


Chapter 2

Digital Publishing Platforms and Innovative Applications of Cross- Promotion Strategies: Examples From Turkey

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ABSTRACT

This study aims to examine the cross-promotion strategies implemented on digital broadcasting platforms both theoretically and practically within the framework of Integrated Marketing Communication (IMC). Within this context, Digitürk's strategic communication practices, transitioning from traditional television broadcasting to OTT (Over-The-Top) services, are analyzed through the core principles of IMC: consistency, integration, synergy, and target orientation. This research demonstrates that IMC should be considered not only as a theoretical model but also as a practical, data-driven, and user-centric management strategy in digital broadcasting. The analysis of Digitürk offers a comprehensive framework for researchers, communication professionals, and decision-makers seeking to understand the transformation of digital media communication in Turkey and to evaluate the implementation of cross-promotion strategies

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INTRODUCTION

The digitalization process has brought about a profound transformation in the media industry, reshaping the dynamics of content production, distribution, and consumption. This transformation has not been limited to technological infrastructures but has also necessitated the redefinition of communication strategies. In this new era where traditional media tools are losing their influence, digital broadcasting platforms are establishing more direct and sustainable connections with audiences through multi-channel usage, interactive content delivery, and personalized experiences.

In particular, cross-promotion strategies—where synchronized and consistent messages are delivered across various platforms—form a holistic communication process. The growing tendency of consumers to seek responses to their needs across multiple platforms and channels, their increasing demand for personalized applications, their interest in accessing behind-the-scenes content for TV programs, and their desire to engage with media personalities highlight a shift. Television is no longer seen merely as a medium for content consumption, but as a channel for building emotional and interactive connections with its audience.

As a result, TV channels now aim to increase accessibility through digitalization while also approaching the cultivation of loyal viewers and followers as a marketing objective. In their efforts to reach viewers from all segments, digital platforms must adopt an integrated marketing approach—strategically managing public relations, advertising, sales promotions, personal selling, customer service management, social media management, reputation management, and corporate social responsibility initiatives.

This study explores the strategic transformation of Digitürk, one of Turkey's key examples in digital broadcasting, within the framework of Integrated Marketing Communication (IMC). By analyzing promotional strategies employed on digital platforms, the study aims to shed light on emerging trends in the sector.

DIGITAL BROADCASTING AND CROSS-PROMOTION STRATEGY

Transformation in Digital Broadcasting and the New Media Ecosystem

Digital broadcasting refers not only to the transfer of content into digital environments but also to the restructuring of the entire media process—from production to distribution and audience interaction. Unlike traditional media systems that operate with one-way communication, digital broadcasting enables two-way, interactive, and

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