

Your  
all in one  
for small  
business

COGdesign<sup>+</sup>

COGbranding<sup>+</sup>

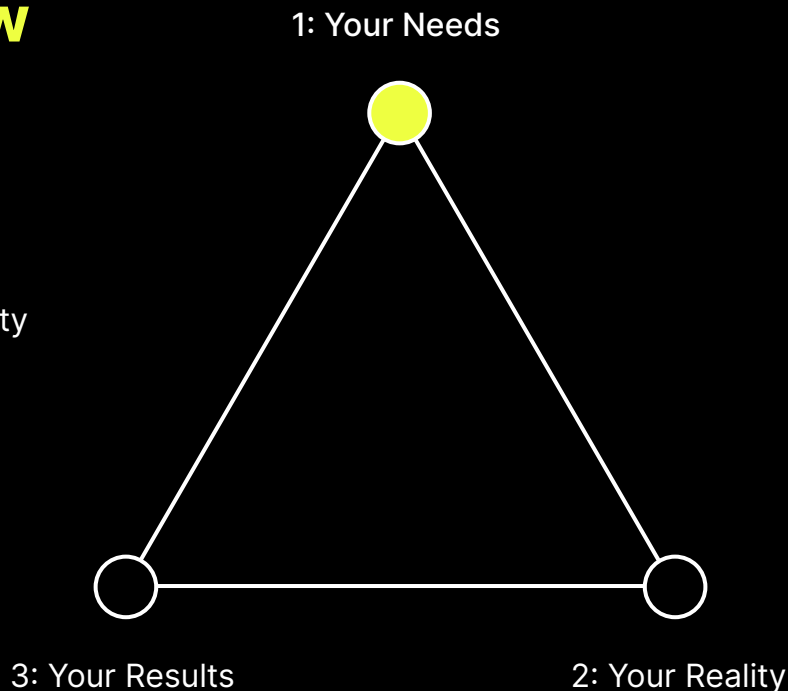
LET'S WIN!



# You've not seen an approach like this.

**In 5 minutes you'll learn how your business can become a winner.**

3 chapters that outline how your brand has an opportunity to become part of a affordable and high performance sustainable marketing ecosystem.





# No time?

**Watch >**





## CHAPTER 1

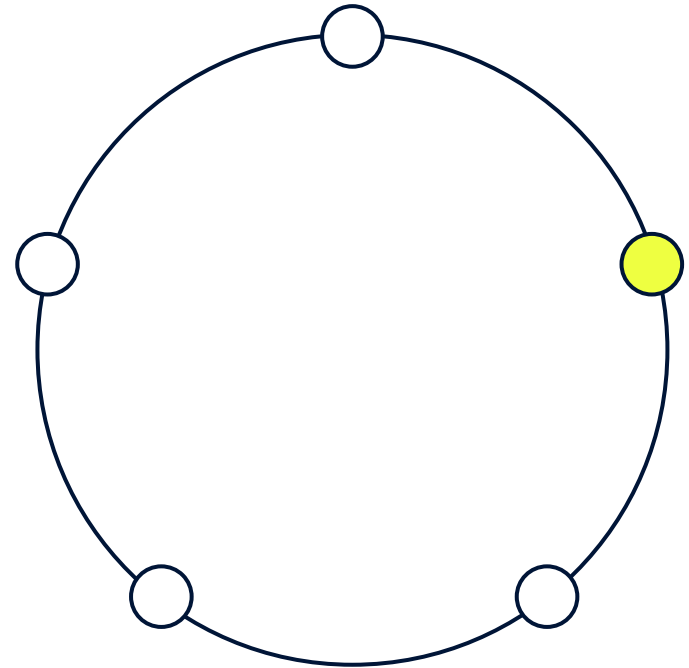
GROW YOUR BUSINESS WITH A PERFORMANCE PARTNER

# Results

**We know you demand results, and that's what COG Design 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 design agency generating positive returns on marketing investments for small business.





## CHAPTER 1

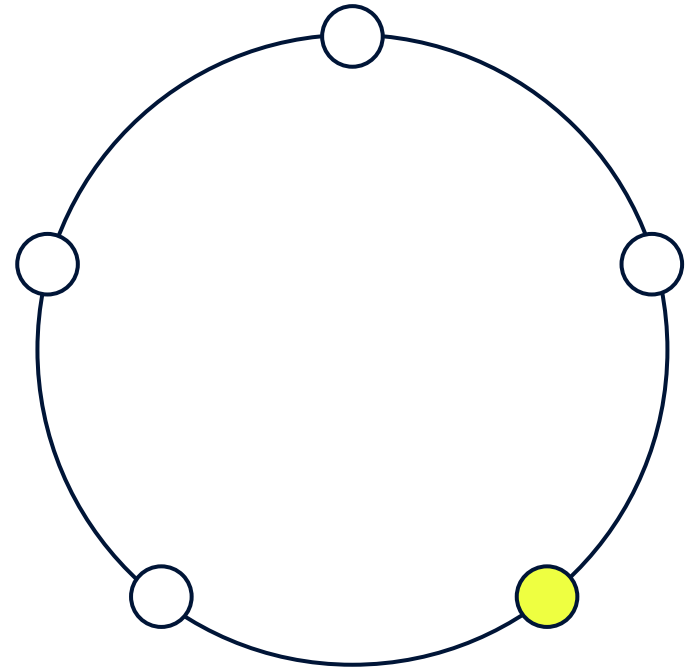
GROW YOUR BUSINESS WITH A PERFORMANCE PARTNER

# 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 Design pours in added value to our relationships.





## CHAPTER 1

GROW YOUR BUSINESS WITH A PERFORMANCE PARTNER

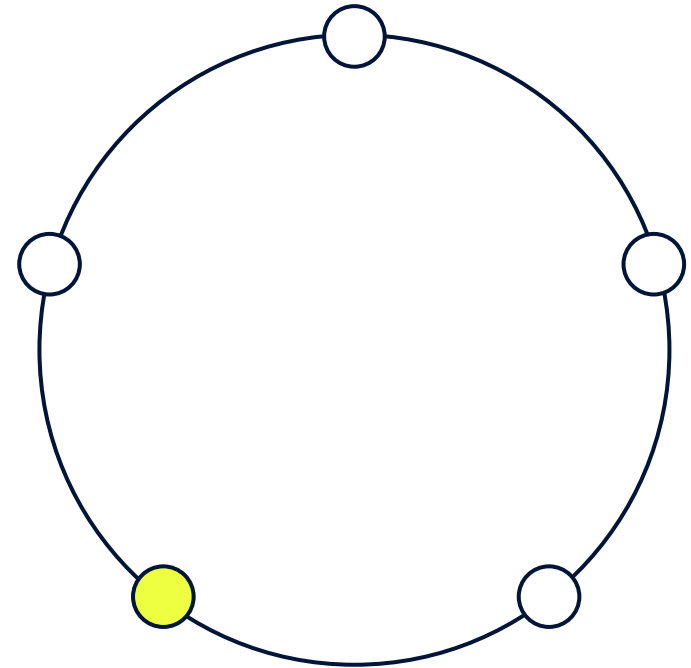
# Experts

## You want marketing experts – introducing COG Design.

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

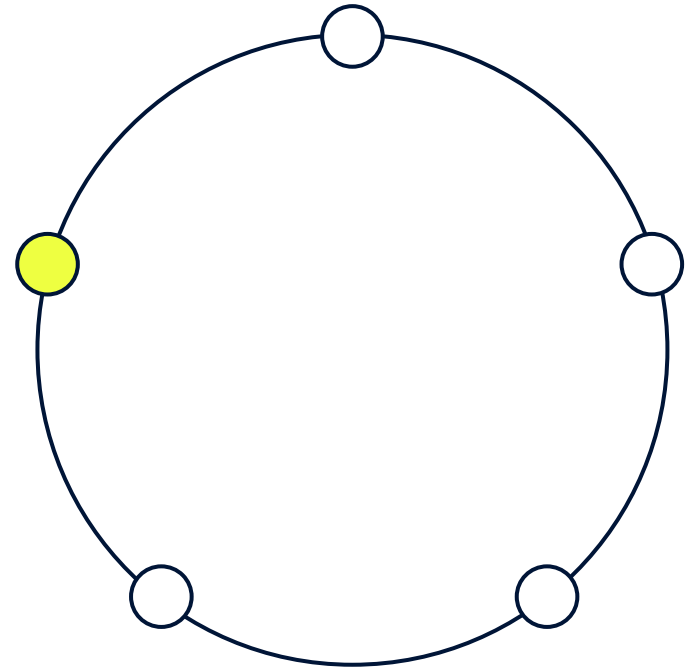
GROW YOUR BUSINESS WITH A PERFORMANCE PARTNER

# 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

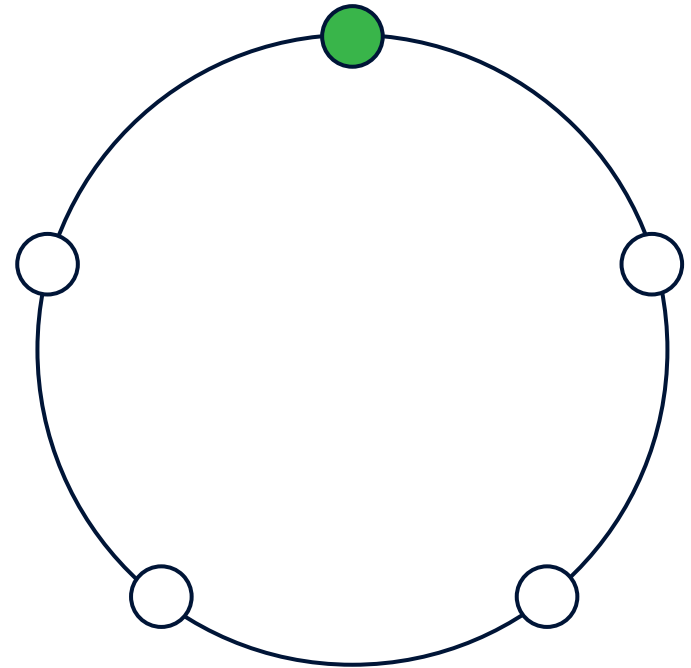
GROW YOUR BUSINESS WITH A PERFORMANCE PARTNER

# Partnership

**Trust is the foundation of all successful relationships.**

COG Design 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.





COGdesign<sup>®</sup>

Results  
value

Experts

Communicators

Partners

LET'S GROW!



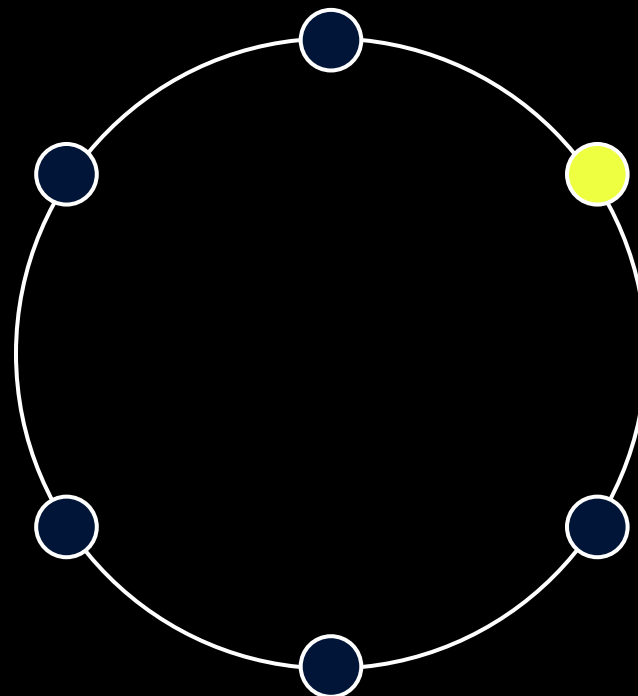


## Short on Time

**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 Design. While you work in the business, we'll be swiftly executing saving you time and money.





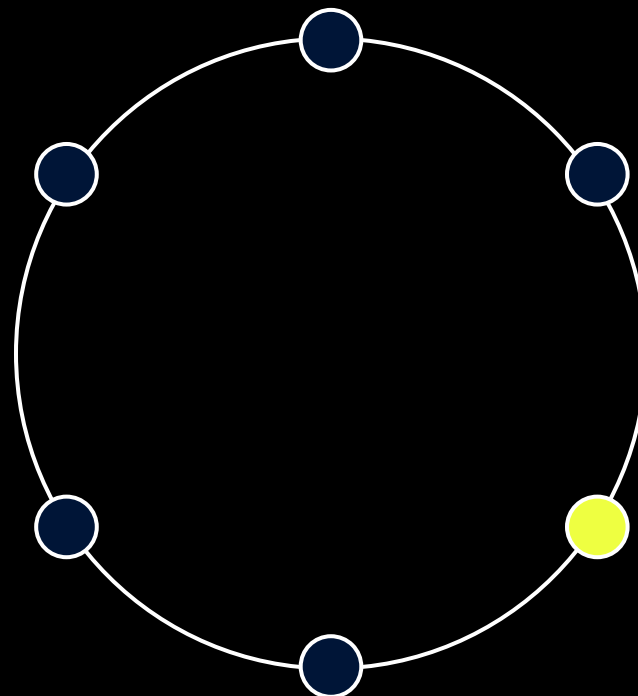
# Marketing

**Developing effective marketing strategies alone can be challenging.**

COG Design'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

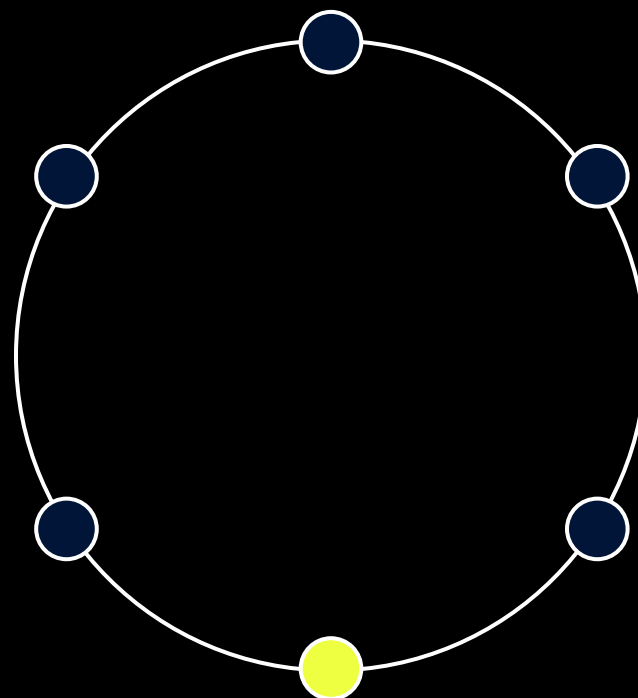
YOUR PROBLEMS SOLVED

# 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.





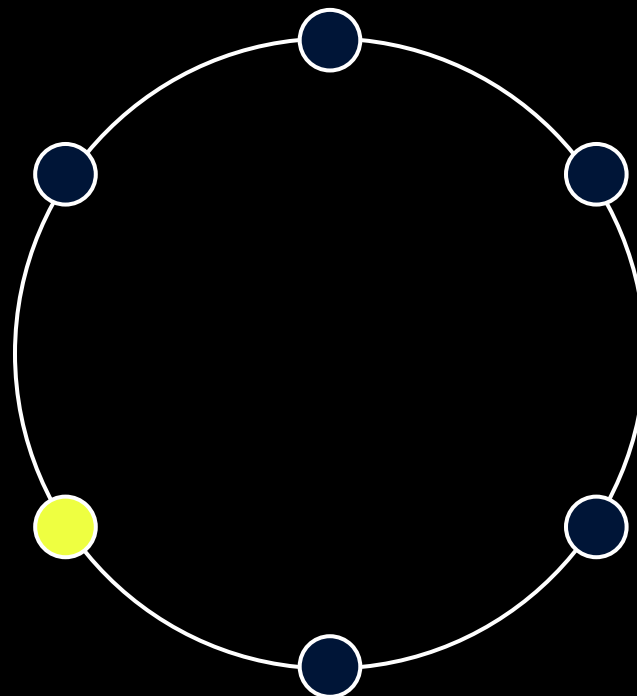
# Technology

**Small business struggles to onboard new technology. Here COG Design 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.



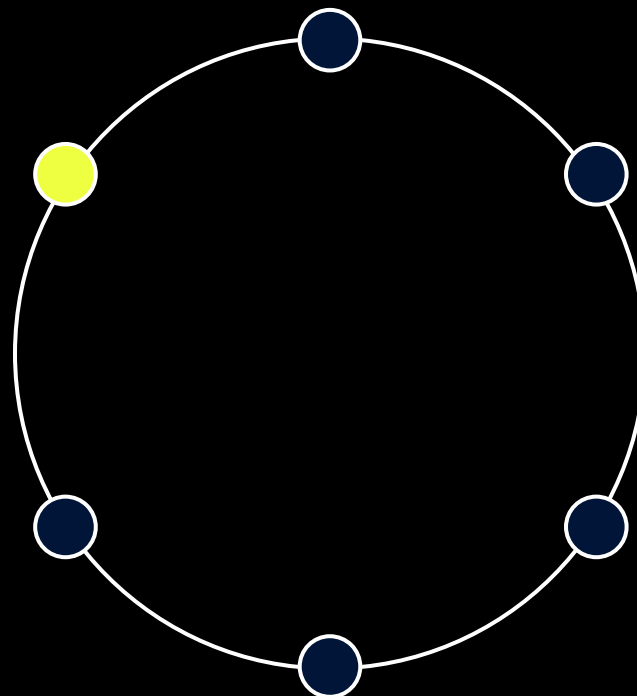


# Increased Competition

**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 Design 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.



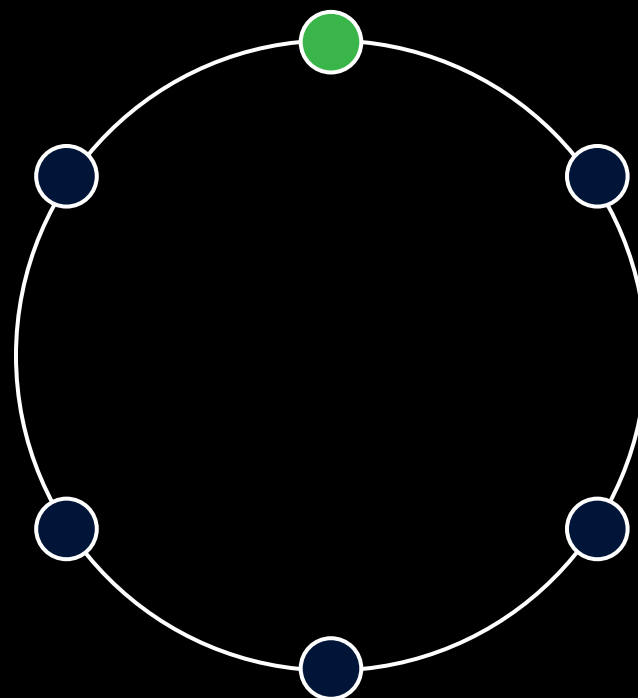


# People Management

**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.



COGdesign<sup>®</sup>

Time  
marketing  
Technology  
Finance  
Competition



**SOLUTIONS!**





## CHAPTER 3

WE OFFER AFFORDABLE VALUE

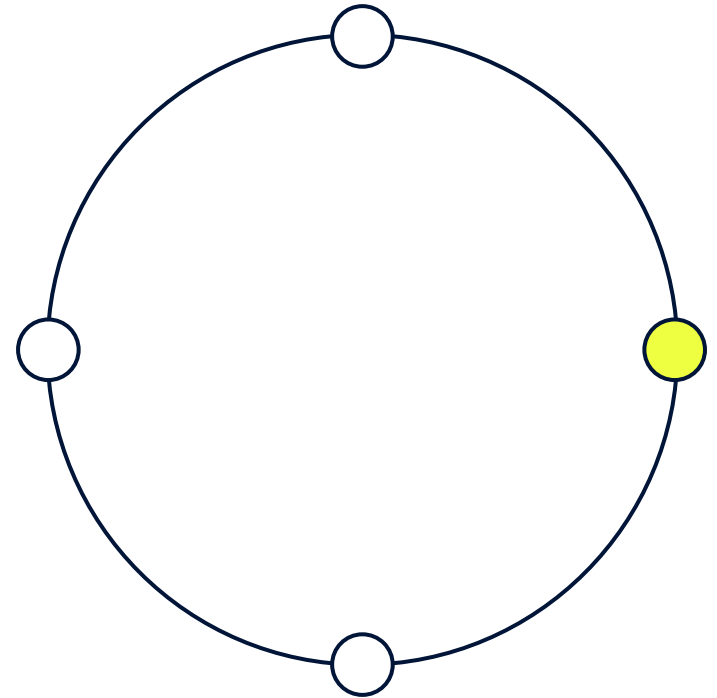
# Connect Brand to Business

**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 Design method is market proven, high value and an affordable opportunity for your business.





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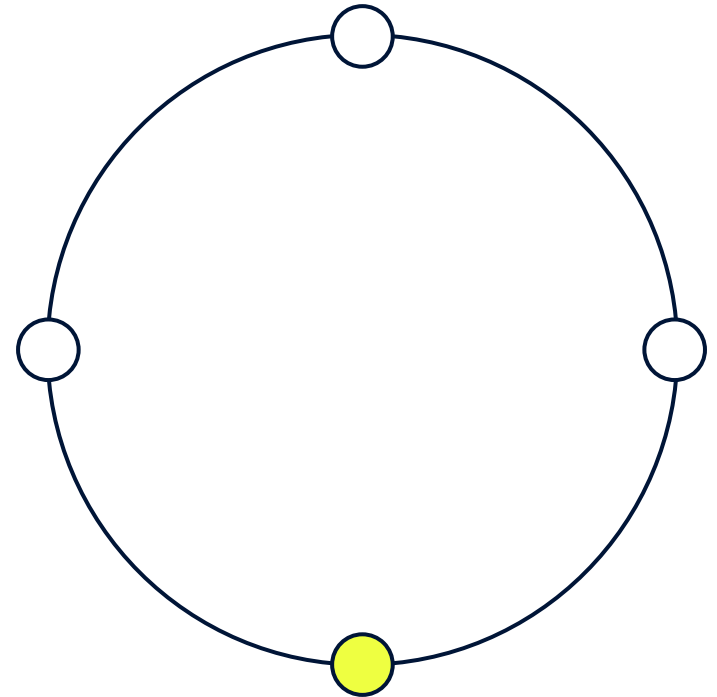
# Owned Media First. (Paid Second).

**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.





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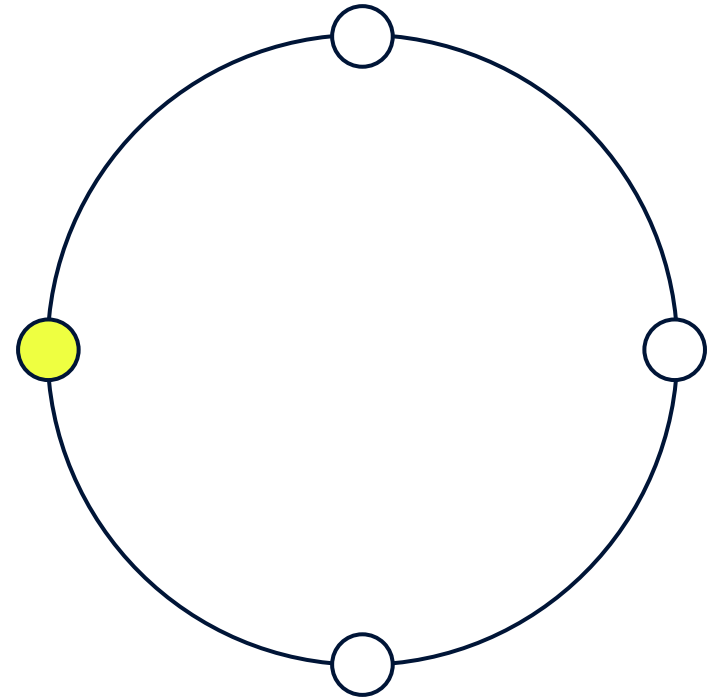
# Guided by Insights

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

COG Design 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.





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# One Stop Shop

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

**Growth and performance will become your business habit.**

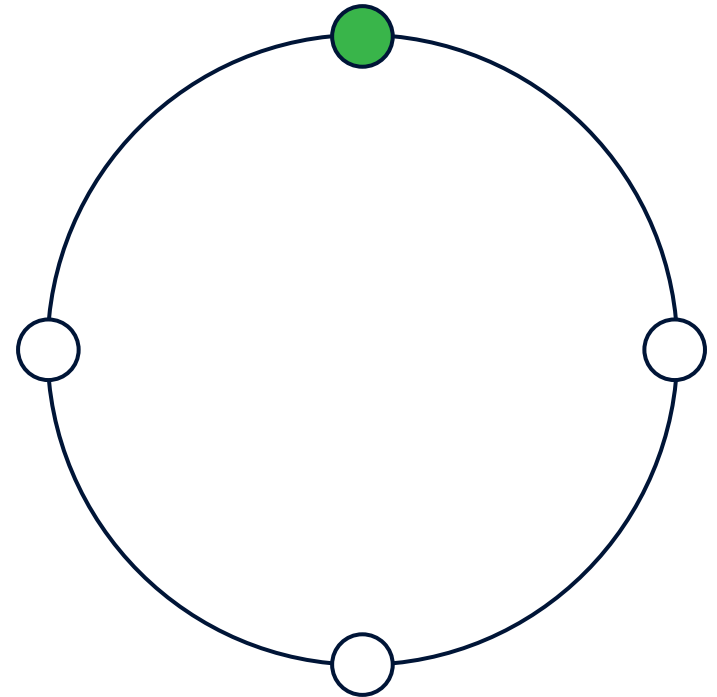
COG Design is a proven full service brand marketing agency with a dynamic offer, servicing Australian business for over a decade.

Our goal is your survival, growth and performance.

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# Where We've Earned Our Experience



Your  
all in one  
for small  
business  
starts  
here



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