

**STAX**

**Marketing Proposal**

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# 1.0 – Complete Financial Solutions

## OVERVIEW

Complete Financial Solutions (CFS) is a boutique financial advisory firm helping clients prepare for, and transition into, each stage of life. CFS considers the creation, growth, protection and ultimately the enjoyment of wealth, when helping clients achieve financial freedom and security.

With the number of investment options increasing, legislation always changing and personal circumstances in flux, CFS understands it can be challenging to make an informed decision; but believes appropriate and quality financial advice is the key to helping people make the most of their financial resources. CFS helps their clients prepare for life's financial ups and downs and achieve long-term financial security.

CFS is proud to be a referral-built business, based on lasting client partnerships.

## Growth Strategy

CFS is expanding their client base through competitor acquisition. As a result of the Banking Royal Commission (2017-2019) the financial advisory industry is going through a period of consolidation. Independent financial advisers and small practices are being met with high costs associated to maintaining compliance with new regulations, and are, thus, struggling to maintain their profits. With many likely looking to exit the market or retire, CFS has a prime opportunity to expand their operations and market share.

Given the impact of COVID-19 many individuals and SME owners are and will continue to look for financial advice to help them navigate out of their current situation and build resilience for the future. The market is, thus, thriving and it is an opportune time for CFS to expand. CFS's aggressive expansion strategy will allow them to grow their reach and influence in an effective and timely manner, in a time where speed-to-market is a critical factor for success.

## Legal

As a provider of professional financial advice, CFS are required to hold a financial services license or be an Authorised Representative of an Australian financial services license holder.

CFS is a Corporate Authorised Representative of Financial Services Partners Pty Ltd (Australian Financial Services License number 237590). Financial Services Partners is a wholly owned subsidiary of IOOF Holdings Limited (IOOF). Each Financial Services Partners practice is locally owned and employs highly qualified and authorised financial advisers.

## Unique Value Proposition (VP)

A holistic approach to wealth management, helping people be financially prepared for every stage of life. CFS helps people:

- Begin their financial Journey
- Grow their investments and protect their financial position
- Plan for retirement and manage their superannuation or SMSF
- Navigate aged care
- Transition into and enjoy retirement
- Transfer wealth to their family

Specialist services for medical professionals:

- Helping medical professionals navigate the opportunities and challenges associated with their unique financial situation
- Services include:
  - Ongoing investment advice
  - Asset and income protection
  - Personal and business insurance
  - Structuring advice (trusts, companies, partnerships)

- Philanthropic services (charitable trusts, private ancillary funds)
  - Estate planning
- Offering a range of strategies that can help medical practitioners take advantage of their earning potential to protect and grow their wealth, and achieve their long-term financial goals

Specialist services for small and medium enterprise (SME) owners:

- Helps SME owners navigate the uncertainty of an irregular income by creating avenues for support and growth
- Specialist advice for cashflow management, tax management and help owners grow their retirement savings
- Wealth protection options for business owners and bespoke strategies to help owners manage the risks and safeguard their business from unexpected events
- SME owner specific advice includes:
  - life cover
  - trauma cover
  - total and permanent disablement cover
  - income protection cover
  - business expenses insurance
  - buy/sell agreements
  - group insurance

Partnership with Pinkcow, is opening new opportunities to engage younger demographics:

- COVID-19 has many young people worried about their financial futures and financial security
- Many people are open to financial advice and financial planning from professionals
- With younger people thinking about and wanting to secure their future, now is an excellent opportunity for CFS to expand their horizon

A boutique practice backed by Financial Services Partners Ltd Pty:

- Part of a network of approximately 150 professionally qualified financial advisers across 100 practices Australia Wide
- CFS has access to professional industry training and accreditation, product and strategic advice research, technical support, and technology and innovation aimed at assisting their team provide quality advice and professional services to clients

# 2.0 – Marketing Proposal

## STRATEGY

Expression of Interest (EOI) Campaign

### Details

The EOI campaign will give STAX and Complete Financial Services the opportunity to understand the appetite of both retail and wholesale investors.

### Campaign Timeframe

1-month

## MARKETING BUNDLES (EOI PHASE ONLY)\*

### Option 1: The Basic Package

\$2500 AUD (\$500 AUD for management and operations + \$2000 AUD for paid ad spend)

This package includes:

- Project management
- Marketing Strategy
  - Audience segmentation (initial segments to test)
  - Market positioning
  - Messaging
- Marketing Operations
  - Web design
  - Graphic design (for marketing collateral)
  - Copywriting
  - Setting up targeted paid ads
  - Setting up retargeted paid ads
  - Lead management
  - Data collection
  - Data analysis

### Option 2: The Bespoke Package (Recommended)

\$5000 AUD (\$1000 AUD for management and operations + \$4000 AUD for paid ad spend)

This package includes everything from Option 1, plus:

- Dianomi Articles
  - Content planning
  - Design
  - Copywriting

## NOTES:

- \* The marketing packages do not include the planning or delivery of a video pitch to be used as part of the EOI marketing campaign, this will need to be arranged separately by Complete Financial Solutions. The video pitch is essential to the success of a capital raise and is thus mandatory for all of STAX's raises to include one. STAX can recommend a videographer if Complete Financial Solutions requires assistance in this area.

## 3.0 – Marketing Strategy Details

### AUDIENCES

#### Primary Target: Industry Insiders

This target demographic includes (but not limited to):

- Accountants
- Financial Advisers
- Bankers
- Mortgage Brokers

This audience are people who know CFS's value proposition better than the average investor, and is highly likely to be an active investor on the ASX and potentially be angel investors.

Target Channels:

- Dianomi
- LinkedIn Ads
- WeChat (a Chinese social media platform)
- Email

#### Secondary Target: Medical Practitioners

This target demographic includes (but not limited to):

- Surgeons
- Medical Consultants

This audience are people who use CFS's services to manage their unique situations and are also likely to know CFS's value proposition inside and out. Given their higher than average net wealth desire to protect their wealth, they are also likely to be active investors on the ASX and potentially open to being angel investors.

Target Channels:

- Dianomi
- LinkedIn Ads
- WeChat (a Chinese social media platform)
- Email

### KEY MESSAGES\*

#### Recommended Topics & Messages

- Rapid expansion of client base in a thriving financial advisory market
- A holistic approach to wealth management, helping people be financially prepared for every stage of life
- Helping young people navigate build future wealth and achieve financial wellbeing
- Helping clients financially prepare for the ups and downs of life and build financial resilience
- Helping SMEs navigate out of COVID-19 and achieve financial resilience
- Helping young people navigate out of COVID-19 and achieve their financial dreams

#### Minimum landing page details\*\*

- Company Overview
- Problem Statement
- Solution Statement
- Product & Service Details
- Market Overview
- Competitors
- Traction
- Business Model
- Outlook
  - Growth Strategy
  - Expansion Strategy
  - Critical Success Factors

NOTES:

- \* The key messages set out are initial thoughts that STAX believes will be effective in attracting investors. Some changes may be made to prior or during the campaign to better appeal to investors
- \*\* STAX will work closely with Complete Financial Solutions to collect this information, as well as any other details required to help investors feel confident and eager to invest. It will be the responsibility of Complete Financial Solutions to provide these details in a timely manner and in accordance to agreed timelines

