



Between The Flags Performance Marketing Case Study

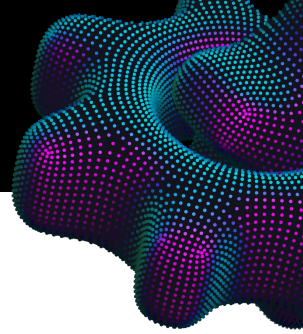
Between the Flags
BEACH SUPPLIES

DISCOVER



Case Study

Between The Flags Performance Marketing Case Study



This document will introduce you to one of the COG Branding Performance Marketing projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our Performance Marketing and digital advertising services.

Read through, enjoy, and get in touch anytime!



Luke Sullivan
Managing Director
COG Branding



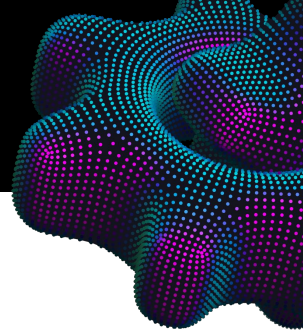
START!
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Case Study

What we knew from the start

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We knew that Between The Flags needed a trusted professional Australian eCommerce digital marketing team to strategize, manage, campaign and nurture their eCommerce business.

We also knew that the Between The Flags brand needed a Digital Marketing agency that is affordable, communicates clearly, and understands the Google Search and Display Ad networks and Facebook Business Manager.

Plus, their business wanted a team of digital experts to offer solutions for better performance in Google search, website UX, and solve hosting and resourcing issues.

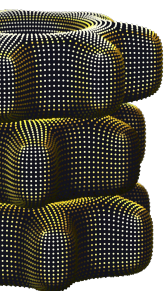


Since 1994, Between the Flags has been designing classic beach and lifestyle apparel to honour and uphold the spirit of Australia's surf culture.

There is a good reason why over 6 million people visit Bondi Beach every year.

Top of the list is the stunning beach. With its white sand and clean rolling waves Bondi Beach has something for everyone. Frequented by local Sydneysiders and tourists alike Bondi has a great buzz every day of the week.

The Between The Flags stores are located on the beachfront strip of Australia's most famous beach and in Darling Harbour in the heart of Sydney are key tourist destinations and have continuously delivered something authentic from Bondi Beach for travellers from all over the world.

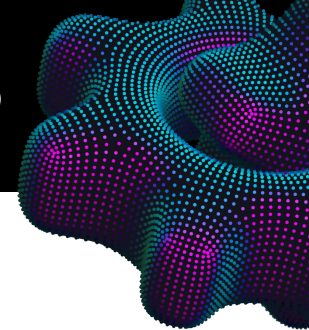




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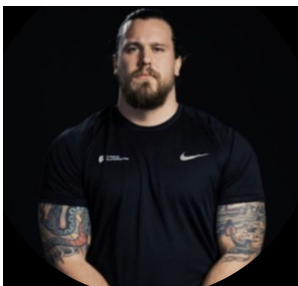
From the client

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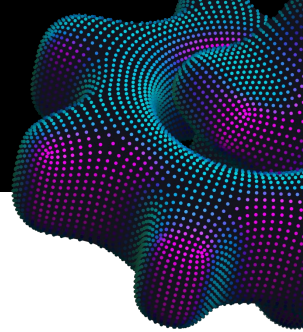


"COG Branding simply lifted us. Prior them coming onboard we fumble our eCommerce opportunities.

They not only increased our revenue but also our teams knowledge around digital marketing and trading online."



Chad Ketting
Operations Manager
Bondi Active



Google Ads

Google Ads is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos. For this project we drove through the full Google Suite in search brand text ads, search category text ads, shopping ads, display ads and dynamic retargeting display ads.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes.

Big Commerce

BigCommerce is a NASDAQ-listed ecommerce platform that provides software as a service services to retailers. The company's platform includes online store creation, search engine optimization, hosting, and marketing and security from small to Enterprise sized businesses.

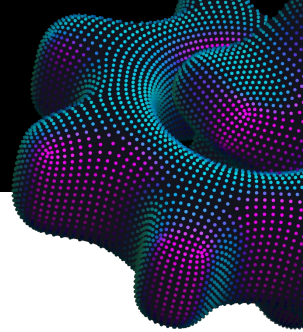




Case Study

Main challenges

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Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

All projects have challenges and people really rely on COG Branding for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

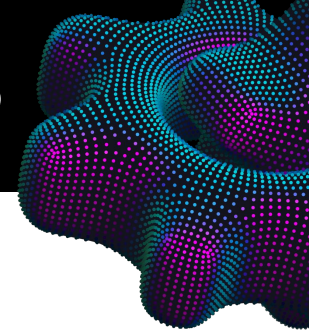
- **Achieve a solid ROAS within a highly competitive sector.**
- **Omnichannel approach to channel management.**
- **Find efficiency in the product categories against seasonal variations in southern and northern hemispheres.**
- **Target customers day tripping on a broader Australian tour.**



Case Study

Brief summary

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COG Branding was commissioned by Between The Flags to spearhead asset production and digital marketing initiatives for their esteemed Beach Patrol range of lifeguard clothing and accessories, renowned worldwide due to their association with the iconic Bondi Beach.

As one of Australia's foremost beach and lifestyle outfitters, Between The Flags has been a beacon of classic beachwear design since its inception in 1994, embodying the essence of Australia's vibrant surf culture.

Specifically targeting a global tourism audience, Between The Flags launched the Kids Beach Patrol range, capitalizing on the bustling tourist hub of Bondi Beach. With Between The Flags stores serving as epicenters of tourist activity, COG Branding was tasked with amplifying this Beach Patrol offering through an expansive eCommerce platform. In an online sphere saturated with niche apparel and fierce competition, the marketing strategy necessitated meticulous optimization to ensure maximum visibility and engagement. Key focal points included crafting compelling content tailored to resonate with a specific audience, with emphasis placed on keywords such as "gifting" and "tourists."

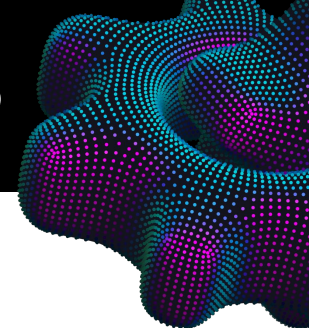
Seeking a digital partner capable of providing comprehensive services, Between The Flags sought a Sydney-based agency adept at conducting thorough research, delivering invaluable insights, devising innovative creative concepts, and executing performance-driven eCommerce campaigns across Google's Double Click and AdSense platforms.





Case Study Solutions summary

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The COG Branding Solution embodies a blend of common sense and tactical acumen, meticulously crafted to orchestrate seasonal performance marketing campaigns while cultivating a robust presence through search engine optimization (SEO).

Recognizing the symbiotic relationship between SEO and search engine marketing (SEM), our strategic imperative included the incorporation of link equity considerations into the digital framework.

By leveraging our access and oversight of all digital touchpoints within the Between The Flags ecosystem, we devised a holistic eCommerce strategy tailored to capitalize on seasonal variations across different hemispheres, ensuring targeted outreach during the appropriate summer and winter months.

Central to our approach was the generation of content marketing initiatives aligned with this global strategy. Concurrently, our relentless focus on executing ongoing SEO tasks served to fortify the domain authority, thereby establishing a cohesive suite of month-on-month exercises.

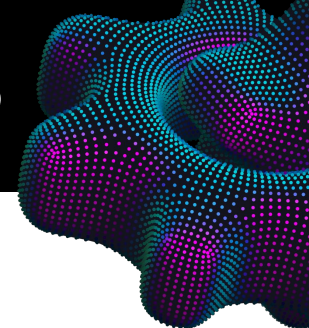
Our unwavering commitment to bolstering the organic visibility of the Beach Patrol category remains paramount, providing a robust foundation to complement any paid search endeavors. Utilizing our sophisticated dynamic retargeting strategy, we've maintained an impressive cost-per-click (CPC) stability over a 90-day period, averaging at a mere \$0.05. Given the tourism-centric and emotionally resonant nature of Beach Patrol products, our display retargeting efforts serve as an unparalleled reinforcement, seamlessly woven into the fabric of our overarching strategy.





Case Study Results summary

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ROAS Powerhouse Success!

Exceeding 400%+ ROAS for an entire 12 months across the Beach Patrol category is trophy material for us.

With 14 new countries added to the export list within the last 12 months and a 81% increase in AOV for Beach Patrol, the future looks bright for our junior Aussie Lifeguards!

Inspired by Aussie surf lifesaving and iconic beach culture, our bestselling Beach Patrol range is designed specifically for sun-safe kids. Considerably comfy, durable and adorable, you'll wish we made them for grown-ups!



Where We've Earned Our Experience



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your marketing ROI, you must step up and take branding 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 marketing experts, not a salesman.

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Your
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