

Digital Marketing

the **cooper** group

BUILDING Engaging Customer Relationships.
UNLOCKING Brand Potential.

In the ultra-competitive business environment, **strong brand relationships drive success.**

Your customers, employees, suppliers, etc. expect customized engagements; individualized communications based on their attitudes, interests, needs and opinions.

You are required to adjust the brand's strategic and tactical marketing, building and maintaining a solid program to facilitate and support these efforts.

So now there's digital!

Digital

Marketing

We see digital as the platform to help brands effectively, efficiently and consistently engage their audience in a ubiquitous, data-driven way.

We develop cross-channel solutions that combine analytics, content and technology. Our services are designed to span the digital spectrum; our solutions are from strategy to enablement to operations. We help you create the brand-building experiences your stakeholders expect. As a result, your business builds the relationships and insights needed to be successful – creating sustainable, cost efficient competitive advantages.

We specialize in:

Creating
an ecosystem
that emphasizes
insightful
innovation and
proactive
digital disruption

Providing
engaging
experiences in
which customers
can conveniently
build relationships
with brands that
delight them

Prioritizing
ubiquitous access
and influence
to and from all
stakeholders,
regardless of
platform, device,
geography, etc.

Improving
interaction
efficiency with
enhanced
patterns,
frequency and
placement

Reducing
risk by refining
efficiency,
optimizing delivery
and creating
value



TCG implements a phased methodology to efficiently leverage our client's assets, regardless of the investment available.

From assessment to optimization, we take a logical, streamlined approach to understanding your business and delivering a realistic approach to sustaining a sound digital program. Our digital stages are:

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Assessment. Review the brand's value proposition and target customers to determine compatibility.

Discovery & Innovation. Envision the potential scenarios, defining the best solutions.

Digital Strategy. Outlining the best approach for current and projected business opportunities.

Ecosystem Development.

Create and solidify the relationships and technology needed to deliver an agile digital program.

Deployment. Activate tactical solutions in a timely, precise and on-budget sound manner.

Analytics. Defining and collecting data to measure/report performance against plan.

Optimization. Using analytics to improve solution process and execution.

We understand the essence of branding and marketing. We also believe the challenges of ubiquitous connections with customers can be achieved more effectively and efficiently.

Digital marketing is your solution.

We can help.

A dark red background with a network of glowing orange lines and dots, resembling a digital or data network. The lines connect various points, creating a complex web of connections.

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