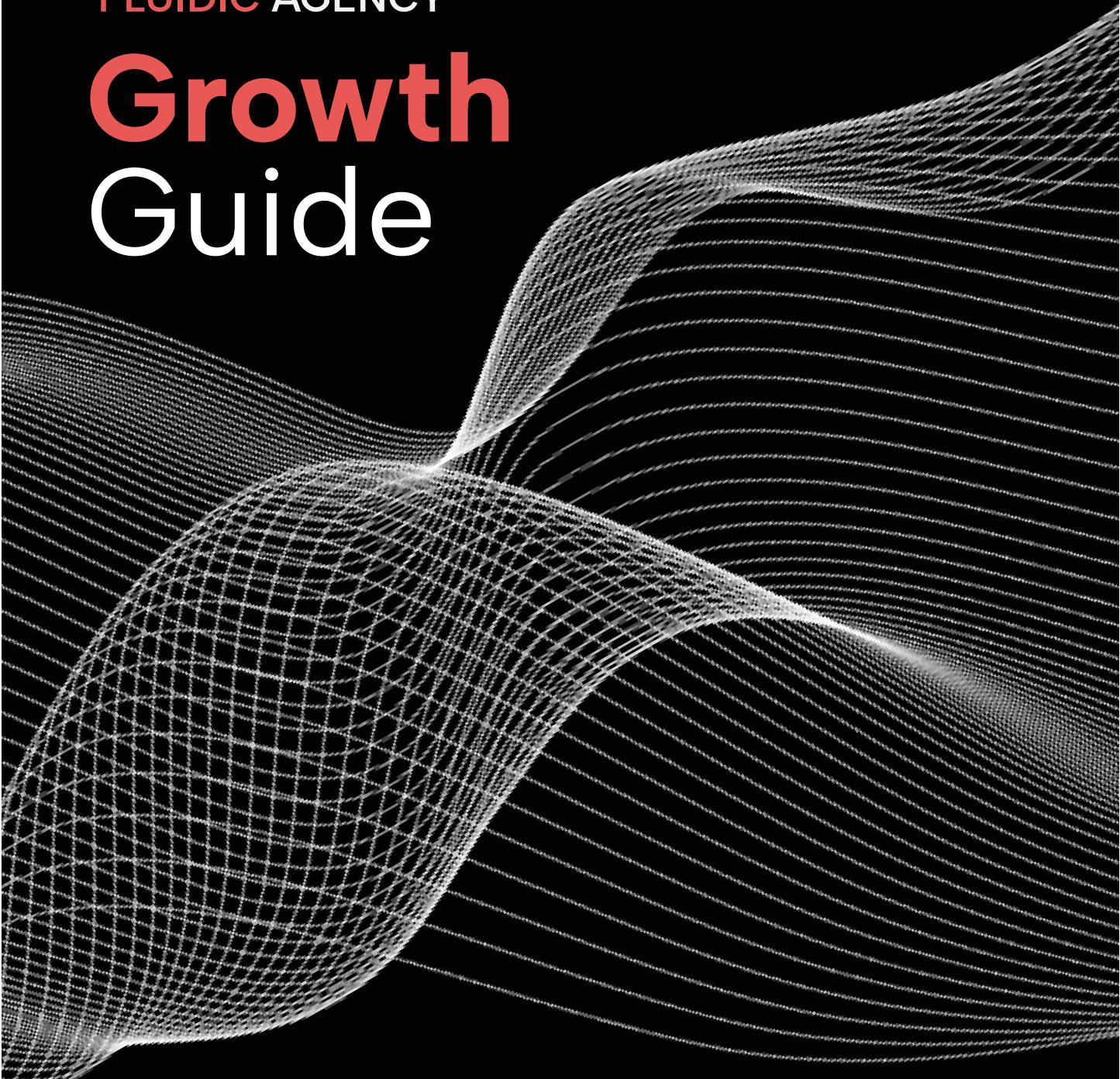




FLUIDIC AGENCY

# Growth Guide



## Is it time to **Grow Up?**

Capture the full value of your business through a partnership with Fluidic. We specialise in helping growth stage businesses to build sales velocity using predictable growth systems.

Scaling profitably whilst delivering products and services has become a defining challenge for businesses that are hungry for success.

### Simply put, **growth is hard.**

Our team has worked with dozens of brands, from ambitious startups, seasoned SMBs to enterprise giants. Selling everything from medical devices, SaaS software, to technology services (seriously, a lot of brands).

And never once (like 0 times ever) has it been **easy**.

So if you're looking for a mythical way to "growth hack" your business, sorry to disappoint you — we don't dance to that tune.

But... if you're willing to invest in making the right decisions, to become a brand that earns and deserves growth, then we can help you.

We offer expertise coupled with a truly flexible service to equip you with all the strategies, support and skills you need to exceed your growth goals.

We only partner with go-getters. So if you're someone who is dedicated to driving consistent improvements, and want to get serious about meaningful growth for your organisation, let's tango!

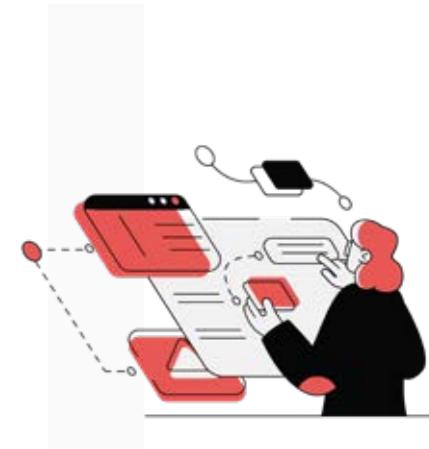
## Are we speaking **your language?**

Your revenue targets are ambitious and you need an experienced team to hit the ground running — yesterday.

You need to decrease your CAC, drive more pipeline and increase LTV. You want to generate more MQL, nurture and convert SQLs. Increase ROAS. Optimise CRO. STAT!

Are you picking up what we're putting down?

To put it plainly, if you want to bring a level of expertise and capacity to your team (sans the long runway and pain of attracting, training and retaining in-house talent), then a partnership with Fluidic can deliver all that, and more!



*I couldn't be happier with the Fluidic team. Their expertise was clear right from the start as they spent the time to learn what my business was all about, where it is now and where I want it to go.*

Rebecca Rushton —Blister Prevention Pro



### PROBLEMS WE **SOLVE**

- 01 Unable to measure the ROI of marketing efforts
- 02 Website isn't generating enough traffic and leads
- 03 Friction between marketing, sales & service teams
- 04 Outdated systems and divided tech stack reducing scalability
- 05 Manual business processes decreasing productivity
- 06 Customer churn and low retention rates

# The Growth Team

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## your Business Deserves

Stimulate your growth with a strategic partner integrated across the boundaries of marketing, sales and customer experience.

By developing a deep understanding of your products and services we bring a 360 degree approach to igniting your businesses.

This allows us to embed as an extension of your team, align on targets and deliver the results you need to scale.

Because when your goals become our goals, we succeed together.



### OBLITERATE THE ISSUES HOLDING YOUR BUSINESS BACK

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- Competitors nipping at your heels.
- Your website has fallen behind your business.
- Creating demand in a new category.
- Sales team starving for qualified leads.
- No marketing team, no problem.
- Difficulties retaining top talent.

### Stop deliberating

## Start scaling

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Over the years we've developed a battle-tested process for scaling your businesses using a modern, best practice approach to growth.

We help you build revenue faster and smarter using a systematic growth framework, incorporating all the best components of revops, demand generation, ABM and inbound marketing.

Our singular aim is to install a well-oiled flywheel to attract, acquire and retain best-fit customers and drive momentum across your organisation.

# Our **growth process** makes it easy

Our world is centred on real, sustainable, measurable growth. We achieve this by taking a systematic approach to finding traction on new marketing channels, strategising scaling opportunities, making relentless optimisations and continually working to find new opportunities.

It goes a little something like this.

GOALS > STRATEGY > **BUILD** > LAUNCH > GROW

## 01 BUILD THE FOUNDATIONS FOR GROWTH

Every partnership begins with detailed discovery, research, and analytics review to understand your landscape, align on goals and position you for success.

- Diving into your competitive landscape
- Interviewing customers on clarity calls
- Getting specific with a market analysis and analysing your historical data
- Detailed customer persona creation
- Getting super specific with value props
- Mapping the customer journey
- And much more...

## 02 DESIGN AND ACTIVATE YOUR GROWTH STRATEGY

Next, putting the work and knowledge to good use by making informed decisions about what to prioritise for quick wins without losing sight of long-term growth.

- Create your acquisition strategy
- Develop conversion tactics
- Implement the right tech stack
- Create and launch new content

## 03 OPTIMISE AND GENERATE LIFT

Start lean, iterate rapidly. Refine the tactics that are driving results, boot anything that underperforms. We'll end up with detailed insights, clean, actionable data, and an ongoing, sustainable approach for optimising the right combination of tactics for your success.

# Let's drive **more leads and sales!**

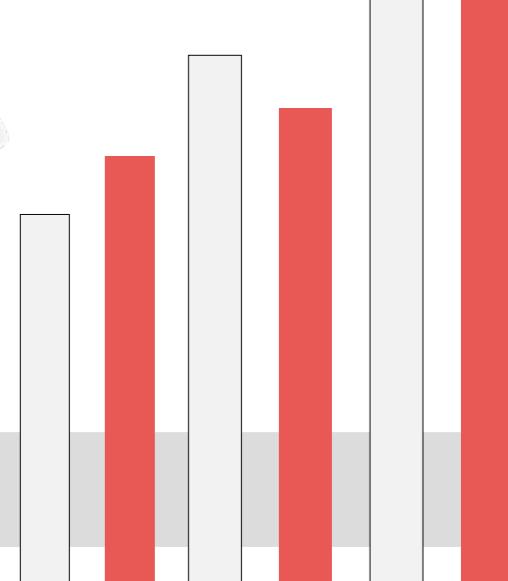
We directly integrate the talent that your business needs to succeed.

Firstly you will be assigned a dedicated Growth Assistant, who will come armed with the skills, training and tools needed to make a real impact at ground level.

Then we layer in the expertise of a senior Growth Consultant, whose knowledge and experience will help guide your business towards success.

And for any specific requirements we have a dedicated team of Growth Specialists ready to take on the more challenging aspects of your creative and technical work.

Your Growth Consultant focuses on strategy, and your Growth Assistant focuses on implementation and coordinates with the wider team. Together they will work with you and your team to predictably and sustainably scale your business.



# What sets **Fluidic** apart?



## SATISFACTION GUARANTEED

We confidently stand by the quality of our work. So if you are not 100% satisfied with the results we generate there is no lock-in. Work with us and you can check out any time you like (but you won't want to leave)!



## INCREDIBLE VALUE

Most agencies charge \$150–\$250+ per hour. Do the maths and you'll be pleasantly surprised to see our costs are a fraction of that (up to 85% less, in fact) — delivering outstanding value.



## PREDICTABLE COSTS

Flat rate retainer, and no markup on your ad budget. If we think you should spend more, it's because we know it will drive growth, not because we're trying to extract more revenue at your expense.



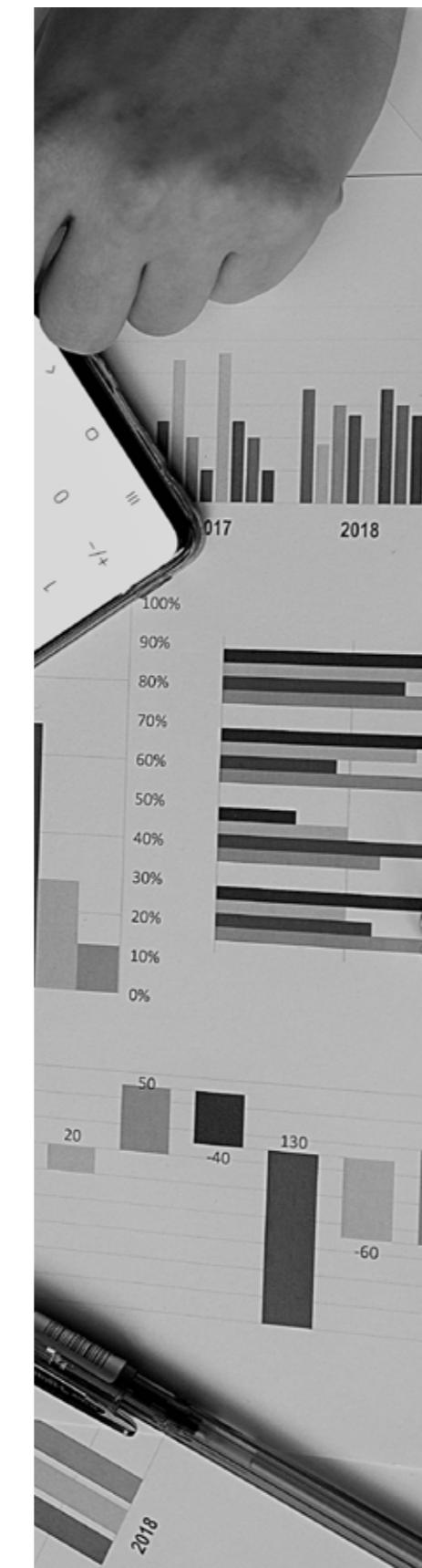
## DATA DRIVEN

It's as important for us as it is for you to understand how improvements to your business are being made. Everything we do is guided by a transparent vision of what is happening. We treat growth as a science. We experiment, test, observe, and iterate.



## QUALITY TOOLS

We invest heavily in enterprise level software that delivers outstanding results and gives our clients the competitive edge.



## Investment Options

Most agencies want to see how much your business can afford to pay before providing their rates — prioritising their own profits over your success.

At Fluidic, we do things differently. We've engineered our model using a combination of world-class talent, agile marketing and a mutual partnership model that allows us to skip the usual nonsense and focus on results, not billing.

### GROWTH STARTER

Startups & Fledgling Brands

**\$ 4,000**  
/month

Growth Consulting

Access to all our resources

On demand Growth Specialists

**GET STARTED**

### GROWTH PRO

Small Business

**\$10,000**  
/month

Dedicated Growth Consultant

Full Time Growth Assistant

Unlimited Growth Specialists

Less than \$60 per hour!

**GET STARTED**

### GROWTH LEADER

Larger Companies

**\$ 34,999**  
/month

Full Time Growth Consultant

2 x Growth Assistants

Unlimited Growth Specialists

**GET STARTED**

Want to discuss which level of investment is right for you?

Speak to one of our growth solution experts today, and see which package is the best fit for your business.

 fluidic

**TALK TO US**



Ready to drive **efficient, sustainable growth?**

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**BOOK A GROWTH ASSESSMENT**

