

## COMPANY OVERVIEW

COGO Interactive is a leading-edge digital marketing agency headquartered in the Washington, DC Metro and specializing in the development of customized digital marketing plans for small to mid-sized businesses in healthcare, professional services, and residential construction.

We work with companies that have invested a lot of time and money in their website but are frustrated with the lack of results.

Our services & strategies generate new website leads. On average, our clients have seen results from our digital marketing strategies in as little as 3-5 weeks.

## WHAT WE DO

COGO designs powerful lead management strategies aimed at attracting, converting, and retaining targeted leads for small to mid-sized businesses.

We are experts in inbound marketing strategies and best practices and can leverage these emerging technologies to create a continual flow of targeted leads providing our clients with the best and most effective growth strategies available today.

## SERVICES

### Strategic Planning

- Goal development
- Target audience definition
- Marketing strategy formulation
- Social media policy development

### Lead Generation

- Inbound Marketing
- Social media marketing
- Search engine marketing
- Email campaigns

### Lead Conversion

- Call-to-action development
- White paper, Newsletter, Webinars
- Database development
- Contact form development

### Track, measure, and increase ROI

- Sales performance
- Leads generated & converted
- Campaign results

## TAKE YOUR BUSINESS TO NEW HEIGHTS

Digital Marketing | Search Engine Optimization | Social Media Marketing | Web Development

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