



Overview

2018 Services



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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**

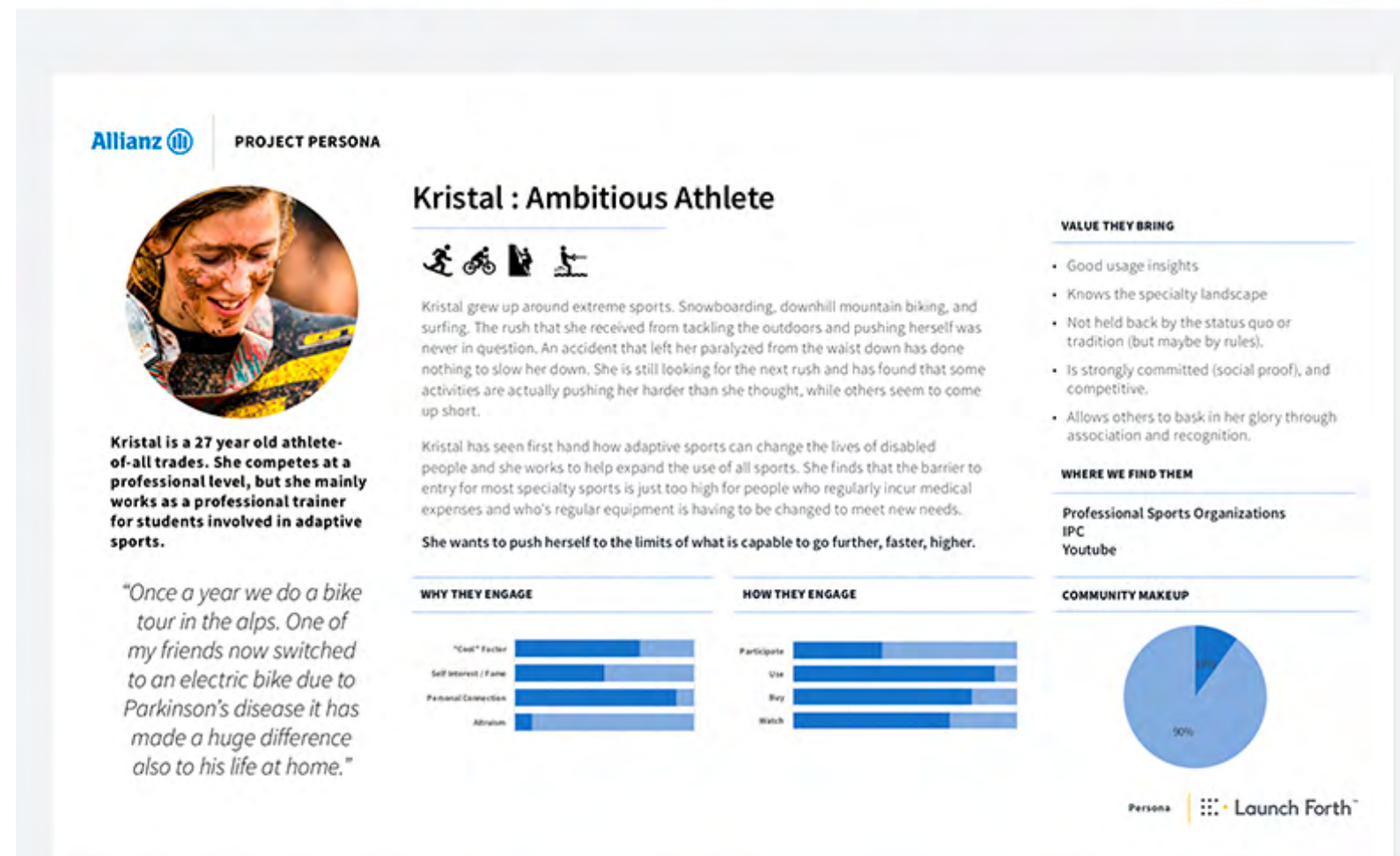


PROCESS

The Steps to Success

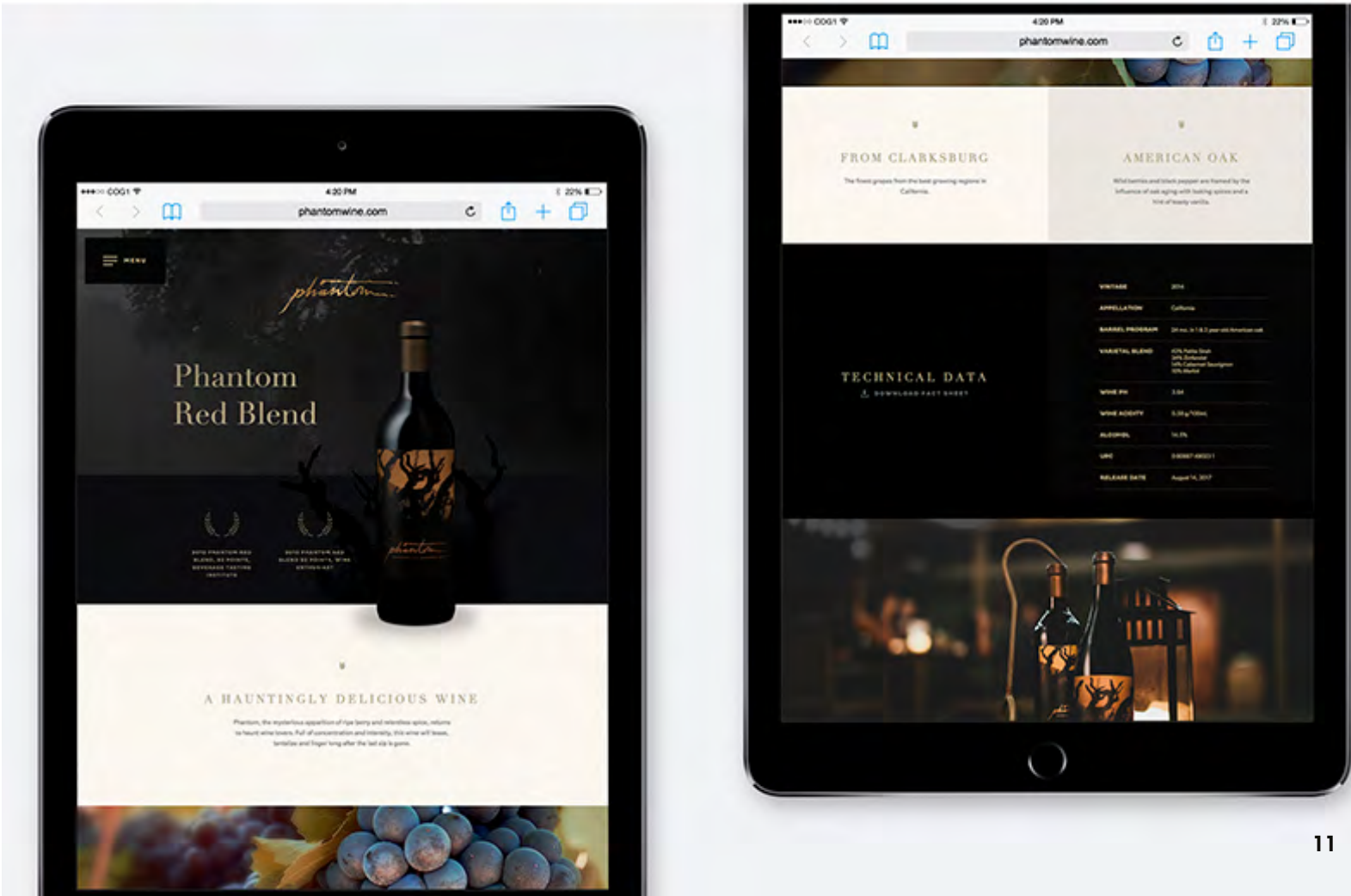
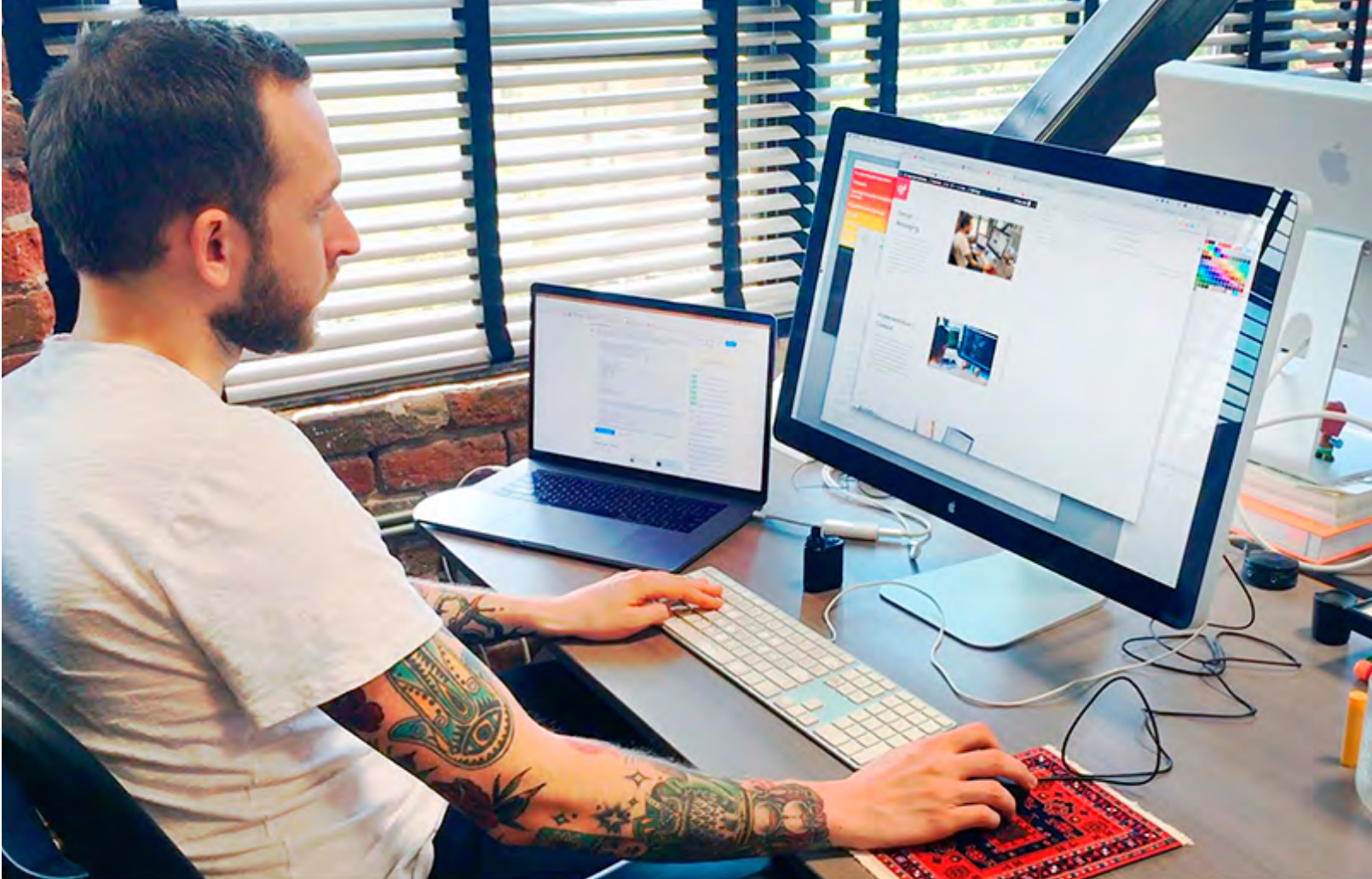
Discovery & Strategy

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.



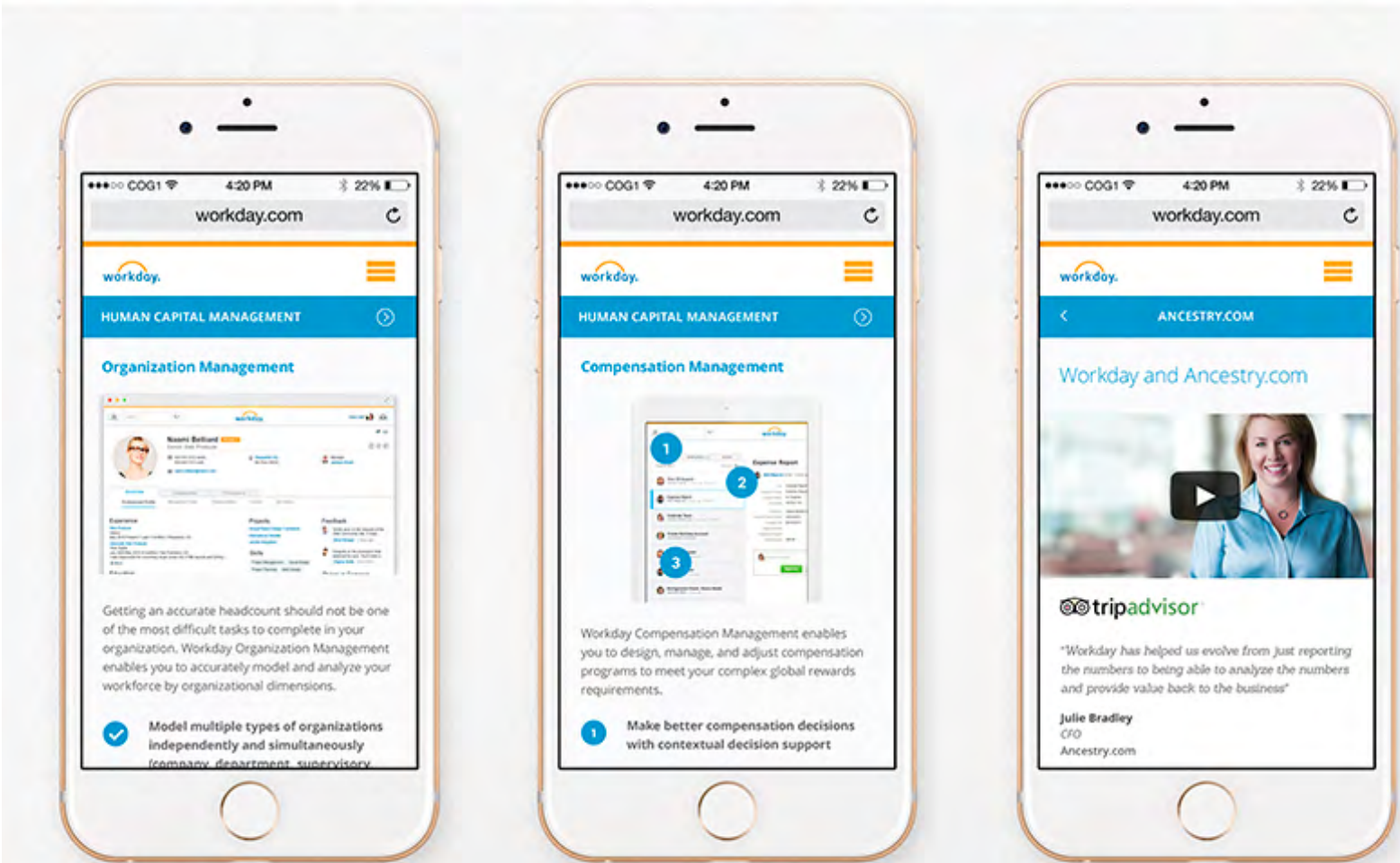
Design & Messaging

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

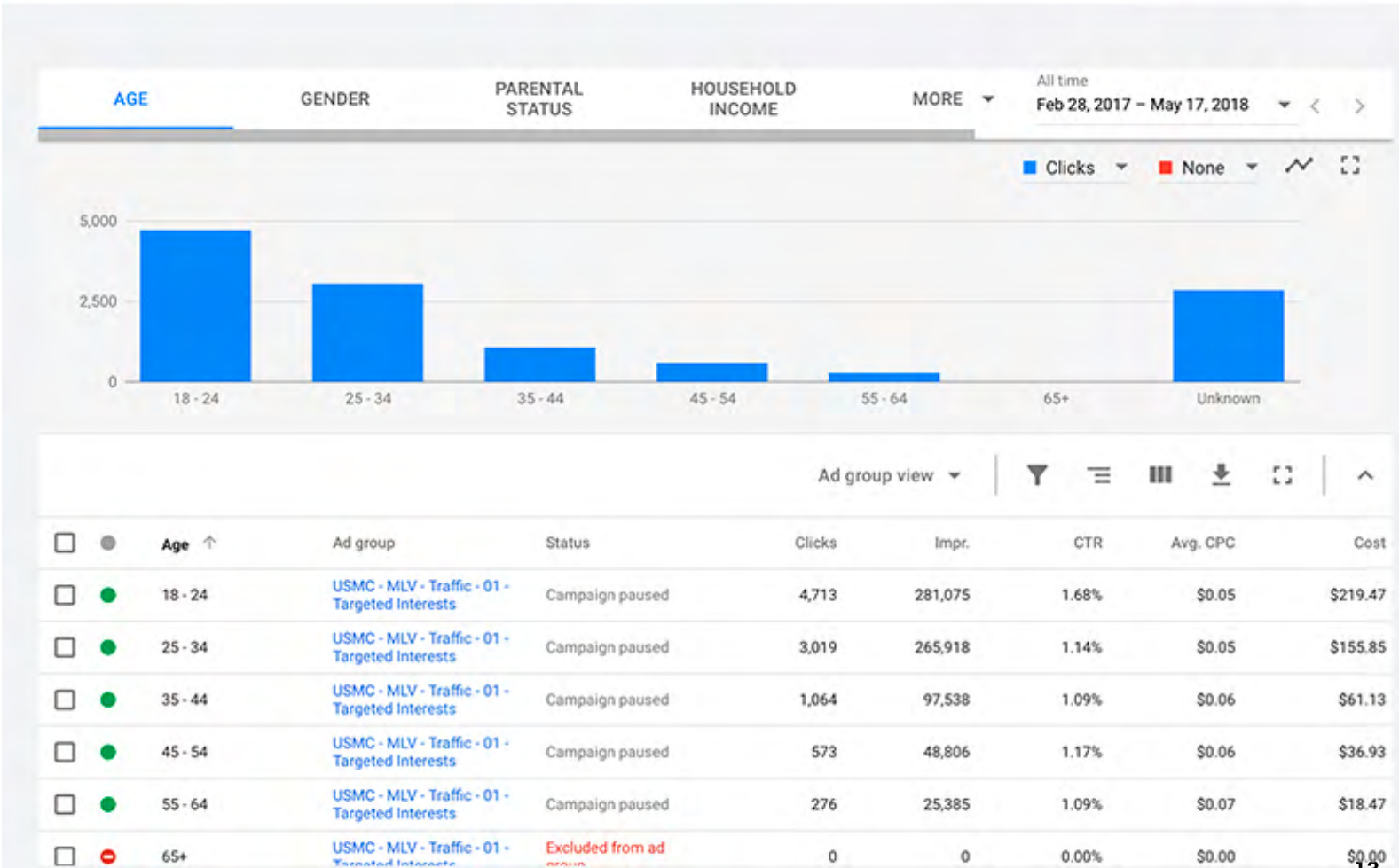
Applied to the right channels, a focused strategy, compelling content, and eye catching visuals will attract the attention and provide value to your audience. Throughout the digital ecosystem, we implement content and messaging into web content, social media campaigns, and digital ad campaigns.





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



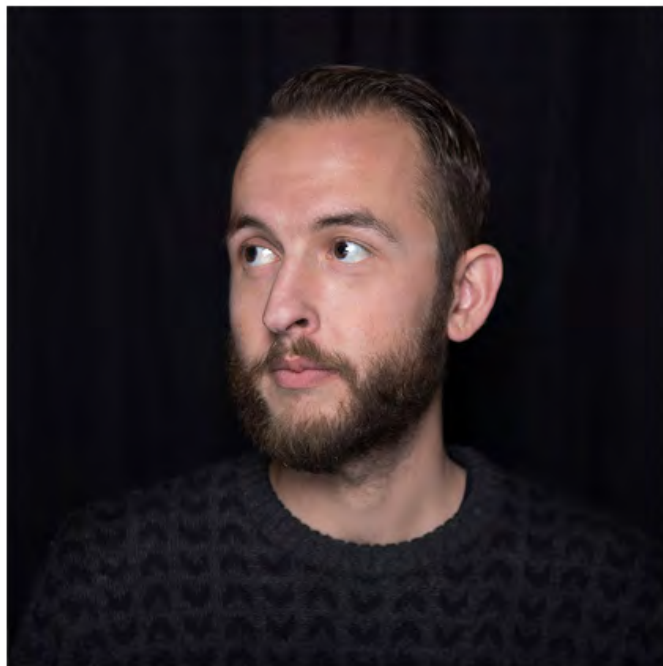
Adam Bunshoft
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Account Director



Ryan Bolin
Creative Director



Ryan Huntsinger
Senior Art Director



Justin Mahon
Senior Developer



Adam Pasztory
Senior Developer



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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.cog1.com.

We look forward to working together.



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