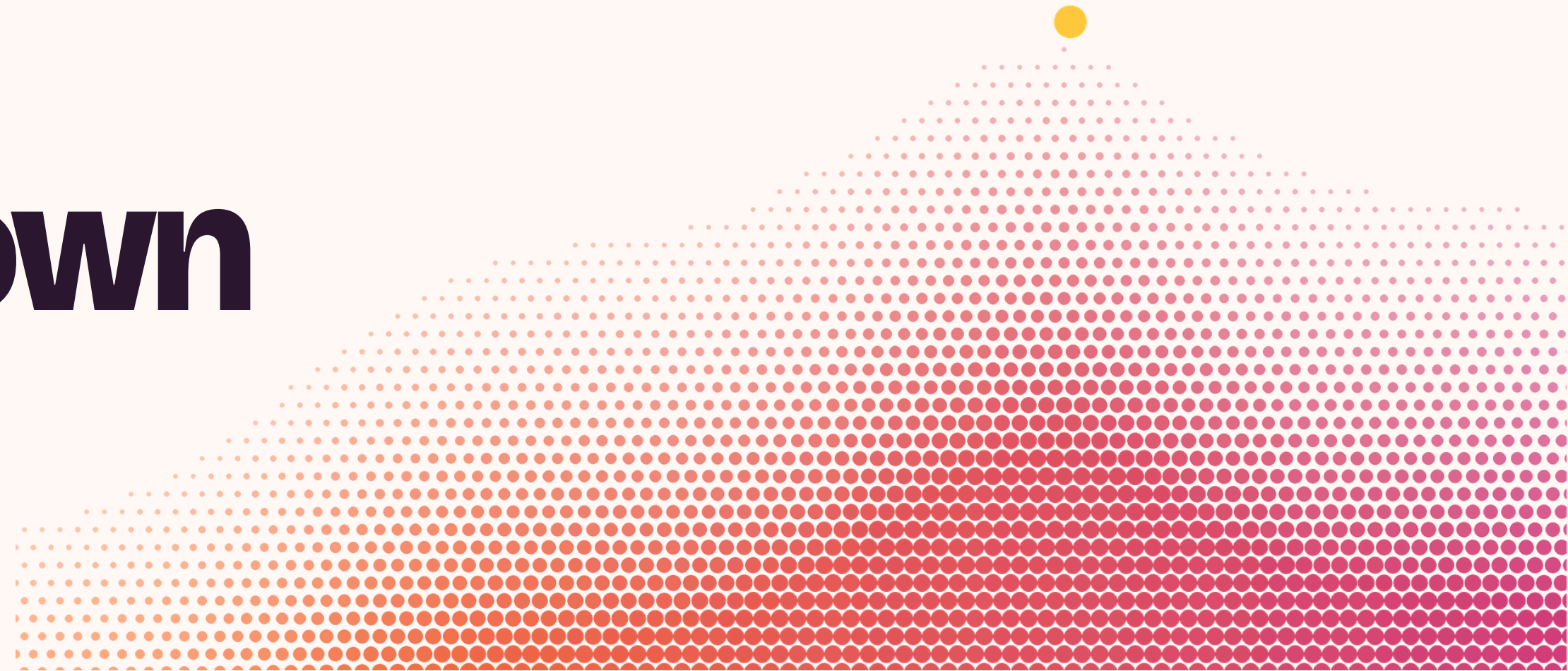




MARKETING STRATEGY · 2026-27

Evolut is its own *first client.*

How we get Evolut chosen, by buyers and by AI: the strategy, the engine that runs it and the first 90 days.



EXECUTIVE SUMMARY

The strategy in five lines.

Everything else in this deck serves one of these.

O1

Prove the method on ourselves.

Our own scores and predictions, published monthly.

O2

Own one idea.

Natural selection, on purpose, in every channel.

O3

Build memory, then capture demand.

Be remembered before they buy, found when they do.

O4

Be the name in the answer.

The studio AI assistants name when buyers ask.

O5

One door, one first step.

A free RocMode Score, then the \$2,900 Fitness Test.

HOW THIS PLAN HANGS TOGETHER

Eight parts. Each one is built from the one before.

01

Evidence and insight

What we know, sourced, and what it means.

02

Growth thesis

The one bet, and how we would know we are wrong.

03

Buyers and segments

Who we win first, ranked by fit.

04

Channels and content

Where the idea travels, and why us there.

05

Campaigns

The year's bets, each with an idea and a KPI.

06

Measurement

A business north star, levers and channel health.

07

Budget and team

Money follows the job. Roles own the work.

08

Roadmap and gates

When it happens and who decides.

Change one part and we re-check everything downstream of it. A new thesis means new pillars and new measures; a new campaign set means a new budget and roadmap.

SITUATION

We have the credentials. We need the evidence.



What we start with

- 25+ years and 1,000+ projects shipped
- Clients from Experian to Griffith University
- A published method, written by our founder
- Implementation partner for RocMode
- Every price published, AI-assisted speed



What we lack

- A brand and positioning weeks old
- Low awareness of the new idea
- Two testimonials, no published results
- Our own 42 moments not yet measured
- A measured pipeline baseline

So marketing's first job is to make evidence, in public.

What we know, and how sure we are.

Claim	Source	Status
Most B2B buyers are out of market at any given time: about 95%.	Dawes, B2B Institute, 2021	Sourced
A buying group shortlists about five suppliers and chooses one.	6sense, 2025, cited in Seen Isn't Selected	Sourced
Brands that grow keep investing in memory, not only demand.	Binet and Field, B2B Institute, 2019	Sourced
We have the craft: 25+ years and 1,000+ projects.	Our studio record	Our record
Clients value commercial and creative together.	Matthew Muller, CMO, LAVO	One voice
Buyers ask AI assistants about our category before they call.	Our premise; 200+ questions will test it	Not yet measured
Our own fitness across the 42 moments.	Our Fitness Test, month one	Not yet measured

Three statuses only: sourced, our record, or not yet measured. Nothing unmeasured is presented as fact.

THE CORE INSIGHT

**Buyers trust what they can
check.**

So let them watch.

A studio that sells a measured method can't ask for faith. Our own run through the method, in public, is the most persuasive marketing we can make.

One bet, stated so it can be wrong.



If we run our own method in public and publish the scores, buyers will trust us enough to take a Fitness Test, because they can check our working first.

OPPORTUNITY	Buyers now check AI and search before they call. Few studios show their working.
AUDIENCE	B2B and considered-purchase brands, usually 10 to 500 people, with a shortlist to win.
CHANNEL	Founder-led owned content, carried further by RocMode and by paid behind what wins.
EVIDENCE	A published method, 25+ years of craft, two client voices. Our own scores come next.

We are wrong if by month six the diary has readers but Fitness Tests stay below the quarterly target we set after our baseline Fitness Test. Then we change the bet, not the story.

Where we win today, and where we don't yet.

Dimension	Evolut	Brand agencies	Search and AI agencies	Doing nothing
Difference and craft	Strong	Strong	Rarely the focus	None
Measured before and after	Every change	Rarely	Traffic and rank	None
Answers in AI and search	Built in	Rarely	Strong	None
Prices and timing published	Every price	Rarely	Sometimes	Free, but costly
Proof of our own results	Not yet	Case studies	Case studies	None

The gap that decides the plan is proof. We lead on measurement and difference; we trail on published results. So marketing's first job is evidence.

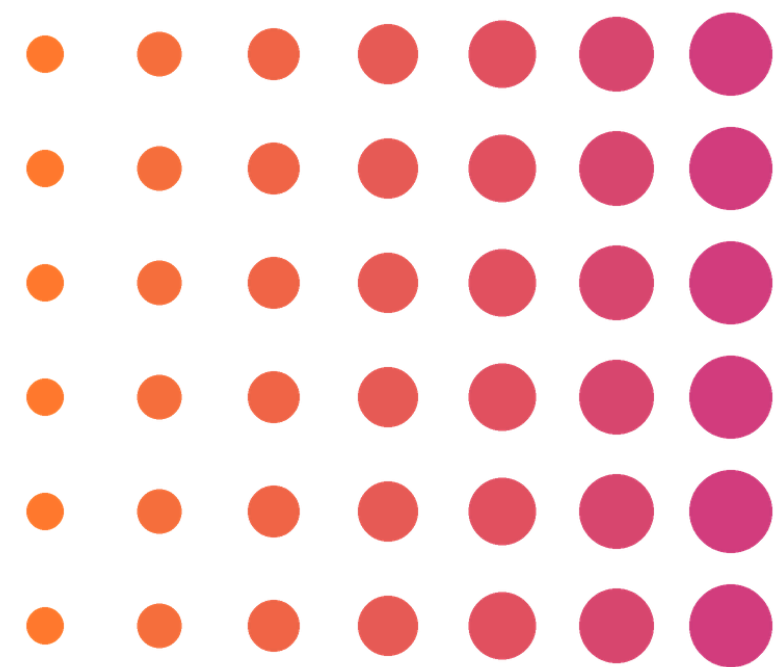
Three layers of objectives, each feeding the next.

Layer	Objective	KPI	Target	Owner	Read
Business	Grow new-client revenue	New-client revenue	Set after baseline	Founder	Quarterly
Business	Build recurring revenue	Clients on Generations	Set after baseline	Founder	Quarterly
Marketing	Fill the first step	Fitness Tests sold	Set after baseline	Marketing lead	Monthly
Marketing	Open the front door	RocMode Scores started	Set after baseline	Marketing lead	Weekly
Communication	Be remembered for one idea	Unprompted recall	Set after baseline	Founder	Quarterly
Communication	Be named by AI assistants	Named share, 200+ questions	Set after baseline	Marketing lead	Monthly

Business objectives are the north star. Marketing and communication objectives are the levers that move it. Targets are set from our own baseline.

WHO WE SELL TO

Six buyers. Seven stages. 42 moments.



Our buying group: the champion, the money, the user, the sceptic, the boss and the adviser.

Stage	The buyer asks	Our marketing answers with
Known	Who comes to mind?	Field Notes, founder posts
Found	Who do assistants name?	Answer pages, schema
Answered	What does it cost?	Published prices, scopes
Believed	Has it worked for others?	Results, predictions
Preferred	Why them over the rest?	One idea, the Orchid Test
Bought	What's a safe first step?	Free Score, Fitness Test
Kept	Did we choose well?	Quarterly re-test, report

Who we win first.

Primary

B2B brands with a sales team

Like Hettich, Emesent and Finlease.

Pain. Lose deals and can't say where.

Gain. Know the one moment to fix first.

We lead with: Fitness Test, then Niche.

Secondary

Considered-purchase brands

Like LAVO, Mia Kai and Manassen Foods.

Pain. Comparison sites and AI set the shortlist.

Gain. Be the brand already chosen.

We lead with: Fitness Test, then a website.

Future

Public and for-purpose bodies

Like Health and Wellbeing Queensland.

Pain. Slow procurement, many voices.

Gain. Evidence a board can sign.

We lead with: Referrals and the Selection Report.

Fit is scored on four tests: a shortlist to win, a sales team, a website doing too little, and the will to act within 90 days.

One roof, three pillars, one foundation.

Natural selection, on purpose.

We get businesses chosen, by buyers and by AI.

FITNESS

Get shortlisted.

- 42 moments, scored
- 200+ buyer questions asked
- A published method

DIFFERENCE

Get chosen.

- The Orchid Test, with buyers
- Several directions, one kept
- 25+ years of senior craft

PROOF

Check our working.

- Predictions written first
- Misses published too
- Generation One, in public

Foundation: 25+ years · 1,000+ projects · Seen Isn't Selected · RocMode implementation partner · every price published

Strategy is what we choose not to do.



We will

- Say one idea, everywhere, every time.
- Sell one first step: the Fitness Test.
- Publish our scores, misses included.
- Win one niche first.
- Be the studio AI assistants name.
- Grow with partners, starting with RocMode.



We won't

- Chase reach we can't tie to a choice.
- Hide prices behind "contact us".
- Bet the budget on one big campaign.
- Claim results we can't show.
- Be on every channel. Three, done well.
- Compete on price with cheap AI audits.

01

How we grow.

The growth model, content pillars, channels, the campaign set and the path to a first step.

Build memory. Capture demand. Do both.

95%

Roughly this share of B2B buyers are not in the market at any given time. They buy later, from a name they remember.

1 in 5

suppliers on a buying group's shortlist is chosen. Being seen isn't enough.

Brand building: be remembered.

Reach the whole niche, often, with one idea. The founder's voice, Field Notes, the Selection Report, talks.

Known and Preferred · measured by recall and branded search

Demand capture: be the answer.

Be found and easy to choose the day they look. Answer pages, prices, the free Score, the Fitness Test.

Found to Bought · measured by named share, Scores and Fitness Tests

Year one proposal: roughly half of effort and spend on each.

THE SELECTION ENGINE

Our own marketing runs as Generations.

01

Measure

RocMode scores our own 42 moments every month. The weakest one is the brief.



02

Vary

Three to five different answers to that one moment: message, proof, offer.



03

Select

Prediction written first. Real buyers choose. We keep the winner and say why.



04

Inherit

The winner goes everywhere it fits: site, deck, LinkedIn, ads and AI answers.

One weakest moment a month.

Every change ships with a written prediction.

Hits and misses go in the Generation One diary.

Three pillars. Each has a job in the funnel.

FITNESS

Get shortlisted.

Awareness

Known, Found

For the champion and the boss.

Others score traffic. We score moments.

- 42 moments, explained · carousel
- What AI says about a category · Field Notes
- One answer page per question · site
- Your Score, walked through · video

DIFFERENCE

Get chosen.

Consideration

Preferred

For the sceptic and the adviser.

Others sell taste. We test it with buyers.

- The Orchid Test, live · talk
- Three directions, one chosen · diary
- A niche, taken apart · Field Notes
- Why them over the rest? · post

PROOF

Check our working.

Decision

Believed, Bought

For the money and the user.

Others show case studies. We publish predictions.

- Generation One diary · monthly
- Our prediction scorecard · site
- A client evolution story · case study
- Every price, published · site

Four owned franchises. One idea.

Each one is cut into LinkedIn posts, email and sales follow-ups.



Field Notes

Fortnightly

One finding, one fix. The note people forward.

Known · Found



Generation One diary

Monthly

Our scores, predictions and misses. Proof the sceptic can check.

Believed



The Selection Report

Quarterly

How AI answers choose in one category. Built to earn press and links.

Known · Found



Seen Isn't Selected playbooks

Always on

The free method and templates. Useful before anyone calls us.

Answered

SEARCH AND AI ANSWERS

Be the studio AI assistants name.

Buyers ask ChatGPT, Gemini, Perplexity and Google before they call. We build what those answers draw on.

Measured monthly in RocMode: the share of 200+ category questions where Evolut is named.

01

Answer pages

One page per real buyer question, weakest first.

02

One clear entity

Who, what, where, for whom: the same everywhere.

03

Pages machines can read

Organisation, service, price and FAQ schema.

04

Proof that checks out

Reviews, results and listings that agree.

05

Mentions elsewhere

PR, talks, partner and directory pages.

Every channel has one job.

Channel	Family	Job	Format	Cadence
Website and answer pages	Owned	Answer, convert	Answer pages, prices, Score	Weekly
Field Notes email	Owned	Stay remembered	One finding, one fix	Fortnightly
Founder LinkedIn	Owned	Build memory	Posts, diary, short video	3 a week
PR and speaking	Brand	Borrow trust	Selection Report, talks	Quarterly
RocMode co-marketing	Partner	Borrow reach	Webinars and referrals	Monthly
LinkedIn and search ads	Paid	Capture demand	Winning posts, brand search	Always on

The mix covers owned, brand, partner and paid. All answers are one lever inside it, not the plan. Highlighted: the year-one focus.

Why us, on every channel.

Channel	Our unfair advantage	Others usually	So we
Website and answer pages	Built from real buyer questions	Built from keywords	Answer, then show the price
Field Notes	Findings from our own scores	A digest of links	One finding, one fix
Founder LinkedIn	Our own scores and misses	Polished case posts	Show the working
PR and speaking	Patterns nobody else measures	Award entries	Lead with findings
RocMode co-marketing	Partner for the method	Referral swaps	Help Score users act
LinkedIn and search ads	Spend on proven winners	Boost everything	Pay only behind evidence

Others are the alternatives buyers weigh, not named rivals. Named rivals come from our own Fitness Test, head to head.

Ten campaigns. One place they all end.

Campaign	Tier	When	Measured by	Share
Generation One	Always-on	All year	Fitness Tests from diary readers	20%
Be the answer	Always-on	All year	Scores started from answer pages	18%
The Selection Report	Always-on	Each quarter	Conversations from report readers	12%
Next year starts now	Tentpole	Nov to early Dec	Fitness Tests booked for Q1	8%
Plan to be chosen	Tentpole	Mid Jan to Feb	Fitness Tests in budget season	10%
Seen Isn't Selected, live	Tentpole	Mar to Apr	Scores started after talks	8%
Spend it on a baseline	Tentpole	May to Jun	Fitness Tests before 30 June	8%
The Orchid Test	Tentpole	Jul to Aug	Niche Sprints booked	8%
Score clinics with RocMode	Tactical	Two bursts	Score users to a conversation	6%
When AI search changes	Tactical	Reactive	Scores in the fortnight after	2%

Every campaign ends at the same door: a free RocMode Score, then a Fitness Test conversation. Shares are of one monthly total and sum to 100%.

Generation One.

THE IDEA

A studio runs its own method in public, scores and misses.

THE LINE

“Watch us try to get chosen. Every score, every miss, every month.”

Why it wins. Buyers trust what they can check, and few studios show their working.

Objective	Win new clients who have watched us work.
Gap it closes	Fitness Tests from diary readers: not yet measured, record at launch. Target set after our baseline Fitness Test.
Serves	The sceptic, the champion and the boss.
Brief	We test before we tell. Candid and warm. Call to action: get your free Score.
Deliverables	Monthly diary, LinkedIn series, Field Notes edition, a public scorecard page.
Milestones	Month 1 baseline published. Month 6 half-year scorecard. Month 12 full re-test.
Who does what	The founder writes. The studio designs, measures and publishes.

Plan to be chosen.

THE IDEA

Set this year's budget where buyers drop you.

THE LINE

“Before you set the budget, find the moment you lose.”

Why it wins. Budget season is when a finding can still change where money goes.

Occasion	Annual budgets and planning, mid January to the end of February.
Objective	Book Fitness Tests while next year's budgets are being set.
Gap it closes	Fitness Tests booked in January and February: not yet measured. Target set after our baseline Fitness Test.
Serves	The money, the boss and the champion.
Deliverables	Category extract from the Selection Report, three emails to Score users, a LinkedIn series, paid behind the winning post.
KPI	Fitness Tests booked by 28 February.
Ends at	A Fitness Test conversation, booked from the Score.

No buyer left unserved.

Campaign	Champion	Money	User	Sceptic	Boss	Adviser
Generation One	●			●	●	
Be the answer		●	●	●		●
The Selection Report	●				●	●
Next year starts now		●			●	
Plan to be chosen	●	●			●	
Seen Isn't Selected, live	●					●
Spend it on a baseline	●	●				
The Orchid Test	●			●	●	
Score clinics with RocMode	●		●			
When AI search changes			●			●
Campaigns serving	7	4	3	3	5	4

People carry an idea further than ads.

The founder

LinkedIn, three times a week.

One idea from the method, one diary entry, one buyer story.

One talk, many rooms.

Seen isn't chosen, varied by audience.

The team speaks too.

Two or three senior voices add the craft view.

RocMode and partners

Referrals.

Score users who want hands come to us. Our clients get measured.

Joint content.

Selection Report data, co-hosted webinars, the playbooks.

Shared proof.

Before and after stories, told with RocMode numbers.

PROOF PLAN

Fill the proof gap in three moves.



Our own results first.

Generation One publishes our baseline, our predictions and every hit and miss.



Past work, with numbers.

Retell Manassen Foods, LAVO and Mia Kai as evolution stories, with results the clients confirm.



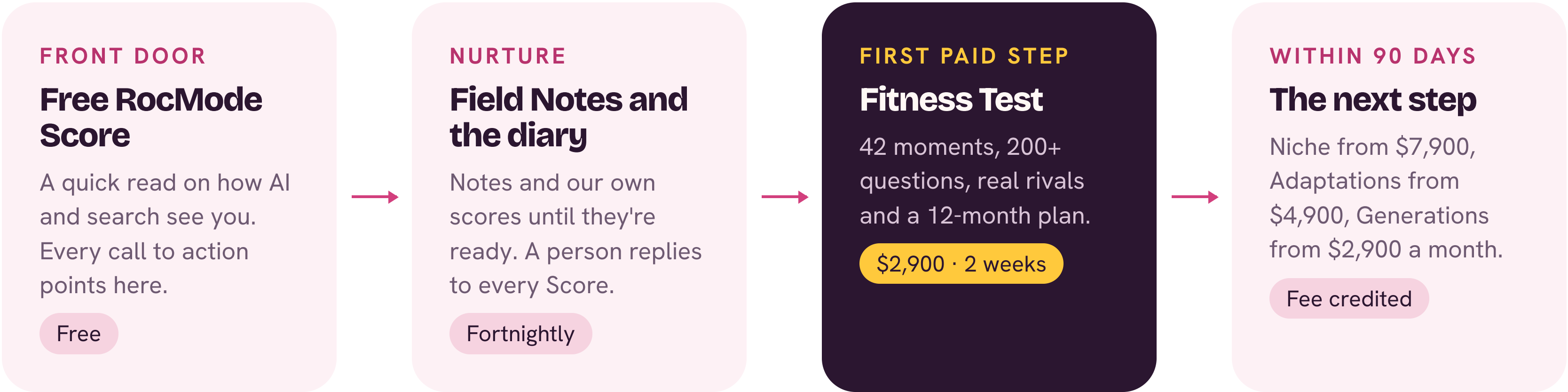
New proof, by design.

Every client is asked for a result, a review and a quote, one per buyer type.

By month six: case studies with results · reviews · predictions scored and published.

CONVERSION

One front door. One first step.



Score to conversation: **measured from launch**

Conversation to Fitness Test: **measured from launch**

Fitness Test to next step: **measured from launch**

02

How we run it.

North star and levers, channel health, budget, governance, the year ahead and the decisions we need.

One north star: new-client revenue.

NORTH STAR

New-client revenue, per quarter.

A business outcome. Our fitness across the 42 moments is lever one, not the north star.



Baseline and target set from our own Fitness Test.

Indicator	Type	Read	Target
Our fitness, 42 moments	Lever	Monthly	Set after baseline
Named share in AI answers	Lever	Monthly	Set after baseline
RocMode Scores started	Lever	Weekly	Set after baseline
Score to Fitness Test	Lever	Fortnightly	Set after baseline
Fitness Tests sold	Outcome	Quarterly	Set after baseline
Fitness Test to next step	Outcome	Quarterly	Set after baseline
Clients on Generations	Outcome	Quarterly	Set after baseline

Every channel earns its place each quarter.

Channel	Health measure	Now	In 90 days	Read
Website and answer pages	Scores started from pages	Read in month one	Set after baseline	Weekly
Field Notes	Subscribers and replies	Read in month one	Set after baseline	Fortnightly
Founder LinkedIn	Conversations started	Read in month one	Set after baseline	Fortnightly
PR and speaking	Talks booked, citations	Read in month one	Set after baseline	Monthly
RocMode co-marketing	Referred Scores	Read in month one	Set after baseline	Monthly
LinkedIn and search ads	Cost per Score started	Read in month one	Set after baseline	Fortnightly

Weekly

Scores started.

Fortnightly

Score to Fitness Test, Field Notes, LinkedIn, ads.

Monthly

Our 42-moment score, AI named share, PR, partner.

Quarterly

Re-test, revenue, Fitness Tests, Generations.

Spend follows the job.

Monthly total = annual revenue × an agreed marketing share ÷ 12. Until it is set, we state shares, never an invented figure.



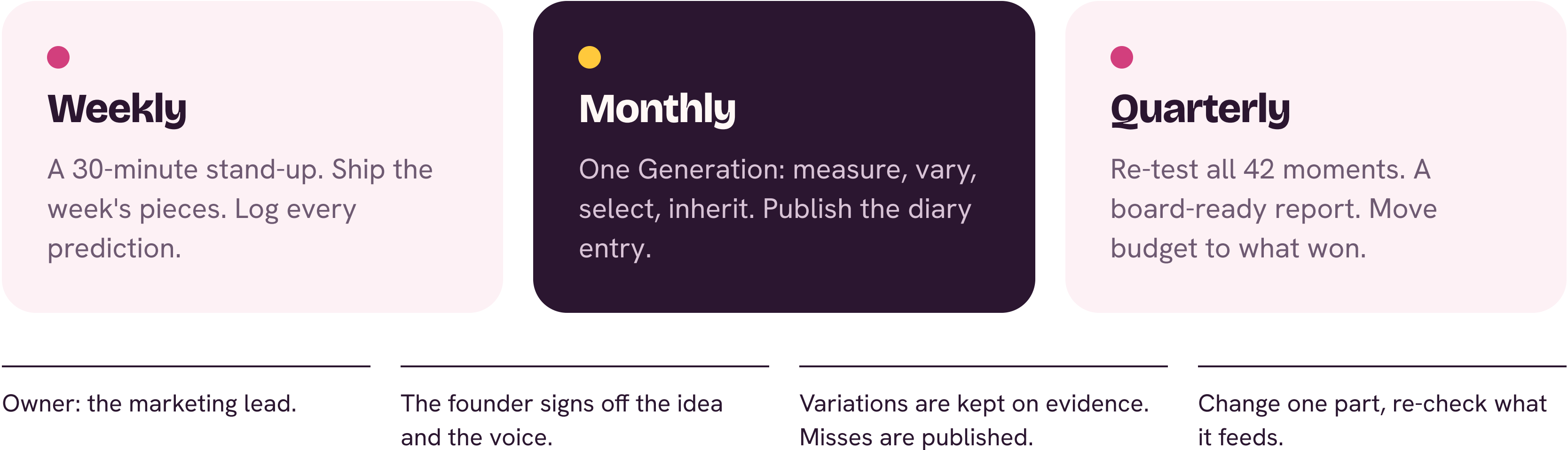
- **Owned content and answers**
Owned. Field Notes, diary, answer pages.
- **Paid amplification**
Paid. Only behind what already won.
- **Founder, PR and speaking**
Brand. Talks, events, the Report.
- **Proof**
Earned. Case studies, reviews, film.
- **Partner co-marketing**
Partner. RocMode webinars, content.
- **Testing reserve**
Measurement. Each month's variations.

Founder
The voice: posts, talks, quarterly review.

Marketing lead
Runs each Generation and the numbers.

Studio team
Content, design and pages, booked like a client.

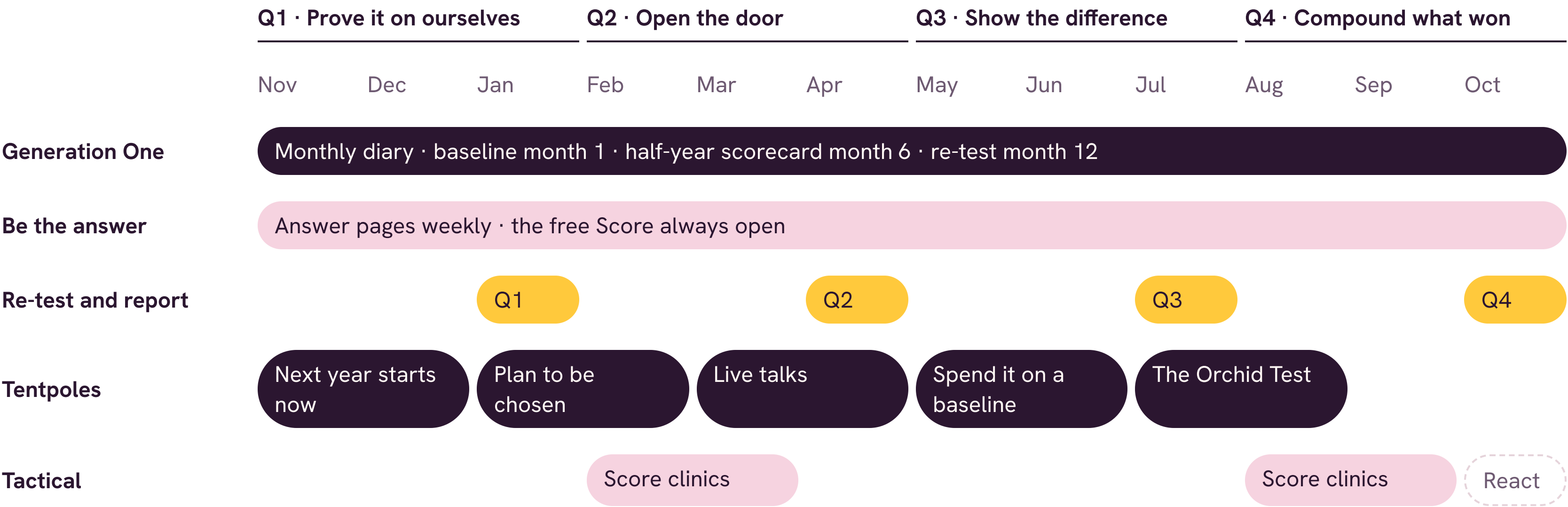
A monthly Generation. A quarterly re-test.



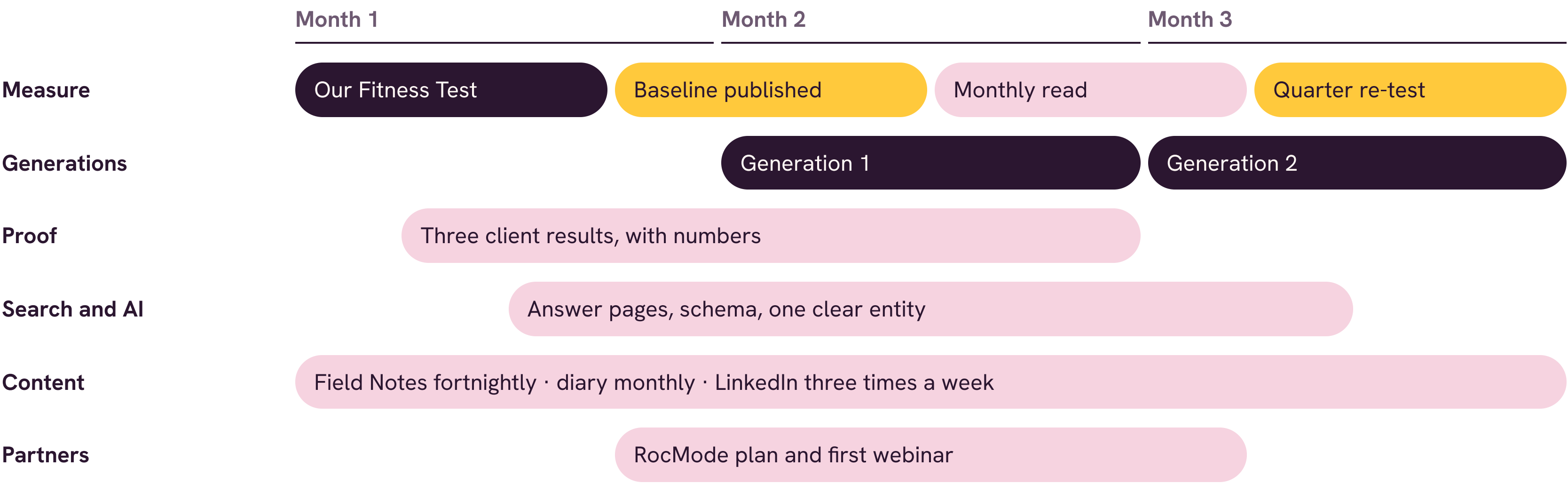
What could go wrong, and what we'll do.

Risk	Why it matters	Mitigation
Our own scores start low	It feels exposed	Show the fix and the next score, every time
Founder time runs short	Posts and talks stall	Batch monthly; team voices share the load
Confusion with RocMode	Buyers blur the two	We own chosen; RocMode named in context
AI answers move slowly	Found takes months	Report named share monthly, judge quarterly
Naming brands in reports	Legal and goodwill risk	Patterns by category, never league tables
Proof stays thin	Believed stays weak	Results clause in every client contract
Ten campaigns spread us thin	Nothing gets done well	Half the budget stays on three always-on campaigns

The year at a glance.



The next 90 days.



Six decisions turn this plan into a budget.

Gate	Decision	Owner	Unblocks
1 · Ideal client	Confirm the primary segment	Founder	Segments, campaigns, coverage
2 · Start date	Confirm month one	Founder	Roadmap, next 90 days
3 · Baseline	Run our own Fitness Test	Marketing lead	Every target in this deck
4 · Budget	Set the monthly total	Founder	Budget and campaign amounts
5 · Targets	Set targets from the baseline	Founder, marketing lead	Objectives, levers, channels
6 · Proof	Agree a results and permission clause	Founder, with legal	Proof plan, case studies

Well supported

Method, offers and prices, studio record.

Partly supported

Thesis, segments, channels, pillars.

Tentative until the baseline

Targets, budget, campaign KPIs.

EVOLUT

Evolve into the *obvious choice.*

Starting with ourselves. Next step: approve the strategy, then run our own Fitness Test.

