

# 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:

### Our digital stages:

**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 graphic in the bottom right corner of the slide. It features a dark red background with a network of glowing orange and yellow nodes connected by thin lines, resembling a digital or social network. The nodes are scattered across the top and middle of the graphic area.

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