corporate identity · Outdoor advertising

LET'S START

Let us measure your visibility today.

1

Visibility analysis

Free, one page, real data.

2

Plan and measurement

Target KPIs, channel plan, tracking set-up.

3

Test and grow

Weekly tests, ongoing reporting.

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