



Ceezar Reporting

SAMPLE

Here both Accountant and Accountants Client can view a sample Ceezar Report.

The Ceezar Report is a tailored marketing strategy instigated by the Accountant for their clients.

Trusted Advisory Services.

How does Ceezar Reporting work?

- 1 The Ceezar Report is sent directly to the Accountant to review post Ceezar Briefing.
- 2 This can be sent directly to the Accountants client, or managed directly with Ceezar. It's easy!
- 3 Ceezar Reporting delivers the most appropriate marketing activities the Accountants client should start. This is generated from the information provided at Ceezar Briefing.
- 4 These marketing activities are managed by COG Branding.

Register Your Client



Ceezar Reporting Process



The Ceezar Report is created on the website
www.ceezer.com.au/register-your-client



Register Your Client

It's a free service!

The Ceezar Report Sample.

The image shows the Ceezar Accounting logo at the top left, which includes a colorful icon of people and the text "Ceezar ACCOUNTING". Below the logo is a large, solid blue rectangle that occupies the upper half of the page. In the bottom right corner, there is a small, curved purple graphic element with the word "Ceezar" written vertically in white.

CEEZAR REPORT INTRODUCTION

Ceezar is a free service providing Accountants marketing and technology products and knowledge to deliver to their clients. Ceezar was designed to assist SME's survive, thrive, and ultimately become better clients for Accountants.

This new starts the advisory journey where you the Accountant can provide your client the information from this report. Ideally, this information will form the basis of a suite of marketing and training activities that is tailored to the specific situation and status of your clients business as it stands today.

You can send the Ceezar Report directly to your client and discuss the information within. Alternatively, reach out to Ceezar to discuss the report with us in order to get what is needed before communicating with your client. Also, we can talk directly with your client if you'd prefer Ceezar too.

CEEZAR BRIEFING SUMMARY

The supplied business details provided at Ceezar briefing are as below, forming what is the formal Ceezar Report.

BRIEF QUESTIONS	ANSWERS
Accountant Firm Name *	ALT TAX
Accountant Firm Email *	Ally@alttax.com.au
Accountants Clients Business Name *	John Smith Plumbing
Your Clients Industry *	Plumbing Trades
Your Clients Product & Service Geography Area's *	Suburban Olive
Years in business *	1-5 Years
Main focus *	Kids Adults
Business type *	1 - to Person Business
Business owner approach *	Business
EBIT	\$100,000 - \$200,000
Accountants Clients Email Address	John234@myplace.com.au

* This is currently provided to help us to determine if information should be captured or leave

Ceezar

[illegible]

MARKETING DISCIPLINE: Design and Branding

Brand Remastering

COO Design Brand Remastering solutions are for brands and businesses that require a rebranding solution to a brand, not dated and worn out corporate brand identity.

This rebranding product delivers the overhead and update to key brand assets to a complete brand identity. From the detailed briefing we achieved together the solutions are to audit, review, update and manage your companies vital brand assets. But have been left behind or mismanaged. COO Design Brand Remastering delivers your business a complete new rebranded suite of design assets that capture the original intent of the business offer at its inception - but with renewed spirit!

Brand Remastering solutions from COO Design will follow your brand and corporate brand equity and existing brand elements that still function and perform to the broader business, if directed to give the client an up-to-date include other relevant products such as Style Guide and Creative Director practice to completely overhaul the brand with the COO Design Brand Remastering product.

Standard	1495 vgr
Fee Structure	One Payment

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Cengage

MARKETING DISCIPLINE: Digital Marketing



CDO Digital

WordPress

WordPress Websites

The CDO Digital WordPress CMS website is a high-performance mobile responsive website including multiple pages and a CMS (Content Management System) included.

A WordPress CMS website creates the opportunity for small businesses and brands to have an active internet home and the website that displays all critical business information across an optimized information architecture which enables the business to compete with a quality digital platform of its own.

A CDO Digital WordPress CMS website is for brands and businesses that require a cost effective and an integrated approach to launching a website that can perform for SEO and deliver products and services in a targeted way. The WordPress CMS website is suited to fast-moving SMEs that need web pages for lead generation campaigns and conversion funnels, and are not prepared to build or control on their own. The WordPress CMS website supports a website foundation that can be built on at a later date, while supporting all digital marketing communications.

Standard	1750+gvt
Fee Structure	One Payment



CDO Digital

Velocity

Velocity Digital Marketing

Velocity is for brands and businesses that require a cost-effective and simple approach for launching their products and services diversity to their internet audience.

The Velocity Digital Marketing Program is aimed to help moving SMEs that are not prepared to strategically execute digital marketing activities, measure impacts and run research insights for ongoing performance. The CDO Digital Marketing Velocity program actively develops, designs, manages and controls marketing communications.

Standard	1000+gvt
Fee Structure	Monthly Fee

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CDO

MARKETING DISCIPLINE: Strategy



The Blueprint

The COG Strategy Blueprint is a **workbook**. Then we deliver a brand positioning framework.

The workbook is an interactive device between COG Strategy and the Client whose interactivity is a structured environment ripe for initial thinking, allowing discoveries and decisions to be made mostly on the true ground of business and how the brand is perceived and communicated by those stakeholders present.

The COG Strategy Blueprint also generates prioritizing statements which define brand personality and company values, highlighting the broader objectives, values and events of the business. A key takeaway for clients is that it creates a foundation of knowledge and serves as a living framework to offer based management autonomy for decision models in the business, positioning campaigns and consumer behavior, and are not requested to build out content on their own.

Standard 9995+gvt
Fee Structure One Payment

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Case

MARKETING DISCIPLINE: Print



Corporate Stationery

The printing and delivery of the Corporate Stationery Suite Standard designed by COG Design is supplied by you. The client, including Business Cards, Letterheads, With Compliments Slips and DL Envelopes.

We have carefully selected paper stock and printing finishes to suit the generic business type sector and your targeted clients. With the COG Print products the aim is to achieve a high end professional marketing print vehicle. All products include press checks and delivery to one address in Australia.

Quote on application and briefing
Fee Structure One Payment

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1. This is a preliminary document and may be the subject of alterations without notice and without liability.

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 **Ceezar**
Sustaining innovation

How does the Ceezar Report work?

Cue **G12**...

G12 is Ceezar's marketing equation that accurately assigns an SME the most appropriate level of investment in branding and marketing activity.

**G12 is underpinned by a 7 step process.
Using elements in its calculation that are in Ceezar Briefing.**

We've used it with stimulus projects run by Deloitte and the Australian Government.

It's **proven and it works!**

Outcomes achieved are -

- **a robust business model.**
- **a more competitive offer.**
- **resilience in tough times.**
- **strategic growth.**

Basically better clients for you.

**Together we can help your
SME clients survive.**

REQUEST A CEEZAR DEMO

**“When your clients’ brands are strong,
your client portfolio will perform better.**

**Businesses with a strong brand are often much more
resilient to negative forces (🦠) compared to those that
have a weak brand.**

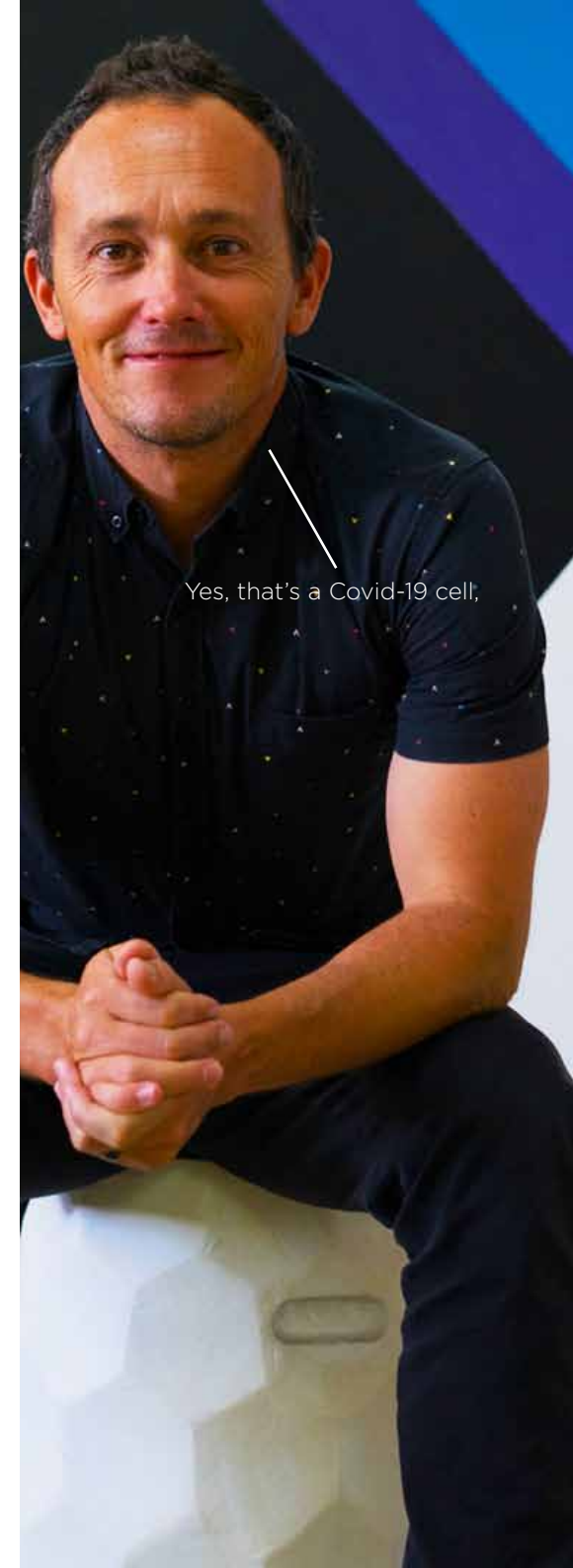
**A business that realizes its brand equity has a greater
perceived value in the marketplace, thus has a healthier
bottom line and operates under less stress.**

**Our whole team adheres to this thinking. Let’s start
a conversation on how we can work together.**

**Call me direct on 0400 375 264
Email me at Luke.Sullivan@Ceezar.com.au**

Many thanks for your time just now”.

Luke Sullivan. Founder.



We've delivered project success for many companies that have needed to connect brand with business.

Rentokil



SUTHERLANDSHIRE



Deloitte.



Offer more to your clients.

Request a Ceezar Demo.

Contact Luke Sullivan

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