

COGdigital^o

EMAIL MARKETING & DATABASE MANAGEMENT

Case Study – ANSTO



DISCOVER



THE COG DIGITAL APPROACH TO EMAIL MARKETING

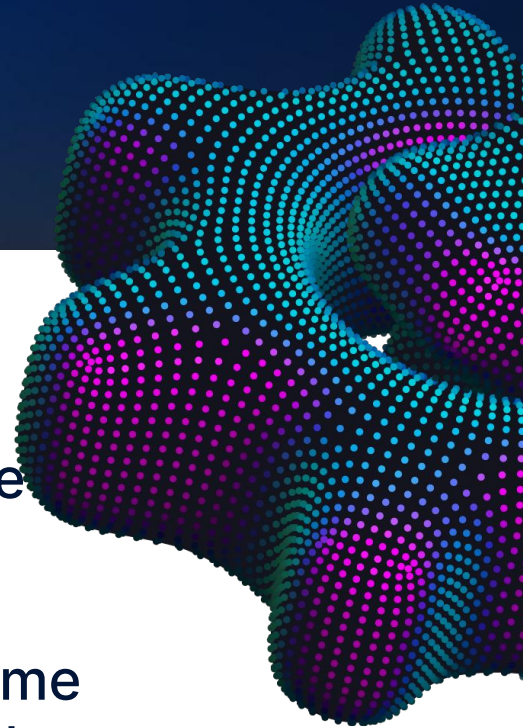


This document will introduce you to one of the COG Digital Email Marketing (EDM) and Database Management projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

START!





WHAT WE KNEW FROM THE START

We knew that ANSTO needed a trusted professional Australian digital marketing team to strategize, manage, campaign and nurture their Email Marketing, database assets, platforms and situation.

We also knew that the [ANSTO](#) needed a Digital Marketing agency that is affordable, communicates clearly, and understands how to integrate email marketing API's into websites and manage email marketing databases.

Plus, ANSTO wanted a team of digital experts to offer solutions for better analytics and email marketing traffic data.

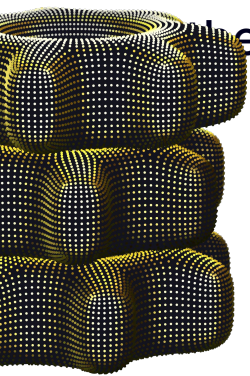


ABOUT THE CLIENT

Founded in 1987, ANSTO (The Australian Nuclear Science and Technology Organisation) is a statutory body of the Australian government, formed in 1987 to replace the Australian Atomic Energy Commission.

Australia's national nuclear organisation and the centre of Australian nuclear expertise. ANSTO prescribes its general purpose. The purpose is translated into action through corporate drivers of vision, mission and strategic goals.

To find solutions ANSTO operates much of Australia's landmark infrastructure including one of the world's most modern nuclear research reactors, OPAL; a comprehensive suite of neutron beam instruments at the Australian Centre for Neutron Scattering; the Australian Synchrotron; the National Imaging Facility Research Cyclotron; and the Centre for Accelerator Science.



FROM THE CLIENT

ANSTO isn't the only enterprise to trust COG Branding when looking to manage data and enhance website technical capabilities.

Melissah Picca from ANSTO says that COG Branding's *"Making the complicated seem simple"* and that *"COG Branding is a good fit for government organisations that want to transform their digital marketing initiatives and understand their data requirements."*



- [Melissah Picca](#), Marketing Manager





THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.

Mailchimp

Mailchimp's email marketing software allows you to get a head start with a variety of drag-and-drop email templates. Or choose to code your own in our email builder.

Mailchimp is the chosen email marketing software for ANSTO and is connected via the API to the Drupal website. Here users can sign up to the email database and receive news relevant to their interests.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the [Google Marketing Platform brand](#).

Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes.

Drupal

[Drupal](#) is content management software. It's used to make many of the websites and applications you use every day. Drupal has great standard features, like easy content authoring, reliable performance, and excellent security.

Typically Drupal is used in Government organisations as the chosen CMS website platform.



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

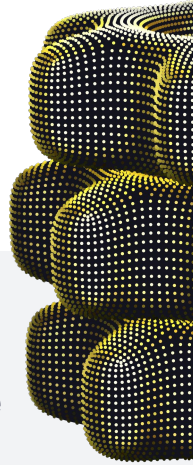
All projects have challenges and people really rely on COG Digital for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **Mismanaged email databases and structure of information.**
- **Numerous softwares handling website leads and audience databases.**
- **Diverse audience groups requiring very different information from ANSTO.**
- **Complex website environment to allow email address capture and filtering.**



BRIEF SUMMARY



ANSTO wanted to correctly communicate and deliver timely and relevant information via email marketing to customers, partners, affiliates and general interest groups, though the database was mixed up with no categorization or field data that would enable cleaning opportunity to a large amount of data.

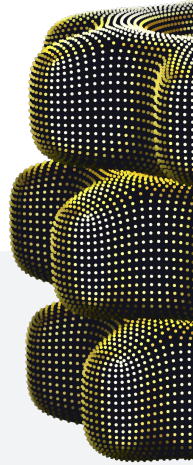
The management of the database ongoingly needed to be addressed to ensure the current organizational behaviors would change and allow optimal database handling and control in the future. The categories of the database should and would cover mandatory fields such as user first name, surname, email address and area of interest. Secondary fields of data to be sorted and collected are region, phone number and email marketing preferences.

ANSTO is a large government organisation made up of many departments and professionals, and with no email marketing experts within the organisation available they consulted COG Branding to provide solutions to email marketing design, deployment, strategy and database management.

COG Branding provided a fully integrated strategy, data handling and management, creative, UX design and a CRO website landing page, Traffic Management and Reporting.



SOLUTIONS SUMMARY



Solving Problems and Creating a Sustainable Future for Database Management

[ANSTO](#) as a government funded organisation runs on grant finance and often lean resources, requiring an efficient and streamlined approach to a sophisticated product and digital marketing strategy.

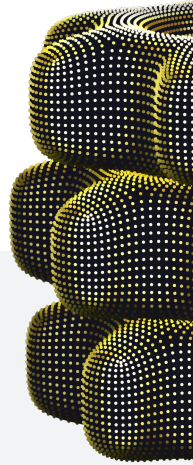
The COG Branding solution was a tactical and strategic approach to solving the two key issues; optimizing existing data and ensuring future data collection would be accurate. COG Branding also needed to design, deploy and manage numerous [MailChimp](#) email marketing campaigns and provide accurate reporting and traffic management.

The MailChimp [email marketing](#) campaigns allowed us to understand database quality and user types, while the Drupal website updates in connection with the MailChimp API allowed COG Branding to ensure future website data collection that was automatic would be accurate.

ANSTO demands attention to detail, a strict adherence to policy and also the brand guidelines. The email marketing campaigns were a new type of campaign for the ANSTO organisation and COG Branding are proud to have introduced one of Australia's most innovative and dynamic business to digital marketing and database management.



RESULTS SUMMARY

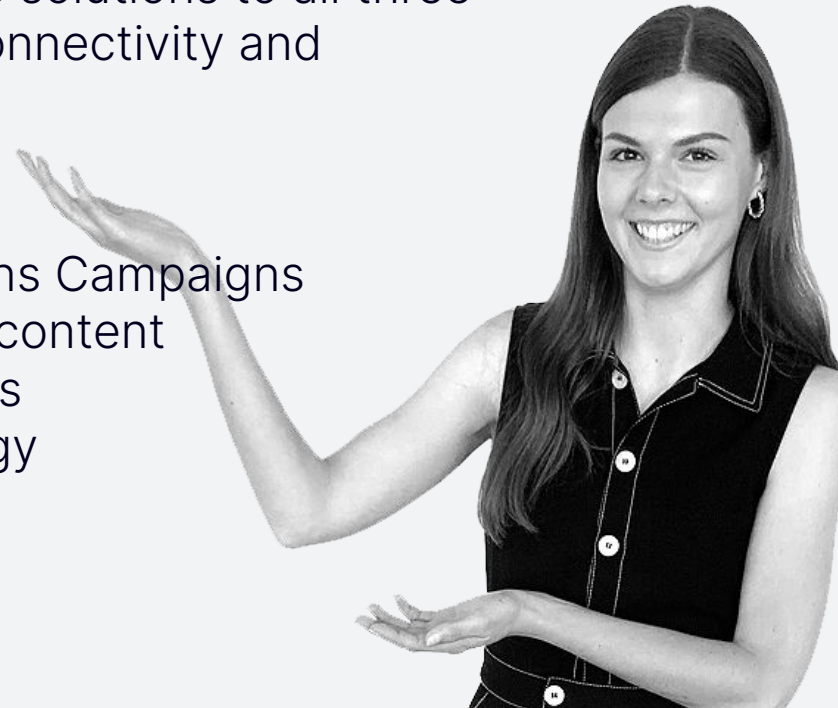


Clean Data and a useful Database!

COG Branding provides value in that our service extends to all digital touchpoints. For this project our inhouse web developers, digital marketers and performance content managers were able to work together with the client and provide solutions to all three key issues; clean databases, website API connectivity and professional email marketing campaigns.

The Numbers

- 10 MailChimp email marketing campaigns Campaigns
- 30 Pieces of Creative and Copywriting content
- 10,000+ database and 6 user categories
- 1 Database and Email Marketing Strategy
- 5 Email Marketing Traffic Reports



THE COG BRANDING PRODUCT SOLUTIONS

DOWNLOAD THE PRODUCT GUIDE



LEARN MORE >



LEARN MORE >



**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



Deloitte.



Rentokil



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

(02) 9523 6007

Enquiries@COGbranding.com.au

BECOME A COG CLIENT TODAY. ACHIEVE GROWTH AND SUCCESS WITH A RELIABLE PARTNER.



Phone: +612 9523 6007
Email: Enquiries@COGbranding.com.au
Address: 11 Kingsway Cronulla 2230 NSW AU
www.COGbranding.com.au

COG branding[®]

www.COGbranding.com.au

Welcome@COGbranding.com.au

+612 9523 6007.

2, 11 The Kingsway Cronulla 2230 NSW Australia



COGprint[®]
COGdigital[®]
COGdesign[®]
COGpromo[®]
COGstrategy[®]