



# Growth **Activator**

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

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**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.

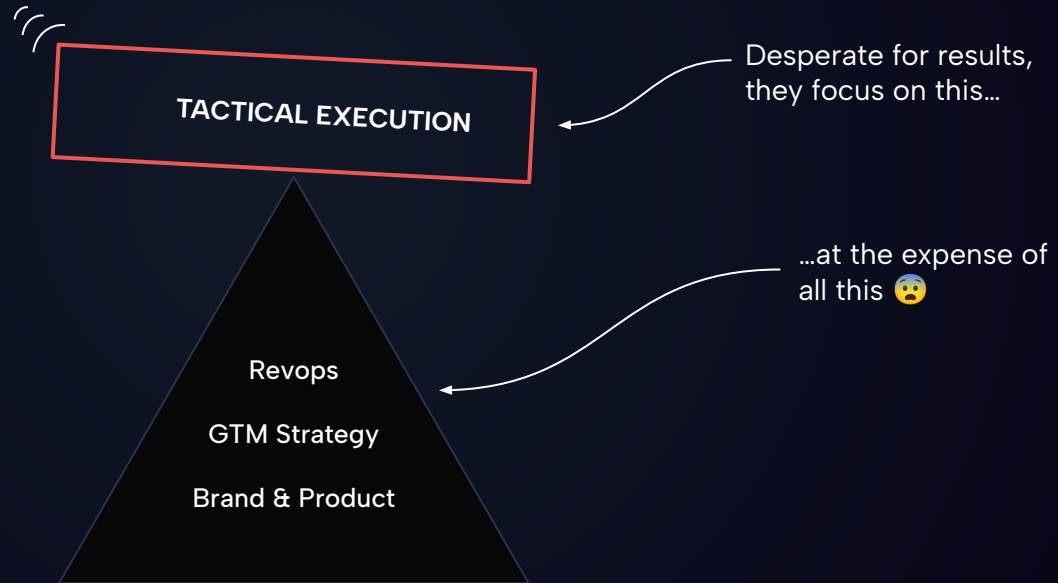
Business leaders are often in a **hurry** to get results



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 🙋



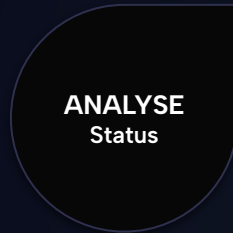
What if there was a *framework*  
to create a plan that works  
(that didn't take an age to  
implement) 🤖

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



# Give **Your Vision** the best shot of success

VISION



## 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.

TACTICS

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	2. GROWTH FOUNDATIONS	3. GROWTH ACCELERATOR
\$5,000	\$10k / month	\$30k – \$10k + / month
Analyse, Diagnose, Prescribe	Market Research, Workshops, Creative	Design, copy, manage, optimise
GTM Plan, Report	Brand Guidelines, Messaging, Personas	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

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- ★ **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.



CONNECTION ENCRYPTED



Julian Hooper is ● recording this call for notetaking purposes

**FATHOM** Get your Free AI Notetaker at [fathom.video](https://fathom.video)  
Julian's Fathom Notetaker

# 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

**> 10×**

**More  
Prescriptions**



Medicinal  
Cannabis

**1,000s**

**New  
Clients**



National Radiology  
Service

# Sample Work & Process

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## 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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