



# PERFORMANCE MARKETING

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Methodology and  
Case Studies

**DISCOVER**

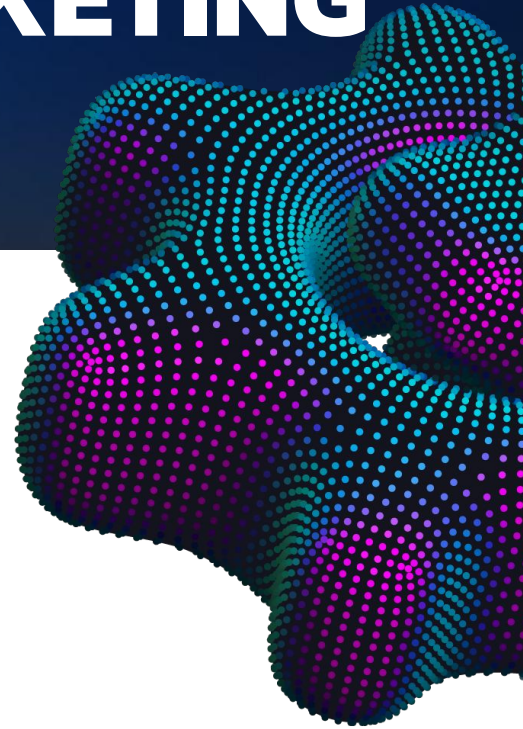


# THE COG DIGITAL APPROACH TO PERFORMANCE MARKETING



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

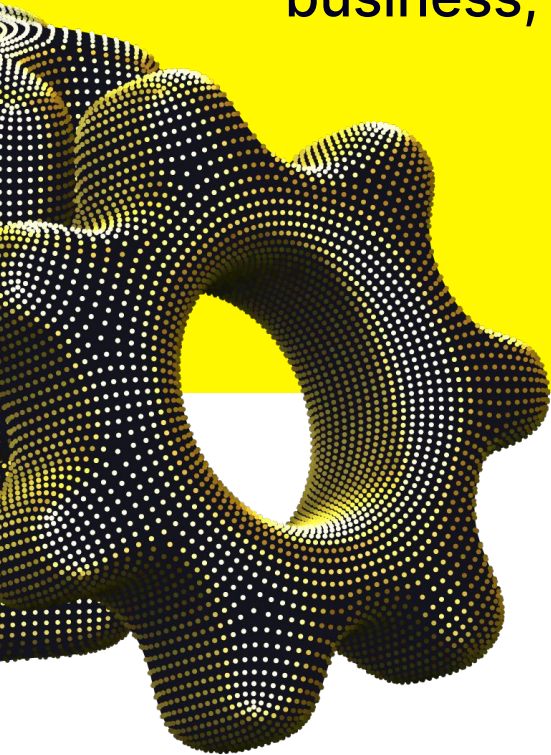
We would also like to take this opportunity to provide Case Studies on the different disciplines of digital performance marketing with what metrics and what sort of results they have delivered our clients.





# 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.

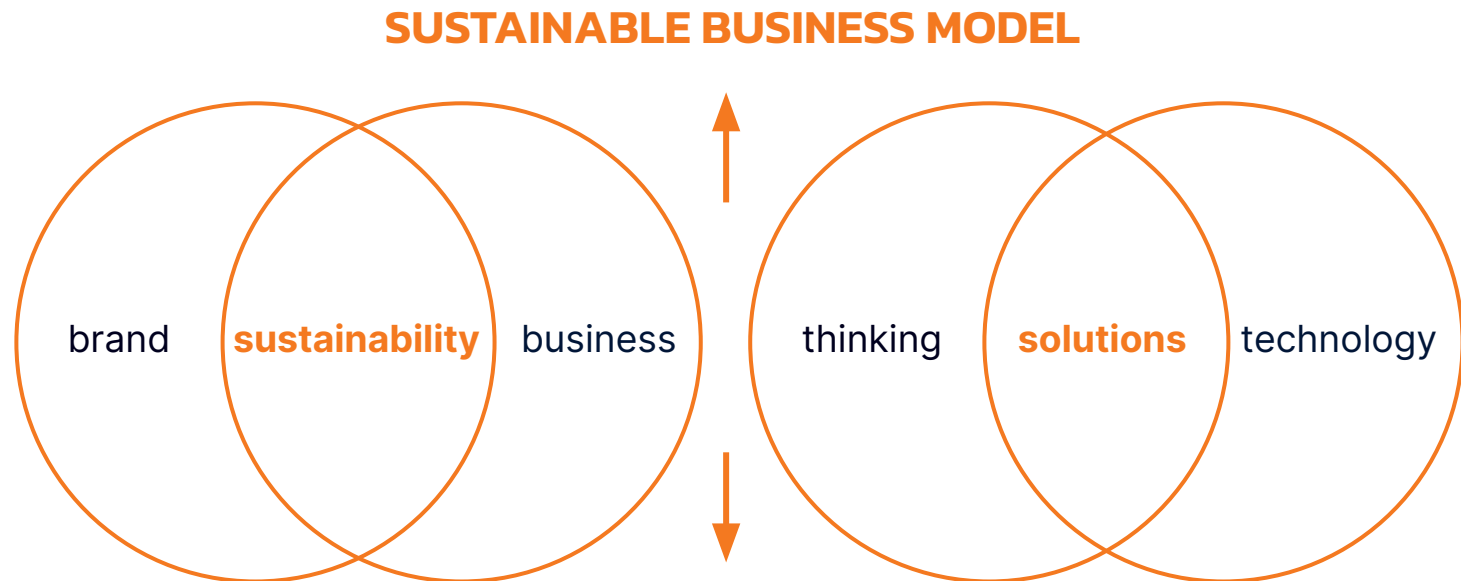
## BUT WE'RE SMALL BUSINESS SPECIALISTS READY FOR NEW PARTNERSHIPS.





# **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.



### 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.



### CLIENTS REFER THEIR COLLEAGUES

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



### PRIVATE COMPANY

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



### EXPERIENCE ACROSS EVERY INDUSTRY

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

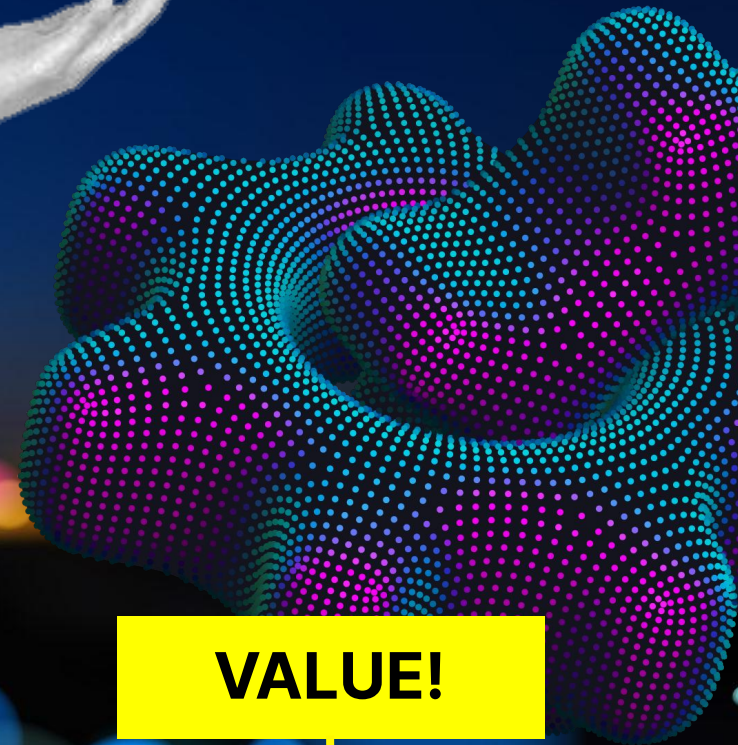


### READY TO SCALE

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.



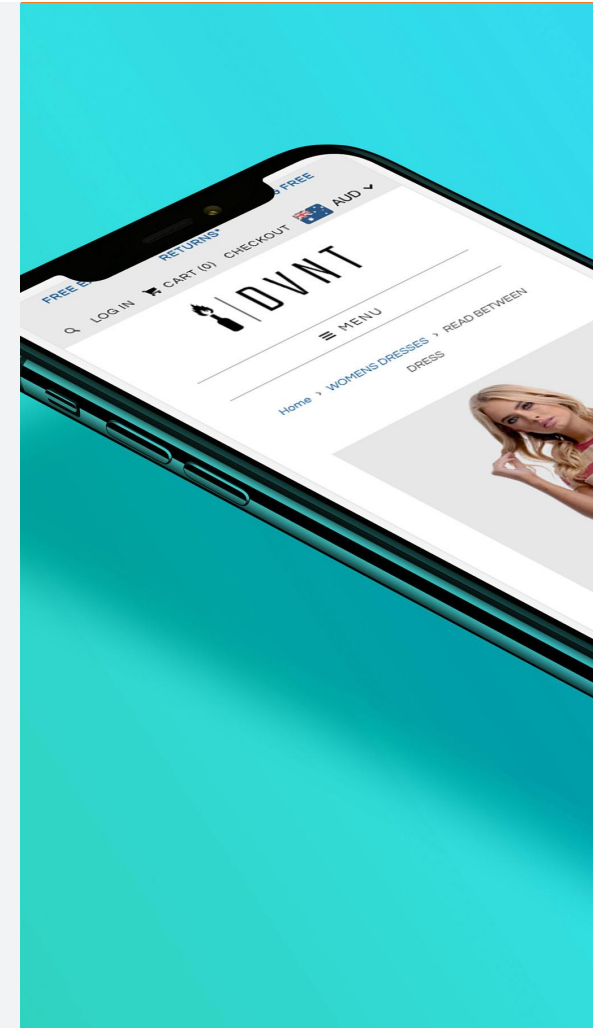
## FULL SERVICE BRANDING – 100% AUSTRALIAN.

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.



## SEO

Search Engine Optimisation increasing the perceived value of your domain name through search engines such as Google. We build Domain Authority.



## Performance PPC Ads

Pay Per Click Digital Advertising. Compete to let customers find you and your offer through Google and Social Media. We deliver the highest return possible on your investment.



## Data , Traffic, Analytics

Measure SEO and PPC traffic. Through data research we obtain insights, and via these we make accurate and astute decisions for our clients on what to do next online. Make educated decisions.



## Social Media Marketing

Create brand story and develop conversations with your customers. Manage brand aesthetic and creative direction while delivering core business offers.

# 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.

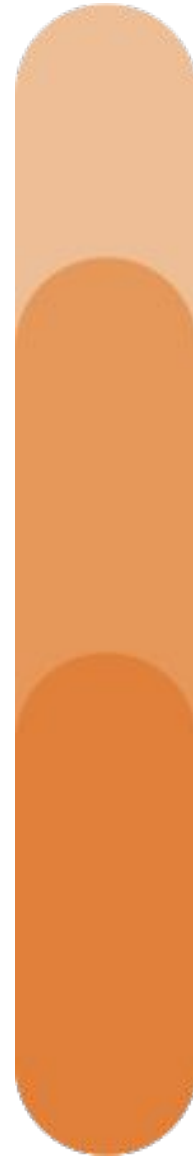




# SEO THAT DELIVERS

We focus on sustainable benchmarking for your rankings, conversions and customers. We're not afraid to pursue a ROI of 300:1. We're serious about what we do and know you demand results.

SEO is about longevity and sustainability. It's as much about tomorrow as it is today. We set bullish goals to make your website discoverable by more of your ideal customers online, and fast.



## Technical SEO 20%

How well can Google index your website? The signals you build into the site to help trigger the best representation in the search results.

## Domain Authority 40%

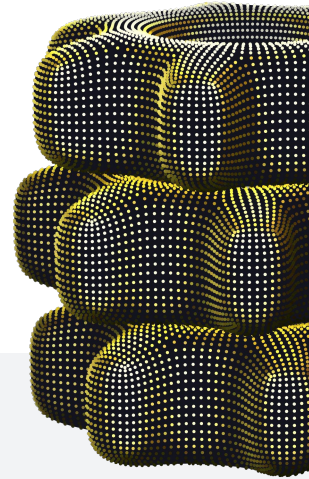
This is all to do with how popular your business is online. How many sites are talking about (linking to) you? What is the quality of these sites?

## Website Relevance 40%

This is all about understanding your target marketing - and creating content and a website experience that resonates with them.



# HOW SEO HELPS GROW YOUR BUSINESS



## **MAXIMISE YOUR REACH.**

Google search is the first place customers go to research a service or business. With over a billion searches monthly in Australia alone, being top of the search results is vital to your reach.



## **DEMONSTRATE AUTHORITY.**

Organic search leads ensure your business has a sustainable, long term source of business. With SEO, your business's sales pipelines will organically grow over time.



## **HEALTHIER SALES PIPELINES**

Google loves websites that are highly relevant to users' searches and those that hold a high level of authority and popularity in their niche. Increasing your authority means Google and your customers will trust you more.



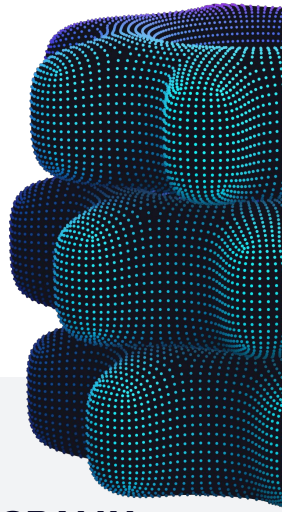
## **STAY PRESENT WHERE IT COUNTS.**

Consumers are searching for products and services in more ways than ever. With SEO services from COG Digital, you'll increase your discoverability on mobile, desktop and map listings, ensuring more true leads.





# HOW GOOGLE ADS HELP GROW YOUR BUSINESS



## **ATTRACT MORE CUSTOMERS.**

Whether you're looking to bring in new website visitors, grow online sales, get the phones ringing or keep customers coming back for more, Google Ads can help.



## **ADVERTISE LOCALLY AND GLOBALLY.**

Target your ads to customers in certain countries, regions or cities - or within a set distance from your business, service area or shop.



## **REACH NEW BUYERS RIGHT NOW.**

Your business gets found by people on Google precisely when they're Searching for the things that you offer.

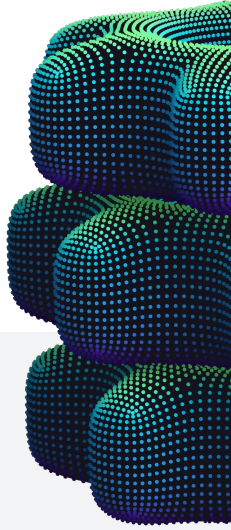


## **START WITH YOUR OWN BUDGET.**

Some businesses spend tens of thousands of dollars a month, and others are comfortable investing several hundred.



# HOW REMARKETING HELPS GROW YOUR BUSINESS



## **OPEN ACCESS TO AD NETWORKS.**

Reach your customers across any device, browser, or app with access to over 500 ad exchanges, including native inventory like Facebook, Twitter, Instagram and Google.



## **INCREASE BRAND AWARENESS.**

Remarketing generates more sales by keeping awareness high until customers are ready to buy. In other words, you're staying in the right place at the right time to close.



## **CONTROL AND TRANSPARENCY.**

Conveniently place ads, monitor performance, and fine-tune your campaigns with an easy-to-use platform.

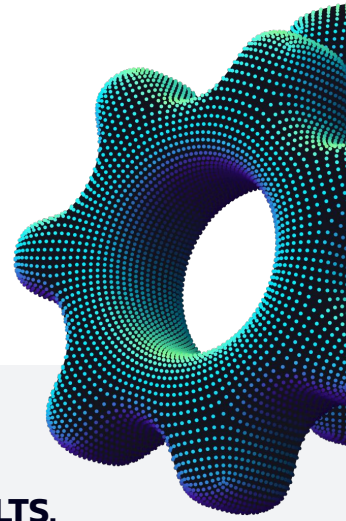


## **IMPROVE AD QUALITY SCORE.**

The high click-through rates and increased conversions that are typical with retargeting campaigns underscore the value of good branding and repeated exposure.



# HOW FACEBOOK HELPS GROW YOUR BUSINESS



## **FIND PEOPLE EASILY.**

Forget about showing ads to the wrong audience. With Facebook, choose your audience based on demographics, behaviors or contact information.



## **SEE THE STUNNING RESULTS.**

Facebook's advert reporting tools show how your adverts have impacted your business in visual, easy-to-read reports.



## **CAPTURE THEIR ATTENTION.**

Facebook advert formats are eyecatching, flexible and work on every device and connection speed.



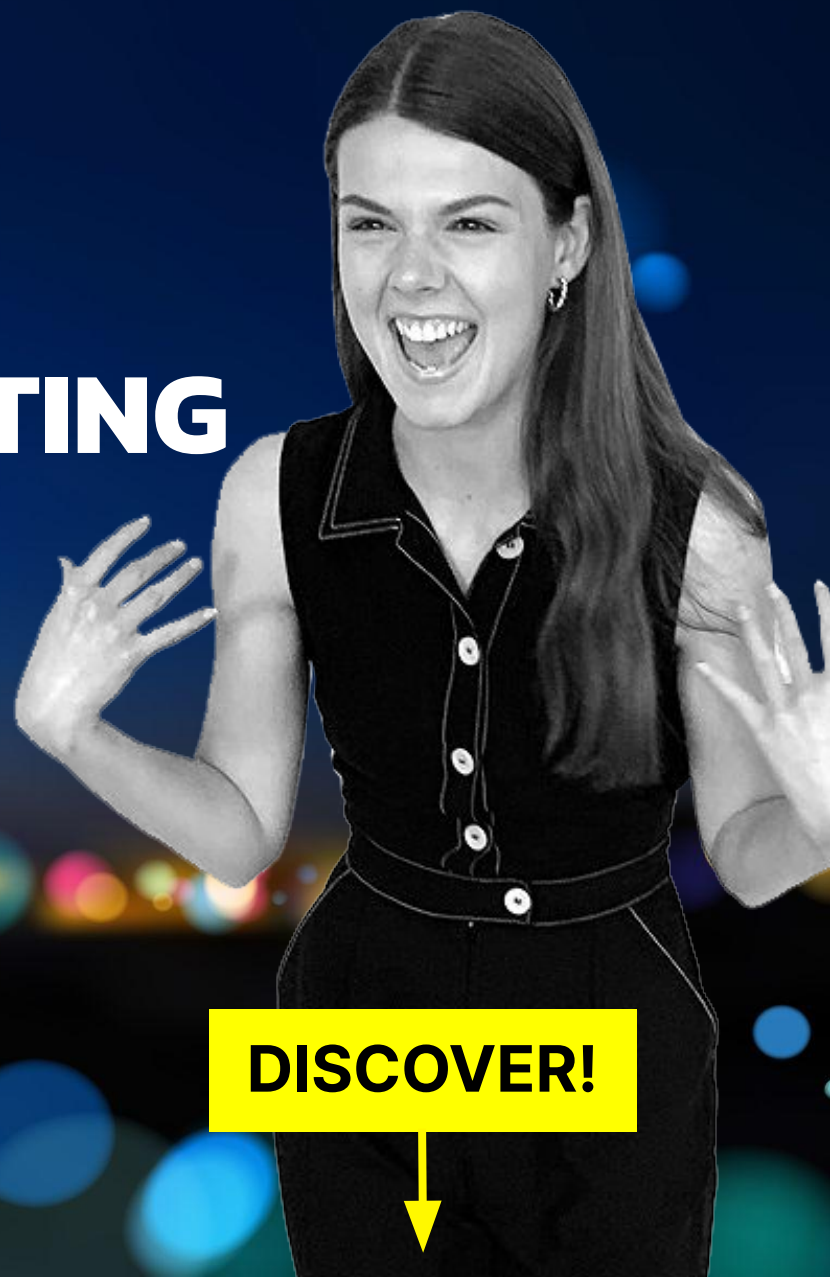
## **INVEST ANY BUDGET.**

Run adverts on Facebook, Instagram and Audience Network on any budget, making your campaigns costs easy to predict.



# PERFORMANCE DIGITAL MARKETING CASE STUDIES

SEE THE RESULTS



**DISCOVER!**

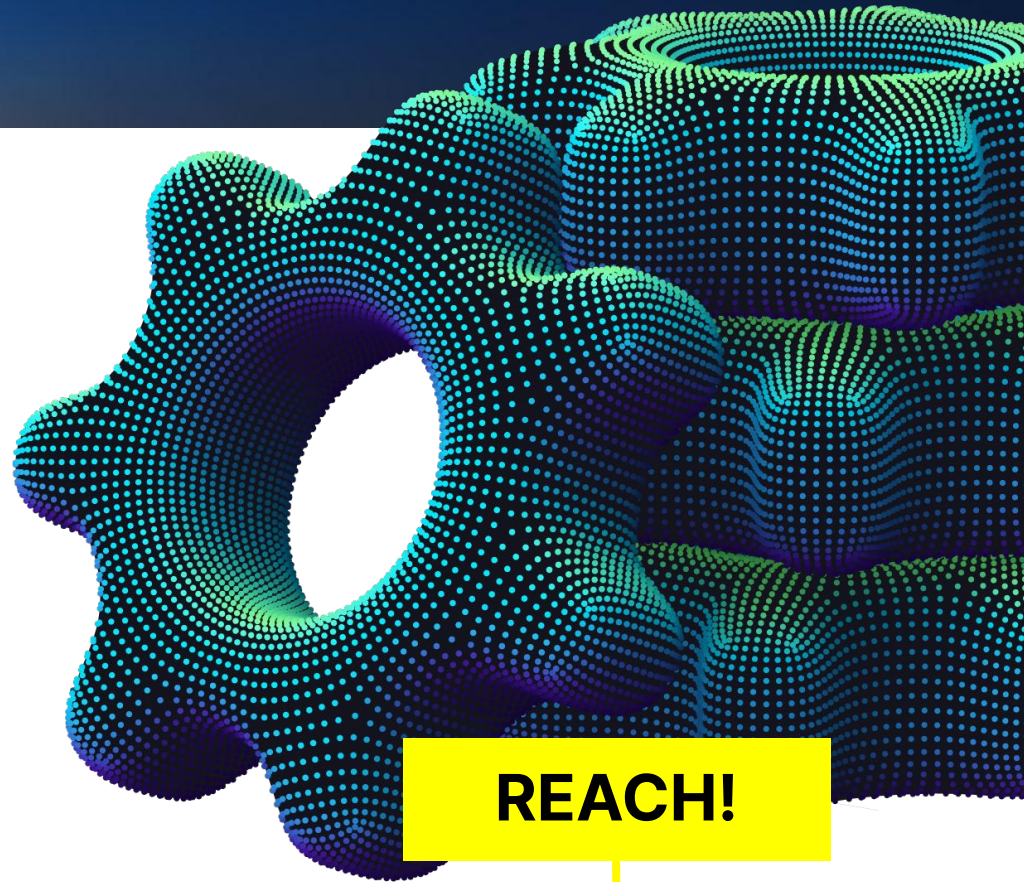




# PERFORMANCE MARKETING FACEBOOK + INSTAGRAM



**BRAND: COMFORT & CO**



**REACH!**







# Performance Marketing Campaigns

## Social Media Channel Facebook & Instagram

### THE BRIEF


Deploy content that would stimulate, engage and deliver value to the intended audience. Use social media marketing advertising and organic content to connected with the targeted consumer and lead them to an eCommerce conversion. Consider platform, device and geography targeting.

### ABOUT THE BRAND & BUSINESS

Comfort & Co is a 20 to 40 year old female in international western societies who indulges in sleepwear and comfortwear. Primarily a Facebook and Instagram brand with a clearly identified category and demographic.

### THE RESULTS

Research provided clear insight that strong algorithm considered imagery and a clear emotional stimulus would generate engagement. As a new brand we knew eCommerce conversions would be secondary. Campaigning lead strongly that key products were selected to ensure algorithms would rank content as 'above average' to increase impressions and reduce CPM.

<input type="checkbox"/>		Ad name	Results	Reach	Impressions	Quality ranking Ad relevance ...	Engagement rate ranking Ad relevance di...	Conversion rate ranking Ad relevance ...	Link clicks
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Comco 2 Piece Crewneck Set	11 Adds to Basket	1,078	1,241	Above average	Above average	Above average	23
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Comco Hooded Pajamas	8 Adds to Basket	2,190	2,632	Above average	Above average	Above average	39
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Comco Short Hooded Onesie	293 Adds to Basket	28,936	41,291	Above average	Above average	Above average	1,382
> Results from 3 ads ⓘ Excludes deleted items			312 Adds to Basket	31,592 People	45,164 Total				1,444 Total



# Performance Marketing Campaigns Social Media Channel Facebook & Instagram

**C&C Comfort & Co**  
Sponsored · 🌐



COMFORTCO.SHOP  
**10% Off First Order**  
Sets, Onesies, & Hooded Pajamas.

SHOP NOW

👍❤️ 373      37 comments   78 shares

👍 Like   💬 Comment   ➦ Share

**Cassie Cobb**  
Kara Ann tell me you wouldn't want that ❤️  
Love · Reply · Message · 3 w   ❤️ 2  
↳ 1 reply

**Jessica Lopez**  
Jeff Jarvis this one forsure!!!  
Love · Reply · Message · 4 w   ❤️ 2

**Jessica Nicole**  
Too cute 💜 ❤️ 1  
Love · Reply · Message · 3 d

**Taneisha Thick**  
Spencer Lessard how cute is this onesie  
Love · Reply · Message · 4 w   ❤️ 1  
↳ 1 reply

**Bea Martinez**  
Brien Marsh 😊👍 1  
Like · Reply · Message · 2 w

**Christine Wolfe**  
Taylor Lynch 👍 1  
Like · Reply · Message · 3 w

**Tayler Simpson**  
Erin Theodore this is cute asf  
Like · Reply · Message · 3 w   🤔 1  
↳ 2 replies

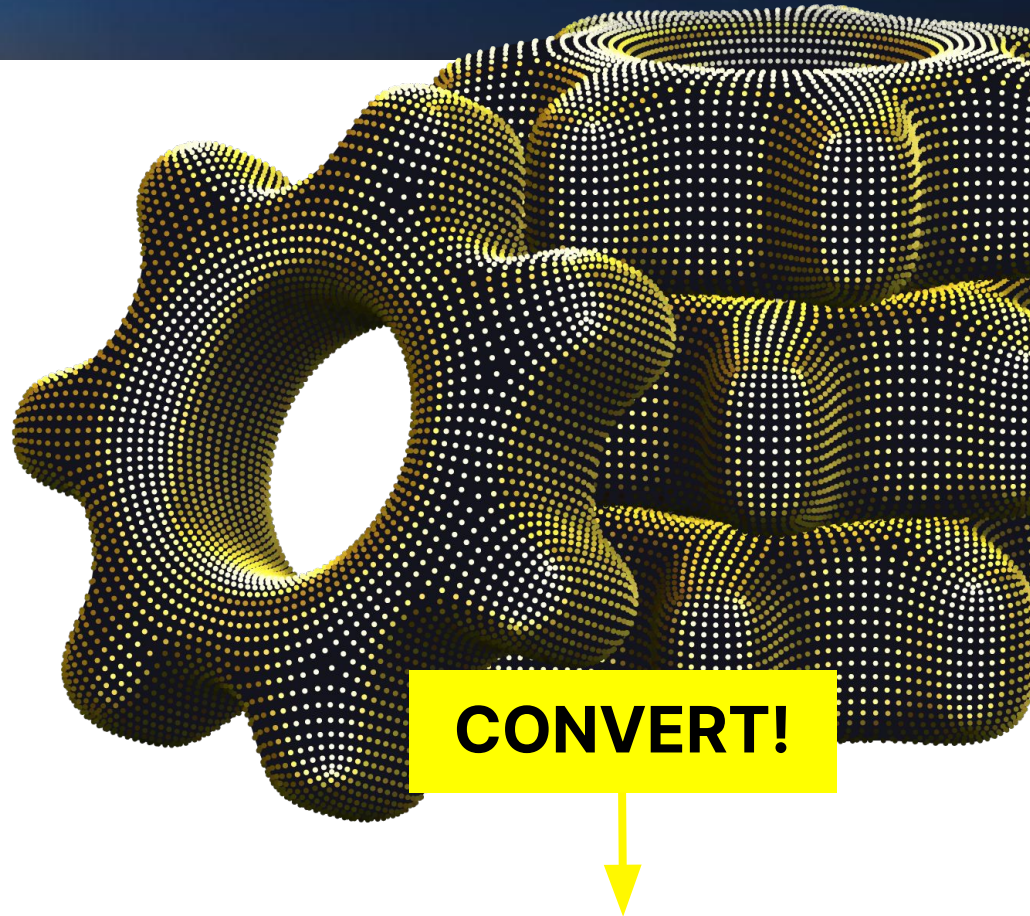
**Sahara Elder**  
Tia Jade Walton omg ❤️ 1  
Like · Reply · Message · 1 w  
↳ 1 reply

**Tiffani Decker**  
Oh how adorable ❤️ 1  
Love · Reply · Message · 1 w

# PERFORMANCE MARKETING GOOGLE SEARCH



**BRAND: OCEAN & EARTH**





# Performance Marketing Campaigns

## Social Media Channel Facebook & Instagram

### THE BRIEF

Write, serve and manage Google Search Text Ads content that would compete, engage and deliver value to the intended audience. Use search, display and retargeting tactics to lead targeted customer groups through to an eCommerce conversion. Consider platform, competition, device, seasonality and geography as key targeting elements.

### ABOUT THE BRAND & BUSINESS

[Ocean & Earth](#) is both eCommerce and wholesale, international male and females, all demographics who surf and enjoy the coast. A multi-channel and platform consumer who is a savvy online and physical retail shopper who understands brand equity though also supermarket low cost options.

### THE RESULTS

Exceeding 1000%+ ROAS for 3 consecutive months and, another 350% ROAS month on month of an entire year, our performance marketing for Ocean & Earth broke some records for COG Digital.

× 🔍

[All](#) [Shopping](#) [Images](#) [Videos](#) [News](#) [More](#) [Settings](#) [Tools](#)

About 5,760,000 results (0.52 seconds)

**Ad** · [www.oceanearthstore.com/](#) ▾  
**Ocean & Earth - High Performance Soft Boards**  
Interchangeable Fin Boxes. Impact Resistant. Excellent Grip. Thermal Protection. Lightweight.  
Extra Strong Stringers. EPS Core. Free Shipping. Highly Waterproof.

**Ezi Rider Soft Boards**  
High Performance Soft Boards  
Stable & Versatile Template Shapes

**Epoxy Soft Boards**  
EPS Core. Triple Stringer.  
Fun For Small Wave Shredding

× 🔍

[All](#) [Shopping](#) [Images](#) [Videos](#) [Maps](#) [More](#) [Settings](#) [Tools](#)

About 4,400,000 results (0.47 seconds)

**Ad** · [au.surfindustries.com/leashes](#) ▾  
**Surfica Surfboard Leashes - Free Shipping**  
Our range of Surfica **surfboard leashes** offer maximum comfort and functionality.

**Ad** · [www.oceanearthstore.com/](#) ▾  
**Get Surfboard Leash Online - The World's Strongest...**  
At Ocean & Earth™ we sell **Surfboard Leashes** that you can trust.





# Performance Marketing Campaigns

## Social Media Channel Facebook & Instagram

Visits ⓘ

340812

↑ 44.39% from 236028

Conversion rate ⓘ

1.44%

↑ 8.27% from 1.33%

Orders ⓘ

4897

↑ 55.66% from 3146

Revenue ⓘ

\$584,683.57

↑ 24.02% from \$471,455.08

Customers ⓘ

4452

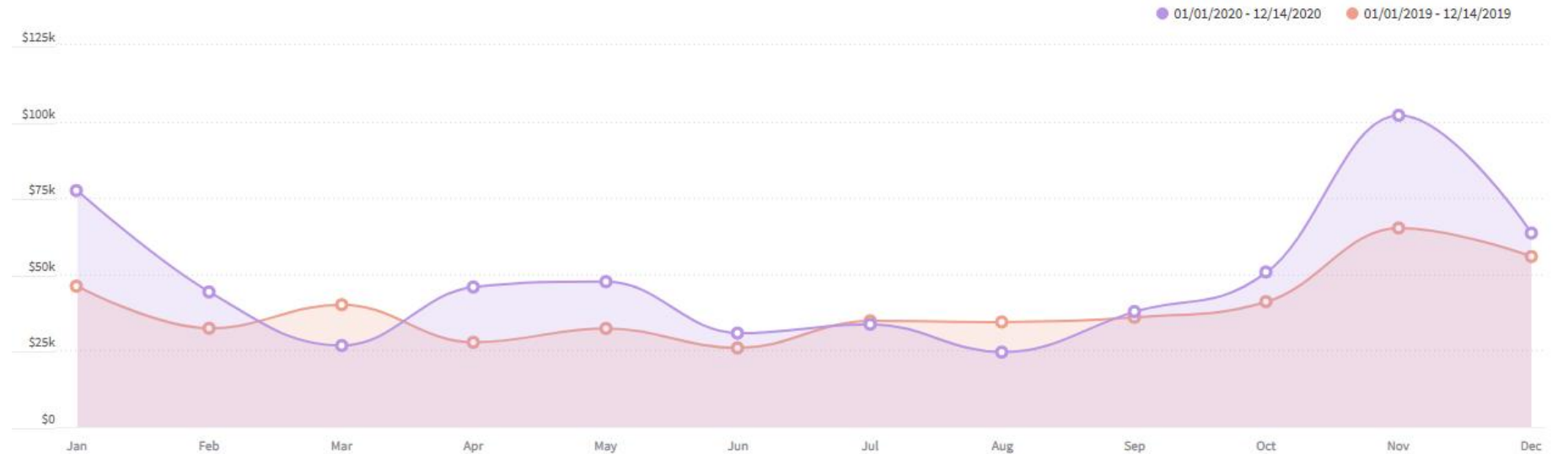
↑ 57.93% from 2819

AOV ⓘ

\$119.40

↓ 20.33% from \$149.86

Revenue

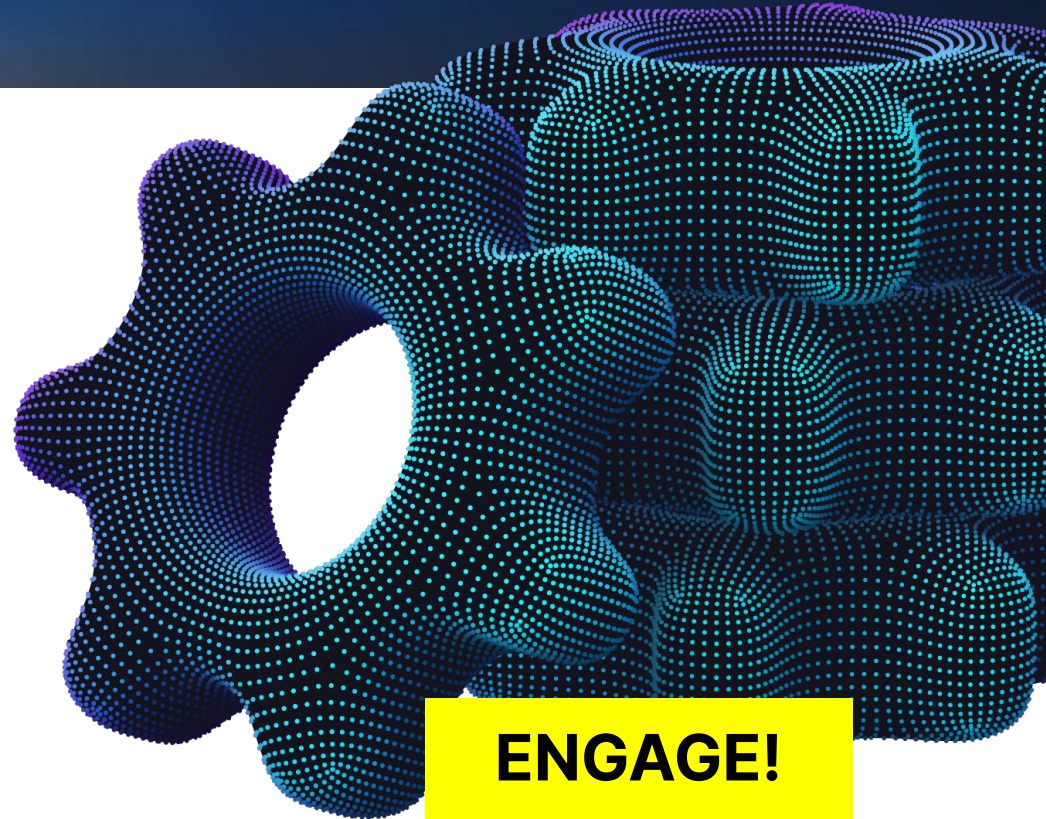




# PERFORMANCE MARKETING LINKEDIN ADS



**BRAND: RENTOKIL INITIAL**



**ENGAGE!**





# Performance Marketing Campaigns

## Social Media Channel Facebook & Instagram

### THE BRIEF

Write, design, deploy and manage LinkedIn Stream Ads content that would compete, engage and deliver value to the intended audience. Use the LinkedIn Ad Platform and its best opportunity to generate awareness and leads to targeted websites from impressions campaigns. Utilise the large employee and industry following to generate high relevance and engagement rates. Consider platform, competition, device, employee role and industry professionals as key targeting elements.

### ABOUT THE BRAND & BUSINESS

[Rentokil Initial](#) is international service business in multiple sectors, all demographics who require professional services. A corporate male and female business professional seeking relevant solutions.

### THE RESULTS

Exceeding 200%+ ROAS for 3 consecutive months, and the highest conversion for Ad to Landing Page submission for any LinkedIn campaign from Rentokil Initial Australia.

View: Performance ▼ Display: Impressions ▼ Time range: 10/23/2016 - 12/17/2016 ▼

Total impressions: 77,261





# Performance Marketing Campaigns

## Social Media Channel Facebook & Instagram

**Initial** Initial Hygiene Australia  
589 followers  
Promoted

Let's talk about the elephant in the washroom. Click to explore  
<https://lnkd.in/bCGBz6R>



25 · 9 comments

### Reactions



Like Comment Share Send



**Hal Grover** · 3rd+  
Supporting users to get productive again | IT Support

3y ...

I can assume there are a few, but 1 in 4 is huge number. I can just request those to wash hands for others' sake or please don't shake hands.

Like · 1 Reply



**Reg Jarvis** · 3rd+  
Accounts Payable Professional

4y ...

Well that's surprising, but then it does come from one's upbringing. My parents made us wash our hands after using the bathroom and before meals, to name a few. I always wonder when I shake someone's hand if they wash their hands after using the bathroom. I guess it was just drummed into me as a child.

Like Reply



**Urmila Sriskanda** · 3rd+  
Student

4y ...

Yucky!

Like Reply



**Norbert Baillette** · 3rd+  
Self Employed

4y ...

Just don't shake hands ....! say ' how do you do ' and smile ... lol

Like Reply



**Ben Wilson** · 3rd+  
Luxury Leisure & Corporate Travel Manager

4y ...

That is disgusting. We have 4 workers in our office, wonder who the elephant in the room is lol

Like Reply



**Christine Elmer SCMP MAICD** · 3rd+  
Corporate Affairs | Communication | Reputation & Brand | Purpose-d...

4y ...

Gross! Or eat the finger food at networking events . . . once hands have been shaken!

Like Reply

# 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](mailto:Enquiries@COGbranding.com.au)**

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



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