

B2B DEMAND GENERATION

GK Demand Programme

Decision makers who have agreed to be contacted by you, in 8 weeks.

We create a report, webinar or guide that adds real value to your sector and publish it on Girişimci Kafası's LinkedIn, newsletter and Instagram. Every week we hand over the people who fill in the form to get it, tick a consent box that names you and match your target profile.

Measured by

Qualified contacts, sales opportunities

First results

1-2 months

Term

Seasonal, 8 weeks

Qualified contact	Opted in, valid email, fits the agreed profile, not a duplicate.
Fee	A fixed content and distribution fee plus a variable fee per qualified contact.
Delivery	Contacts every week (CSV or CRM) and a wrap-up report in week 8.

The 8-week flow

Week 1	Brief, target profile and success criteria. We agree the profile and lock it in writing.
Weeks 2-3	Content production: survey and report, webinar running order or guide.
Week 4	Your sign-off. The programme page and registration form are made ready.
Weeks 5-7	Publishing: 4-6 LinkedIn posts, 1-2 newsletter placements, Instagram Stories and, where relevant, Yapay Zeka Kafası. Webinar in week 6.
Every week	Qualified contacts are delivered as a CSV file or straight into your CRM.
Week 8	Wrap-up report: reach, form conversion, qualified contacts and their breakdown by profile.

Our track record

WORLDDEF

10,000+ event registrations, 1,000,000+ views

DZD Tech

350,000+ impressions, 2,900+ likes

Who it is for: SaaS companies selling to founders and SMEs; Fintechs and banks' SME products; B2B services: accounting, legal, coworking, consulting; Education and events companies.

Other programmes: GK Founder Programme · GK Brand Building.

Brief: girisimcikafasi.com/en/for-brands/brief/ · **Details:** girisimcikafasi.com/en/for-brands/demand-programme/ · info@girisimcikafasi.com

Pricing depends on scope and is shared in a proposal. Partnerships are published with the "İş birliği" (partnership) label.