

# COGdigital<sup>®</sup>

## eCOMMERCE

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Methodology and  
Case Studies

**CREATE!**



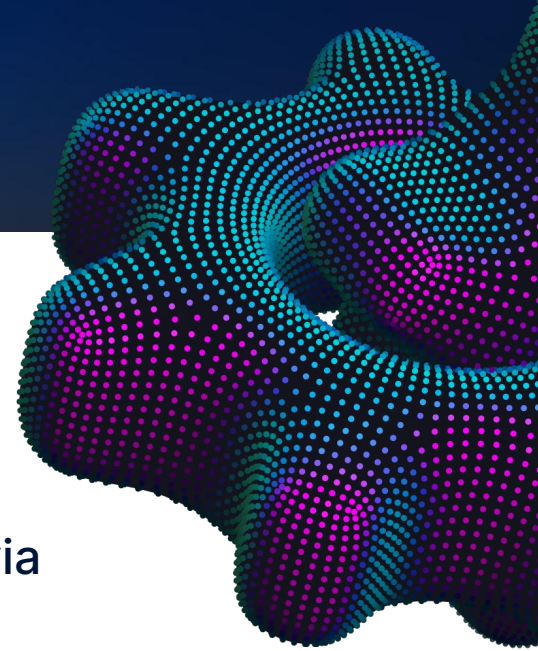
# THE COG DIGITAL APPROACH TO ECOMMERCE



The COG Digital eCommerce service suite integrates eCommerce into startups, existing businesses and brands to allow secure and effective online trading. We're focused towards digitally transforming business via commercially viable strategy.

Great eCommerce technology and financial accounting softwares require smart humans to guide and manage how they are built into a business.

That's where we come in...





# ECOMMERCE THAT DELIVERS

The COG Digital delivery of eCommerce solutions includes developing customized strategies that use a variety of applications to connect customers and brands together so they can securely and safely connect online.

Our team has a high digital literacy ensuring the eCommerce solutions and services we supply small businesses and brands are the most appropriate for the business, the most innovative and commercially viable.

## eCommerce

Ecommerce is the buying and selling of goods and services over the Internet. It is conducted over computers, tablets, smartphones, and other smart devices.

Almost anything can be purchased through ecommerce today. It can be a substitute for brick-and-mortar stores, though some businesses choose to maintain both. COG Digital is experienced in this for all types of businesses.

## Automation

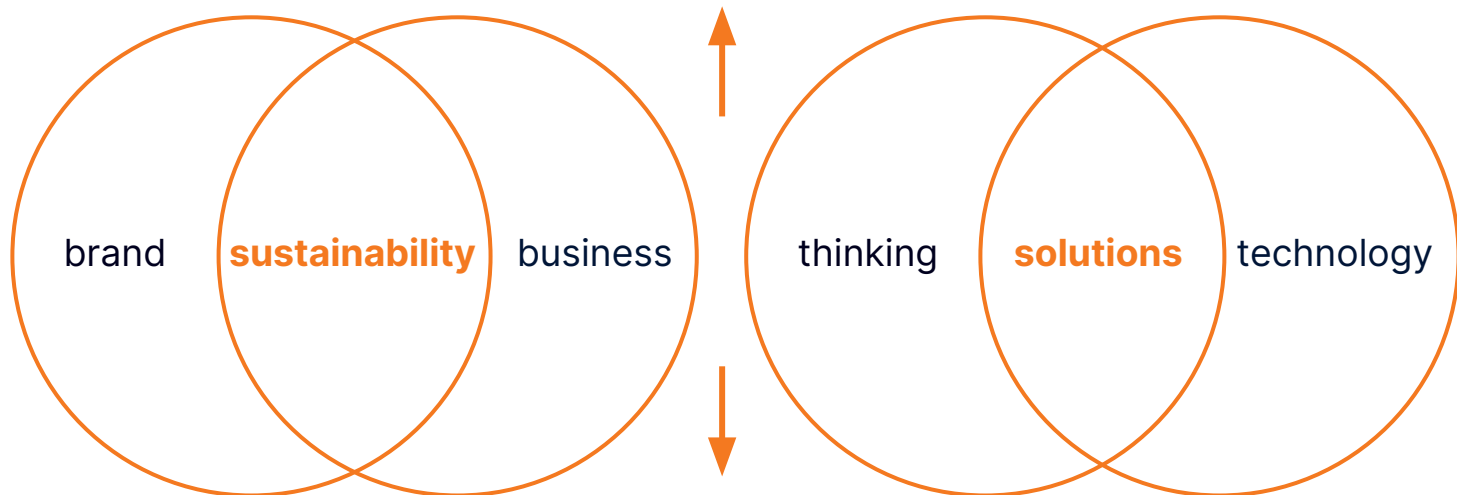
COG Branding understands that technology is largely designed to enable automation, which is often complex and expensive to build into an existing business. This is why our approach to eCommerce is to put our smartest people at the centre of any transformation architecture of our clients' brands and businesses, and, you can speak with them today!



# **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**



# 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.

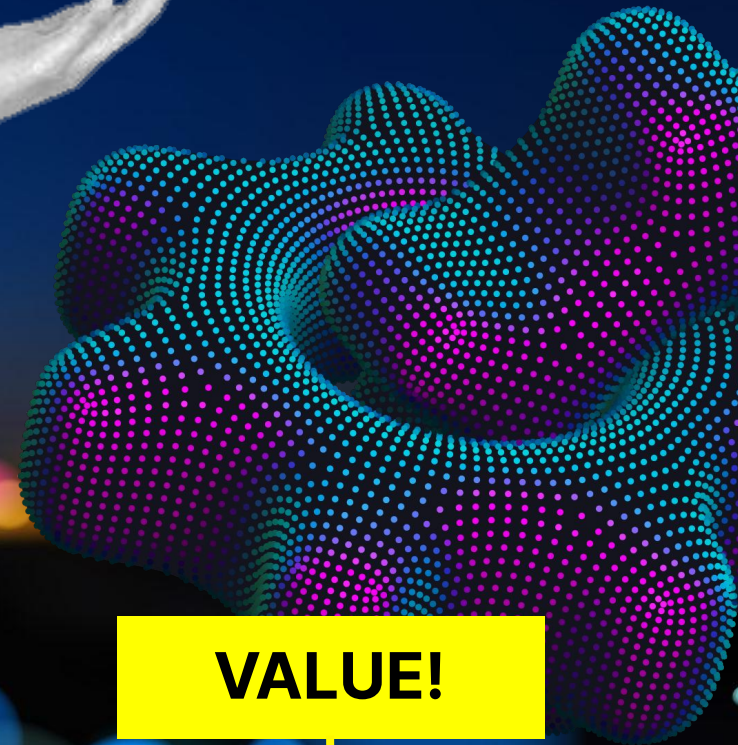


### READY TO SCALE

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.



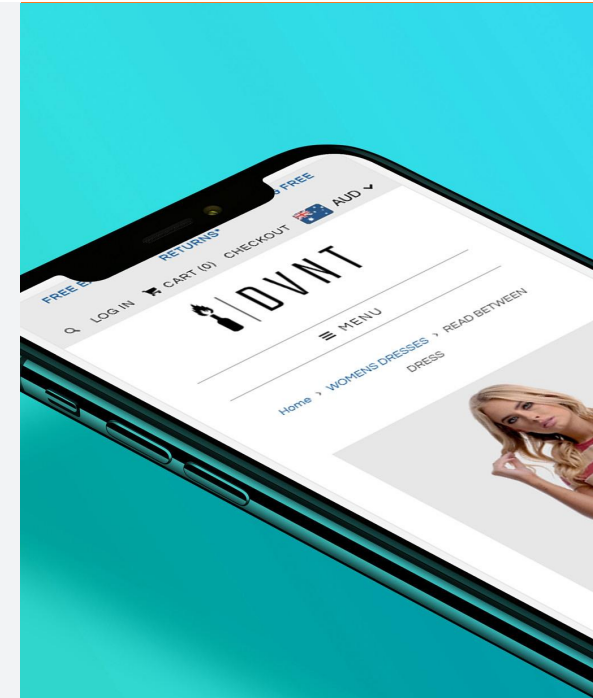
## FULL SERVICE BRANDING – 100% AUSTRALIAN.

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.







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

# COGbranding<sup>®</sup>

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