



MOBILE APPS

Methodology

CREATE!

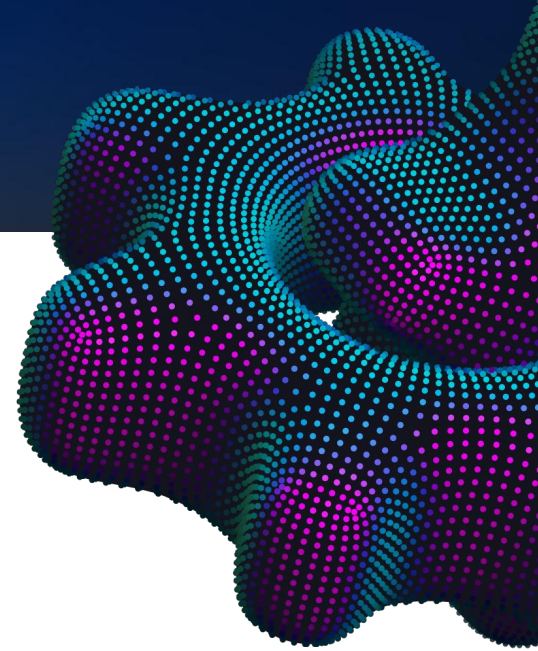


THE COG DIGITAL APPROACH TO MOBILE APPS



A COG Digital Mobile App is managed, designed and developed by our inhouse development team. \ Our agency develops smartphone Apps for Apple and Android environments.

COG Digital Apps create the opportunity for small businesses and brands to have an active mobile application that automates a key digital function the business relies on, enabling the business to compete with a quality digital App of its own.





APPS THAT DELIVER

Our integrated agency allows us to provide both webs and mobile App development projects.

A COG Digital App assumes the responsibilities that include coding, designing, application management, troubleshooting, monitoring updates and possible security threats, and providing end user support. We're astute project managers and ensure a smooth journey to building a new application for our clients.

One of the most notable differences between the App Store and Google Play Store is the speed of the approval process. The approval process for Google Play is much faster, which leads to several lower quality apps. However, the App Store is based on quality assurance leading to a stricter approval process.

Practically, knowing these differences between the App Store vs Google Play should help structure your testing priorities. In the App Store, you want to focus first and foremost on your Image Gallery. In Google Play, you need to focus on both your Featured Graphic and your video with high priority.

Eitherway, COG Digital will audit your audience and the commercial viability for your app and provide the most common sense pathway forward.



COG DIGITAL

WHY CLIENTS CHOOSE US



PROVEN SUCCESS IN DRIVING REVENUE

We've helped clients increase sales and generate more revenue.



PRIVATE COMPANY

COG Digital is part of [COG Branding](#), a privately owned 100% Australian business with a work ethic our grandparents instilled in us.



OUR ABILITY TO GENERATE ROI

Our focus is to deliver value and bang-for-buck. Our approach to performance marketing is to maintain hyper-efficient for all campaigns. From \$100 to \$10,000, every click and impression is valuable.



EXPERIENCE ACROSS EVERY INDUSTRY

1000+ companies across every industry have trusted COG Digital to deliver, and the results speak for themselves.



CLIENTS REFER THEIR COLLEAGUES

Our clients come from referrals. We're busy, simply from our reputation.



READY TO SCALE

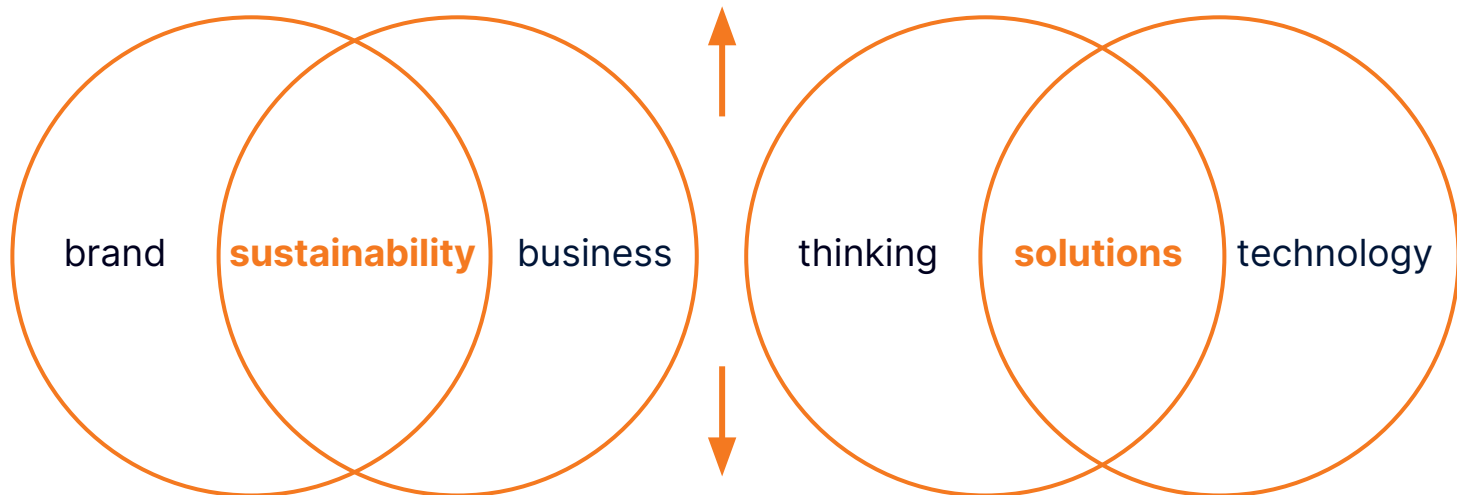
COG Digital has the inhouse team and professional team to meet the demands of any project size. We've got the firepower when it's needed.



WE SOLVE COMMUNICATION PROBLEMS. IT'S HERE OUR SKILL IN CONNECTING BRAND TO BUSINESS IS DELIVERED.

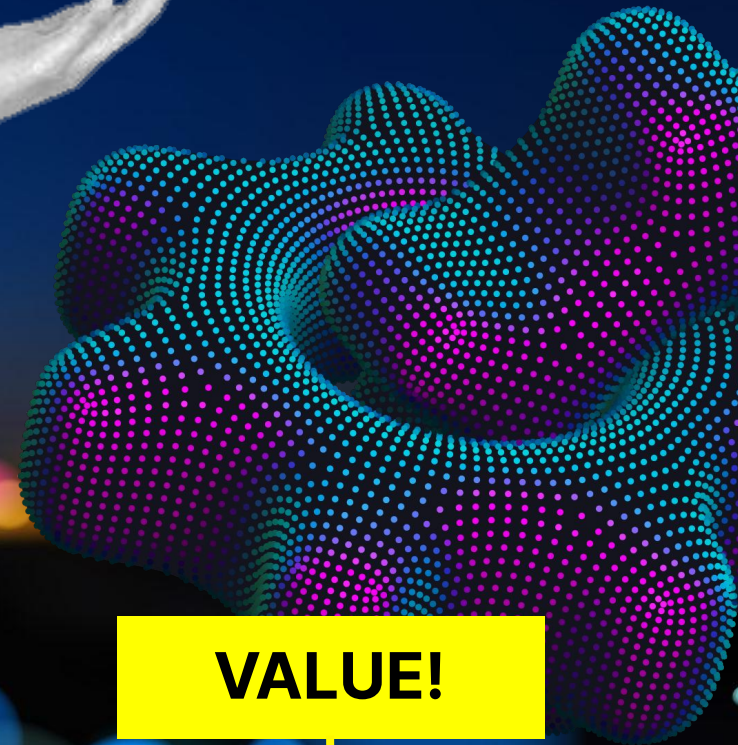
We focus on clever thinking, innovative design and use smart technology to achieve our project objectives. Our goal is to develop a sustainable approach to business for our clients.

SUSTAINABLE BUSINESS MODEL



**WE GET YOUR BRAND TO WORK AS AN AUTONOMOUS SALESPERSON
FOR THE BUSINESS**

WHAT IS A COG DIGITAL PARTNERSHIP?



VALUE!





CONNECTED, LIVE, SWITCHED ON, ALL DAY EVERYDAY.

Our digital experts become an extension of your team. We're at call with desktop chat connectivity as if we're in the same office.

That's why 100+ companies trust us to deliver every single time.

We're always updating on the latest in [SEO](#), PPC, Remarketing, [LinkedIn](#), [Google](#), [Facebook](#), [Instagram](#) and [Email Marketing](#).

We also report the numbers with research and clear insights.





THE IDEAL MIX OF EXPERTISE.



INTEGRATED DELIVERY.

At COG Digital, we deliver advanced and integrated solutions allowing us to partner with developers, digital producers and creatives with ease.



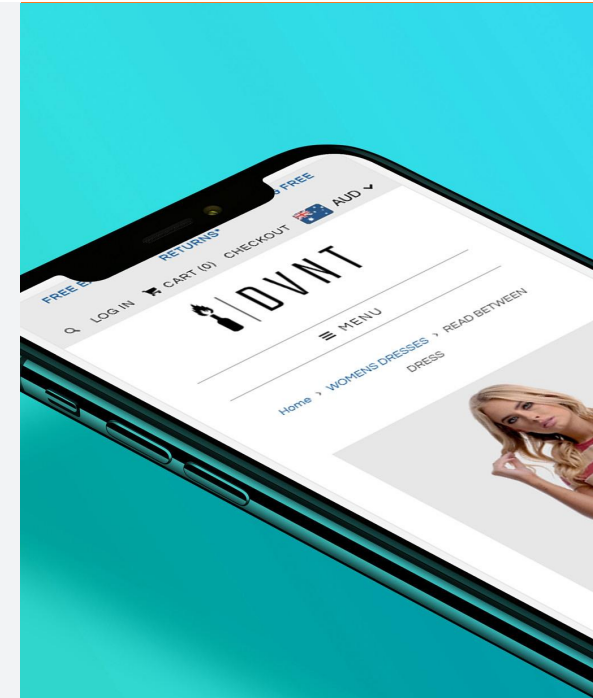
FULL SERVICE BRANDING – 100% AUSTRALIAN.

COG Digital is supported by the COG Branding Group. Everything in house, under the one roof, 100% Australian.



TRANSPARENT ACCESS AND REPORTING.

We keep our clients on the same page, and deliver constant campaign updates. Plus, you have access to all accounts.





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like these case studies is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take digital marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced brand experts, not a salesman.

(02) 9523 6007
Enquiries@COGbranding.com.au

COGbranding®

www.COGbranding.com.au

Enquiries@COGbranding.com.au

+612 9523 6007.

8A Cronulla St 2230 NSW Australia

COGprint®
COGdigital®
COGdesign®
COGpromo®
COGstrategy®