

COGdigital[®]

EMAIL MARKETING

Methodology

DISCOVER

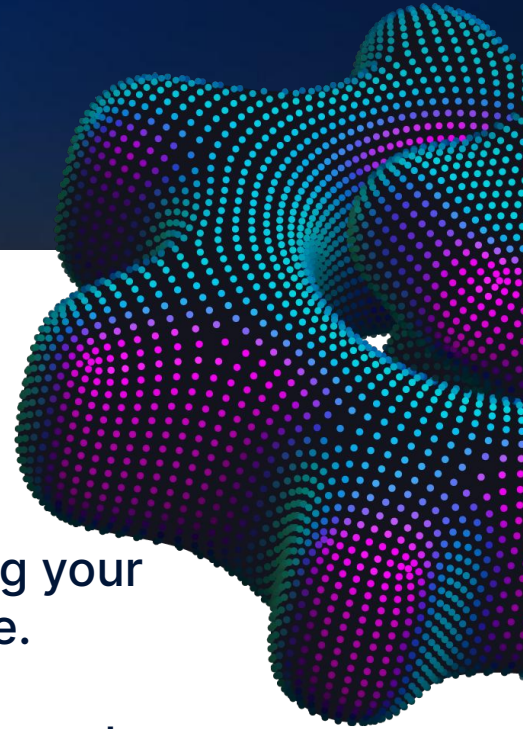


THE COG DIGITAL APPROACH TO EMAIL MARKETING



This document will introduce you to COG Digital and how we go about taking brand and business to market via Email Marketing, with a focus on connecting your audience on digital platforms to your product and service.

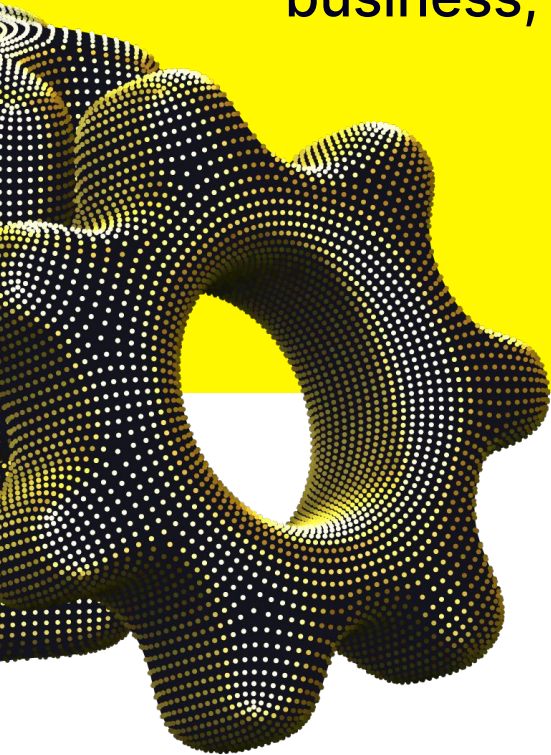
Email Marketing helps you strengthen relationships and boost website traffic, conversions, and revenue. You also gain valuable insight into the best ways to communicate and connect with your customers. These deeply important benefits are both low cost and low effort in comparison to traditional marketing channels. Get started today!





SO, ARE YOU READY TO DRIVE REVENUE AND BUILD BRAND?

The COG Digital focus is to financially grow your business, but also increase brand equity.



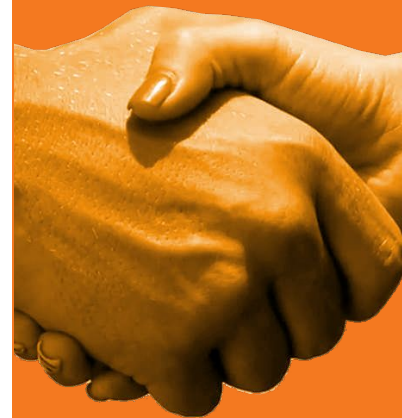
START!





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

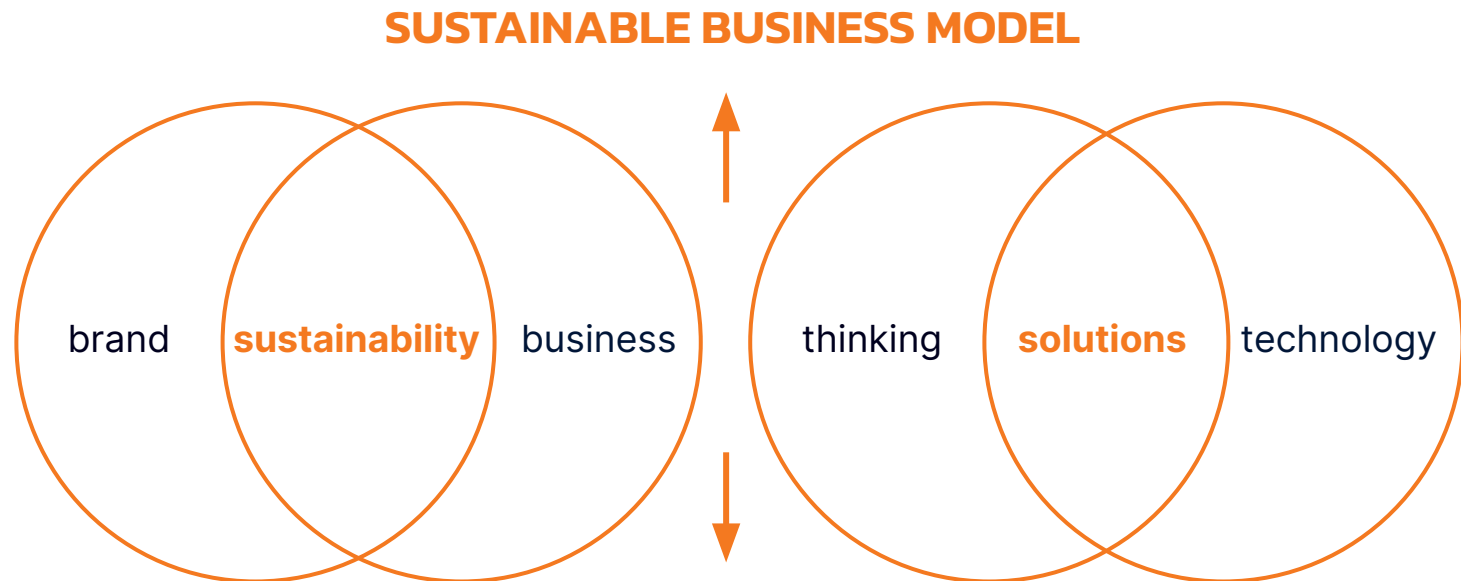
**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**





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.



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



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

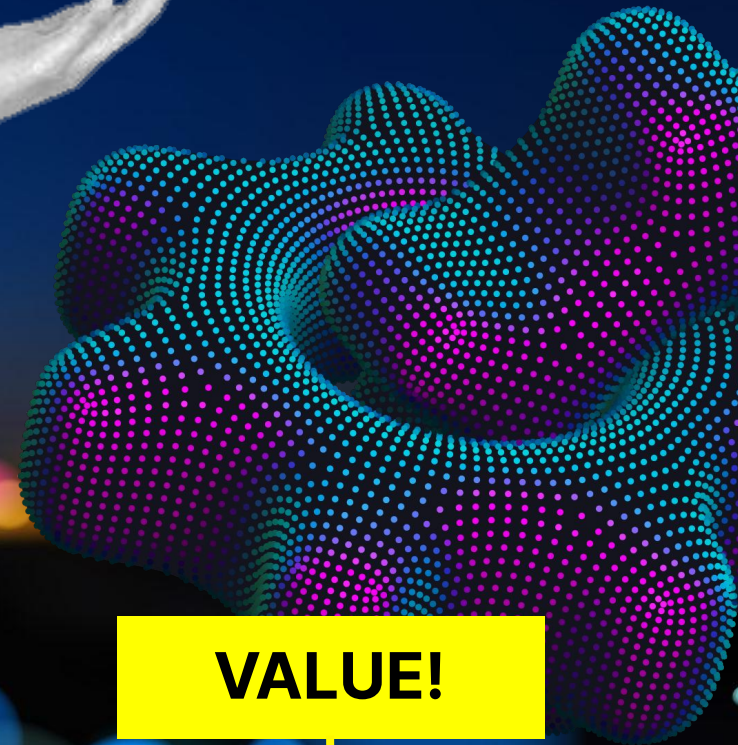
Our clients come from referrals. We're busy, simply from our reputation.



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.

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.



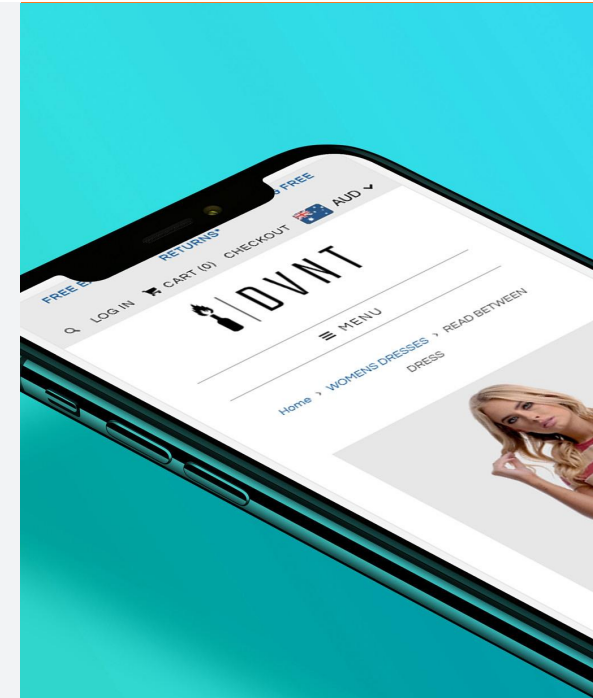
FULL SERVICE BRANDING – 100% AUSTRALIAN.

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.





HOW COG DIGITAL CREATES RESULTS FOR EVERY CLIENT.



MAILCHIMP

Mailchimp is an all-in-one marketing platform that helps you manage and talk to your clients, customers, and other interested parties. Our approach to marketing focuses on healthy contact management practices, beautifully designed campaigns, and powerful data analysis. We're here to help you become an expert marketer.



CAMPAIGN MONITOR

Campaign Monitor is a straightforward email marketing tool that enables marketers to send beautiful and personalized emails, creating a reliable channel to grow engagement with subscribers and promote loyal readership and conversions.

THE COG DIGITAL SERVICE SUITE



These are our areas of expertise that when activated via an Owned Media Strategy, and managed month to month, collectively it will provide a sustainable approach to results-driven brand marketing for your business.





EMAIL THAT DELIVERS

COG Digital Email Marketing is for brands and businesses that require a cost effective and simple approach to broadcasting your product and service messaging.

Our Email Marketing Programs are suited to fast moving SME's that are not resourced to execute email marketing activities and manage databases on their own.

The use of email within your marketing efforts to promote a business's products and services, as well as incentivize customer loyalty.

Email Newsletters

One of the most common and popular email marketing campaigns are Email Newsletters. As a small business you can use an email newsletter to provide subscribers with helpful knowledge and tools.

Acquisition Emails

Acquisition Emails can help your small business acquire customers who have opted to receive your emails but have not yet converted into customers.

Retention Emails

If you have some experience in email marketing campaigns, consider Retention Emails for your small business.

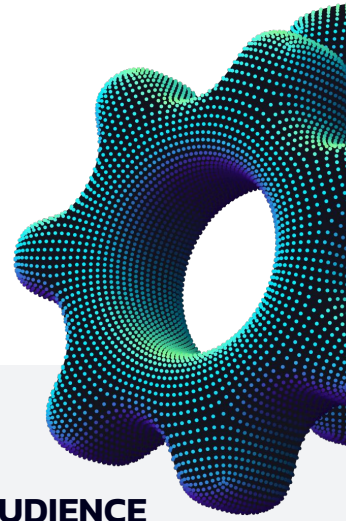
Promotional Emails

Promotional Emails are a great way to drives sales, signups, and new product offerings for your small business.



Campaign Monitor

HOW EMAIL MARKETING GROWS YOUR BUSINESS



COST-EFFECTIVE

Marketing campaigns can get expensive. Costs like postage, printing, and ad space quickly add up. One of the most apparent advantages of using email is that you don't have to worry about these traditional expenses.



EASY TO MEASURE

Measurability is one of the most important email marketing benefits. Software allows you to track open, click-through, and conversation rates. This information gives you a wealth of insight into what does and doesn't resonate with your audience.



REACHES AN ENGAGED AUDIENCE

Email marketing is one of the only types of promotional content that consumers ask to receive. In most cases, businesses only send opt-in email marketing. Naturally, conversion rates are higher when you target an already engaged audience.



GENERATES WEBSITE TRAFFIC

Thanks to customization and permission-based marketing, it's no surprise that if you include links in your emails, people will click them. Feature links to your website in marketing emails and email newsletters to generate website traffic.

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

**BECOME A COG CLIENT TODAY.
ACHIEVE GROWTH AND SUCCESS
WITH A RELIABLE PARTNER.**



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