Cogil

Overview

2018 Services



Contents

Services	4
Steps to Success	9
About Us	. 14

A SAN FRANCISCO DIGITAL MARKETING AGENCY

Creating Digital Experiences that Engage & Convert



OVERVIEW

Services

Solutions For Your Business

We work with your team to identify opportunities that unlock the potential of your brand. Our digital marketing services are structured to provide your business with the most current and innovative solutions to your digital challenges.

Digital Marketing & Content

To stay on top of online competition, your business needs to plan, manage, and optimize digital channels against defined targets, KPIs, and a focused investment in content marketing, digital media, and engaging experiences.

Cog1 offers a wide range of digital marketing services to boost your brand, connect with your audience, and meet business goals.

- Digital Marketing Strategy
- Campaigns
- Content Development
- Social Media
- Email Marketing
- PPC
- SEO
- SEM
- CRM
- Reporting
- Analytics
- Print

Web Design & Development

An effective website is the hub of your digital marketing ecosystem. Cog1 starts by understanding your business goals in order to define success for your website. We create a digital experience that increases lead generation, conversions, and sales.

Monitoring data and analytics allow us to iterate and optimize your website to achieve peak performance.

Content Strategy

- Prototyping
- UX / UI Design
- Visual Design
- Copywriting
- Development
- Quality Assurance
- Deployment
- Regression
- Hosting
- Support
- Website Training











Brand Identity

An effective brand strategy and identity builds trust and credibility in the marketplace. It's essential to differentiate yourself from your competition. A brand identity influences your customers' experiences at every touchpoint. Your brand identity needs a solid foundation to build on and flexibility to meet the needs of future business goals.

Cog1 offers a full range of brand strategy and identity services for businesses of any level. We work with your team to produce desired outcomes that set your brand up for success in the marketplace.

- Strategy
- Positioning
- Naming
- Identity
- Design
- Messaging
- Tagline
- Collateral
- Guidelines
- Print

PROCESS

The Steps to Success

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Discovery & **Strategy**

The first step of all projects at Cog1 is to learn everything we can about your brand, industry, audience, competitors, the state of your current system, and project goals. This information is necessary for creating a clearly defined strategy that includes trackable goals and milestones for your project.



Allianz (11) PROJECT PERSONA

Kristal : Ambitious Athlete



Kristal is a 27 year old athleteof-all trades. She competes at a professional level, but she mainly works as a professional trainer for students involved in adaptive sports.

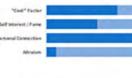
"Once a year we do a bike tour in the alps. One of my friends now switched to an electric bike due to Parkinson's disease it has made a huge difference also to his life at home."



Kristal grew up around extreme sports. Snowboarding, downhill mountain biking, and surfing. The rush that she received from tackling the outdoors and pushing herself was never in question. An accident that left her paralyzed from the waist down has done nothing to slow her down. She is still looking for the next rush and has found that some activities are actually pushing her harder than she thought, while others seem to come up short.

Kristal has seen first hand how adaptive sports can change the lives of disabled people and she works to help expand the use of all sports. She finds that the barrier to entry for most specialty sports is just too high for people who regularly incur medical expenses and who's regular equipment is having to be changed to meet new needs.

WHY THEY ENGAGE



She wants to push herself to the limits of what is capable to go further, faster, higher

HOW THEY ENGAGE

VALUE THEY BRING

- · Good usage insights
- Knows the specialty landscape
- · Not held back by the status guo or tradition (but maybe by rules).
- · Is strongly committed (social proof), and competitive.
- · Allows others to bask in her glory through association and recognition

WHERE WE FIND THEM

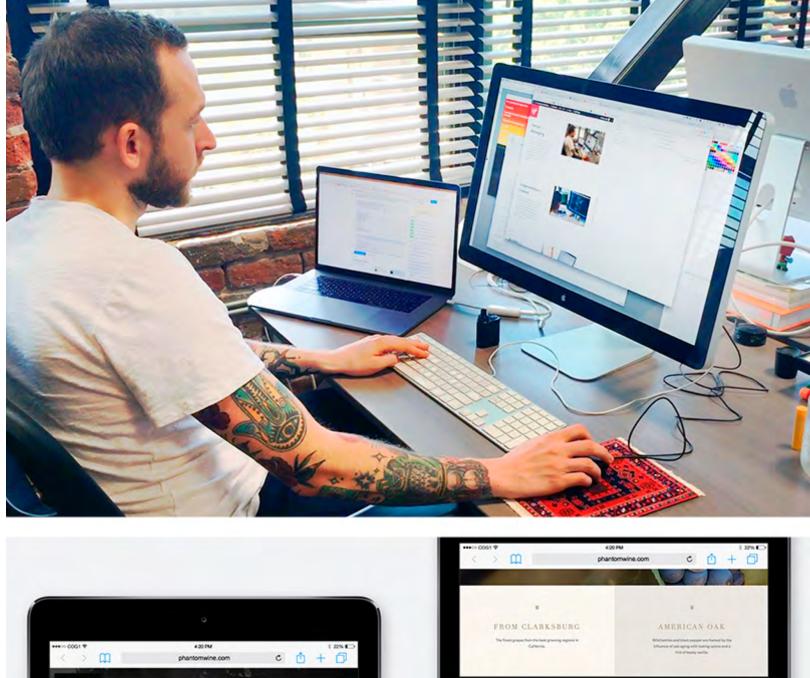
Professional Sports Organizations IPC Youtube

COMMUNITY MAKEUP



Design & **Messaging**

We utilize the strategy documentation to craft a consistent look, feel, message, and tone of voice to communicate to your audience and set your business apart in the market. We create the core user experience and visual interactions to define nuances in function and inform upcoming visual design and engineering efforts.



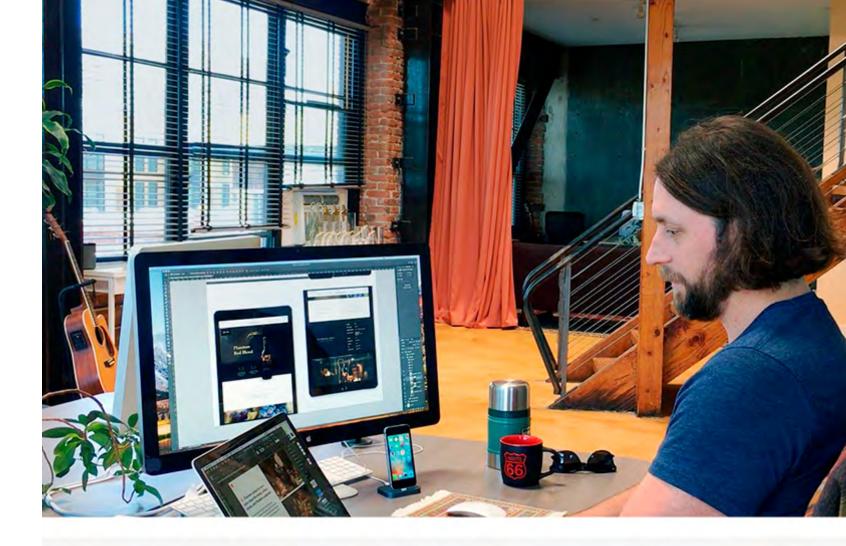


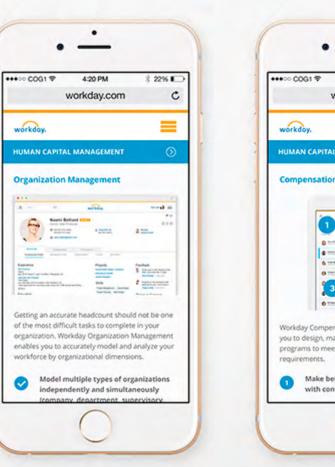




Implementation & Content

Applied to the right channels, a focused strategy, compelling content, and eye catching visuals will attract the attention and provide value to your audience. Throughout the digital ecosystem, we implement content and messaging into web content, social media campaigns, and digital ad campaigns.





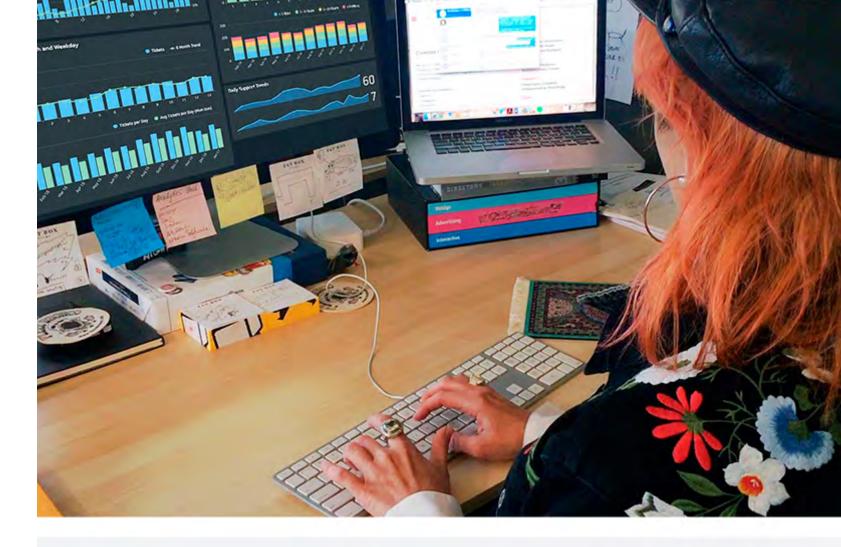
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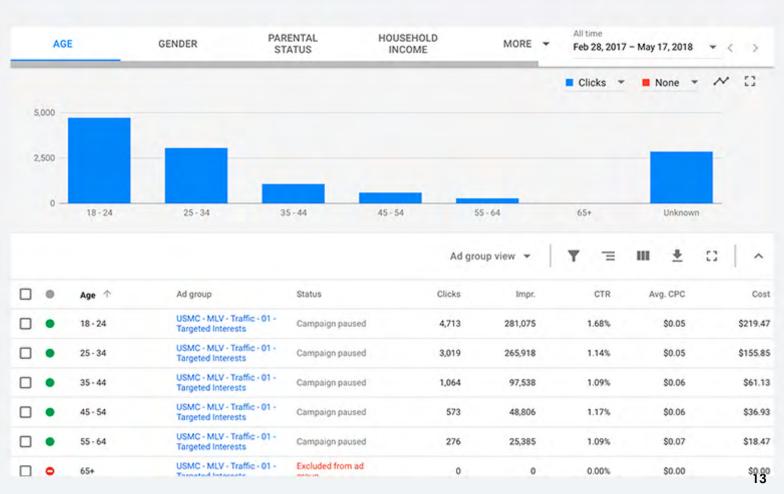




Analytics & Optimization

After the launch of your project, we begin to monitor and review your digital marketing system and campaign goals. Data analysis and reporting allows us to make informed decisions and optimize as the market evolves. We utilize these metrics to adapt and make clear and measurable growth.





ABOUT US

What We're All About



Our Highest Priority

Since 2001, Cog1 has crafted digital experiences from our home base in San Francisco.

Our highest priority is building lasting relationships. We partner with your team to discover, plan, and implement solutions across your entire digital ecosystem.





We Love What We Do

We believe in our clients and are proud of our work. Each project is a unique challenge and opportunity for us to grow.

Meet Our Team



Adam Bunshoft Owner



Melissa Bolin Account Director



Ryan Bolin Creative Director



Ryan Huntsinger Senior Art Director



Justin Mahon **Senior Developer**



Adam Pasztory Senior Developer



We'd love to hear from you

Thank you for taking the time to review our services deck. You can view more case studies at www.cogl.com.

We look forward to working together.



Adam Bunshoft

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Melissa Bolin

Sr. Account Director melissa@cog1.com

