



Growth Activator

Propel your business forward with a customised
GTM plan designed by our Growth Architects



Ignite your Growth!

Argenti Snapshot

What we heard...

- Reliance on referrals and repeat business from a small number of high-value clients.
- Lack of a professional marketing strategy, expertise, and consistent brand messaging.
- Desire for a structured growth strategy with clear, actionable steps.
- Need to enhance market visibility and establish strong brand recognition.
- Plan to revamp the website to reflect modern, professional, and engaging content.
- Questions about detailed plans for creating case studies and "foot-in-the-door" offers.
- Clarity needed on marketing budget allocation, expected ROI, and timelines.
- Understanding the level of support and collaboration from the marketing agency.
- Customisation of marketing services to fit Argenti's unique needs and industry specifics.

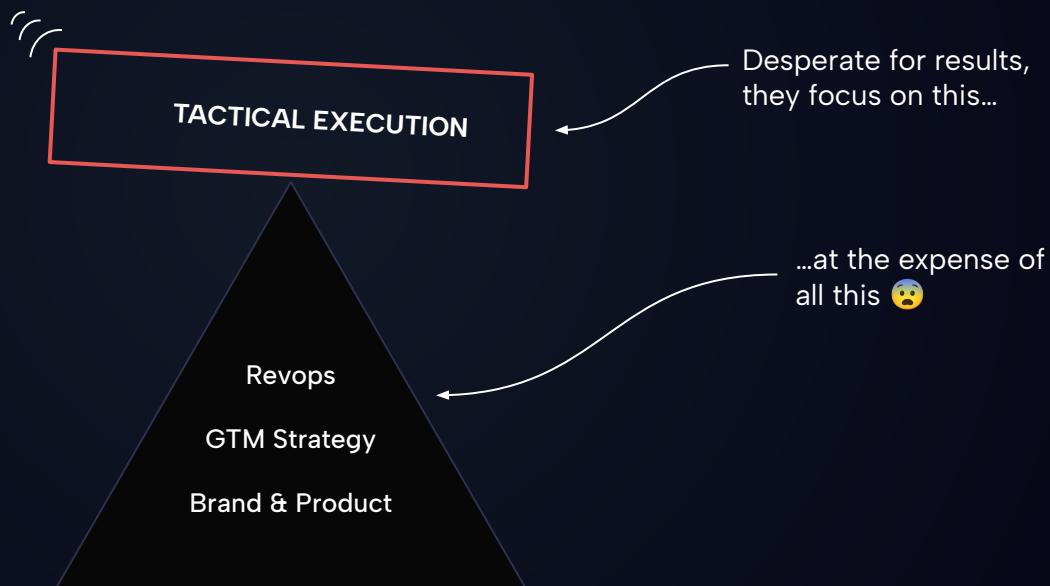
Business leaders are often in a **hurry** to get results



So marketers are forced to implement **topline tactics** prematurely

- They experiment with new channels
- They buy the latest tools and tech
- They rush design and copywriting
- They constantly jump from idea to idea

Even though they realise their foundations are **weak**



AS A RESULT

They get **stuck in the weeds**

(and it becomes impossible to see the big picture)

At Fluidic we believe in a
bottom up approach to
marketing

- Build strong foundations
- Lead with strong strategy
- Leverage global knowledge
- Use systems for speed and agility



**MEANINGFUL
MARKETING™**

If only there was time to
build **solid foundations**

Instead of relying on **spray and pray**
'growth hacks' and **knee-jerk**
decisions 

What if there was a *framework*
to create a plan that works
(that didn't take an age to
implement) 

Growth Activator transforms you
from a state of relative chaos
into **perfect order**



Give Your Vision the best shot of success

VISION

TACTICS



1. Investigate

Understand product,
systems, people and
processes.

2. Identify

With a complete snapshot
we are able to identify leaks
and opportunities.

3. Solve

Apply a best-practice
approach, plan out activities
and timeline.

COULD DO

>>> GROWTH ACTIVATOR >>>

SHOULD DO

How long does it take?

All of our work is thoroughly mapped and process driven.
This is what you can expect from start to finish.



Timeline, Implementation Costs & Deliverables

[VIEW SAMPLE ↗](#)

1. GROWTH ACTIVATOR

\$5,000

Analyse, Diagnose,
Prescribe

GTM Plan, Report

2. GROWTH FOUNDATIONS

\$10k / month

Market Research, Workshops, Creative

Brand Guidelines, Messaging, Personas

3. GROWTH ACCELERATOR

\$30k – \$10k + / month

Design, copy, manage, optimise

Website, social media, PPC etc...

4 WEEKS

~2 MONTHS

ONGOING

* This is what GTM looks like when it's done right, maybe... It is irresponsible to define the marketing mix and order of priority without having deep product + market insights and domain expertise

Get a **GTM Playbook** served on a silver platter

- ★ **Plan for success** Identify key activities that should be undertaken prior to launching campaigns.
- ★ **De-risk your growth investment** Gain an accurate view of timelines delivered by seasoned B2B Growth specialists.
- ★ **Get a complete solution** Don't settle for a piecemeal approach, ensure all aspects of your growth plan are integrated and coherent.
- ★ **Team Alignment** Actionable and tangible report to get the whole team on board and working together towards a common goal
- ★ **Jump into action** Execute core plans immediately, address bottlenecks early, hit the ground running.



John Mac

Huda Hamza

Julian Hooper

CONNECTION ENCRYPTED

Julian Hooper is **recording** this call for notetaking purposes

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Invest in strong strategy for positive ROI

GROWTH ACTIVATOR

\$5,000

\$4,000
FIXED COST*

- ✓ Marketing analysis
- ✓ Full funnel review
- ✓ Product Diagnostics
- ✓ GTM Growth Strategy
- ✓ Execution timeline
- ✓ Money back guarantee

~4 WEEKS

* Prices are ex. GST

DELIVERABLES

- Growth Report
- GTM Plan
- Presentation



Fluidic for Argenti

Solution

- More leads for sales, more revenue for investors
- Diversified client acquisition, efficient marketing systems, sales enablement
- Instant ramp-up, economies of scale
- Close-knit extension of your team
- Expert partner employing gold-standard approach





See real **results** with Fluidic

+ \$1M
New Product
Sales

microINR

PoCT Medical
Device

↓60%
Reduced Service
Expenses

OLYMPUS

Endoscopy
Equipment

215%
Consumer Sales
Uplift



eCommerce

> 10x
More
Prescriptions



Medicinal
Cannabis

1,000s
New
Clients



National Radiology
Service

Sample Work & Process

CASE STUDY

- [Project Sprint](#)
- [Doc Templates](#)

BRAND STRATEGY

- [Miro Workshop](#)
- [Brand Stylesheet](#)

PRODUCT POSITIONING

- [Miro Workshop](#)
- [Messaging Document](#)
- [Landing Page](#)

FOOT-IN-THE-DOOR (FITDO)

- You are here!
- Get the full experience in the [sales hub](#)



Your agency contacts



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