

Service
Overview

Streamlined strategy planning & management /

Fixed Cost & Monthly Subscription-Based

Marketing-Kun



マーケティング担当くん

 Ortak

Marketing-Kun

What is “Marketing-Kun”?

A tailored marketing-strategy planning & management service
to unleash your growth potential

Fixed cost &
monthly subscription

Designed
for Japan

your perfect marketing service

- An **individualized, streamlined** service from strategy planning to execution
- Your **adaptable, 24/7** troubleshooter
- Your **Japan marketing pro** with **pioneering, top-quality** service

**Professional
Coverage**

Sales &
inquiry increase

Pilot schemes &
promotion

Localization

Meeting facilitation
in expos

etc.



Are these **challenges** hindering your business success in the Japanese market?



Lack of know-how

What to do?

.....
How to prioritize different tasks?

.....
How to gain business knowledge?



Workforce shortage

Concurrency...no time!

.....
My team isn't motivated...no experts!

.....
It isn't easy to finish until the end...!



Budgeting challenge

Personnel cost for experts are too high!

.....
Consultation/outsourcing= over budget!

.....
Too many expenses on a tight budget!





The perfect **business problem-solving model** for
“lack of know-how”, “manpower shortage”, and “budgeting challenge”

Your business-centric professional service

Optimize strategies for your business issues

Specific advice/support in different stages

Help with gaining business knowledge

Exclusive marketing in charge for your business

From planning to execution w/o delay

- On-site service at your office
- Save your time & effort

Rapid troubleshooting at all times

A high quality, low price approach to marketing

Personals w/ high added value & low unit price

Link up strategies in a macro point of view to maximize the result

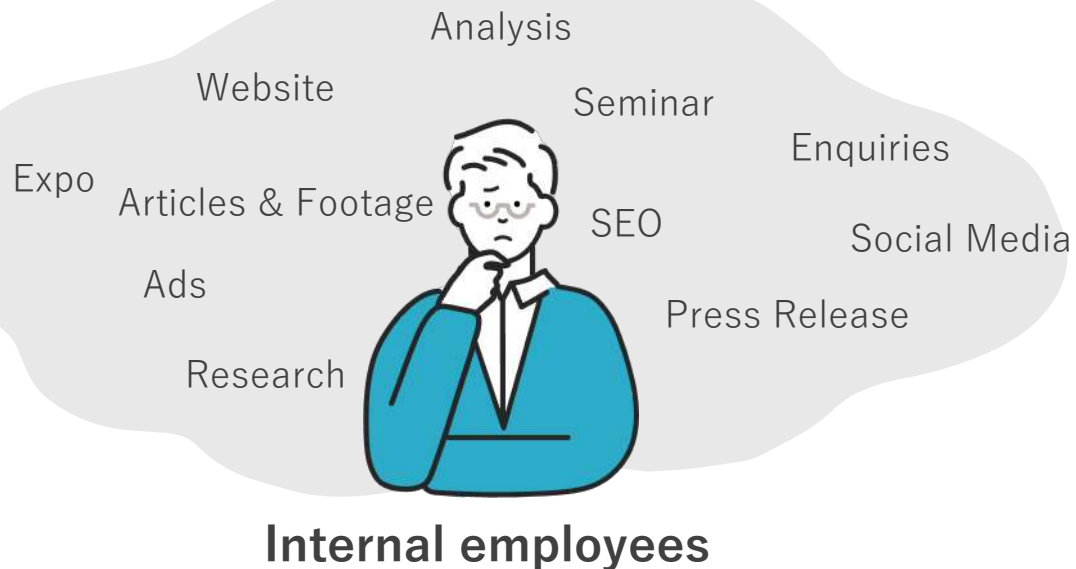
No expenses on candidate screening & recruitment procedures



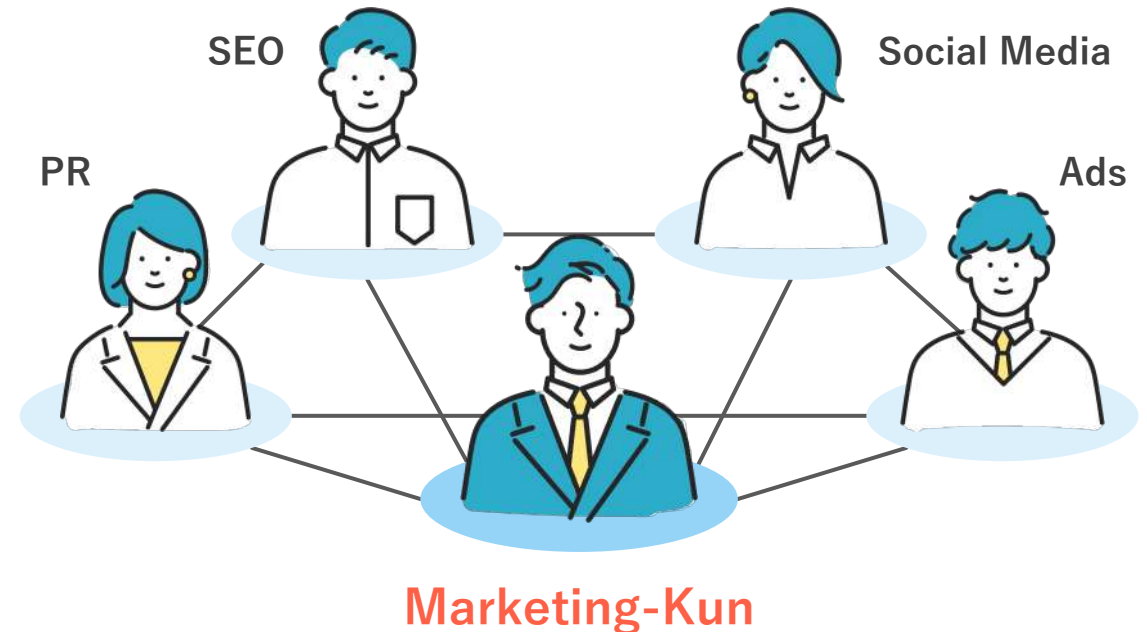


Bridge up various marketing strategies & measures

Hard work **alone**
isn't enough to get ahead



Our **professional team** in Japanese market helps with **the best approach**

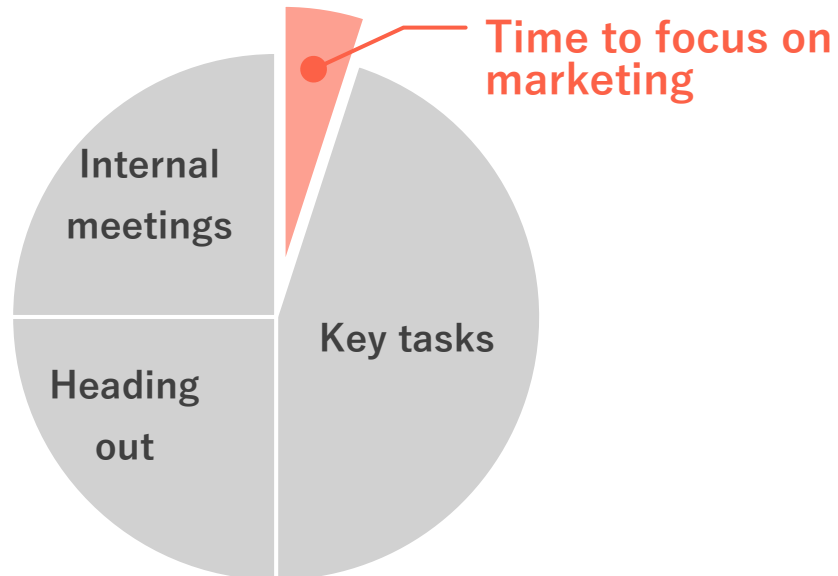




Get the most done in the least time

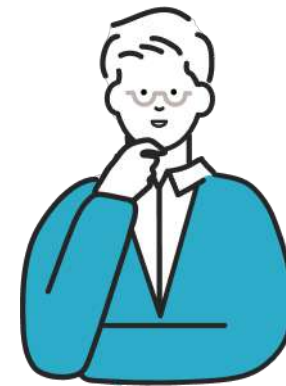
Simply no time
to get tasks done in one piece

Work schedule for multitasking staff



We also help with **project management**
to save your time and effort

Just take a look
to **confirm**



Internal staff

Understand the
current situation

Strategy planning

Execution &
management

Evaluation



Marketing-Kun



A high quality, low price team with experts in various fields, much budget-friendly when compared to recruiting experts

Huge expenses
even for **1** staff member

e.g. Annual income = JPY 6 million



Internal
Employee

Fixed expenses (e.g. office)
Various allowances
Social insurance
Monthly salary JPY 500K

Multiple pros **with an annual income of JPY 12 million** to boost business growth for you!



Marketing-Kun

Monthly fee
JPY 300K



Your ideal marketing management service in terms of our **experience, high quality, and low price**



Experience

- Annual retention rate over 90%! *1
- Objective figures from the management point of view (to be elaborated later)



High Quality

- A professional team with experts in different fields
- Visit and meeting (online service is also available) *2



Low Price

- No initial cost
- No minimum subscription period *3



*1 An accumulative figure after the change of trade name

*2 Upcharge for long-distance travel/support

*3 Five business day notice to unsubscribe in the next month



Tackle unique issues in your company & business **in various approaches**
We're happy to make changes at any time to cope with various issues

Goal-oriented strategies

- Wise actions to cope with Japanese culture
- Create a specialized system for customers in Japan
- Increase online inquiries
- Create effective target customers
- Pilot marketing scheme for new businesses
- Re-engage dormant customers
- Optimize ads
- Create effective software/tools
- Create a company messaging account
- Boost inquiries through social media
- Set up internal hypothesis tests

Concrete marketing actions

- SEO strategies
- Conductor design & website improvement
- Creation of article/footage
- Seminar planning
- Expo assistance
- LINE (messaging)
- Social media
- AI technologies
- Documentation
- Marketing research & Customer analysis
- Advertising
- Attract new leads
- MEO strategies
- PDCA management
- Guidelines creation
- Connection to sales
- Project monitoring
- Press release creation

Utilization of website and customer management tools to turn visitors into happy customers 5 times more in just 1 year

Issues

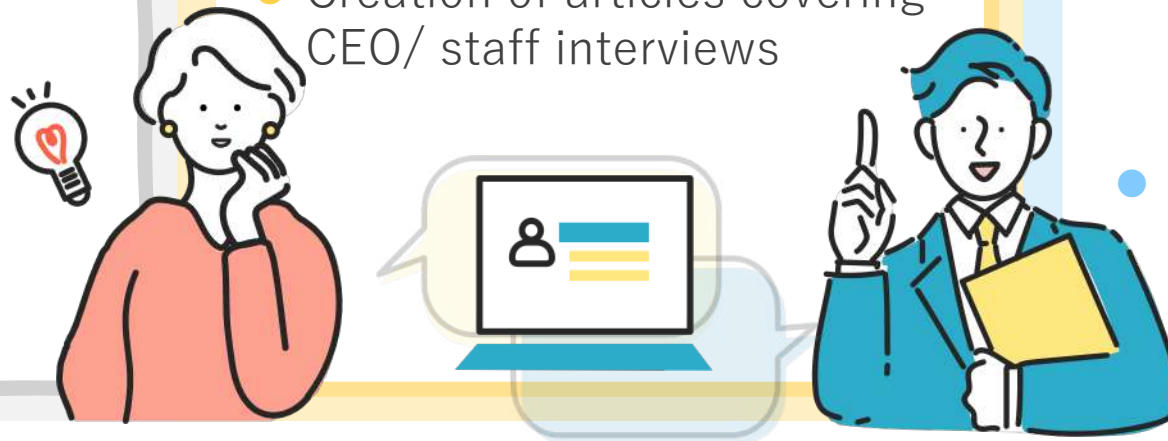
- An inactive website
- Ineffective use of customer management tools
- No sharp PR angles

Strategies

- Big changes in website
- Creation of business introduction documents
- Creation of customer management tools
- Creation of articles covering CEO/ staff interviews

Desirable results

- Successfully boosted continuous online inquiries through the website
- Connected the new customer management tools with business activities to change visitors into happy customers
- PR articles helped not only in sales but also staff recruitment





Achieved an 20% increase in revenue & got new customers at the same time!

Issues

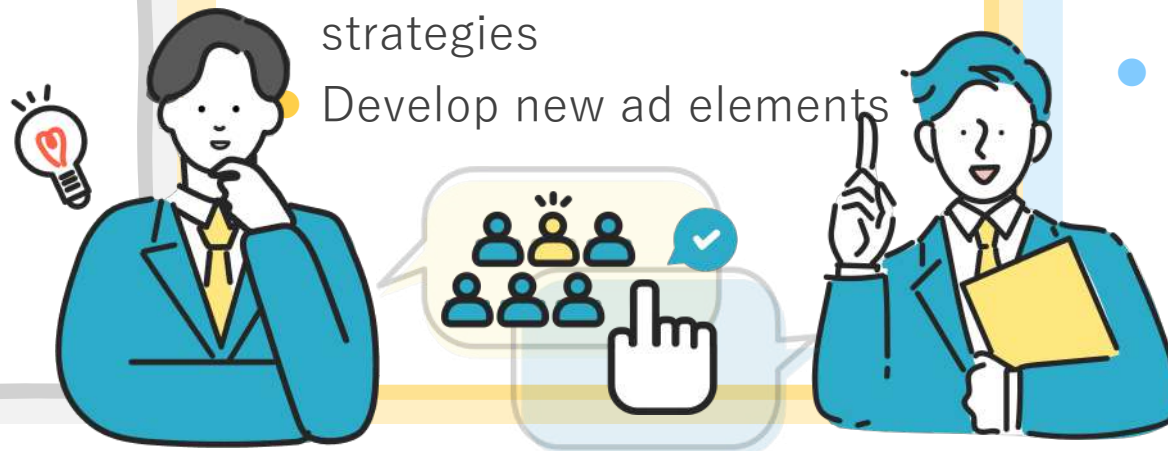
- Great products remained unknown
- Completely lost in ads & promotion direction
- Undesirable revenue

Strategies

- Create new target customers
- Large change in PR angle
- Big changes in website
- Rebuild/monitor new PR strategies
- Develop new ad elements

Desirable results

- Discovered effective keywords to trigger reactions
- Attained a much higher penetration rate among target customers
- Achieved an 20% increase in revenue





CEO, A software corporate

Marketing-Kun provided a wide range of services from ads, SEO, and email newsletters, to CRM...everything was on one dashboard so we didn't need to juggle dozens of disconnected tools/ parties.



General manager, A B2B manufacturing agency

It was great that we could try different approaches because we could ask for changes at any time. The professional team also provided thorough reviews and inspirational suggestions for improvement.



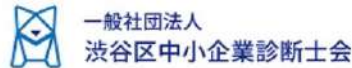
CEO, A special service provider

The Marketing-Lun team just mixed well with my staff so all the projects went smoothly. I also appreciate the detailed planning and organization of different tasks, as well as their amazing time management.





Tangible & intangible goods; B2B & B2C; online & offline businesses...



Software & communication

- B2B video platform provider
- Old video creation service
- Old digital agency

Manufacturing

- Big confectionery manufacturer
- Food products manufacturer
- High precision machine manufacturer
- Online shopping service

Services

- Inbound marketing
- Matchmaking service
- International marketing agency
- Entertainment office

Education













- Adult programs
- Early childhood education

Finance

- Financial service (insurance, residences) etc.

A comparison with other approaches



	マーケティング担当くん Marketing-Kun	Outsourcing agencies	Part-time freelancers/ matchmaking services
Project Monitoring	 <ul style="list-style-type: none"> Coming with project management services Visualizing all plans, roles of different parties, and timelines 	 <ul style="list-style-type: none"> No support in project management, covering only very limited parts 	 <ul style="list-style-type: none"> Must chop down your projects into small, feeding pieces for different parties Time-consuming for the repetitive screening, negotiation, and verification
Service Quality & Knowledge	 <ul style="list-style-type: none"> Experience and professional knowledge in tangible & intangible goods; B2B & B2C; online & offline businesses, etc. A flexible team structure putting the right pros in the right positions 	 <ul style="list-style-type: none"> Heavily biased; e.g. only for service providers, only cover ads, etc. Unbalance coverages in limited aspects 	 <ul style="list-style-type: none"> Compromised quality; the reliability and accuracy of the output can be challenging (time and energy-consuming)
Professional Skills	 <ul style="list-style-type: none"> Multiple pros with an annual income of JPY 12 million to boost your business growth! 	 <ul style="list-style-type: none"> No quality assurances as workers are usually those started as fresh graduates/ freelancers 	 <ul style="list-style-type: none"> Putting your faith in people you don't know Different steps are disconnected segments
Cost	 <p>NO initial fees Only a monthly subscription fee of JPY 300,000</p>	 <p>Initial fee= JPY 100,000 Monthly fee= JPY 1000,000 – 900,000 (*) JPY 100k packages only cover limited tasks (*) Common packages are JPY 400-600K</p>	 <ul style="list-style-type: none"> A string of usage fees on different platforms Have to review quotations time after time



Qualifications of our professional team



Google Analytics Professional Certification (GA4)



Google Professional Certification

- Cyber security
- AI
- Data analytics



Advanced Web Analytic Consultants



LINE Green Badge



HubSpot professional certification



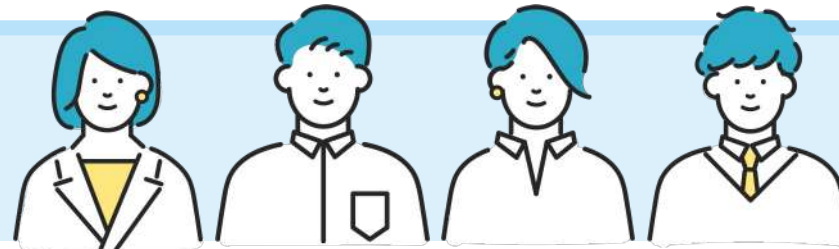
Meta Blueprint



Registered Management Consultant (small and medium-sized businesses)



Certified Management Innovation Support Organization





Start now with our **Marketing-Kun** standard package w/ no initial fees, at just JPY 300,000 per month!
We're glad to tailor the package for you, feel free to contact us!

Marketing-Kun Light package

Monthly fee

JPY 150,000 (+ tax)

No initial fee

Online meetings only

Live chat support

Project management- NO

Work hour reference- 15-30 hrs

Our Recommendation

Marketing-Kun (Standard package)

Monthly fee

JPY 300,000 (+ tax)

No initial fee

Online meetings & visit

Live chat support

Project management- YES

Work hour reference- 30-60 hrs

Marketing-Kun MAX package

Monthly fee

JPY 600,000 (+ tax)

No initial fee

Online meetings & visit

Live chat support

Project management- YES

Work hour reference- 60-120 hrs



1

Free Consultation

Please make your reservation via phone, email, online inquiry form, or LINE message. It's free!

2

Meetings

Let us look into your matters and get to know your business issues at the frontline.

3

Presentation

A thorough plan of marketing strategies aiming at your business success- we'd love to join your journey.

4

Contract Hit the road together

Validate a contract and start hitting the road together. Instant access to our support is also possible (You can pay only for the days in the 1st month)





About the supporting service

Q I am a stumbling amateur in terms of marketing and I have no idea how to start...

No worries. First, let us walk you through everything comprehensively without any specific terms. We are pleased to provide detailed proposals and walk you through all the steps in our plan.

Q I'm interested in different plans but I am on a tight budget...

No worries. Let us prepare different proposals for you to fit your budget. We are also happy to provide suggestions for your future reference.

Q It's easy to do everything face to face but would it possible to have all your services online?

We visit your office every two weeks. Be mindful that there is an upcharge for remote locations. Online service is, of course, not a problem.

About the scripton

Q Subscription, change of package, and termination

The monthly subscriptions are automatically renewed. Please contact us at least 5 business days in advance in the previous month to change or terminate your package. For instance, you must notify us 5 business days before the end of May for the termination at the end of June.

Q Subscription in the middle of the month

In the first month, it's possible to pay only for the days you're with us instead of the entire month.

Q Payment method

Please pay by wire transfer or credit card.
(To be paid by the end of the subsequent month)



Others

Q I would like to know more about your system.

We tailor a team of 2 to 3 experts for your based on your issues. To make sure we are providing the best, we will evaluate the progress regularly and make changes flexibly when necessary.

Q Is it advisable to take other services at the same time?

It's absolutely fine. We even offer a discount if you subscribe to other services such as "Recruitment Kun" and "E-Commerce Kun". Feel free to contact us to get to know more.

Q I'd like to know more about your security measures.

We have Google Cyber Security Professional certified members and we sign NDAs with all our partners. We are also preparing to attain ISMS (ISO27001) (an international standard for information security management systems) (to be attained in October 2025).

Company Profile & our CEO



Company		CEO	
Trade Name	<p>Ortak Inc.</p> 	Name	Ray Yilmaz
CEO	Ray Yilmaz	Origin	Tokyo, Japan
Foundation	April 1 st 2020	Academic Background	Faculty of Business Administration Department of Business Administration Aoyama Gakuin University
Headquarters	7/F, N&E Building, 1-12-4, Ginza, Chuo-Ku, Tokyo, Japan	Visions	<p>“Ortak” literally means “partner” or “companion” in Turkish. It captures our vision to offer support for bigger dreams as hard work alone isn’t enough to get ahead. We would love to walk through peaks and troughs with our clients, and give instant support to unleash business potential.</p> <p>We strive to understand the vision of our clients at all times and pick up challenges with them to share their joy. Let us be your “management partner” who walks with you in your journey and guides you to success.</p>
Inquiry	Phone) 03-4582-2331 Email) info@ortak.co.jp	Others	<ul style="list-style-type: none"> Registered Management Consultant Small and Medium Enterprise Advisor (Management Support), Organization for Small & Medium Enterprises and Regional Innovation, JAPAN) Digital Marketing Advisor, Tokyo Metropolitan Small and Medium Enterprise Support Center Certified Management Innovation Support Organization
Website	https://ortak.co.jp/		
Major Business	Marketing management service		



Nov 2008 -  **HORIPRO**
Active in the entertainment industry as a TV star and performer

Jan 2013 - Apr 2016  **basic**
Director, marketer, and chief editor in one of the largest franchise business matchmakers in Japan

May 2016 - Apr 2020  **CyberAgent** **ABEMA**
Developed and implemented marketing strategies at a digital media agency

Apr 2020 - Jul 2023  **NOVARCA**
As a manager at an international marketing agency specializing in PR, and planning/ executing B2B marketing strategies; also functioned as a recruitment manager to formulate and execute recruitment strategies.

Apr 2020 - (Jul 2023 -)  **Ortak**
Marketing management (sales channel exploration, online marketing & E-commerce enhancement)



Seminars for Corporate clients

How to create a Google Analytics (a website performance optimization tool)

解析・分析コース 中級編 (実践編)

- 第1回 正しい設定とエラーの排除
- 第2回 どんな人が訪れているかを知る
- 第3回 どこから流入が生まれているかを探る
- 第4回 回遊はうまくいっているかを確認する

全6回の全体像

①正しい設定・エラーの排除
②ユーザー像
③流入経路
④回遊
⑤コンバージョン
⑥レポート

年齢・性別 × 来訪・CV

ユーザー数

コンバージョン率

デバイス

モバイルデバイスブランド

曜日等の傾向

時間、日、曜日、月別の傾向

曜日別詳細

Nikkei Business School On Demand

Participated in the preparation of a seminar on digital marketing strategies

日経ビジネススクール ON-DEMAND

講座を探す / デジタルマーケティング戦略立案一全体像編

基礎から実践まで徹底解説！未経験でもデジタル戦略策定ができる入門シリーズ

デジタルマーケティング戦略立案一全体像編

メッセージ

本講座の目的は、「デジタルマーケティング戦略立案の全体像把握」です。デジタルマーケティング未経験でも安心ください。デジタルマーケティング基礎知識から、実践的で再現性の高い「戦略立案方法」を解説いたします。

本講座では以下を学ぶことができます。

- ① デジタルマーケティングにおける基礎知識
- ② デジタルマーケティングにおける「戦略全体像」及び「何を考えるべきか？」の主要ポイント
- ③ デジタルマーケティングのKGI・KPI
- ④ デジタルマーケティング戦略立案における活用できるフレームワーク「デジタル3C分析」「マーケティングファンネル」「Who/What/Howの方針策定」「カスタマージャーニーマップ」
- ⑤ デジタルマーケティングにおける戦略立案に必要な「定量調査」「定性調査」
- ⑥ 実行計画の策定方法及び、優先度設計の考え方

¥9,900

カートに入れる すぐ買う

無料サンプルを見る

デジタルマーケティング 戦略立案 全体像編

株式会社 Media Theater デジタルマーケティングマネージャー 柳瀬大紀

Publications

Participated in a marketing publication

Escape from digital transformation

DX沼からの脱出大作戦 単行本 (ソフトカバー) - 出版社

2024/2/28

今木 智隆 (著)

4.3 ★★★★★ 58個の評価

すべての形式と版を表示

DX沼からの脱出大作戦

1000社以上の問題を解決したITコンサルタント 今木智隆

攻めのDX! 鬼の鉄則

DXは才覚の1つに過ぎない。仮説を立てて、正しいデータを取り、正しく分析せよ

- 「消費者のこだわり」なんてない!
- 公式SNSはいくら購読してもほぼ無効。
- デジタル広告は「検索連動型広告」一択!

In charge of a business column for the Small and Medium Enterprise Management Consultant Association, Shibuya

The key to successful marketing for small and medium enterprises is utilizing external experts

<https://shibuya-smeca.com/6183/>

小さなトラブエラーを繰り返し、どのような事が一番会社が顧客や市場に対して価値を提供できるかを考えるのは、中小企業のマーケティングの大きな課題の一つです。

以下は、中小企業におけるマーケティングの各段階とその打ち手の一覧です。

段階	検証	認知	検討	決断	継続
経営	経営の現状と課題を把握する	成長機会と課題を把握する	課題解決の方向性を定める	課題解決の方向性を定める	課題解決の方向性を定める
目的	検証	問い合わせ	認知化	受注	継続受注
顧客調査	見込み顧客設定	ホームページ改善	事例・実績紹介	サポート体制構築	
市場調査	訴求戦略	比較検討ページ	利用者の声	展示	
打ち手 (例)	Web調査	ウェブ・SNS広告 (小規模)	メールマガジン	お祝い利用	アンケート
事業計画	展示会	セミナー・説明会	現金プラン		
テスト販売				メディア掲載	

中小企業のマーケティングの特徴

Unleash your growth potential now!

Contact us NOW for more information about Marketing-Kun

English contact form from this QR code →



Phone

03-4582-2331

24/7! Contact us at any time.

Leave a message and an English speaker will call you back.



Website

<https://marketanto.com/>

※Currently only available in Japanese



Email

English staff available!

info@marketanto.com

Kindly state your name, your company name, and contact number for better follow up.



LINE



マーケティング担当くん

Add us to your contact list then click on “無料相談” (free consultation)

