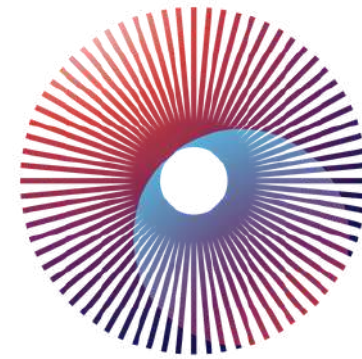




# OMNITIDE

CAPABILITY STATEMENT

## ABOUT

Omnitide is your strategic marketing partner specialising in scalable client acquisition systems for growth-focused organisations. We help reduce acquisition costs, attract high-value clients, and drive measurable growth.

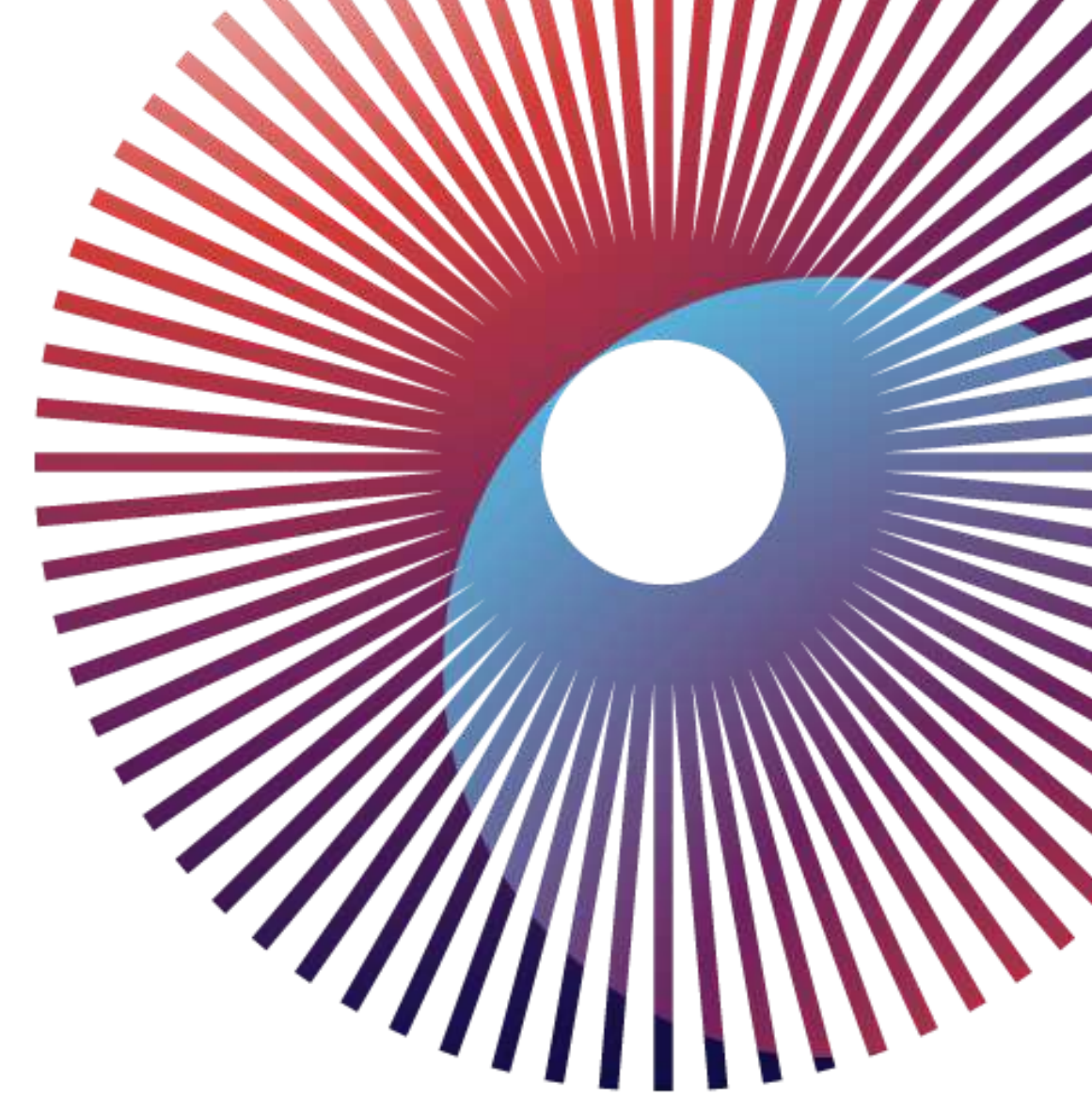
## WINNER



## ACCREDITED PRACTITIONER



***"We engineer client acquisition systems for growth-focused organisations."***



ETYMOLOGY

# OMNITIDE

**Omni:** “in all ways, in all places” → representing our end-to-end approach to marketing systems.

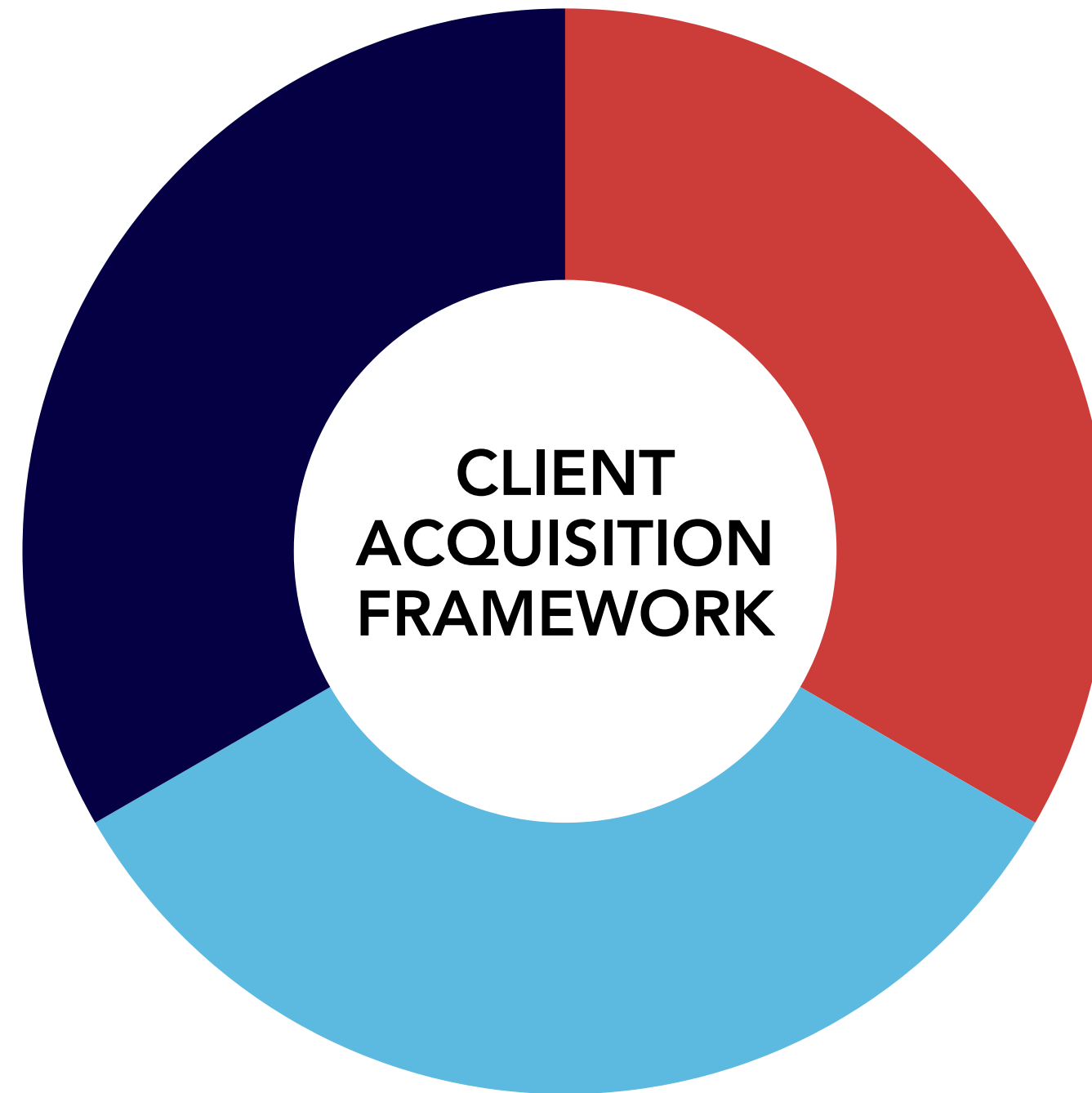
**Tide:** the natural cycle of movement and change → representing adaptability, resilience, and the predictable rhythms needed to scale sustainably.

**Om:** the sound of the universe → a reminder of alignment, balance, and clarity in the midst of complexity.

# THE 3 PILLARS OF GROWTH

## Traffic

Attracting the right people  
at the right time.



## Funnel

Guiding prospects with  
intent-driven pathways.

## Conversion

Turning interest into predictable revenue.

## BEYOND MARKETING TACTICS

Our approach goes deeper than campaigns and content.

We integrate **sales psychology, behavioural science, and neuroscience-backed principles** to ensure your client acquisition systems don't just capture attention—they influence decisions.

By aligning strategy with how people actually think and buy, we help you build trust, reduce risk, and drive measurable growth.

# CLIENT IMPACT

| Campaign Type        | Before          | After                      | Outcome                               |
|----------------------|-----------------|----------------------------|---------------------------------------|
| Lead Gen Campaign    | ~\$125 per lead | \$12.39 per lead           | 90% decrease in CPL in weeks          |
| Lead Gen Campaign    | 1–5 leads/month | 33+ leads/month @ \$9/lead | 1000% increase in lead volume         |
| Event-Based Campaign | No ticket sales | 30+ tickets/month          | Sold-out monthly events, CPL \$0.14   |
| Lead Gen Campaign    | 13 leads/month  | 172 leads/month            | 688 leads at \$4.79 CPL over 4 months |



## AREAS OF SPECIALISATION



Client Acquisition Systems



Lead Generation Campaigns



Funnel Architecture & Optimisation



Social Media Strategy



Strategic Consulting / Fractional CMO

## CLIENT MIX

### ➔ Professional Services

Accounting, financial, legal, ISO/certification consultants

### ➔ Education & Training

Universities, colleges, chambers of commerce

### ➔ Property & Real Estate

Buyer's agents & scaling agencies

### ➔ B2B Services

IT, digital agencies, HR/people consultants

### ➔ SaaS Companies

Scaling tech platforms needing predictable lead gen & conversion systems



## **RESULTS-FOCUSED**

Strategies  
tied to measurable ROI,  
not vanity metrics.

## **PROVEN FRAMEWORK**

The 3 Pillars of Growth model,  
tested across industries.

# **CORE COMPETENCIES**

## **LEADERSHIP-LEVEL SUPPORT**

Available as a Fractional CMO,  
Strategic Consultant,  
or Full-Service Partner.

## **STRATEGIC INTEGRATION**

Marketing aligned  
with sales, operations, and  
leadership goals.

## HOW WE WORK

01

### DISCOVERY CALL (15 MINS)

Understand goals and fit.

02

### STRATEGY SESSION (45 MINS)

Identify bottlenecks and opportunities.

03

### CUSTOM PLAN

Tailored acquisition roadmap for predictable growth.

04

### EXECUTION

Full-service delivery or guided implementation.

05

### REFINE & IMPROVE

Continuous optimisation with leadership reporting.

## WHAT CLIENTS SAY

"The value I get is easily **10x** what I pay."

— Stephen O'Sullivan

"So much **value** packed in a short time!"

— Lou Lemaistre

"The team **over-delivers** every time."

— Jackie McRae

"**Priceless** guidance. I can now move forward on my own."

— Bruce Sexton

"Valerie shared **EVERYTHING...** and it was all gold."

— Fiona Fell

"She actually **listens** and makes you feel **included**."

— Louise Mathieson

"Her **quality of work** speaks for itself."

— Alex Hamka

"Not just a mentor, she's a **game-changer**."

— Gurdeep Remi

"One of the **best experiences** in my business by far."

— Nick Read

"Explains complex things **simply** - seamless process."

— Daniel Carroll

## COMPANY DETAILS



+61-450-342-241



hello@omnitide.com.au



omnitide.com.au

ABN: 11670552073 | Founded: 2017

