



# A Fluid Approach to Modern Growth

Strong brands build stronger businesses.  
Position your products for success.



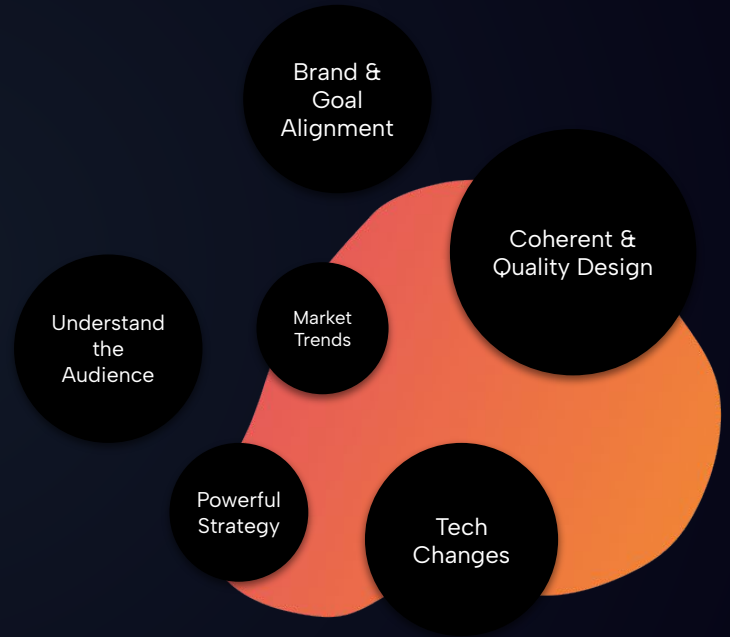
# The Undeniable Truth

## Growth is hard!

The vast majority of companies struggle to nail it. Even the biggest and best firms stagnant, or fail. That's because marketing is a fuzzy discipline, not an exact science.

Success depends on developing an approach to media and communications that delivers a return on investment.

But finding that sweet spot requires a deep understanding of many moving parts. It's an insanely complex mix of decisions, know-how, expertise, planning and execution.



# So... what?

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## OPTION 1

# Go it **Alone**

### MAINTAIN THE STATUS QUO

- |                                 |   |
|---------------------------------|---|
| ✓ Continue as you are currently | ✗ Stagnation and obsolescence               |
| ✓ Comfortable and familiar      | ✗ Competitive Disadvantage                  |
| ✓ Reduce cash burn              | ✗ Employee demotivation                     |
|                                 | ✗ Customer attrition                        |
|                                 | ✗ Missed opportunities                      |
|                                 | ✗ Increased vulnerability to market changes |
|                                 | ✗ Risk of stagnation                        |
|                                 | ✗ Risk of market disruption                 |

### BUILD AN IN-HOUSE TEAM

- |   |                                      |
|---|--------------------------------------|
| ✓ Valuable investment... if they hang around    | ✗ Resource heavy                     |
| ✓ Full internal 'control'                       | ✗ High management overhead           |
| ✓ Deep alignment with company culture and goals | ✗ Sourcing and hiring quality talent |
|   | ✗ Training and professional support  |
|   | ✗ Retention                          |
|   | ✗ Execution Risk                     |

## OPTION 2

# Hire Some Help

### WORK WITH FREELANCERS

- |                                |                                |
|--------------------------------|--------------------------------|
| ✓ Cost effective at face value | ✗ Cost ineffective at scale    |
| ✓ Easy to source               | ✗ Management heavy             |
| ✓ Lots of options              | ✗ Communication barriers       |
|                                | ✗ Inconsistent quality         |
|                                | ✗ Reliability and availability |
|                                | ✗ Very low ceiling for scale   |
|                                | ✗ Hidden costs                 |

### ENGAGE MULTIPLE AGENCIES

- |   |                                      |
|---|--------------------------------------|
| ✓ Expertise                                 | ✗ Costs                              |
| ✓ Access to advanced tools                  | ✗ Reduced control                    |
| ✓ Fresh perspectives                        | ✗ Misalignment of objectives         |
| ✓ Data driven analytics and decision making | ✗ Stakeholder comms challenges       |
|   | ✗ Lack of holistic visibility        |
|   | ✗ Still requires management overhead |

# In an ideal world...

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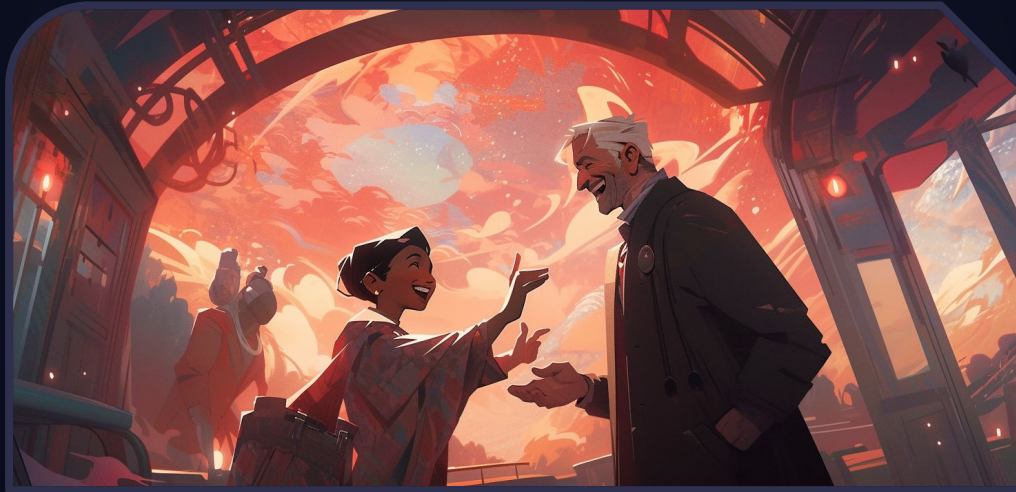
- ✓ Cost effective (uplift > investment)
- ✓ Can get to work fast and is a low risk, best-practice approach
- ✓ Integrated. Holistic. Exclusive
- ✓ No need for training and hiring
- ✓ Understand your business, challenges and goals
- ✓ High expertise with proven (non-rigid) systems





# Doctor Doctor...

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# Streamline your success

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Fluidic is a B2B marketing agency that helps business leaders get control, clarity and predictability around their revenue operations.

**We build growth engines** that hum in tune to your companies goals and objectives.





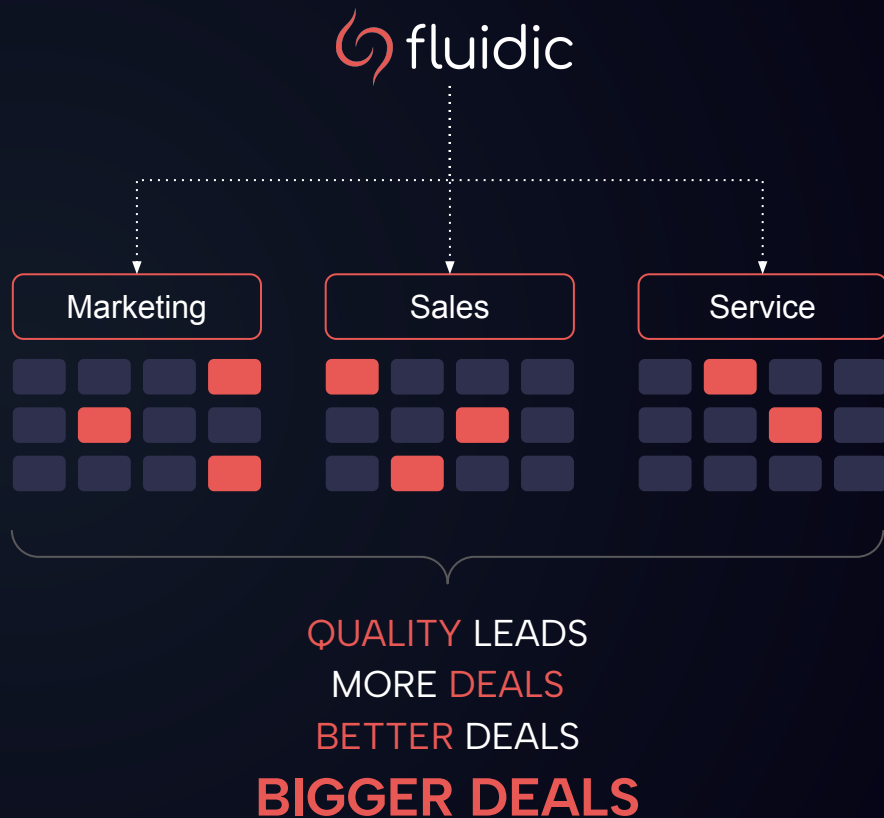
# The Complete Package

We embed across your revenue teams, helping you make the most of your existing talent and provide the skills and resources to plug the gaps that are missing.



*Thank you for the positioning workshops; they provided valuable insights and helped shape new perspectives. I'm eager to see the final work polished and completed.*

**Aaron Maher**  
CEO



# Working Together

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# The Perfect Combination of Skills

We recruit and train based on an individual's experience across the 4 areas of expertise that it takes to be really, really good at marketing.

[VIEW PORTFOLIO](#) 



## 1. Data Nerds

Analytics, curatorship and integrated tech across platforms to inform marketing strategy and deliver personalised experiences based on customer behaviour and preference.



## 2. Technical Wizardry

A high technical proficiency within a framework of scientific experimentation, for example in specific areas such as PPC, CRO and SEO.



## 3. Psychology Expertise

Neuroscience, behavioural and digital psychology to attract and convert people to your way of thinking.



## 4. Naturally Creative

The conceptualisation, creation and publication of high-value creative across multiple formats, to stand out and create fans in an age of overload.

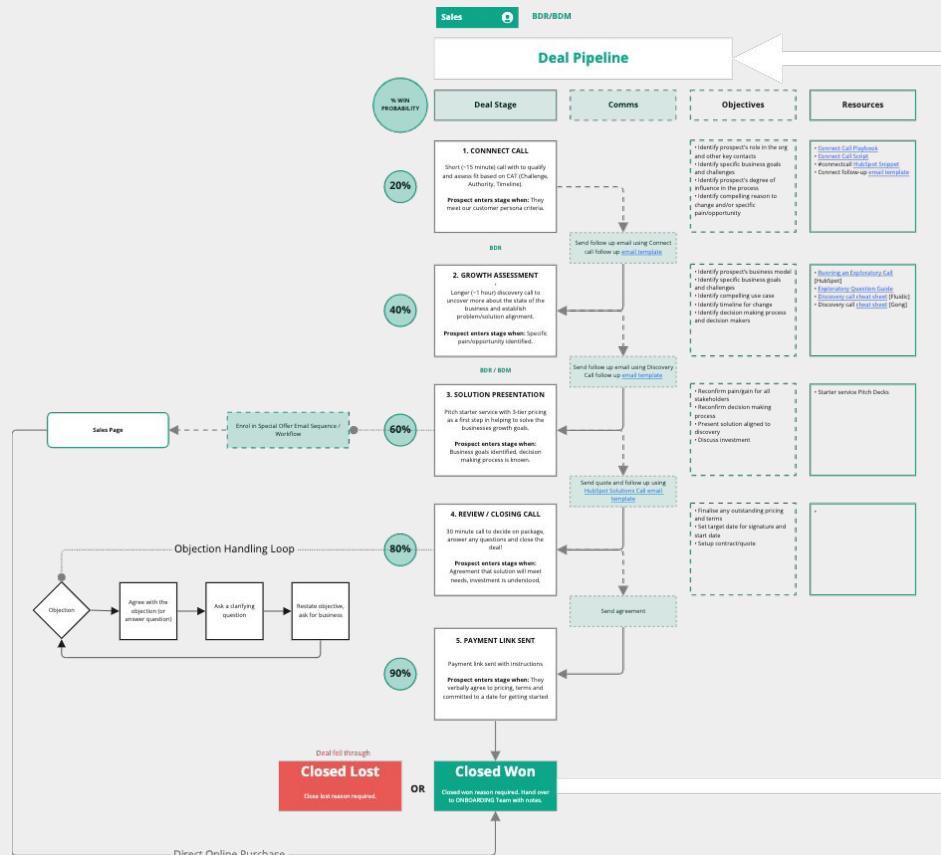
# A System for Success

Years of heavy investment in engineering world-class systems and frameworks that are malleable enough to suit your businesses unique needs, but well defined enough to ensure success.

BRAND STRATEGY

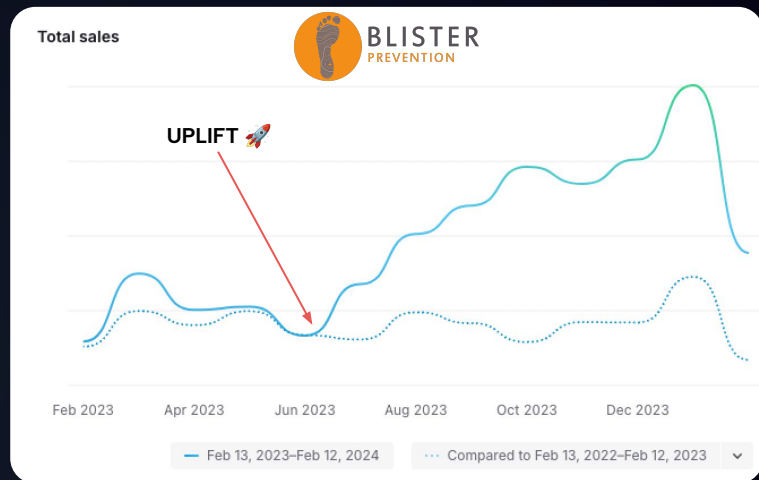
POSITIONING

Click to view what we do!



# What About?

- ▶ **Budget Concerns** We are not successful unless you are. Growth requires investment. We make sure it delivers results.
- ▶ **Guaranteed Results** We can't promise specific outcomes, but our expertise and strategic approach has significantly contributed to many business's marketing success.
- ▶ **Industry Expertise** Fluidic was established as a medical marketing agency. We are well versed in navigating regulatory restrictions. Our broad knowledge across channels and can be applied equally well to any industry.
- ▶ **Other Agencies** The reality is there are very few growth agencies in Australia. Most operate with a narrow focus so you won't get a holistic, strategic approach.



*I feel like I have literally stuck gold with Fluidic.*

**Rebecca Rushton**  
Founder – Blister Prevention

# Our **Unique** Approach

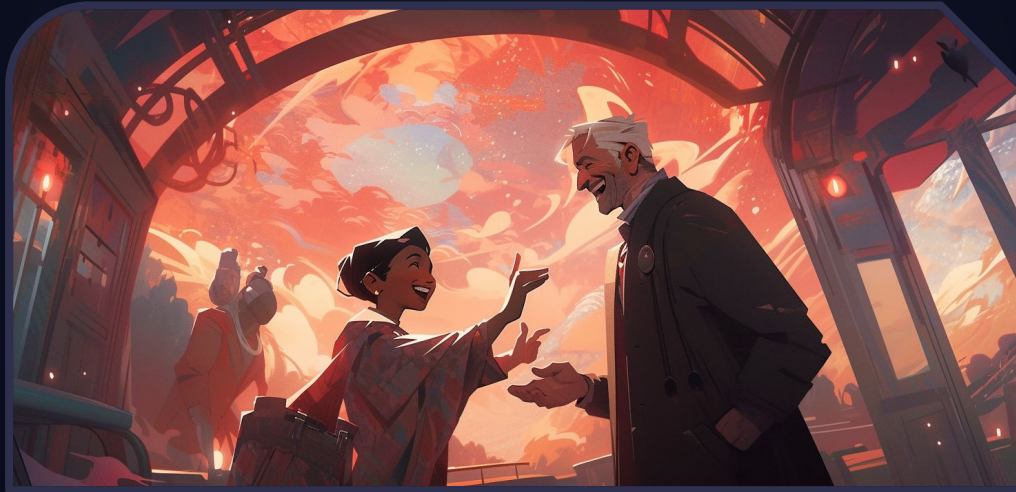


- |   |   |
|---|---|
| ✓ Maximal MER                                 | ✗ We ask for sensible financial investment                |
| ✓ Trusted Partners                            |   |
| ✓ 90% Hands-off                               | ✗ You need to trust our guidance                          |
| ✓ Broad and Deep Expertise                    |   |
| ✓ Diagnostic across all Sales & Marketing     | ✗ It's best not to deviate from your prescribed plan      |
| ✓ Cohesive approach                           | ✗ It's optimal if we are your dedicated marketing partner |
| ✓ Access to advanced tools that work together |   |
| ✓ Time and resource efficient                 |   |
| ✓ Best-practice perspectives                  |   |
| ✓ Scalability                                 |   |
| ✓ Cohesive Analytics                          |   |



# Doctor Doctor...

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# The Foundation of successful marketing



**Alon Even** - 1st  
Marketing Advisor & Fractional CMO | I help B2B L...

**Book an appointment**  
2d · Edited · 5

Laying the foundation for marketing must come first.

It doesn't matter if you're an early stage or growth stage B2B company.

Over and over again, I find serious gaps in the process that spans from the GTM strategy, through the marketing strategy & plan, to execution.

Not to mention that execution is not used or is used incorrectly to optimize GTM strategy (hint: it should be based on generated pipeline & revenue).

"Marketing is not working", they say.

But I'd add "without a solid GTM strategy", which is a recipe for costly mistakes and poor results.

In the Maslow's hierarchy of needs, the most basic needs must be met before people can move "up" to the more advanced needs.

This principle applies to marketing as well.

PS. Below is the exact process I follow when I work with B2B companies. DM me if you're interested in getting it right.

[#gtm](#) [#gotomarket](#) [#b2bmarketing](#) [#marketingstrategy](#)

**Maslow's hierarchy for marketing**

Tactics Measurement  
**Execution**

Short & long term strategies  
Channels/Activities  
Budget, goals, KPIs  
**Marketing strategy & plan**

Customer research  
Competitors research  
ICP & buyer personas  
Brand strategy  
(core messaging, personality, differentiation/positioning)  
**GTM Strategy**

**START**

Optimization

**ALON EVEN**  
Marketing Advisor & Fractional CMO

AE

# The **Power** is in your hands

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## GROWTH FOUNDATIONS

**\$20,000**  
FIXED COST

- ✓ Market research
- ✓ In-person workshops
- ✓ Customer profiling
- ✓ Branding & messaging
- ✓ Full Marketing Plan

~2 MONTHS

## DIGITAL GROWTH STARTER

~~\$6,000~~  
**\$4,000**

- ✓ Website
- ✓ SEO
- ✓ PPC

ONGOING

# Your agency **contacts**



**Dr Julian Hooper**

Managing Director

[julianh@fluidic.com.au](mailto:julianh@fluidic.com.au)

+61 411 850 558



**John Mac**

Senior Growth Consultant

[johnm@fluidic.com.au](mailto:johnm@fluidic.com.au)

+61 2 8320 5832



602 / 12 O'Connell St  
Sydney NSW 2000



+61 2 8320 5832





# Thank You

