



Welcome to
Business Growth

LET'S WIN!

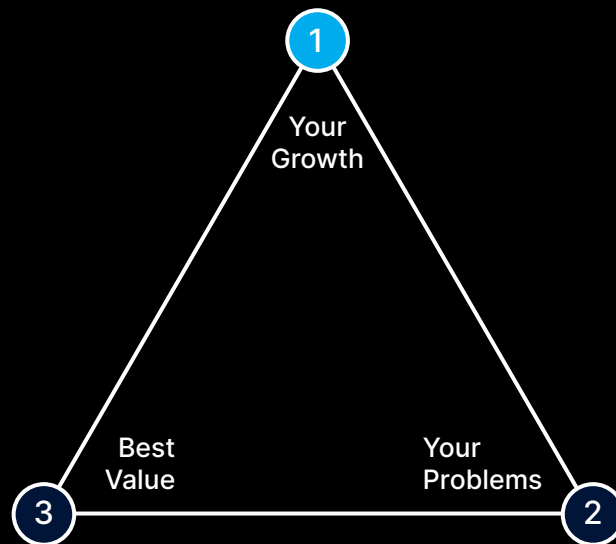




You've not seen an approach like this.

In the next 5 minutes you'll learn how your business can grow.

The presentation contains three simple chapters which outline how your brand has an opportunity to deliver business growth with our All-In-One Marketing Agency.





① Growth

RESULTS

We're built to deliver results. We ensure qualified leads, business growth, brand equity and we generate a positive ROI.

VALUE

Affordability is key, our products are budget-built. We offer cost-effective top-tier branding solutions that are value-rich.

EXPERTS

Our in-house team are career professionals in strategy, design, marketing and digital. Delivering insight driven solutions.

COMMUNICATION

We engage. Connecting in person, on the phone, and online. Focused on building trust and a relationship listening and learning.

PARTNERSHIP

Trust is key for Luke Sullivan, our leader values traditional work ethics, is accessible, and offers an honest transparency.

② Problems

TIME

Days move fast, managing time is crucial. We offer workflow automation solutions, outsource to COG Branding to save.

MARKETING

Doing marketing alone is hard. Our proven methods includes a versatile product suite that amplifies your message.

MANAGED FINANCE

We effectively manage eCommerce to deliver insights and accuracy that allows planning and insight-lead decision-making.

TECHNOLOGY

We know you face IT challenges, so we include email, web and domain hosting plus at-call online IT support for business.

COMPETITION

Our strategies are designed to turn your business into a true competitor, while focused on remaining sustainable.

PEOPLE

We seek synergy between your people and ours so we can assist the human resource take your business forwards.

③ Value

CONNECT BRAND TO BUSINESS

Customers connect emotionally with brands before logical evaluation. We prioritize this fact to develop brand autonomy which is key for a brand to function as a sales agent.

OWNED MEDIA FIRST, PAID SECOND

Our job is to maximize each marketing dollar and build direct communication with your audience. Owned Media ensures long-term sustainability without your business relying on Paid Media.

GUIDED BY INSIGHTS

Insight drives the best decisions. We uncover your brand's truths in analytics, helping you utilize data for informed decision-making. Operating from factual information ensures optimal returns.

ALL IN ONE MARKETING AGENCY

Your one-stop-shop for building brand equity, leveraging owned media, and data-driven decisions. We make growth and performance your business habit, dedicated to your survival, growth, and success.



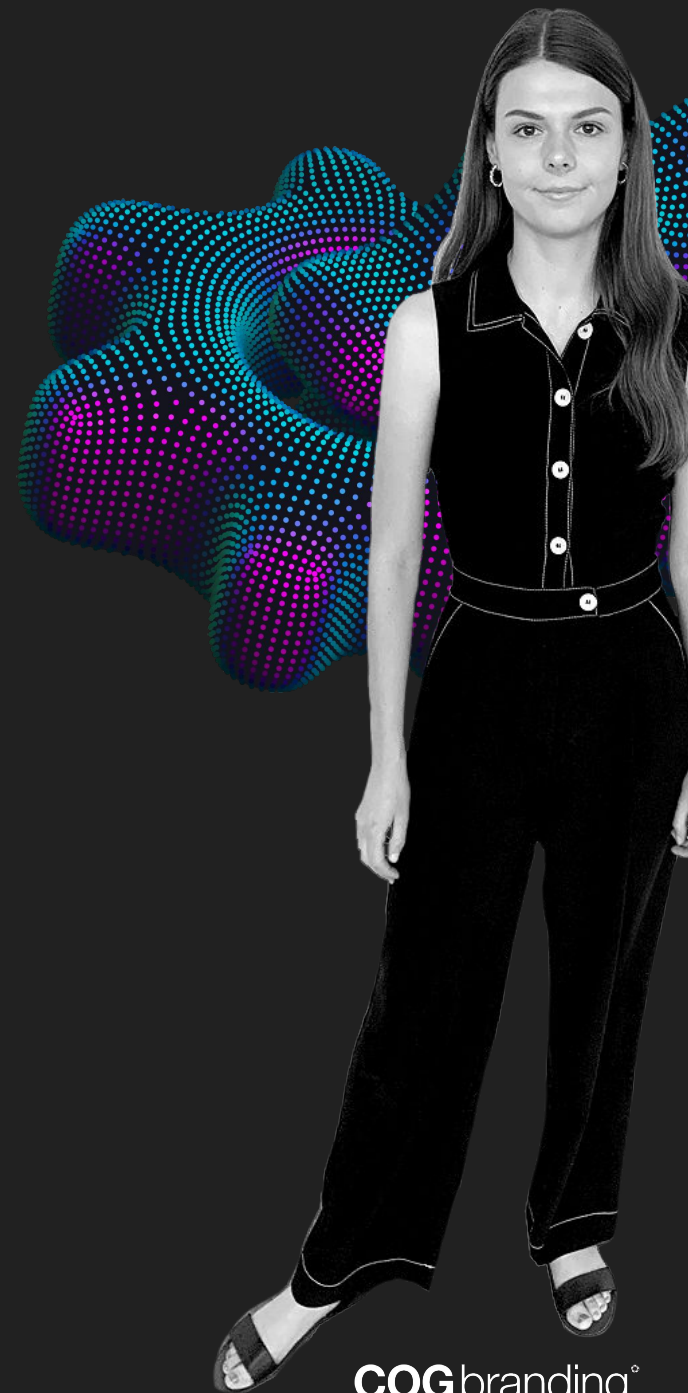
You can watch this document



CHAPTER 1: A GREAT PARTNERSHIP

1. Results
2. Value
3. Experts
4. Communicators
5. Partnership

GROW!





CHAPTER 1

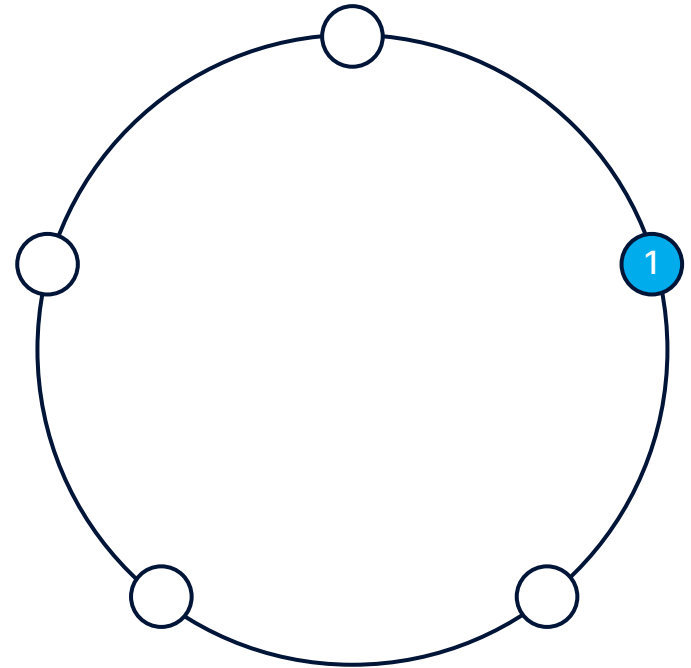
Grow your business with a performance partner

Results

We know you demand results, and that's what COG Branding is designed to do – win for you.

You need qualified leads, achieve business growth, and build brand equity; our approach delivers against this brief.

We are a leading Sydney branding agency generating positive returns on marketing investments for small business.





CHAPTER 1

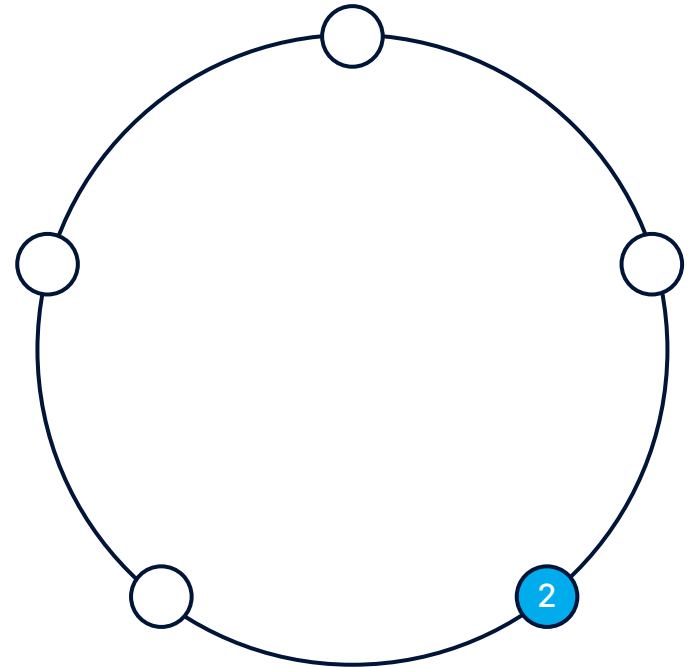
Grow your business with a performance partner

Value

We know affordability is important to you. We've spent over 10 years refining our high value product suite that performs with limited budgets.

Your ROI remains front and centre to our laser-focused team. We provide achievable and cost-effective first class brand marketing services.

We know how to grow your business and increase engagement within your brand story. COG Branding pours in added value to our relationships.





CHAPTER 1

Grow your business with a performance partner

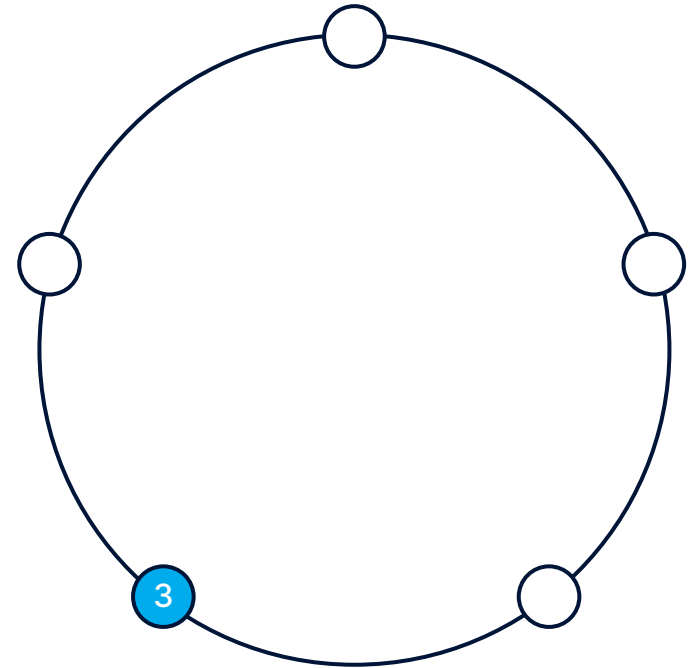
Experts

You want marketing experts – introducing COG Branding.

We employ career professional in-house full time staff. We're a sharp team of strategy, design and digital marketing guru's that provide your business valuable support.

It's our job to understand your pain points, learn how you trade, understand your customers – then respond with solutions using our skills and experience.

We're good – let us be really good for you.





CHAPTER 1

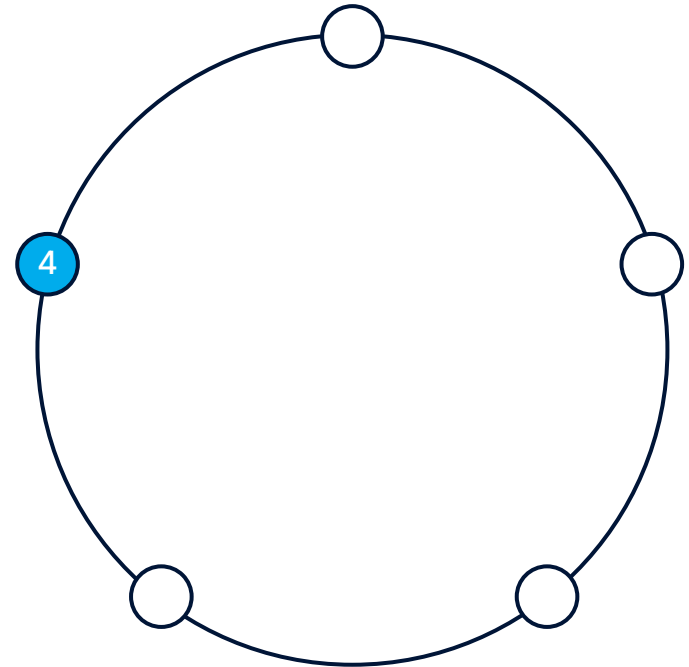
Grow your business with a performance partner

Communication

When the hard stuff is delivered to you in simple terms you become engaged – we want this.

Let's communicate in person, on the phone and online. It's important you get to know who we are and trust us as people.

Our job is to listen and absorb your information – this is how we build your brand and grow your business.





CHAPTER 1

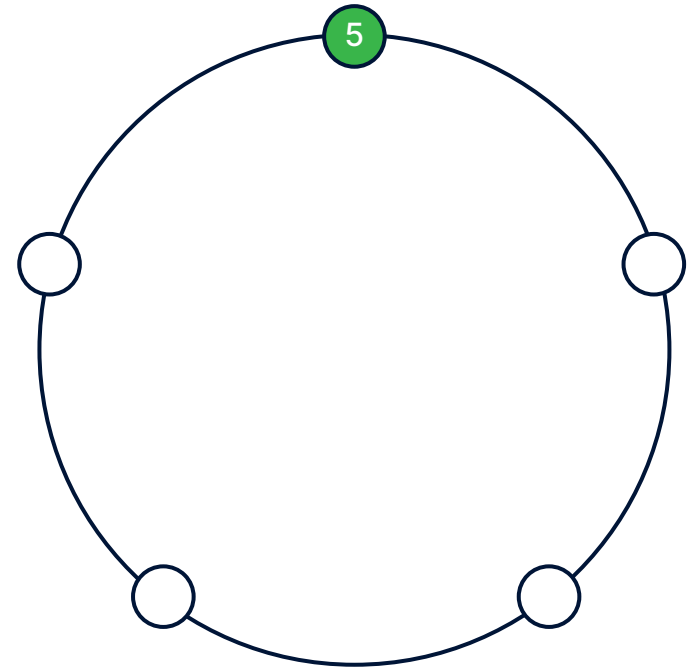
Grow your business with a performance partner

Partnership

Trust is the foundation of all successful relationships.

COG Branding is privately owned and managed by [Luke Sullivan](#) who operates with a traditional work ethic and remains contactable in the day to day. He knows it's the client-agency partnerships that take business forward.

We truly believe success is underpinned by a great relationships.



CHAPTER 2: YOUR PROBLEMS SOLVED

1. Time
2. Marketing
3. Technology
4. Finance
5. Competition

SOLUTIONS!





CHAPTER 2

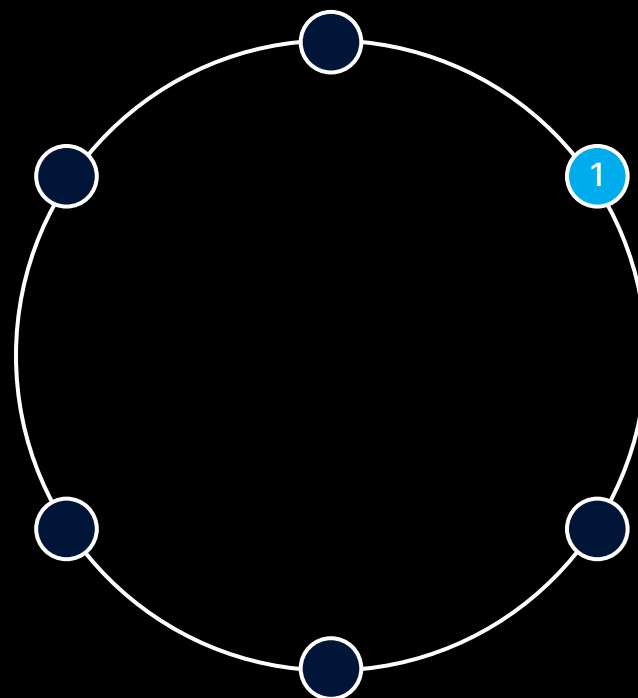
Your problems solved

Short on Time

We know your days move quickly into weeks. Time management has always been key for us.

Justifiably we've spent years developing automation solutions for small business. By using software and workflow strategies we create more time for people.

Outsource the difficult time consuming tasks to COG Branding. While you work in the business, we'll be swiftly executing saving you time and money.





CHAPTER 2

Your problems solved

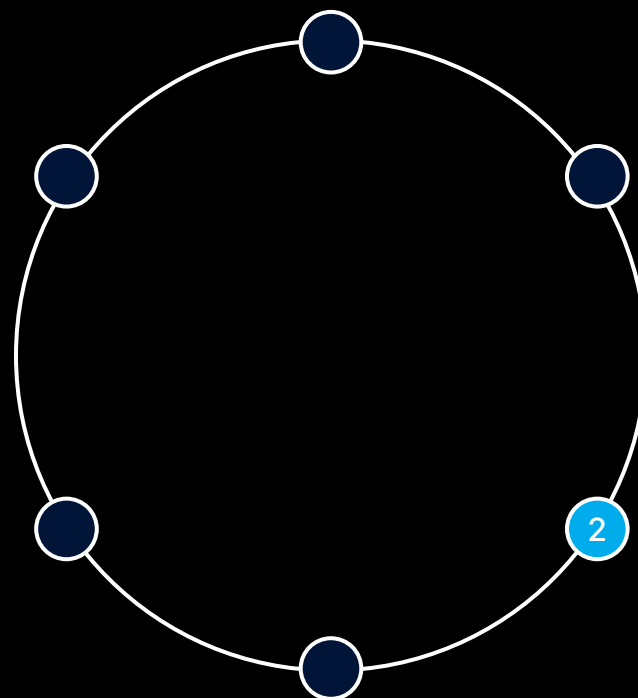
Marketing

Developing effective marketing strategies alone can be challenging.

COG Branding's sophisticated methodologies are proven to drive success throughout the complex ecosystems of digital and analogue marketing to great effect.

We ensure your brand story reaches your target audience so they take action on your offer.

Our dynamic product suite activates your messages in market across today's core marketing disciplines.





CHAPTER 2

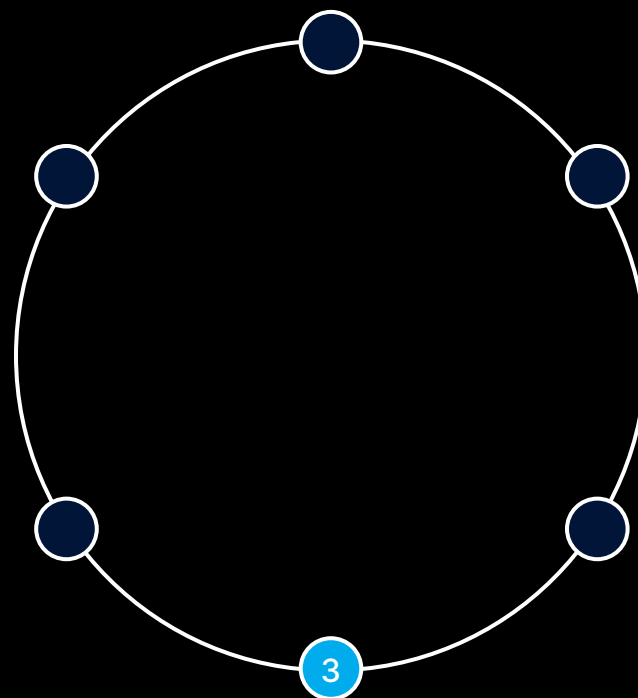
Your problems solved

Financial Management

With great eCommerce support your financial management can be planned, accurate and fast.

Our eCommerce solutions increase the accuracy of your company numbers, providing insights valuable to decision making, planning and identifying new opportunities.

Our goal is to increase the financial literacy of your business so you remain competitive and accurate.





CHAPTER 2

Your problems solved

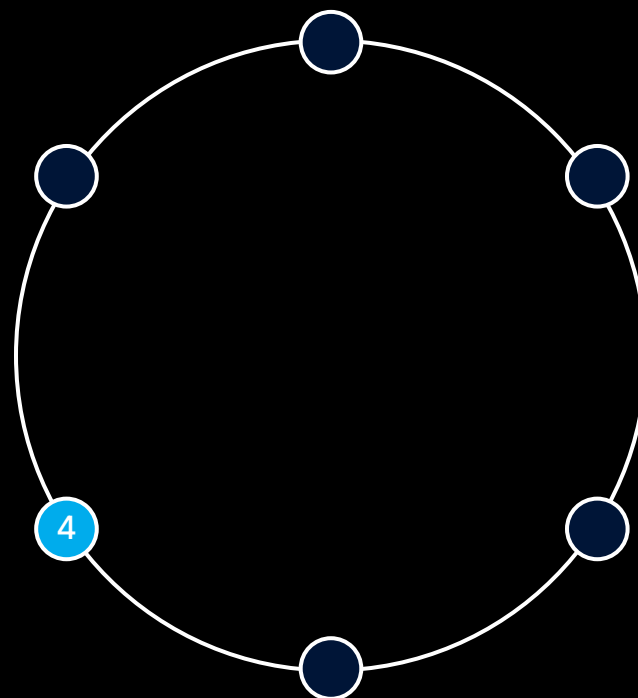
Technology

Small business struggles to onboard new technology. Here COG Branding becomes very useful to your operations.

Our IT team provide email, domain, web hosting and workflow management solutions.

We're a reliable at-call support team driving small business automation.

Remain competitive via optimal error-free software that manages people and time.





CHAPTER 2

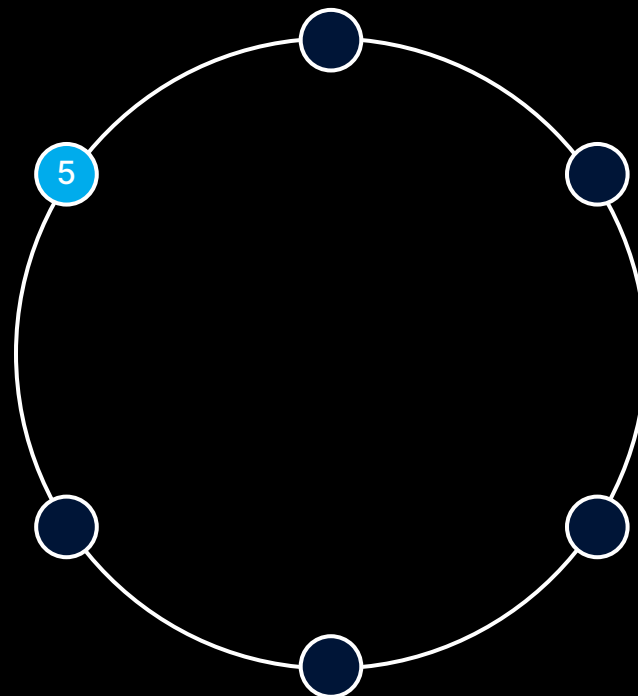
Your problems solved

Increased Competition

Like most small business you're likely in an increasingly competitive environment with a broken marketing ecosystem.

Most are not competing, simply just making up the numbers. COG Branding will design you a sustainable strategy within an ecosystem that increases brand strength and performance.

Here your business will become a contender, a true market competitor.





CHAPTER 2

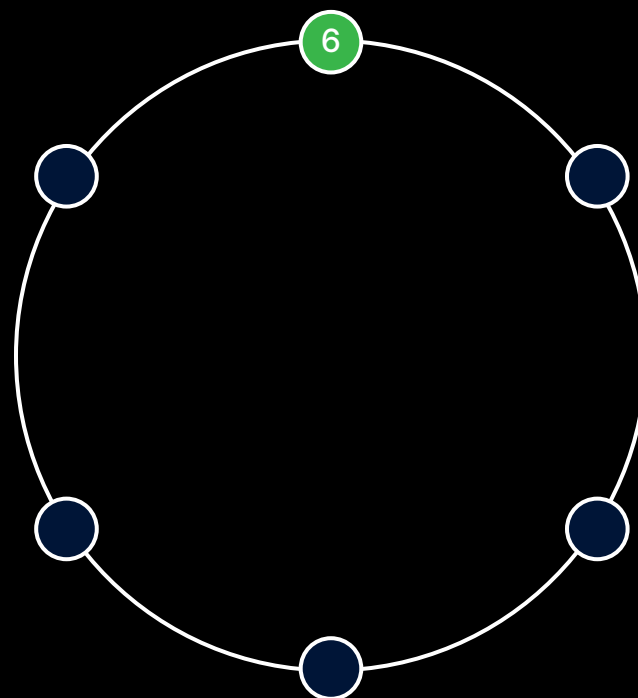
Your problems solved

People Management

Managing people is one of the toughest areas for small business.

A clever hybrid of technology and the existing human touch works wonders.

With a synergy between your people and ours we can develop bespoke solutions in our increasingly challenging world that assist the human resource take your business into the future.



CHAPTER 3: RECEIVE VALUE

1. Connect brand to business
2. Owned media first
3. Guided by insights
4. All in one

GET VALUE!





CHAPTER 3

We offer affordable value

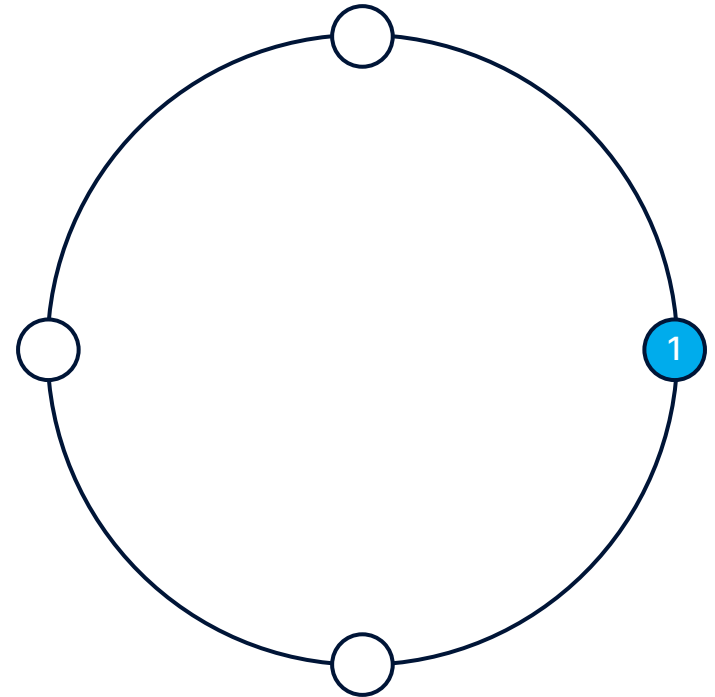
Connect Brand to Business

Your customers respond to your brand emotionally, often before any logical evaluation has been done towards your offer.

Here's why we're focused on connecting brand to business – it's the start of a sustainable approach to brand marketing.

Strong brands perform as autonomous sales agents – building brand, growing business.

This unique COG Branding method is market proven, high value and an affordable opportunity for your business.





CHAPTER 3

We offer affordable value

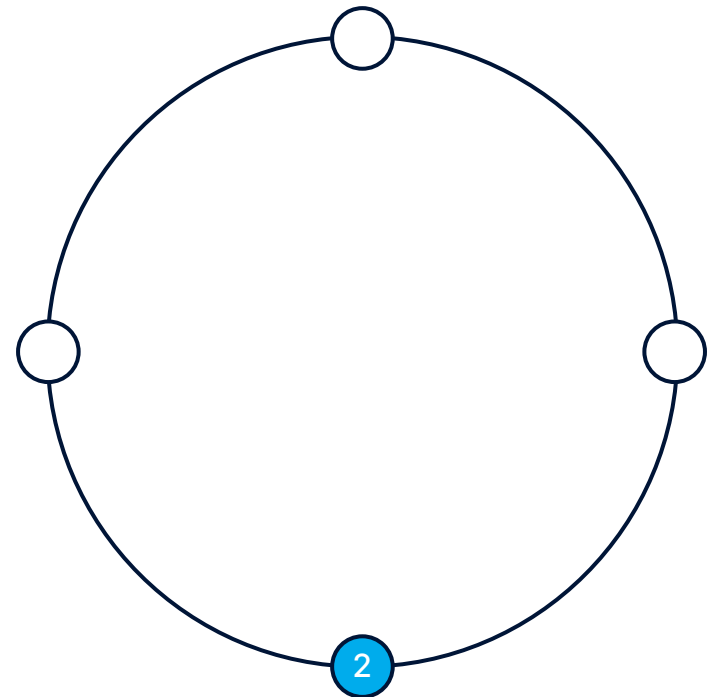
Owned Media First. (Paid Second).

Your business should be leveraging every dollar it spends on marketing.

An Owned Media strategy will support a longer term sustainable approach, avoiding Paid Marketing middlemen built in as the sole dependency that generate leads and acquire customers.

Our focus is for your brand to communicate directly to your audience at zero cost, only leveraging Paid Media with short term promotions when required.

We're masters at this balance and can execute it for you to great effect.





CHAPTER 3

We offer affordable value

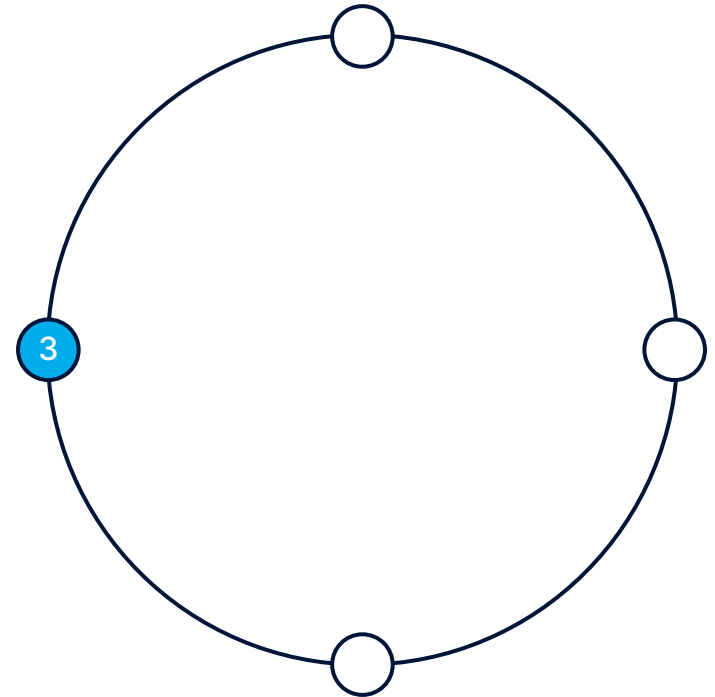
Guided by Insights

Your brands truths are buried in your analytics, though it's likely you can't access this information.

COG Branding wants your business to use data to make informed decisions from truth insights.

We optimise your data points and create simple reporting so your business can see.

Operating from factual information generates the best returns on your marketing investments.





CHAPTER 3

We offer affordable value

One Stop Shop

Build brand equity, market from owned media, and make informed decisions using data.

Growth and performance will become your business habit.

COG Branding is a proven full service brand marketing agency with a dynamic offer, servicing Australian business for over a decade.

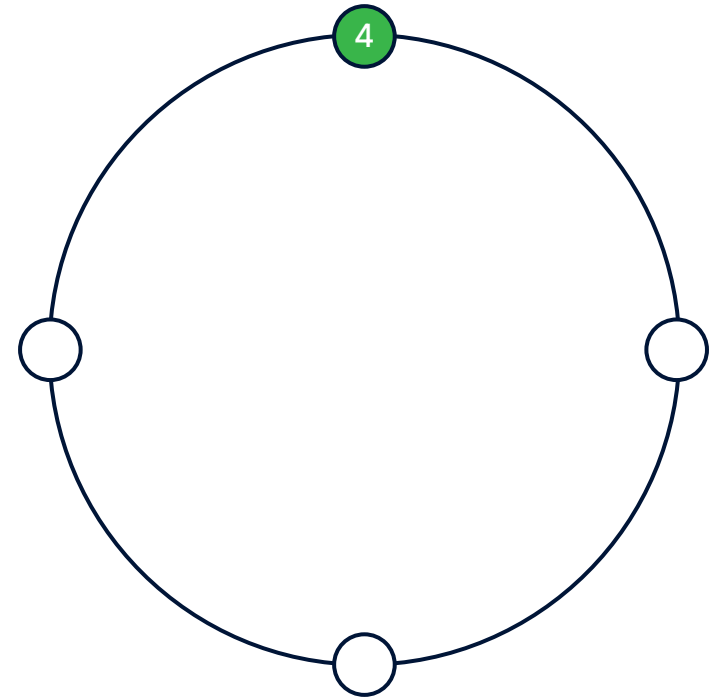
Our goal is your survival, growth and performance.

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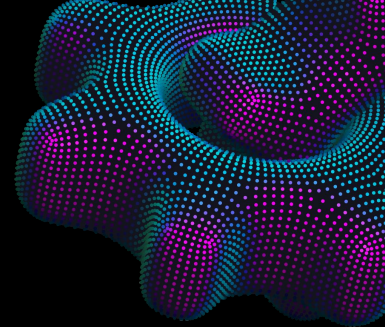
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Where We've Earned Our Experience



Achieve business growth today,
partner with COG Branding.

LET'S WIN!

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