

MARKETING EFFECTIVENESS & INTEGRATED GROWTH STRATEGY

Make your marketing work harder.



Strategic firepower + hands-on delivery
in the moments you need it most.

We know the moments when the right expertise or extra support can make all the difference.

Strategic expert boost during key planning moments?

Not sure if marketing investment is maximized?

Lots of social activity, unclear business impact?

No in-house expert for a specific need?

Last-minute projects to land new opportunities?



That's where we plug in. Depending on your need, we plug in **with strategic leadership, specialist depth and clear accountability for delivery.**

Four ways we help your marketing work harder.

01

Integrated growth planning

Connect touchpoints & messaging, prioritize investment where it matters most.

02

Social media effectiveness

Make every social investment & effort work harder for your growth.

03

Growth & performance

Build the foundation, improve performance, or move things faster — we help wherever your growth needs support.

04

Wellness community activations

Build brand presence inside growing Pilates communities and connect it to your wider marketing plan.

OUR TEAM

Fractional leadership. Specialist depth. One accountable team.

A core strategic team leads your work. Specialist capability is added where and when it's needed.

NILAY CANBAZOGLU

Integrated Marketing Founder,
Amsterdam

Heineken – Brown Forman – Omron
Healthcare – Avon Cosmetics – Vodafone
– Universal McCANN

MELTEM AKSU

Growth Marketing, Amsterdam

Dentsu – Catawiki – Skyscanner – Pink
Gellac

DENIZ OKAY

B2C / B2B Performance Marketing,
Istanbul

Naspers Group – Avon Cosmetics –
Omron Healthcare – DocPlanner – Tchibo
GMBH

MELIS ONGUN

Client & Account Leadership,
London

WPP, Microsoft, Puig, Avon Cosmetics,
Spring Studios, Sarah Chapman

10+

TRUSTED EXPERT NETWORK

Top talent vertical experts, brought in around your brief.

PAID MEDIA & PERFORMANCE

ANALYTICS & MEASUREMENT

SOCIAL

SEO / GEO

PARTNERSHIPS & ACTIVATION

CREATIVE & CONTENT

Are you only converting today's demand or building tomorrow's too?

The strongest marketing strategies are designed to work collaboratively to **deliver at two paces: short- & long-term commercial growth**

TODAY

Convert demand

PERFORMANCE

Leads - Sales

✓ Convert today's category demand

TOMORROW

Build future demand

Brand

Awareness - Memory - Preferences

✓ Creates future demand with greater pricing power and nudges today's demand.

+90%

MEDIAN REVENUE ROI UPLIFT

When moving from a performance-only strategy to **mixed performance- and brand-focused marketing strategy**.

Source: Analytic Partners ROI Genome and WARC Multiplier Effect



The question becomes: **How do we make both jobs work harder together?**

Integrated planning helps both jobs work harder: Convert demand & build demand.

Integrated planning connects audience insight, investment and channel choices into **one growth plan** — helping your touchpoints to reinforce each other and work harder across today's conversion and tomorrow's demand.

WITHOUT INTEGRATED PLANNING

- ⚠ Channels drive the conversation and channels compete for budget.
- ⚠ Brand, media and commercial teams act and measure in silos.
- ⚠ Short-term pressure drives fragmented choices.

WITH INTEGRATED PLANNING

- ✓ Clear audience and consumer-first planning.
- ✓ Investment, KPIs and messaging aligned; smart touchpoint combinations identified for full-funnel impact.
- ✓ Clear touchpoint priorities and roles, with each touchpoint planned to reinforce the others.

UP TO

+40% ROI

Lift when **touchpoints are integrated and designed to be consumer-driven**, not brand-driven.

McKinsey & Company, Consumer Decision Journey Study



Integrated planning **works best when planning starts with the consumer**, not your brand or channel priorities.

We can help your teams build consumer-first, integrated growth plans through pre-work and workshop sprints.

01 Understand growth opportunities Your input & Nayra Pre-work

- Business and brand priorities
- Consumer, category, competition insights & data
- Sales & channel data
- Budget & investment context
- Insights & reports from brand, media and trade

02 Make Strategic Choices Pre-work + Working session

- Audience clarity
- Comms pillar tasks
- Priority touchpoints
- Connecting touchpoints
- Data collection & activation plans

03 Build the integrated plan Pre-work + Working session + Your team work

- Media behaviors
- Messaging & asset planning
- Measurement alignment
- Next-step execution planning

- ✓ A collaborative 4-8 week engagement, depending on complexity, quality of input, team involvement and availability.
- ✓ Alternatively, you can choose customized capability-building training for your teams. Two sprints; discovery & training (2-3 weeks).



Integrated planning helps your business grow **marketing ROI today while building brand equity over time.**

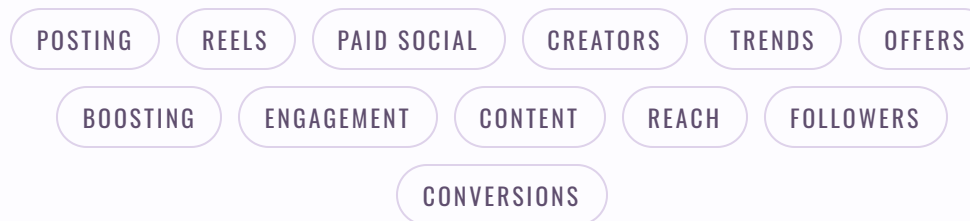
For start-ups and growing brands, social becomes a critical growth driver — across paid, owned and earned.

When that's the case, every hour, decision and euro needs to work as hard as possible for growth.

Sound familiar?

- What should we talk about most?
- Which audience are we really trying to move?
- Where should we spend — and where shouldn't we?
- How do we know what to change, test or scale?

Your social can be busy, creative, proactive and still lack direction.



We can develop a strategic social effectiveness playbook for your brand that your team can use for everyday decisions.

Who

Who matters most?

Audience priorities

What

What should the brand be known for?

Messaging +
Content pillars

Where

Where should we play?

Platform roles

When

When does each type of content have a job?

Journey + content weighting

How much

Where should effort & budget go?

Paid + Organic +
Earned priorities

What next

What to change?

Measurement +
test & learn &
scale



Social media activity ≠ social strategy.

You can grow your business more effectively when social is done right.

Three ways we help your marketing work harder.

Whether you need to build the right foundation, improve underperforming activity, or add senior support fast — we help your business grow.

BUILD

Set up a growth system your business can scale with.

DIAGNOSE

Find what's limiting performance — and what to do next.

PLUG IN

Add senior and hands-on capability when you need it.

We have the capability to help you at any stage & state of your growth need.

BUILD

Set up a growth system your business can scale with.

What we do

We design the core growth system around your goals, audience, channels, messaging and measurement.

You get

- Channel & campaign plan
- Messaging & creative direction
- Conversion journey
- Measurement framework
- Test-and-learn plan
- Data collection & activation plan

DIAGNOSE

Find what's limiting performance — and what to do next.

What we do

We audit the full growth engine to identify what to fix, test, stop and scale.

You get

- Audit findings
- Priority actions
- Fix / test / scale roadmap
- Measurement guidance
- Optional implementation,
- Campaign management support

PLUG IN

Add senior and hands-on capability when you need it.

What we do

We plug into your team to keep planning, campaigns, reporting, agencies and execution moving.

You get

Interim support during hiring gaps, extra capability during peak periods.

- Senior project leadership
- Campaign management
- Agency briefing & coordination
- Reporting and quality control
- Any ad hoc expertise needs

Where wellness is part of your audience's lifestyle, we build repeated presence in Pilates communities — connected to your wider marketing plan.

- **Wellness is growing. Pilates is becoming a community.**
Showing up repeatedly in places your audience values helps build familiarity, memory and future demand over time.
- **We build 4–8 weeks of presence inside close-knit Pilates communities.**
- **We connect that presence to your wider marketing and measurement plan – so it works harder than a one-off activation.**

Build repeated brand presence in Pilates communities.

Nayra Connects

TRIAL

Test the opportunity.

- ✓ In-studio branding with community amplification .
- ✓ 1–3 selected Pilates studios.

Nayra Connects

DISCOVER

Scale the connection.

- ✓ In-studio branding with community amplification.
- ✓ Selected Pilates Studios at scale.

Nayra Connects

EXPERIENCE

Create a richer brand experience.

- ✓ Studio partnerships designed for your brand's needs.
- ✓ Tailored Pilates network.

Happy to get
together and see
where & when we
can help most.

We know sometimes the job gets messy.

We have all been there.

That's where we can be useful —

with our EXPERT – FLEXIBLE – AGILE team

And we like things to land.

Clear deliverables.

Practical outputs.

Straightforward communication.

✉ CONTACT@NAYRACONNECTS.COM