

hunt 4 hawk

capabilities

→ 2024



We know you can dominate a room talking about your business.

But whatever room you step into—your marketing & branding got there first. If it got there at all...



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Sonya + Ryan

Finance

Property

Professional Services

Technology

Team of 22 B2B & B2B2C

Tech

SaaS, PaaS, IT

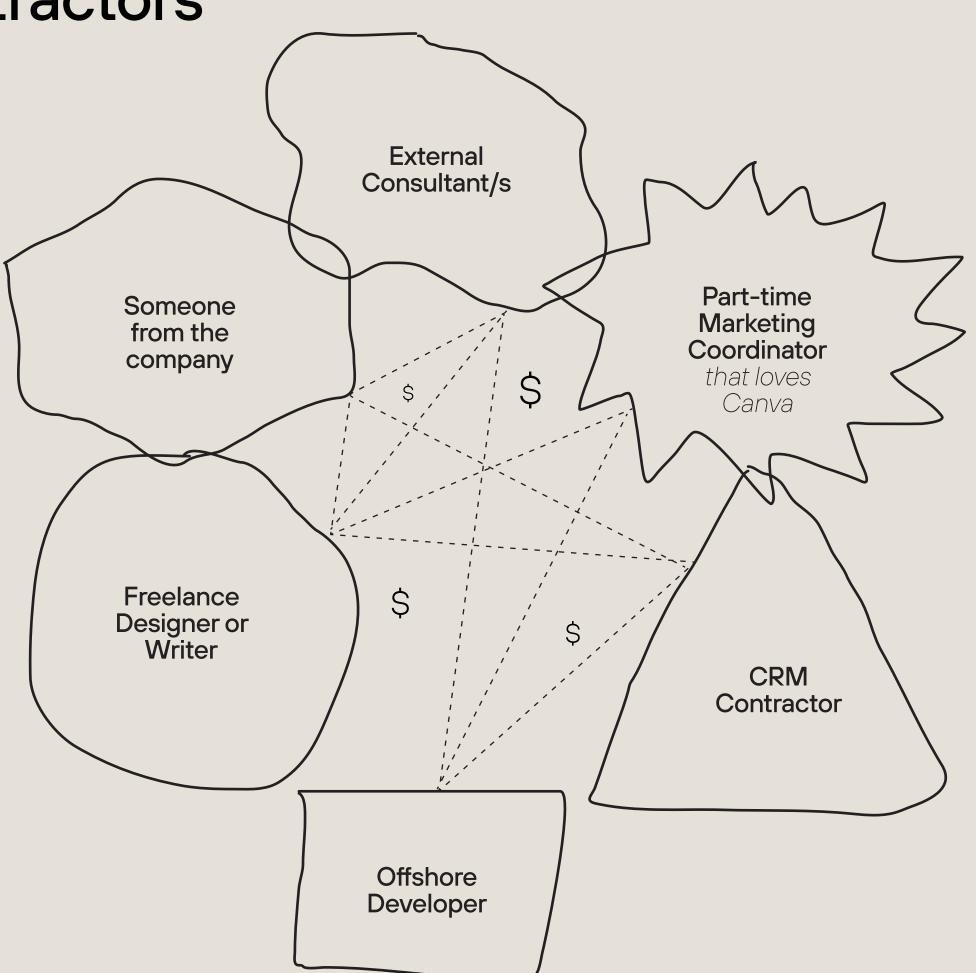
Technology Disruptors

Advanced Consumer

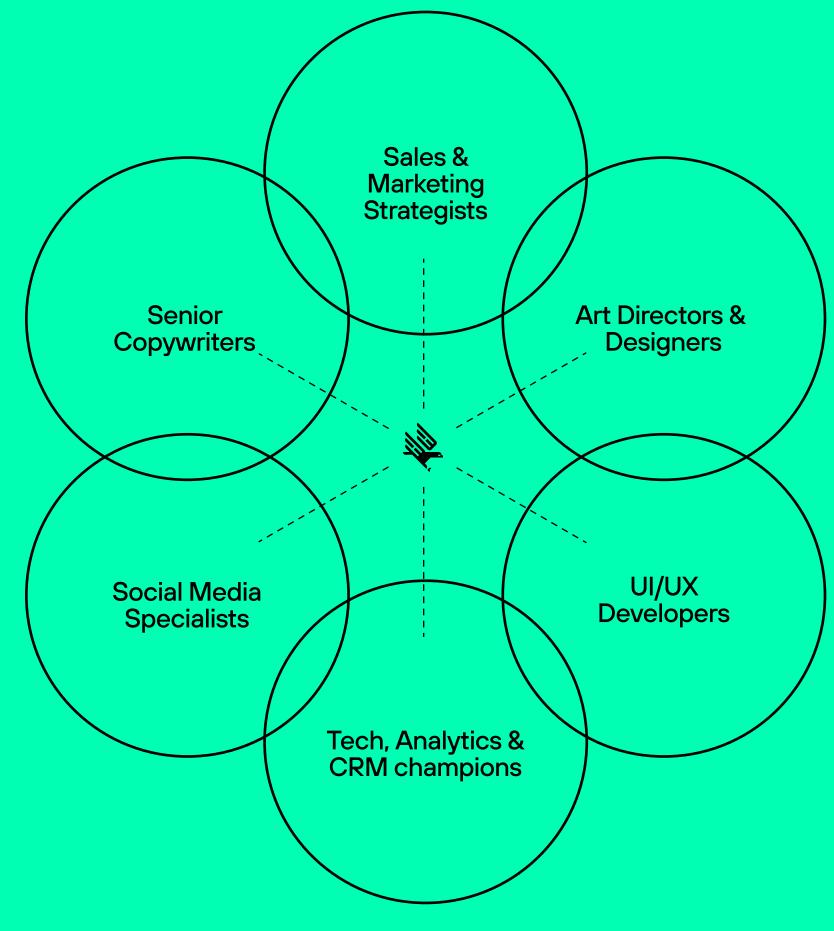
Complex Marketplaces

Vour (ev to Vourteam our people.

Frankenstein of contractors



One integrated team

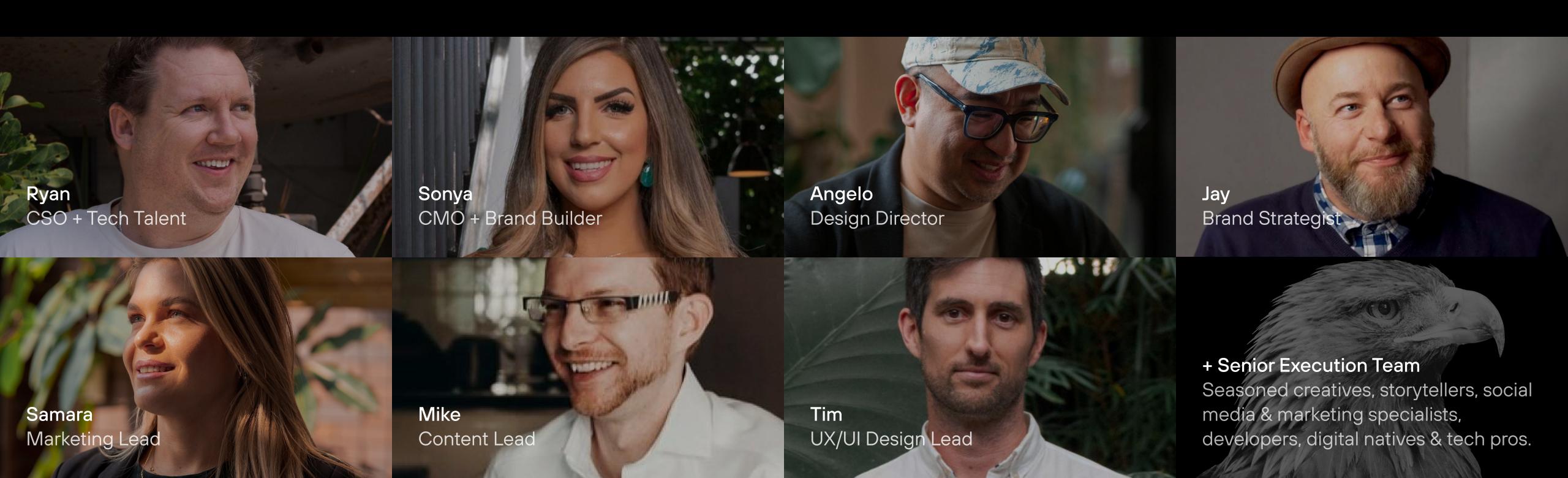




Your task force leaders... who you'll be working with.

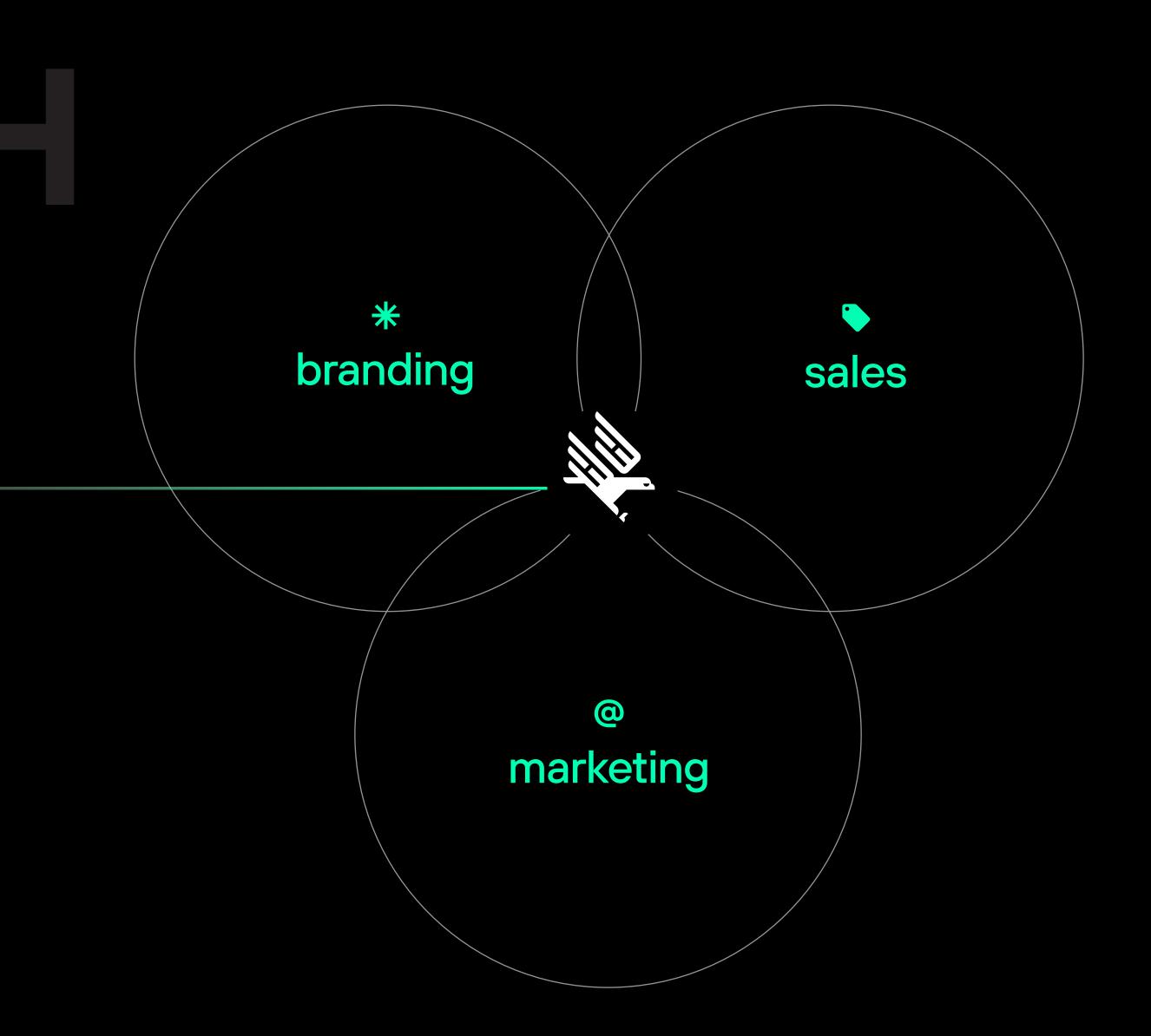
We offer a Plug & Play Marketing Team solution.

You'll be surrounded by a team of experts, not idiots.



H+H has pioneered a new fusion of branding, sales, and marketing.

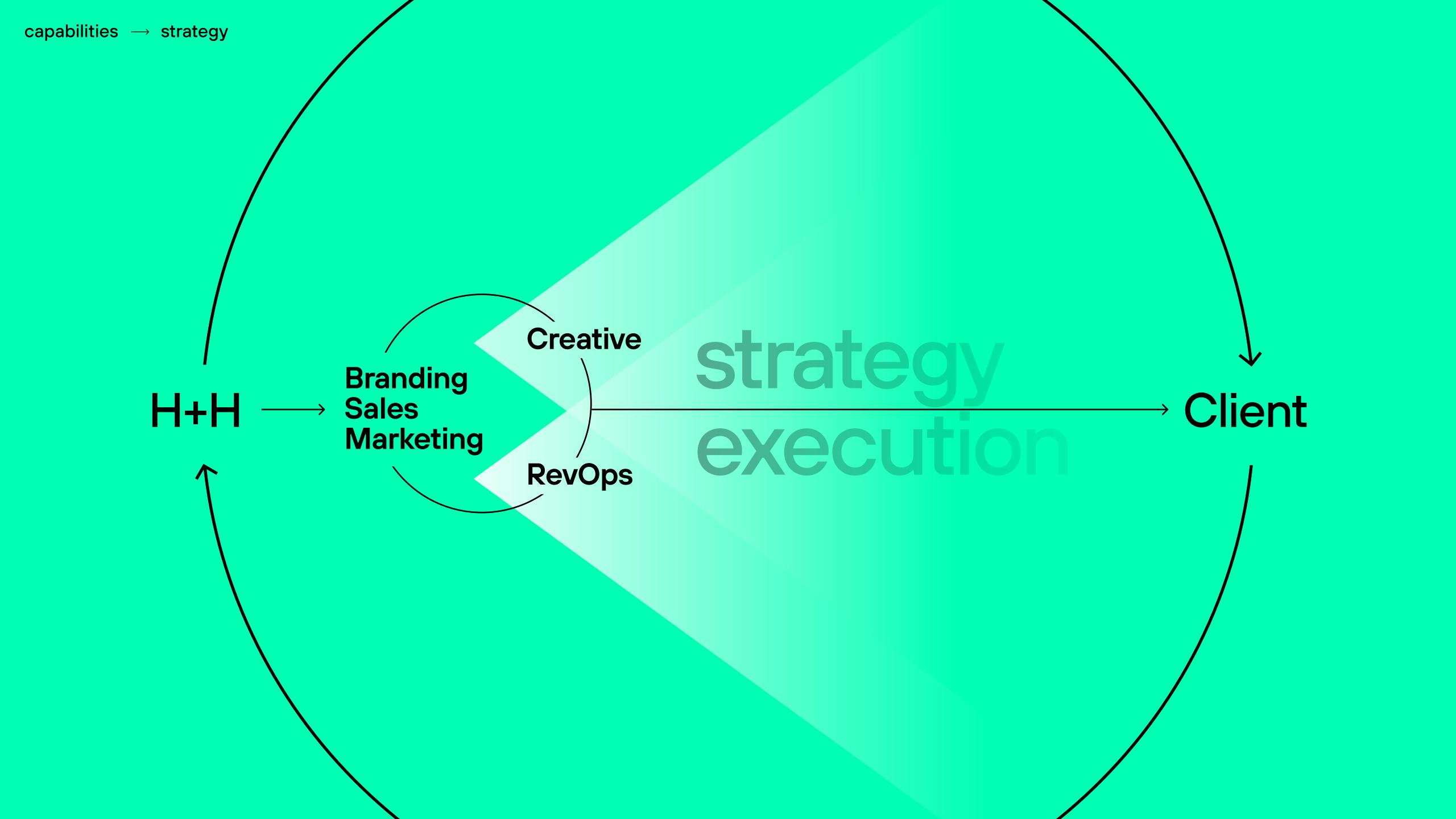
We harness this chemistry to revolutionise the world's perception of our client's businesses and propel them towards growth.

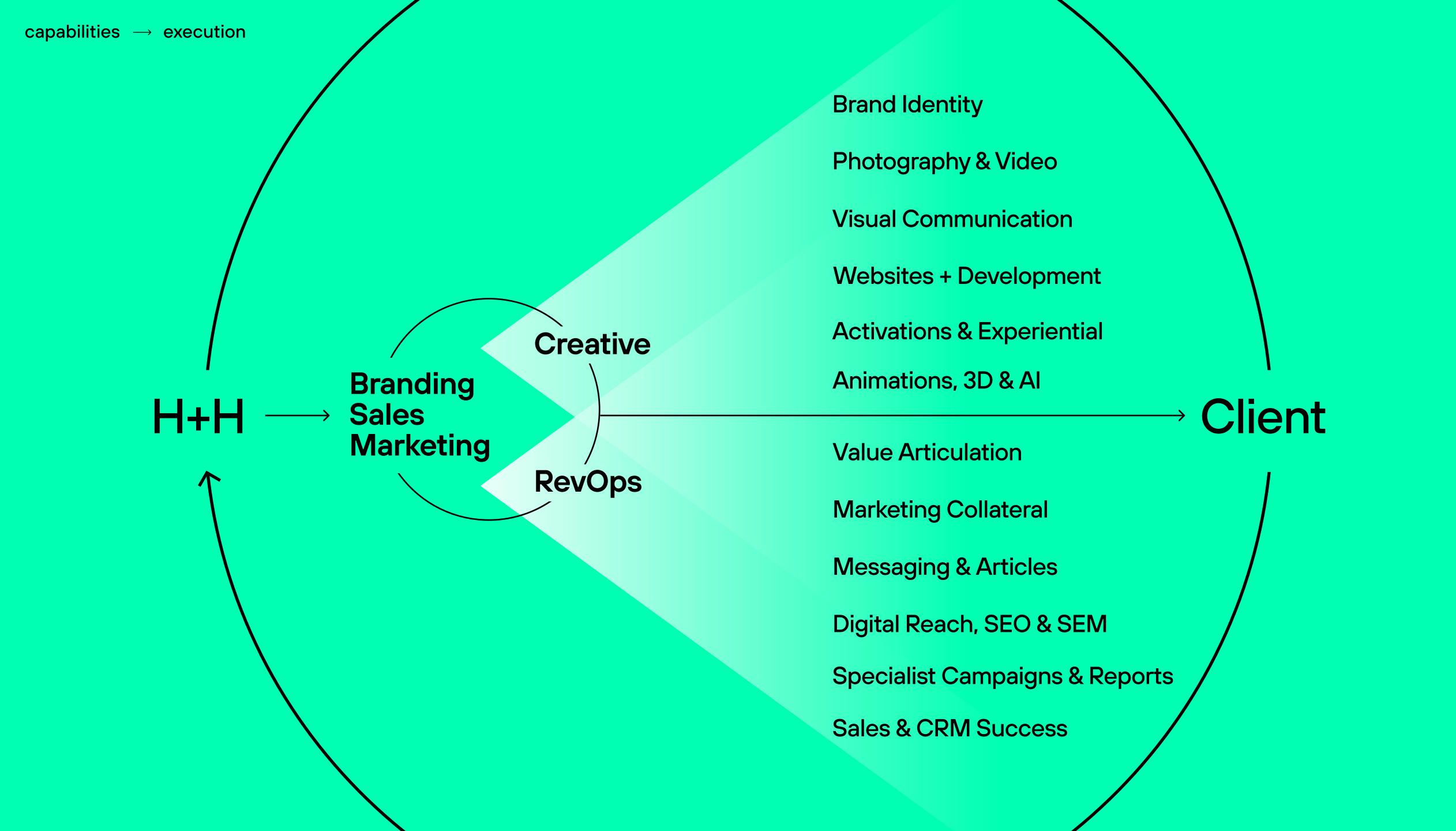


revops tech+ creative

Marketing Operations
Sales Operations
Success Operations

Strategy
Data
Technology
Process
Results

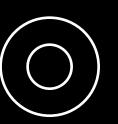






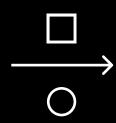
intelliger In

action



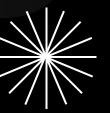
Consultation

Branding
Business Design +
Architecture
Product Positioning
vCMO
vCSO



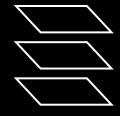
Strategy

Campaign Strategy
CRM Implementation
Marketing Automation
LinkedIn Lead Generation
Experiential Marketing
SEO & SEM



Creative

Brand Messaging
Content Creation + Design
Video Production
Animation, 3D + Al
Website UI/UX Design



Execution

Digital Transformation +
Management
Website Development,
Maintenance + Hosting
Optimisation + Tracking
CRM Champion



We've been building brands for a long time. We know what works + have a proven formula to do it. And yes we love cookies.

But our solutions aren't cookie cutter! They're a framework to guide success—each business has nuances that require flexibility and customisation.

integrated approach

There's many ways to the top*

Project

Hatch

FOUNDATIONS

Value Articulation, Look + Feel

Brand Architecture Business Design

Brand Story & Messaging

Brand Identity

Sales Process + Strategy

Sales System Support

Market and User Research

Buyer Personas + Target Markets

SEO Audit & Implementation

Project

Fly

INTEGRATED MARKETING

Digital Presence + Engagement

Website Content + Design + Dev Content Roadmap + Content Creation

Animation & Video Production

LinkedIn + Social Campaigns

ABM Strategy

CRM Implementation + Optimisation

SEO Implementation

SEM Strategy

Project

Soar

ONGOING EXECUTION + MONITORING + SALES-LED MARKETING

Process, Campaigns + ROI Monitoring

Full Marketing & Creative Team Support Sales Metrics, Process & Targets

Marketing Metrics, Goals, Analytics & Monitoring

Conversion + Distribution Strategies

Technology Implementation & Automation Optimisation

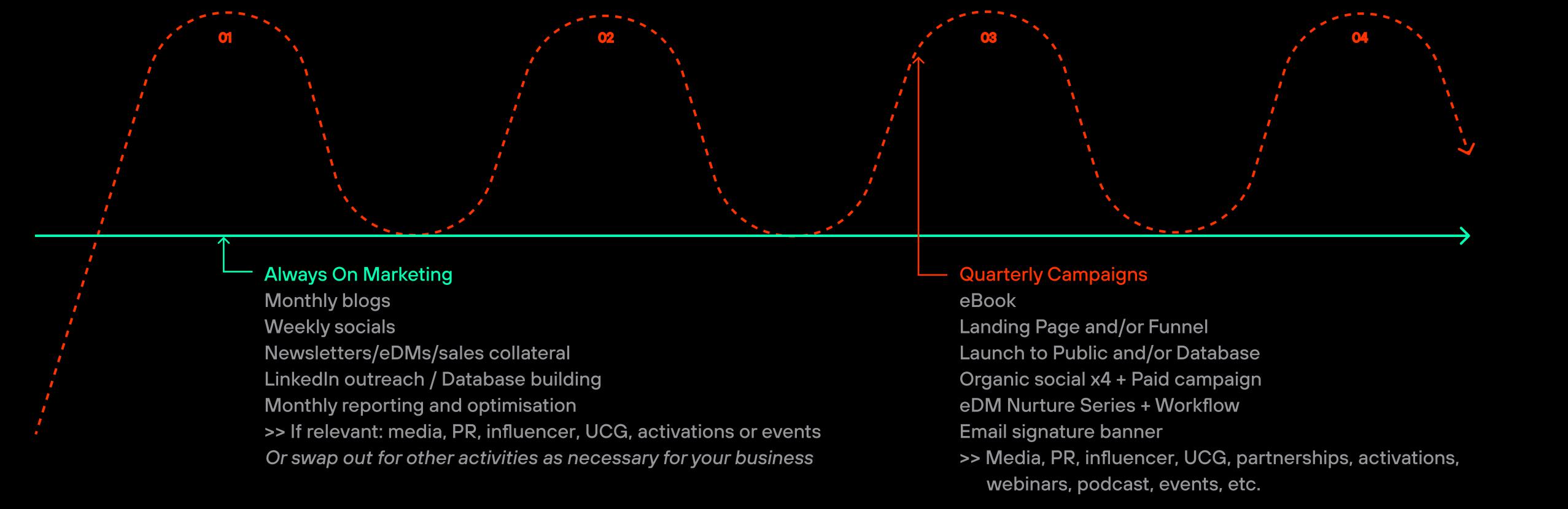
Digital, PR + Paid Advertising + Campaign Pivots

Dashboard + Reporting

Events Support

consistent + dynamic marketing

At the heart of our approach lies a robust marketing strategy, featuring consistent monthly blogs and social media posts, complemented by focused marketing tactics. These efforts highlight the multifaceted nature of your brand, geared towards bolstering brand presence and driving lead generation.







choose your own engagement..

- 1. Project: Start small, stay consistent.
- 2. Plan: Get it all and scale up.



Client Wins Delivered. \$911/1

18%

Growth Rate in Just 14 Months

Shortened Sales
Cycle by

Seed Funding Secured

Increased Conversion Rates by

Grew From \$0-\$4M in Under

2YRS

837%

More Deals Closed in Just 14 Months

Initial Targets of 300% to

2700%





David Boyar ChangeGPS, General Manager

Industry

SaaS and FinTech

Audience

BB2B, Bookkeepers & Accountants

Location

Australia

Problem

Stagnated localised growth, old brand

Solution

Subscription overhaul and vCSMO team

Outcome

ROI exceeded the initial 300% target by reaching a dizzying \$2.7M and 2700% ROI

changegps.com.au

44

The numbers say it all.

"We've never felt more on the rails than with Hunt & Hawk. I'm not one to keep an opinion to myself, but I have nothing to complain about. ARPU increased by 54% across the board. We're hitting average open rates of 38% and average click rates of 30%. Our sales-led restructure of pricing alone increased ARR by \$1.95M. And our new business was targeted to generate \$500,000 in ARPU with a minimum of 10 demos per month—instead the contentdriven thought-leadership play exceeded our target by 26 demos per month and generated new business to the tune of \$751,600-a 53.32% increase from target. Our brand is beautiful, but the numbers say it all."



88

10x in 14 months.

Rod Stead ATIM & GIBS, CEO

Industry

Manufacturing

Audience

B2B and B2C, wholesale products

Location

Brisbane based, servicing national and international trade customers

Problem

Losing sleep over lack of sales and systems

Solution

Monthly vCSMO services, lead generation campaigns and content creation

Outcome

Defined repeatable sales process, CRM implementation, 770% more qualified leads and closed 837% more deals—in just 14 months

atim.com.au

"We've been burnt by agencies that over-promised and underdelivered. Hunt & Hawk dared us to play big with our marketing—and it paid big—we grew sales by close to 10X in 14 months. We're punching way above our weight and the industry is taking notice."







- -

Outstanding.

Viral Kanabar Manish Sheladia Amit Gurav Cloudoffis, Directors

Industry

FinTech SaaS

Audience

B2B, multiple audiences, very niche

Location

Sydney, Australia

Problem

Disruptor entering saturated market

Solution

The lot, full vCSMO team

Outcome

\$0-4M in first 2 years, successfully worked together for over 4 years in total

cloudoffis.com.au

"Hunt & Hawk played a very active role in making our company,
Cloudoffis, the success it is today.
They have been with us since the start and have been absolutely fantastic from day one. We have a very high respect for them as individuals and as a company. Now, as our product has evolved so much, we are embarking a company rebrand, and we wouldn't want any other partner by our side for this.
Thanks a lot for your wonderful services over the years."



55

We keep going back for more.

Howard Grobstein Grobstein Teeple & Covitus Capital

Industry

Advisory and Investment Banking

Audience

B2C, B2B, high-net-worth organisations

Location

USA

Problem

Rebrand for 20y/o company, plus launching a separate new business venture

Solution

Branding, Messaging, Websites, Hosting, Market Activation & Event Support

Outcome

23% organic growth of existing company + successful launch of new business, securing \$2M in deals within the first 3 months.

gtllp.com covitus.com "We've been working with Sonya and the Hunt and Hawk team for a couple years now. They are awesome. We get so many compliments on our branding and website too.

They're so great we keep going back for more. Plus they're just amazing to work with, we love the quick turnarounds, they're our right hand people."



84

Exactly what we were after.

Jason Croston SRJ Walker Wayland, Managing Director

Industry

Advisory and Accounting

Audience

B2B, \$10M+ companies

Location

Brisbane, Australia

Problem

Go from \$7M to \$10M in 3 years

Solution

Brand elevation and vCMO content

Outcome

Re-positioned brand, executive team thought-leadership and new sales approach to grow 18% in 14 months

srjww.com.au

"I've been working with the team at Hunt & Hawk for the past 18 months or so helping us to reimagine our firm's brand, marketing approach and website. We have been tinkering with our marketing approach for many years and I've never felt that we had ever really nailed it. After going through the process with Sonya, Ryan and team, I feel like our brand messaging now truly represents us. What I really like about it is that they patiently listened to us, gathered information to understand who we are and accordingly has come up with a result which is us, is in our voice and represents who we are as a group of people. As a professional service firm, it is the lasting relationships that we build that provides the basis for our continued success and growth. Having a website, brand, consistent process and language that represents us is critical to supporting us to build these relationships. That is exactly what we were after."



88

Absolutely fantastic.

Danny Rands PKF Tasmania, CEO & Owner

Industry

Advisory

Audience

B2B, high-net-worth individuals

Location

Tasmania, Australia

Problem

Launching second and new business under personal brand

Solution

Brand story, positioning, client case studies and website

Outcome

Beautiful website running for reward, but more importantly very well received by the ideal target audience

danielrands.com.au

"The subject line is my one word response [outstanding]. You have pretty much nailed it. When I watched the webinar Sonya and Jay did for CAANZ, I said to myself, 'I want these people doing my next website.' My reasons for thinking that came to fruition."



84

A game changer.

Emily IngramPrendi, Owner & Marketing Manager

Industry

PaaS, Digital Signage Software

Audience

B2B, multiple retail channels

Location

Brisbane, Australia

Problem

Sales and delivery inefficiencies

Solution

CRM implementation/support, sales training and marketing collateral

Outcome

3+ days saved onboarding per CSM, 23% shorter sales cycle, 14% higher conversion rate

prendi.com.au

"The team at Hunt & Hawk have been a game changer for us. They have gone above and beyond to better our business. Their invaluable knowledge in sales and marketing; their ability to completely customise their process and advice to suit our needs, continually adapting as needed; and their honest and genuine nature. We're looking forward to continuing our journey with the Hunt & Hawk team!"



8.8

A successful investment.

Sukhi Bhullar Bench, CEO & Founder

Industry

PlaaS, Saas

Audience

B2B, IT Services, IT Consulting

Location

Sydney, Australia

Problem

Ready new platform for seed funding of \$2M

Solution

Brand foundations and vCMO systems

Outcome

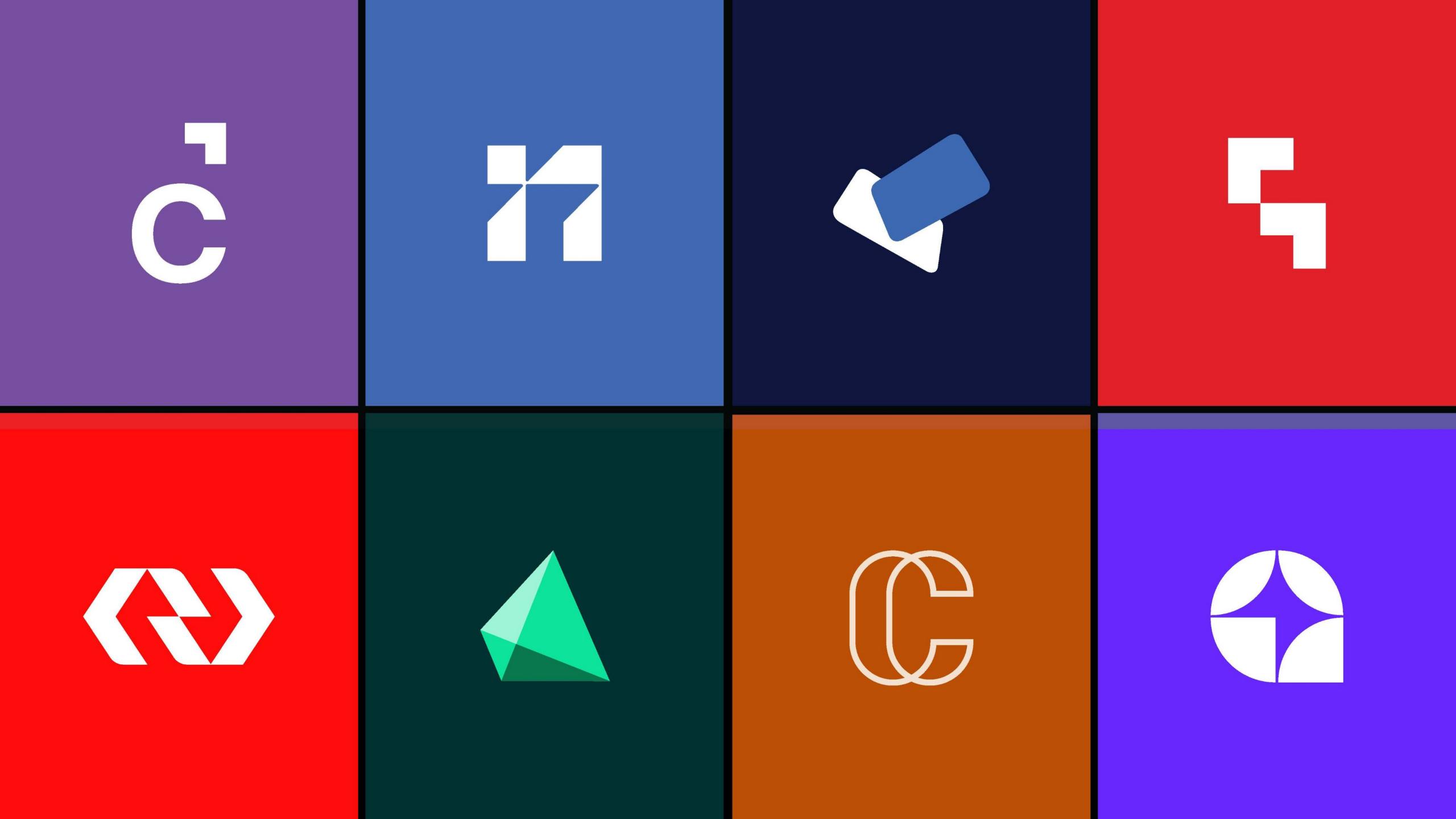
Secured \$9M seed funding

bench.team

"The Hunt & Hawk team helped us get up and running with the HubSpot platform, in no time and with ease! We not only learnt the features, but a way to optimise processes and performance for sales, marketing and customer service teams. It was refreshing (and reassuring) to work with such a knowledgeable and dedicated team. Their excellent organisation, useful templates, training videos and checklists at each step of the implementation journey made it seamless and quick to adopt the tool without being overwhelmed. We also went through a complete brand overhaul, the process was awesome and they completely nailed the brief. We are yet to launch the new brand and measure real ROI, however in terms of effectiveness and readiness of business for seed funding, the Hunt & Hawk team has already been a successful investment of our resources."

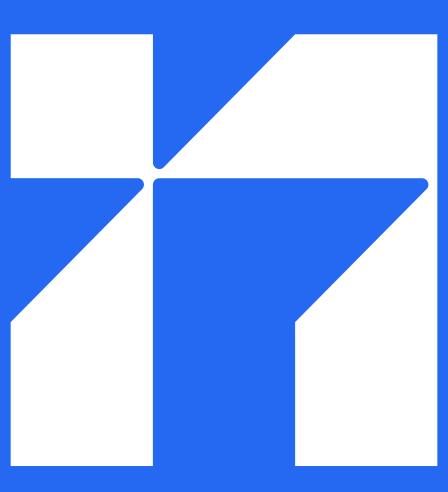
a sample of our work

design



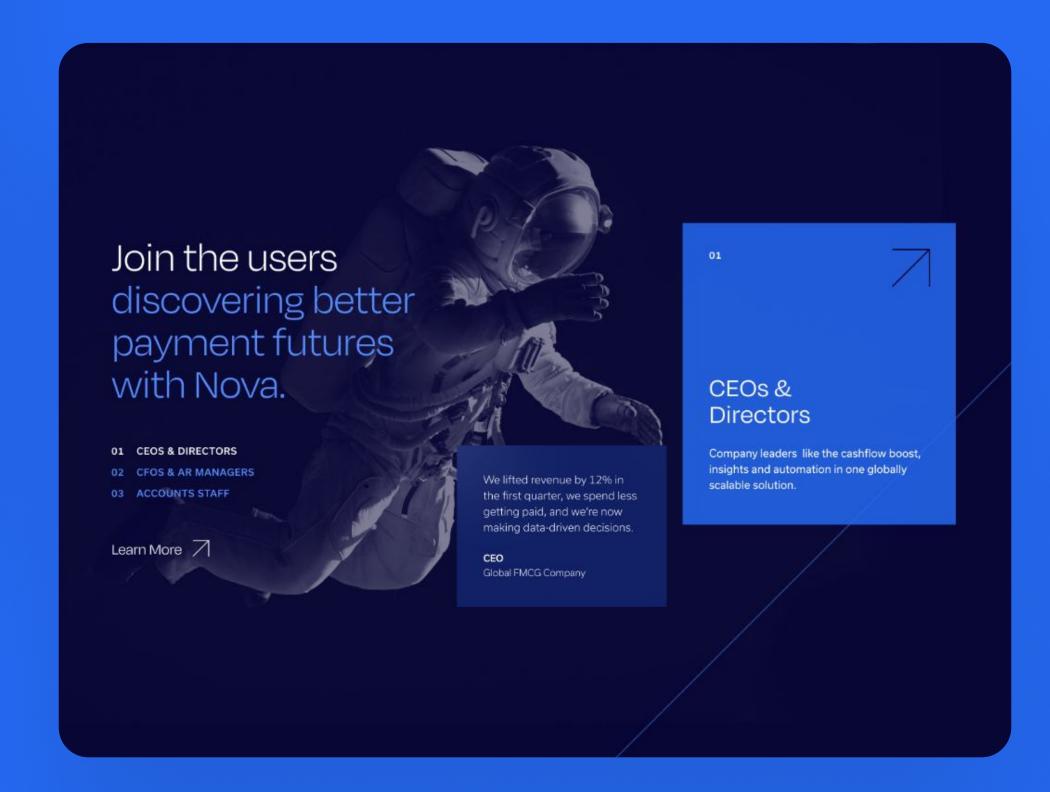




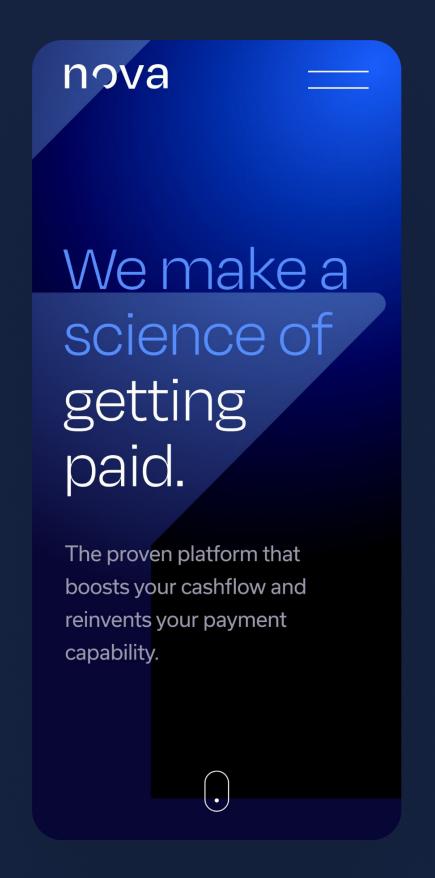


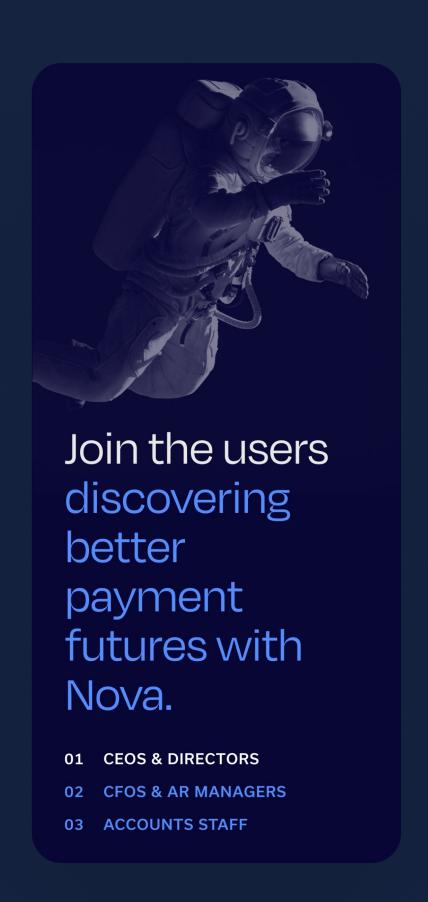


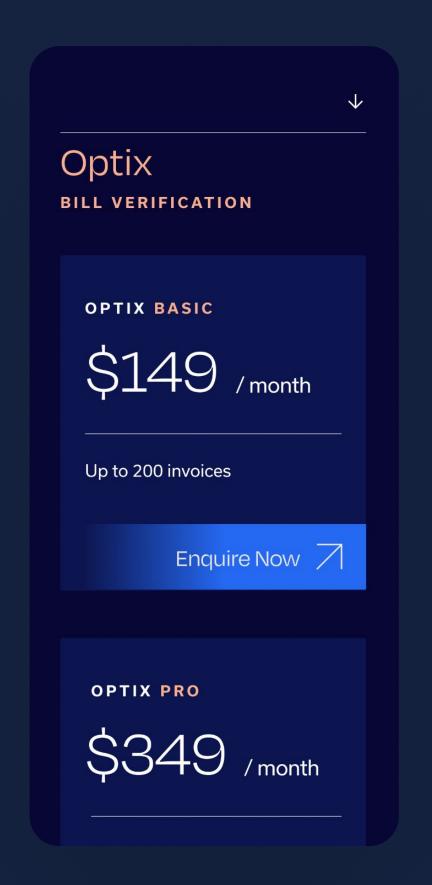


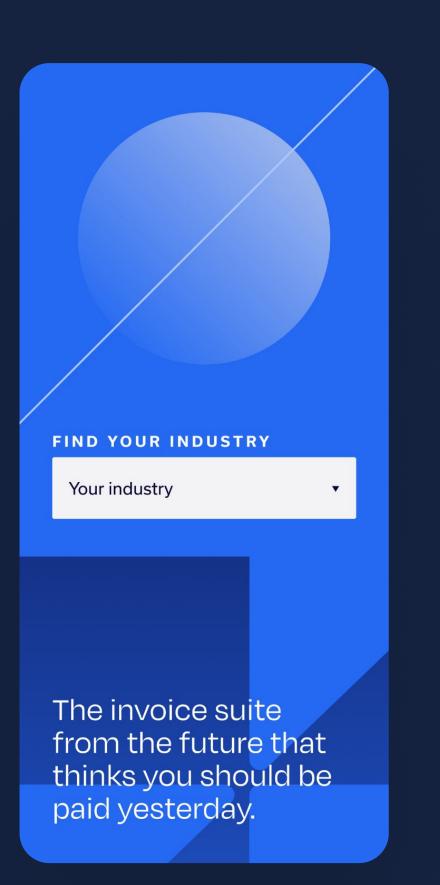








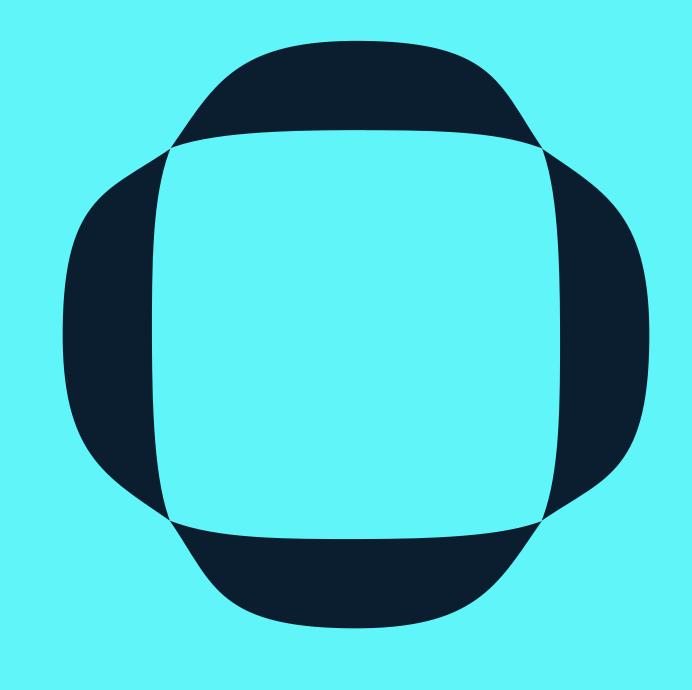


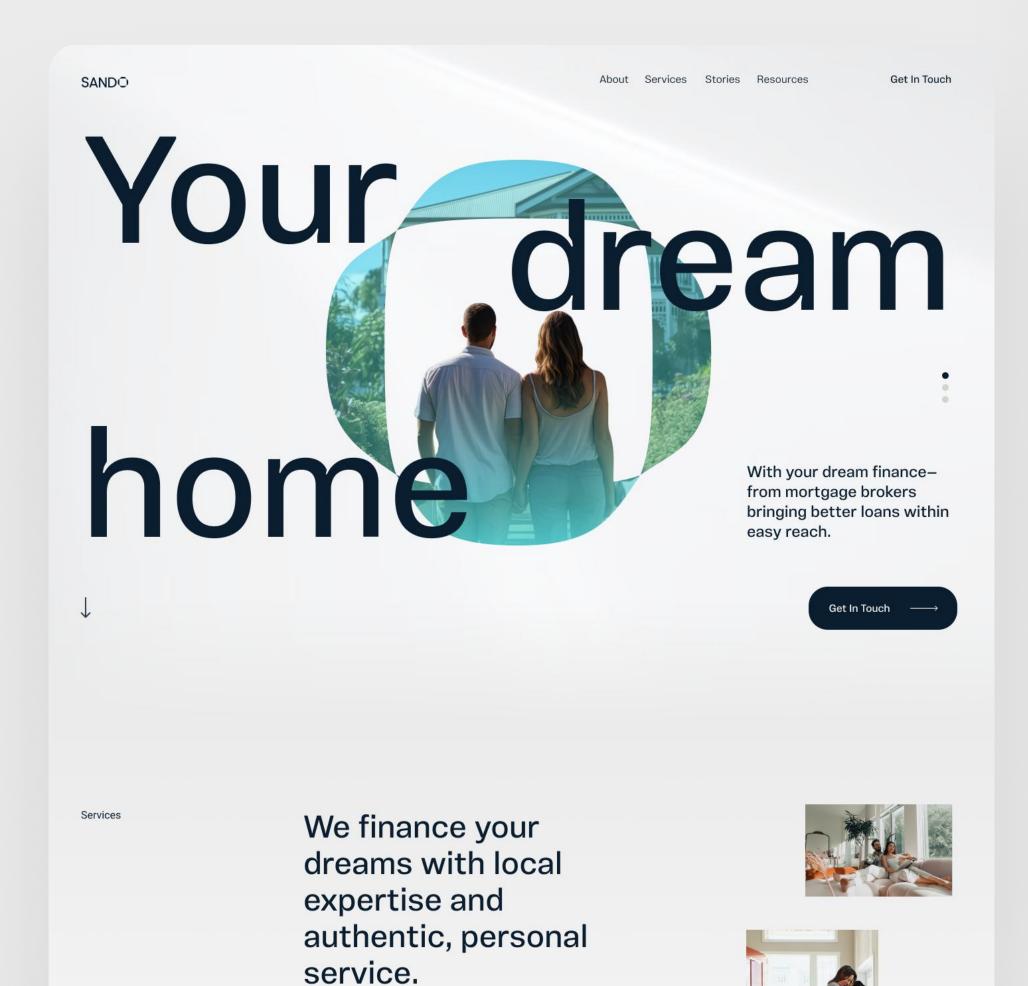












See Services →

Sando Finance offers mortgage broking and financial expertise to secure fast, superior loan conditions with independent, personal service—all funded by the banks.



I watched my parents sacrifice and save to build a better life for our family. I remember our first home, and how hard my father worked to get it. When dad became a mortgage broker I saw first-hand the difference he made—and I felt proud.

It's a unique and not widely understood model—that banks pay out of their profits to fund independent advice and help for all loan applicants who engage a mortgage broker.

It has a Robin Hood element to it—and it's why mortgage broking is my dream career.

People call me the Loan Doctor—and I've embraced it for fun—but I take my work seriously.

I founded Sando Finance to fight for the people who fight for their family's dreams—because every hard-working Australian should be able to finance their dreams.

Services →

(Get in Touch →

Referral partners.

TORRES PROPERTY

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McGrath

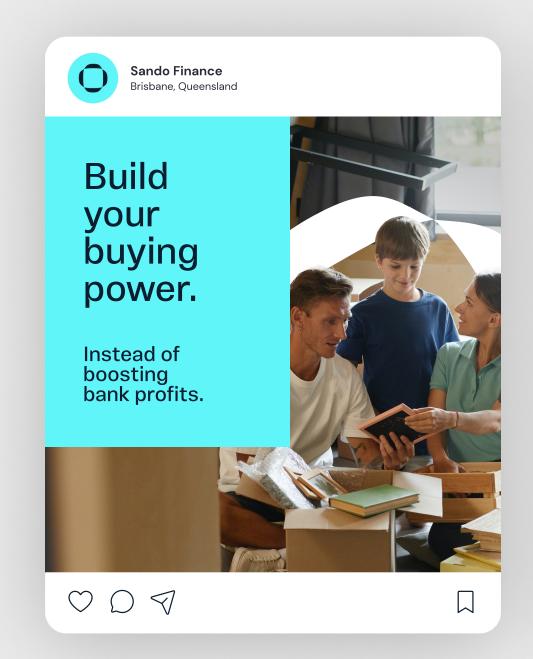
RayWhite.

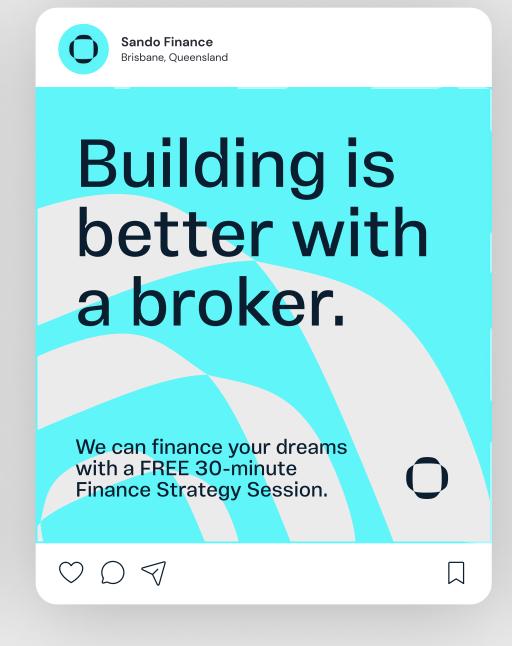
LJ Hooker

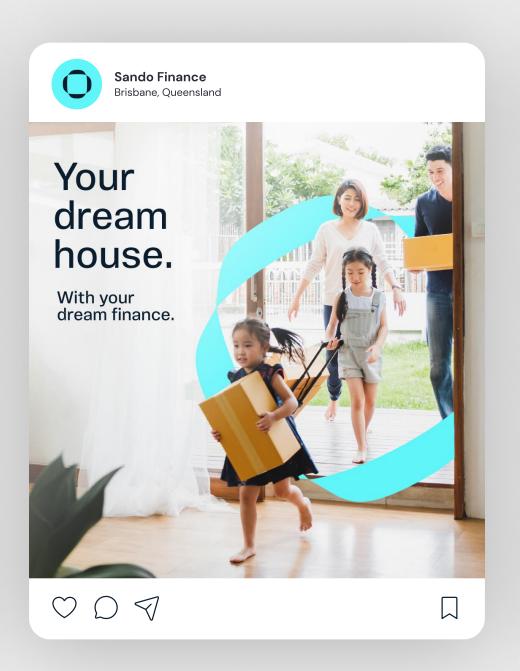
Harcourts

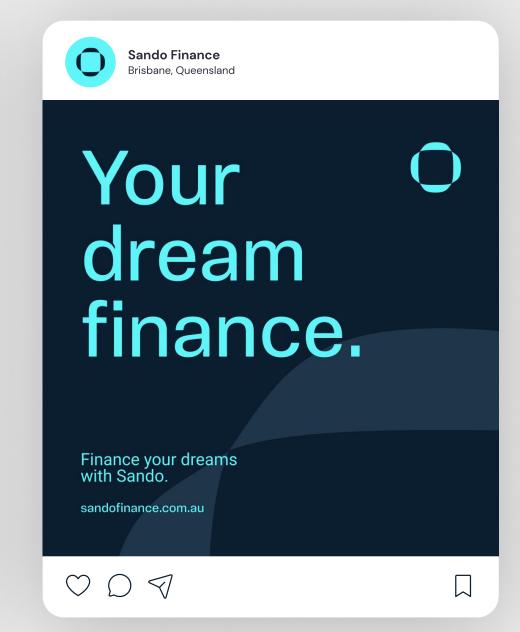
















rt the conversation ——— Let's start the conversation ———— Let's start the conversation



Corporate Finance

Raise equity or debt capital with unwavering dedication from our experienced leaders—including capital for start-ups, growth initiatives, projects or balance sheet optimization.

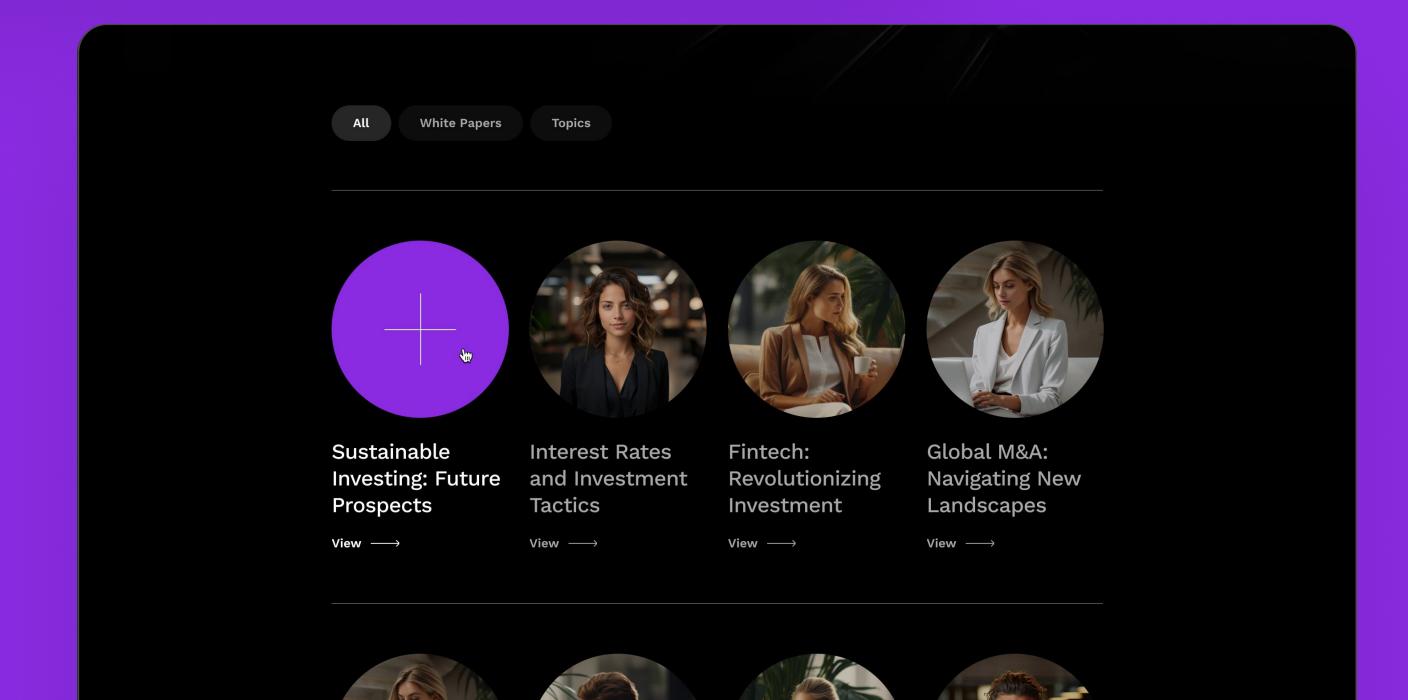
More —

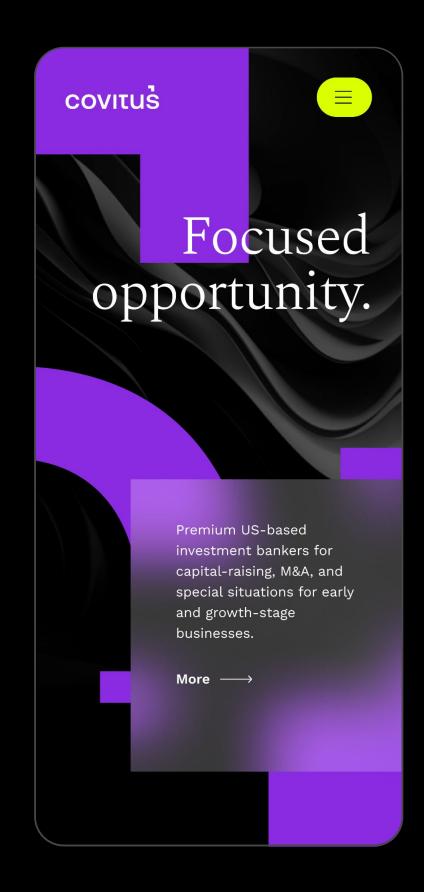
01 / 03

Focused investment banking across leading industries.

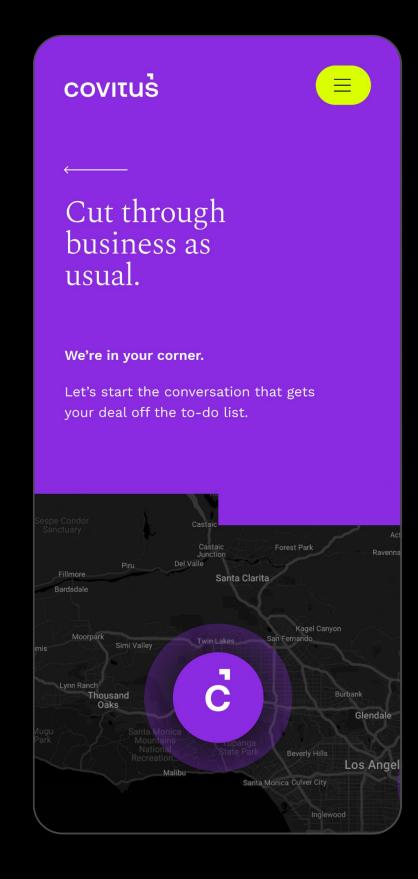
Specializing in industries that power much of the economy.

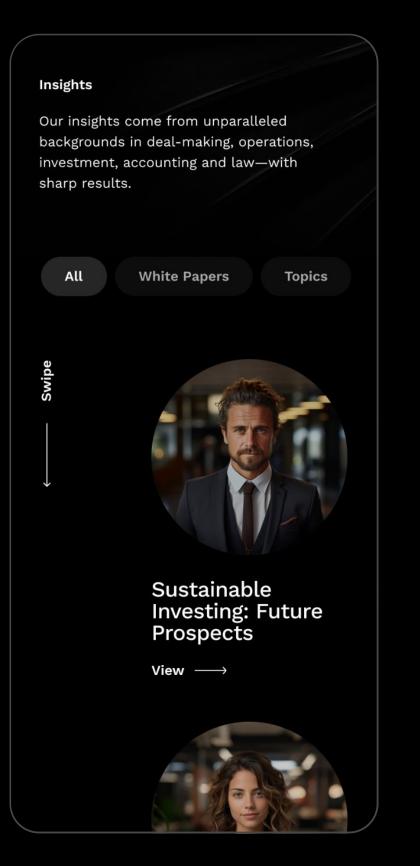


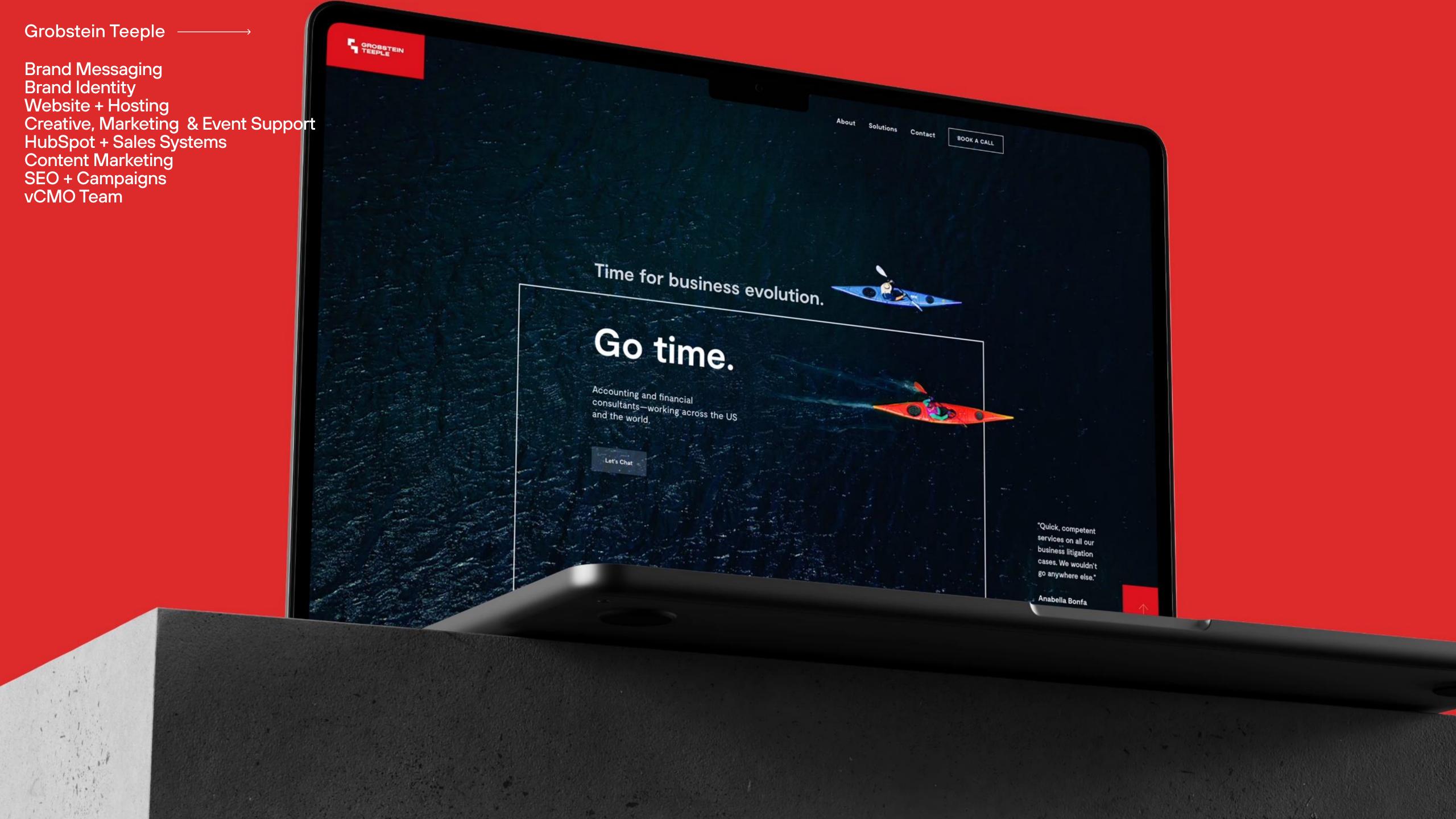




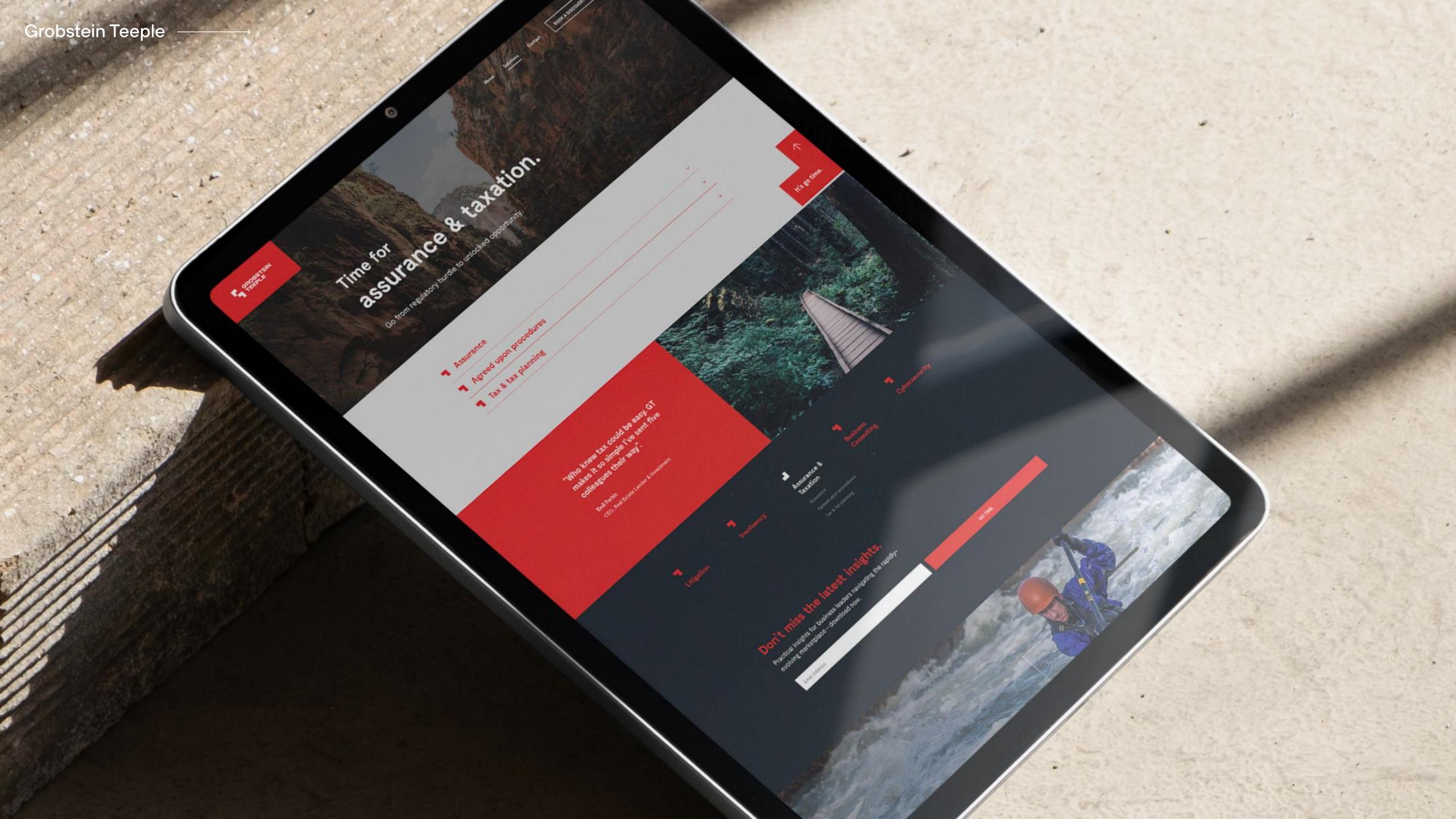




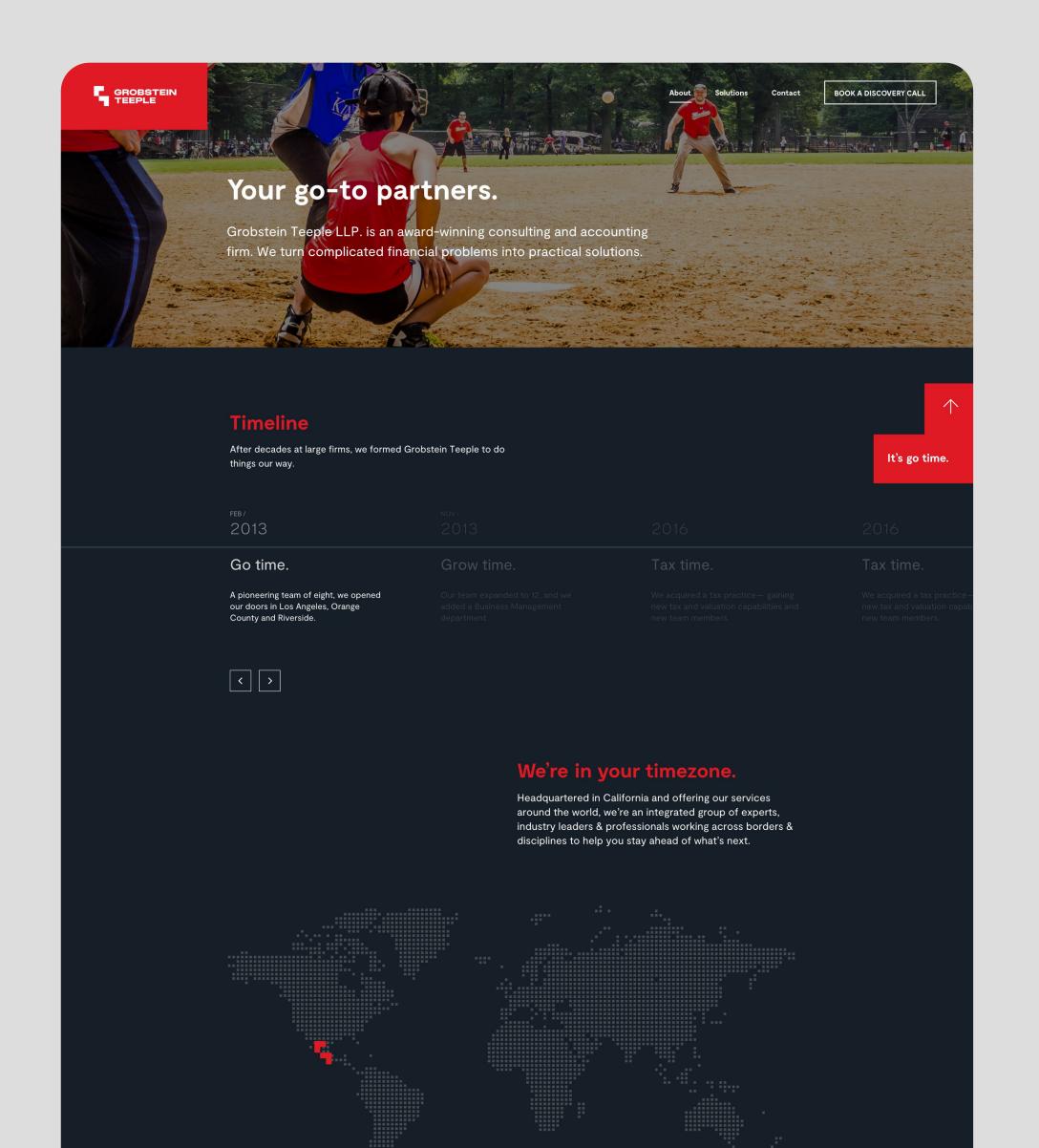






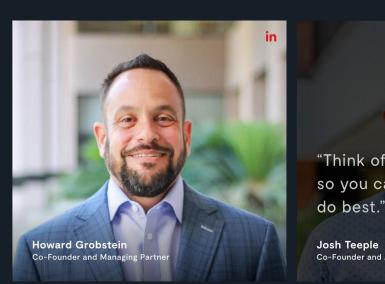


Grobstein Teeple ———



Meet our go-getters.

Our people are the heart of our success—an energetic team of CPAs and professionals with expertise ranging from auditing to fraud, business valuation to cybersecurity.







Ben Howard Partner





Book a Discovery Call
Visit

Solutions
Contact

GROBSTEIN TEEPLE 6300 Canoga Ave.
15th Floor
Woodland Hills, CA 91363

Metro Washington, D.C. 625 First Street Suite 615 Alexandria, VA 22314 \$202.869.4410 1832 Rockfield Blvd. e 245 lke Forest, CA 92630

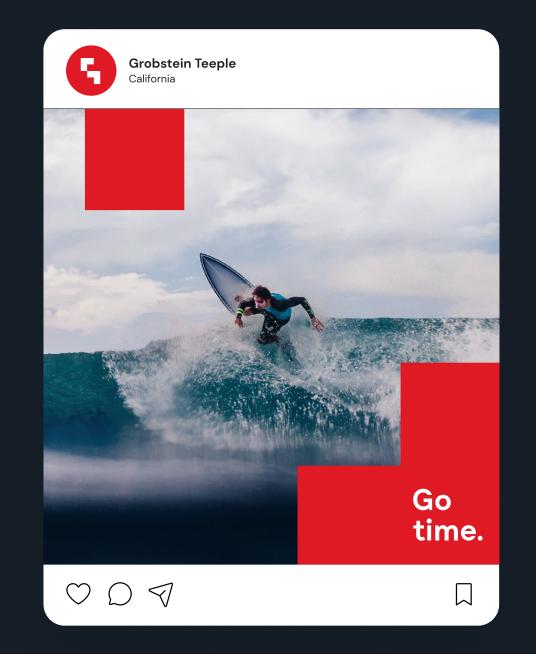
Las Vegas
601 E Bridger Avenue
Las Vegas, NV 89101
702.570.2016

9363 Magnolia Ave, Riverside, CA 92503 ▶951.234.0951

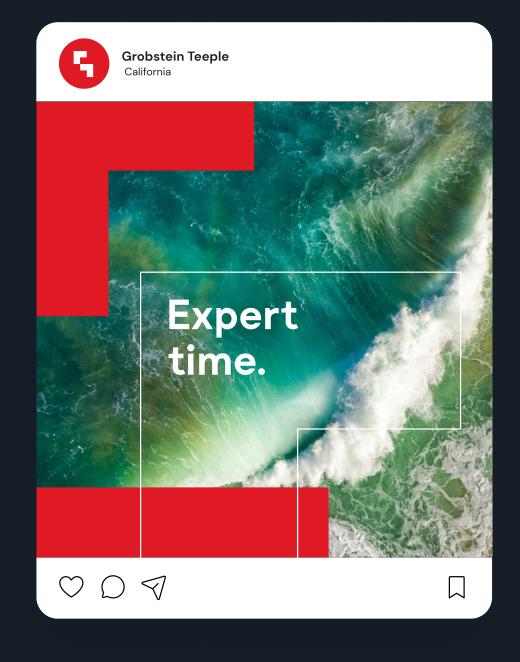
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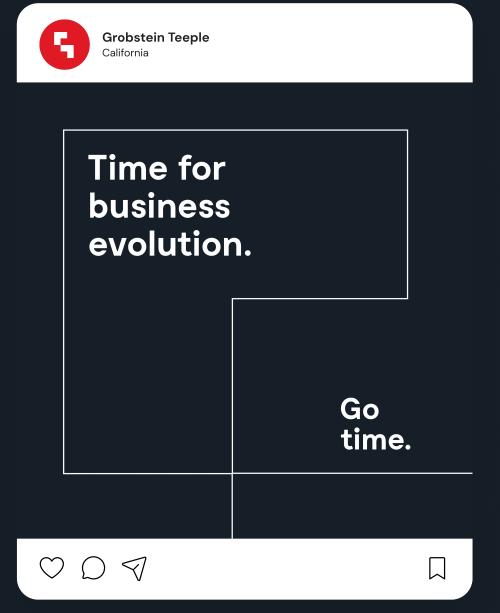


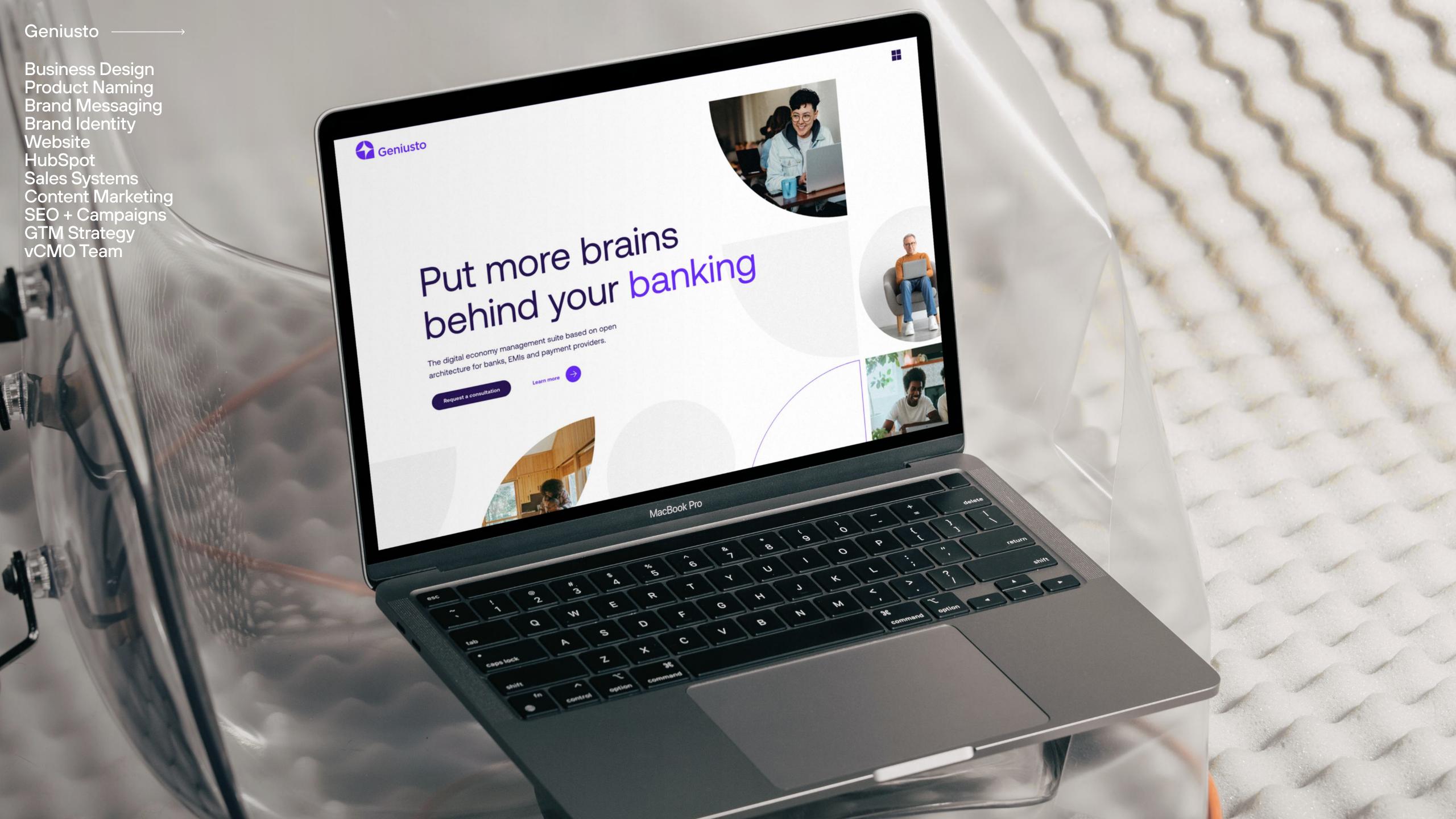
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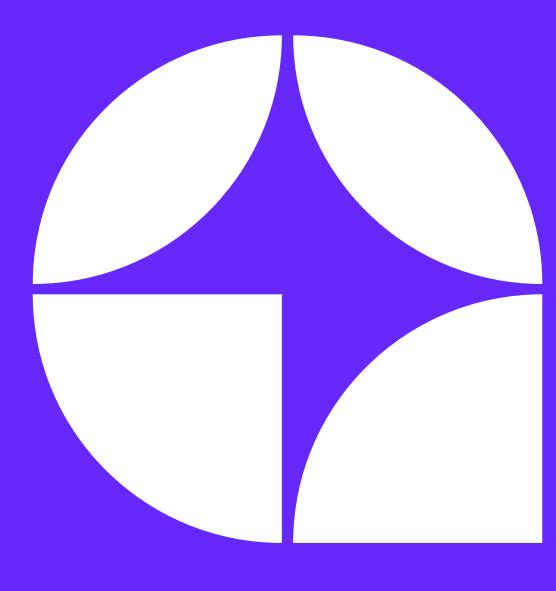




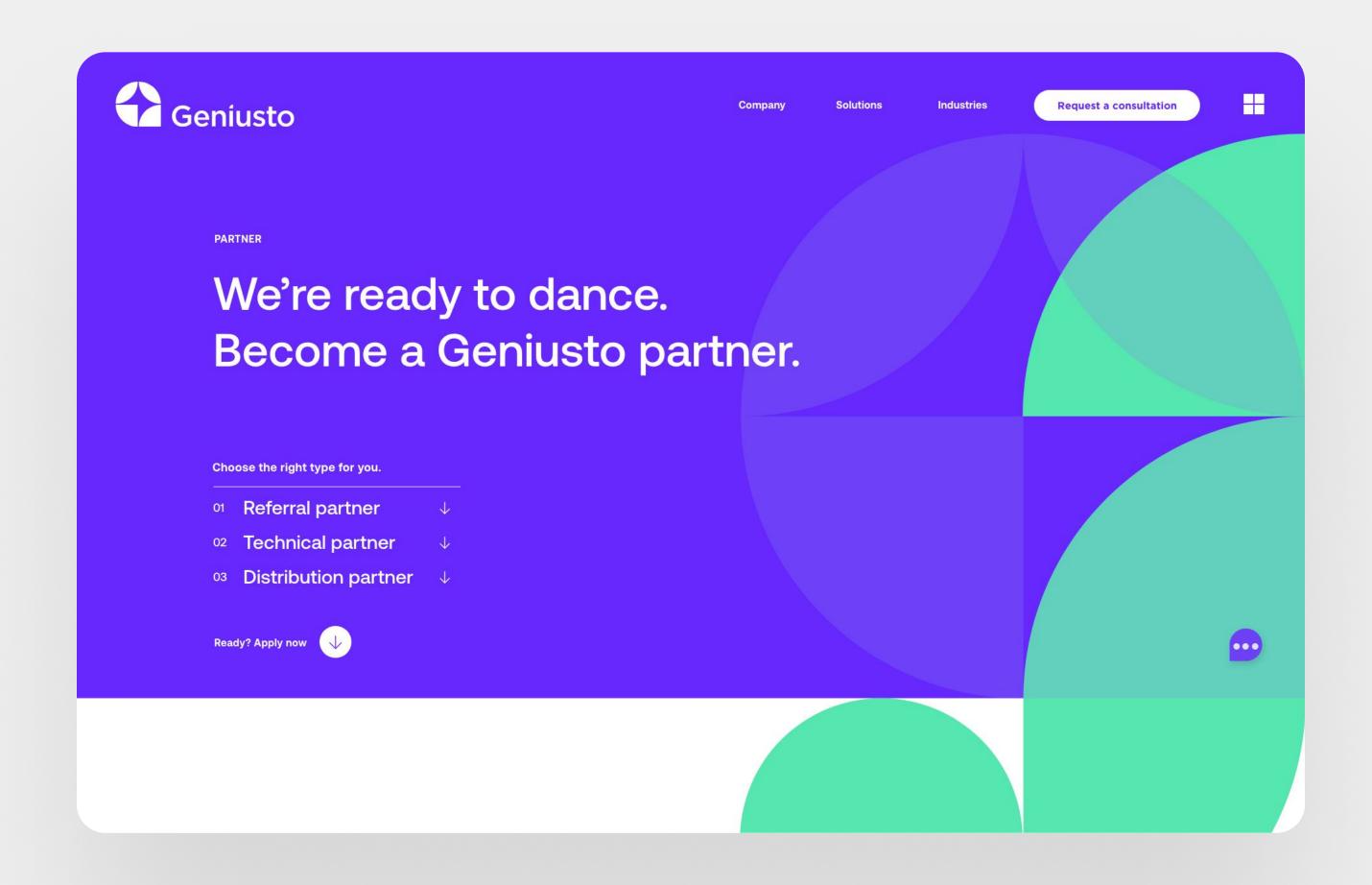








Geniusto ———



WHY

Brighten your banking and payments future with Geniusto.



Geniusto accelerated our digital transformation and gave us a great advantage in the market.

Atanas Dobrev CEO, Vivacom

. . . .



FOR YOUR CUSTOMERS

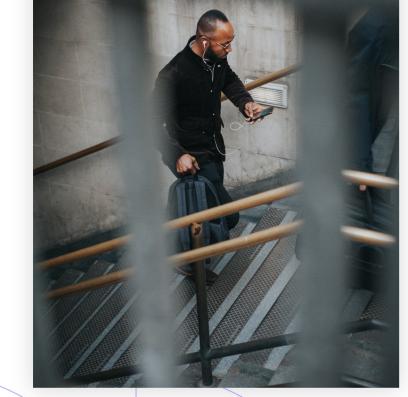
Engage your customers cleverly— everywhere they roam

Smarten up your customer acquisition with streamlined onboard and optimised customer experience across every device and channel. Offer customers daily financial control with push notifications, digital payments, and customisable card settings.

Engage customers with rich, micro-targeted content for new revenue streams. Roll out leading edge digital features like facial recognition, multi-factor authentication, and fraud protection.

Enquire

[GO] Omni-channel [GO] On-boarding > [GO] Payments > [GO] Core Banking >



02/03

An Amaiz-ing bank from a box

Outcomes

The founders of Amaiz—an e-money institution based in the UK—needed a complete solution with out-of-the-box functionality, speed-to-market delivery, product-to-market delivery and reduced cost to income ratios.

Opportunity

Using Geniusto [GO] Suite, Amaiz launched with a scalable, fast, secure and reliable business banking platform active globally. [GO] Suite has given Amaiz the capability to automate virtual banking services for customers on a 24/7 basis.

Modules used

03/03

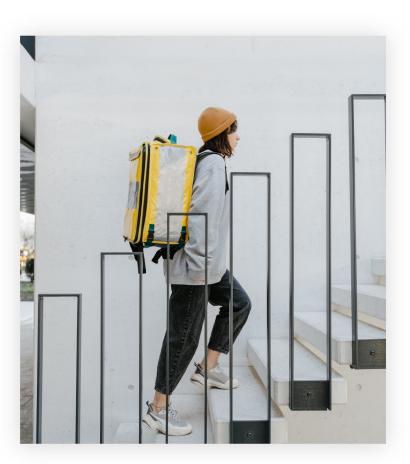
Full Independence in a Single Shared Digital Platform

Outcomes

Andaria Capital, a new venture of well-established UK payment company Intercash, deployed a multi-tenant solution for their downstream customers. This is a ground-breaking achievement for both Andaria and Geniusto. Now Andaria can monetise new revenue streams by subleasing its EMI license to its smaller clients. Geniusto is proud to expand payment technologies with its multi-tenant payment solutions.

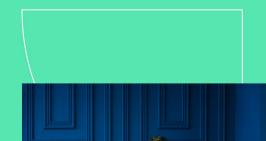
Opportunity

A multi-tenant solution bridges the gap between businesses and customers by connecting multiple businesses and their respective customers to operate under a single cloud platform. Opening digital doorways, Genuisto is transcending borders with access to multiple currencies using API integration and solutions like forex and remittance. Within the [GO] Suite clients can manage their customers in the same open architecture platform. There are endless opportunities when using a multi-tenant solution to bring the online financial space into the future.



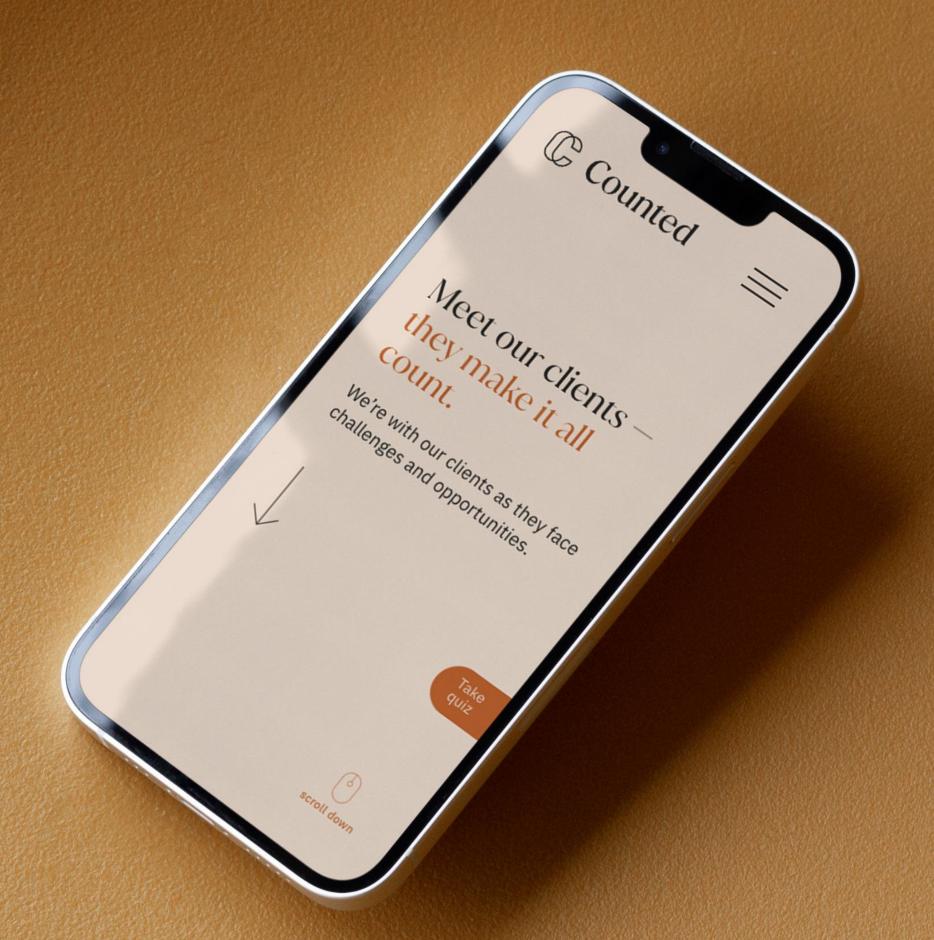
FOR YOUR BUSINESS

Master your digital possibilities—in a single





Counted ----







Back to stories \longrightarrow

Selling under pressure:

When Ian Bowtell lost his sight during life-saving surgery,
Counted helped him sell his iconic
Toowoomba business—without any staff losing their livelihoods.

The opportunity

"It's not easy to sell a niche business" says Bronwyn, "but we did have one interested buyer". With Ian unable to sustain his role as Managing Director, he and Bronwyn's focus was on their staff and the continued longevity of their business.

"Katina, Steve and Shane provided unconditional support, working tirelessly under pressure, liaising with the buyer and our solicitors throughout the process", says Ian. In a sale that could have been derailed by one detail, Counted made sure every detail was in order.

Service provided >

Business Advisory →

Wealth & SMSF >

The challenge

"I started at Donaldson's Electric in 1973", says Ian Bowtell, "and bought the business outright in 2007". As Managing Director—and with wife Bronwyn working in the business—Ian and the company faced the unthinkable when he was left permanently vision impaired from complications after routine surgery and spent almost 3mths in hospital.

"It brought Ian's retirement on much earlier than we'd planned", says Bronwyn. "We had to sell—and there was one interested party—but we were facing many challenges and selling a niche business under such vulnerable circumstances seemed almost impossible".

The results

"Steve and Katrina chaired the negotiations and basically brought home a miracle deal for us—the sale went through", says Bronwyn. "They managed the whole process without a hitch - and all of our long term staff entitlements were managed to the satisfaction of all parties—we couldn't have done it without them"

For Ian the loss of vision catapulted him into retirement too. "It's a confidence thing", he says.
"I'm getting used to my new world, reassured that our accountants will continue to have our backs".

"It's just seamless—they take the stress and the work out of it and always seem ahead of the trends and legislation".

Bronwyn Bowtell Owner With us you'll be helped and respected every step of the way.

More about XERO >

More about us \longrightarrow



Book a discovery call.

Talk to an experienced senior accountant to share your goals and issues—to discover how we can help

Book a call >

Qualify for a strategy session.

A free strategy session with a qualified accountant—focused on turning business or financial complexity into a roadman for success.

Get started >

Start a conversation that matters for your financial wellbeing.

Talk with us.

Contact us →





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Our office

• 104 Margaret St, Toowoomba QLD 4350

(07) 4616 9000 ☐ hello@counted.com.au

Services

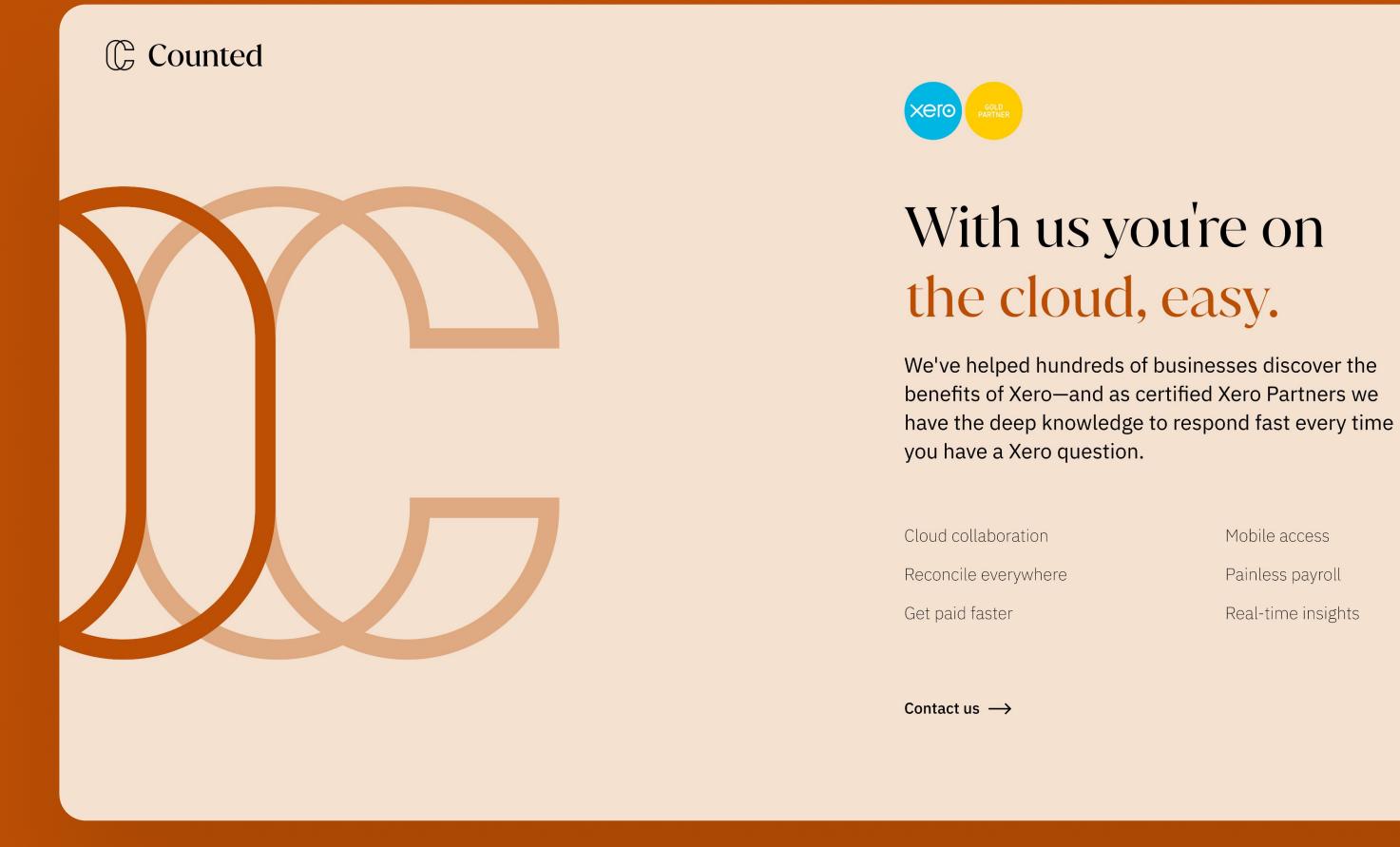
Accounting & Tax
Business Advisory
Wealth & SMSF

About us Stories

About

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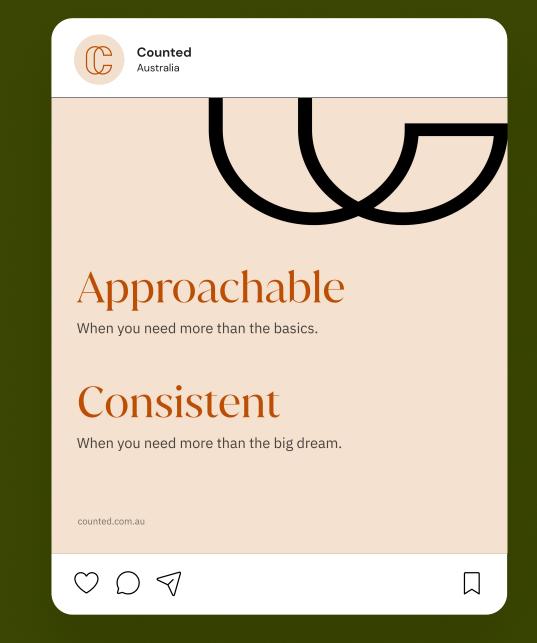
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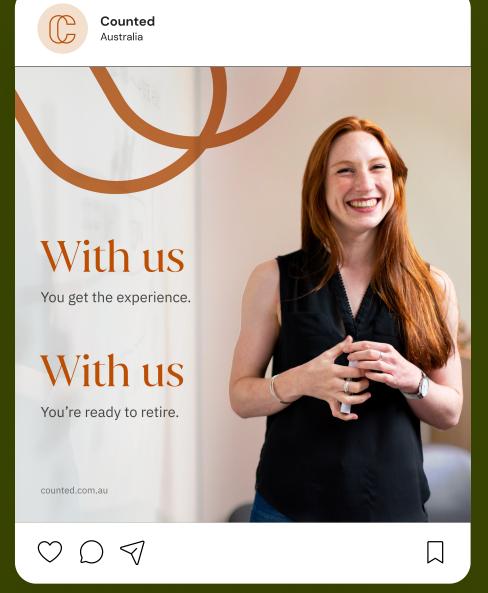


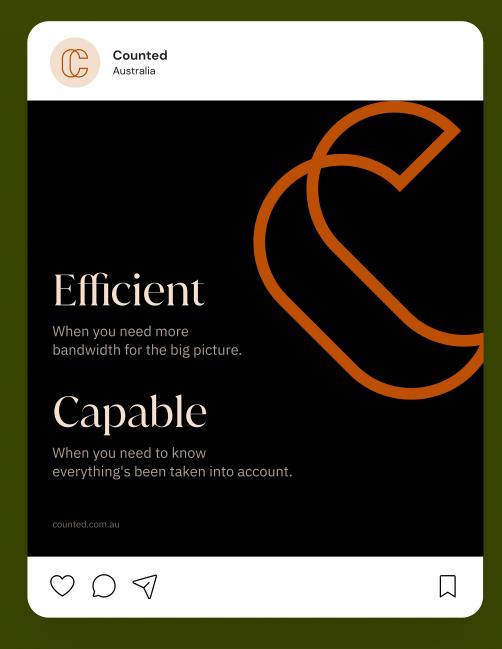
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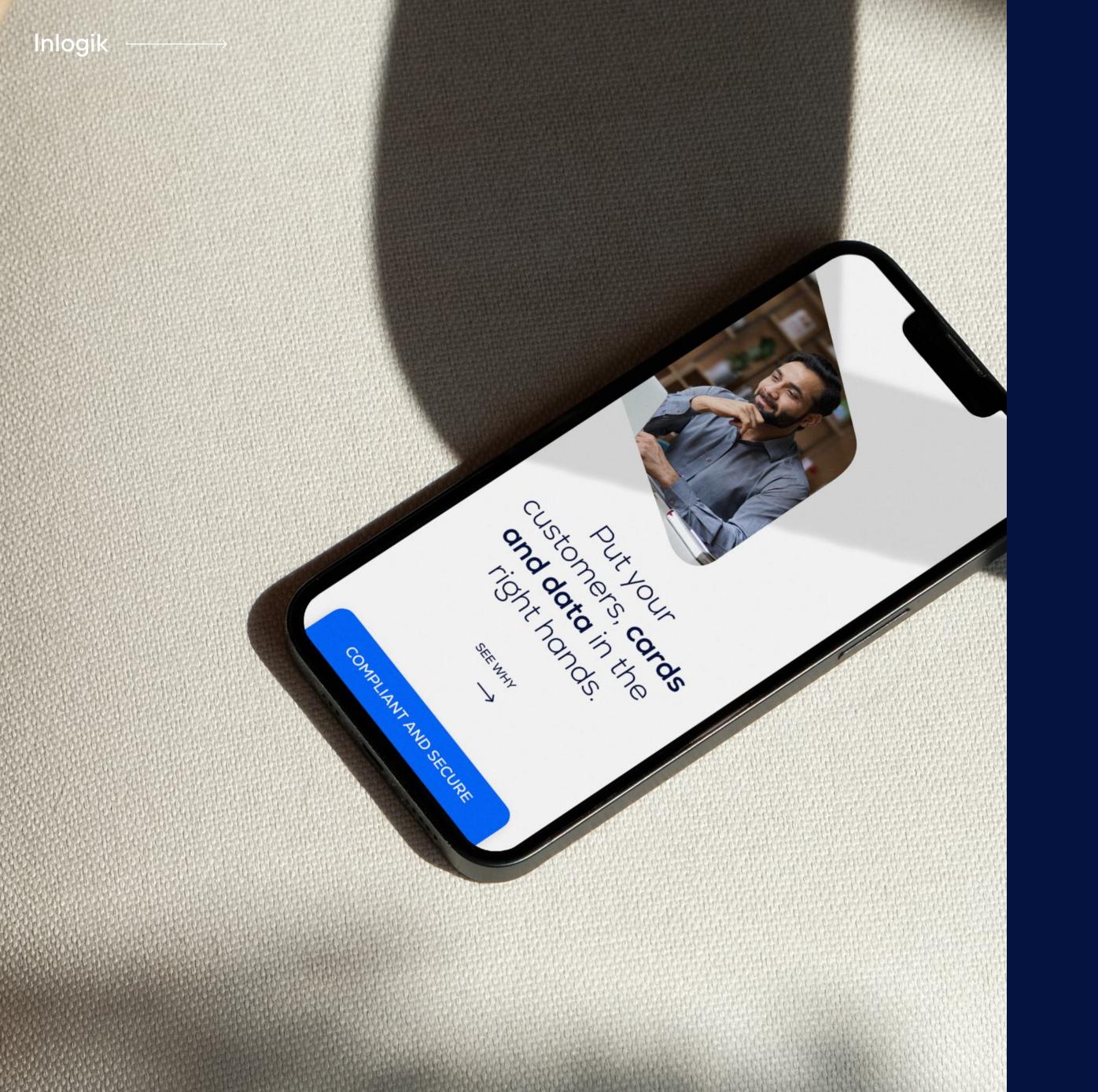




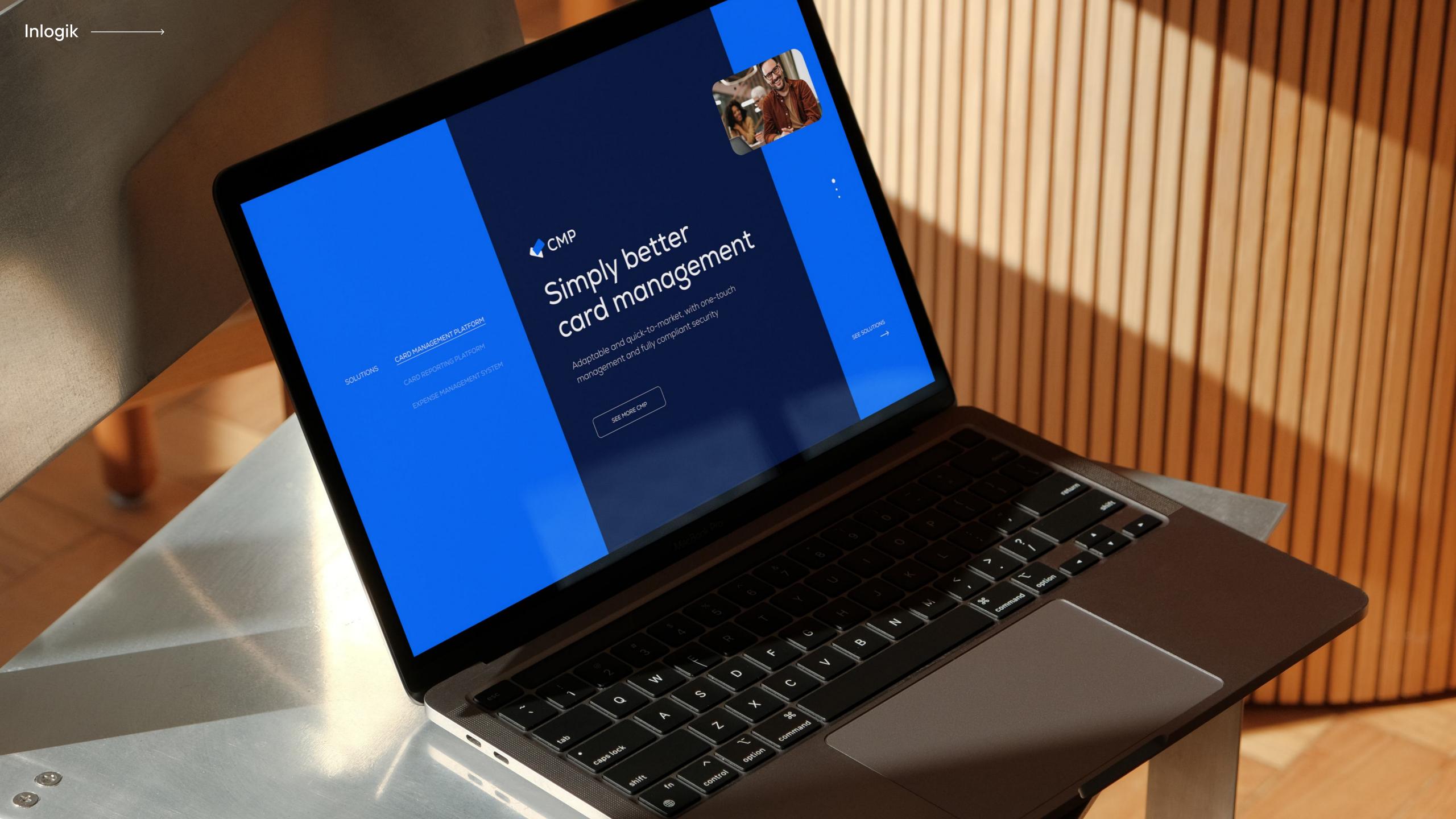












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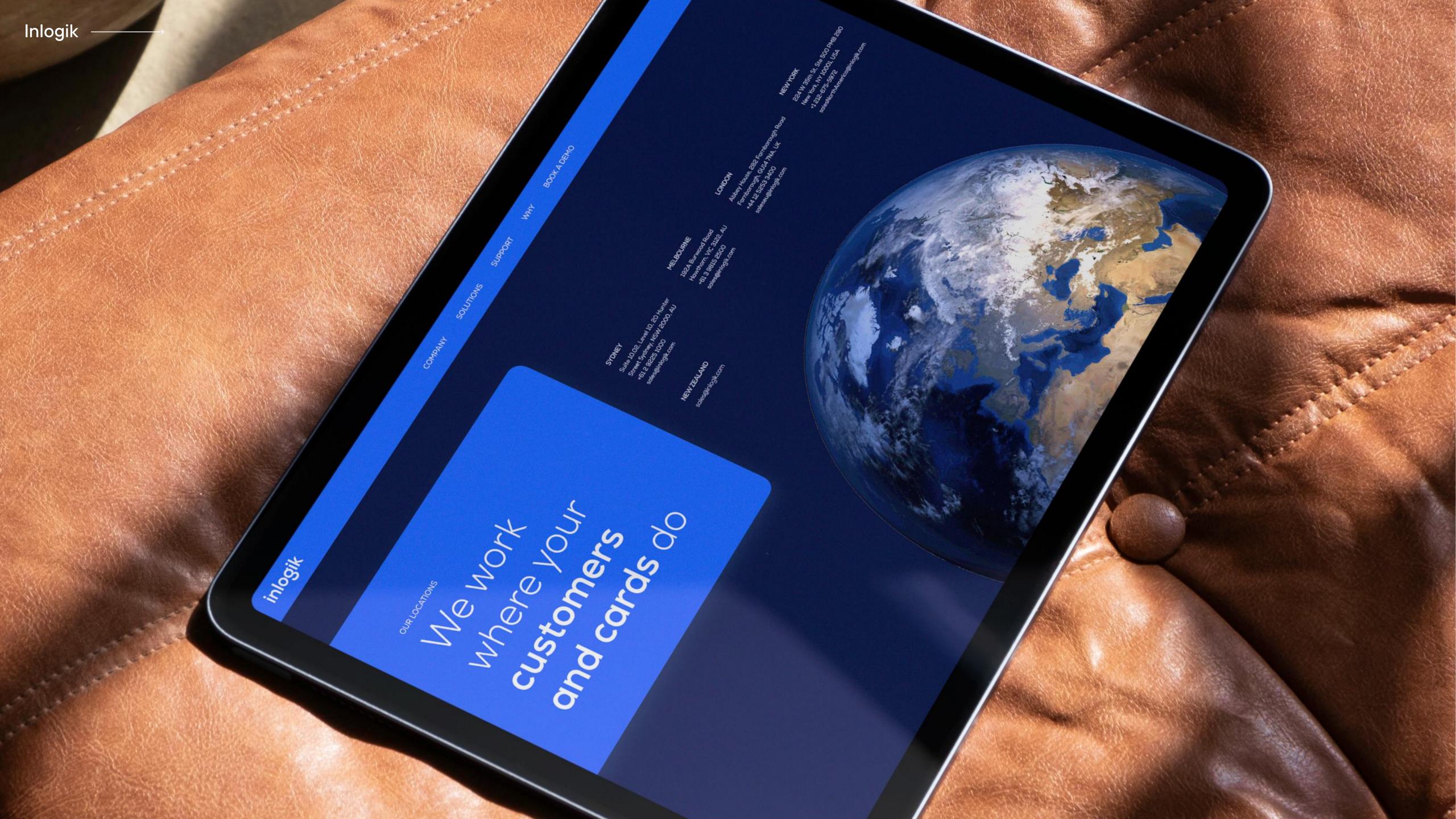
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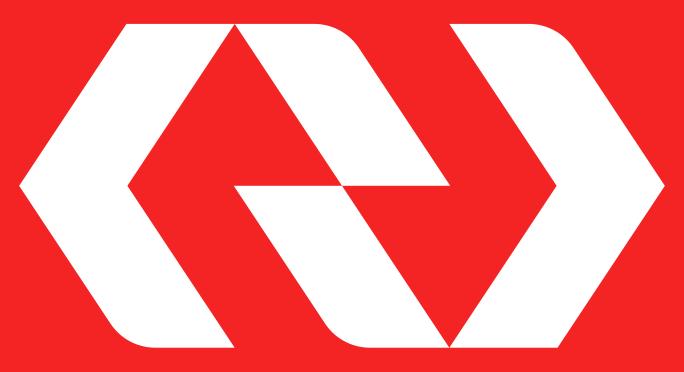


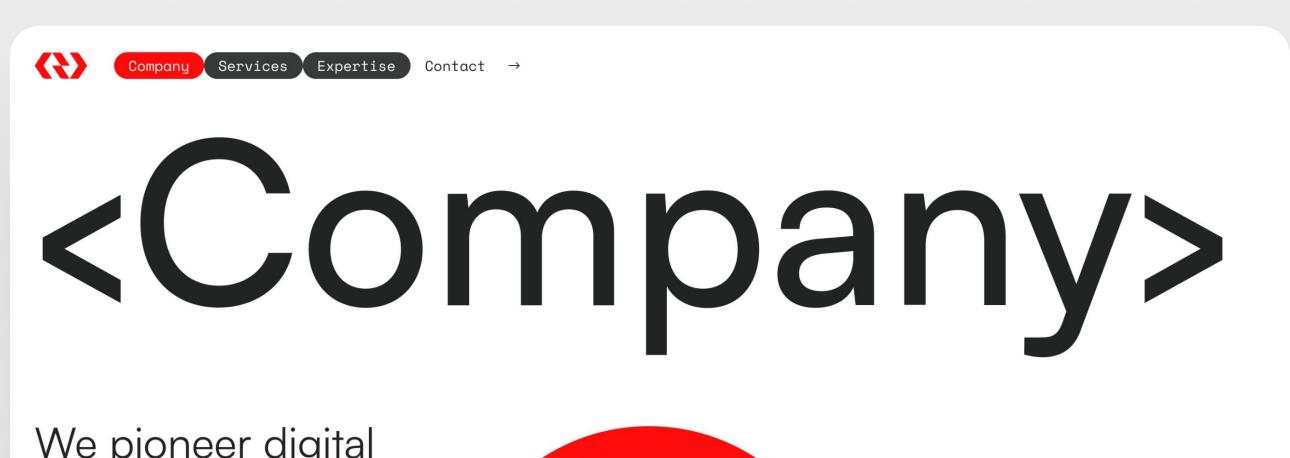
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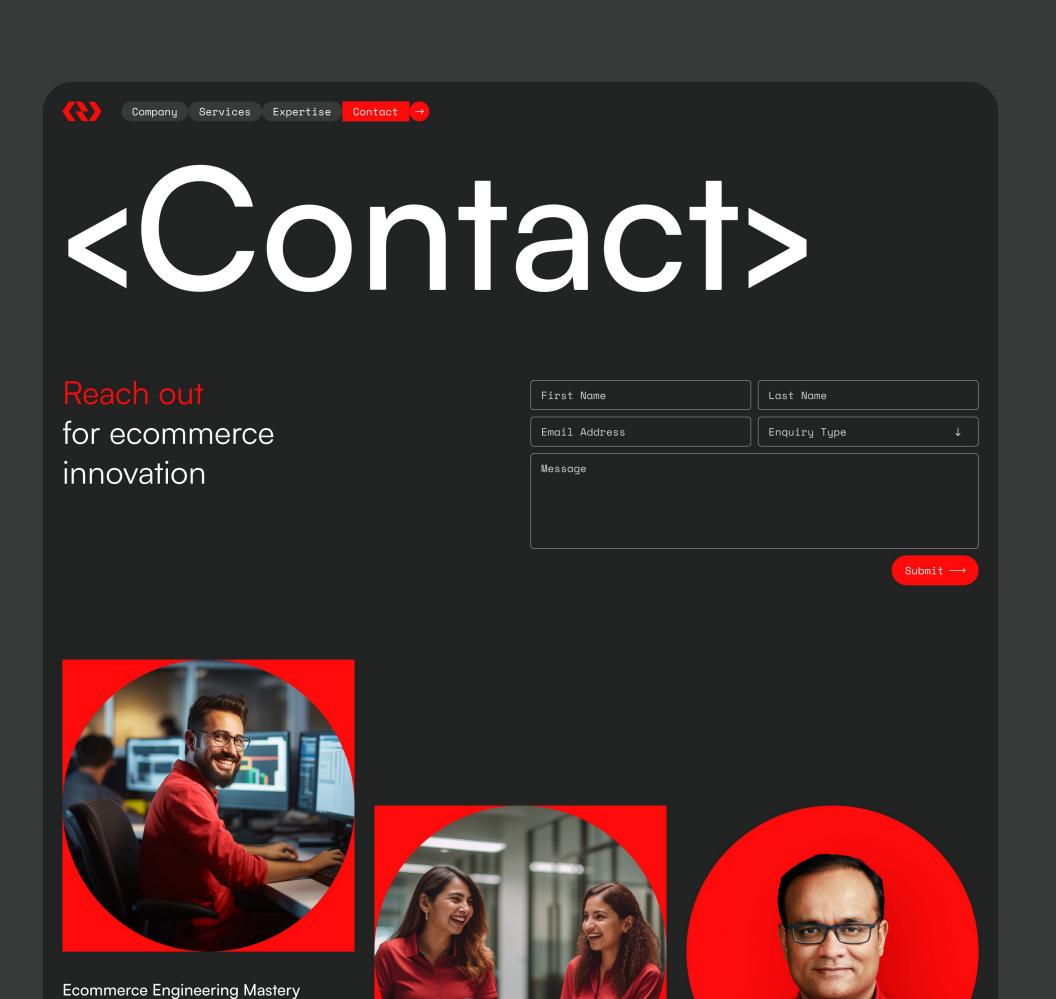


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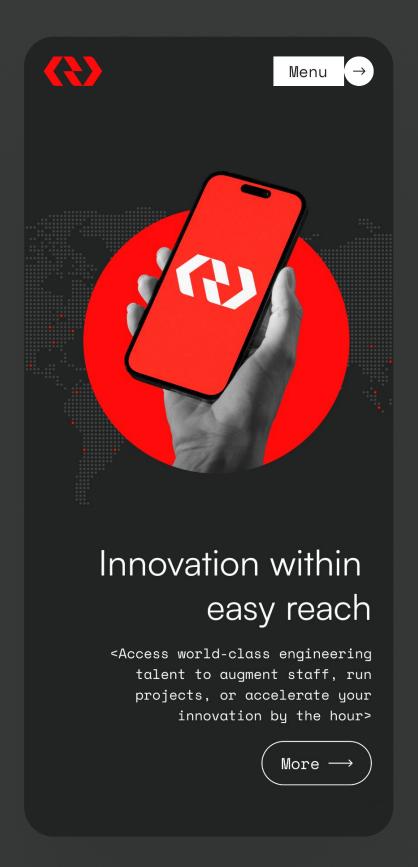
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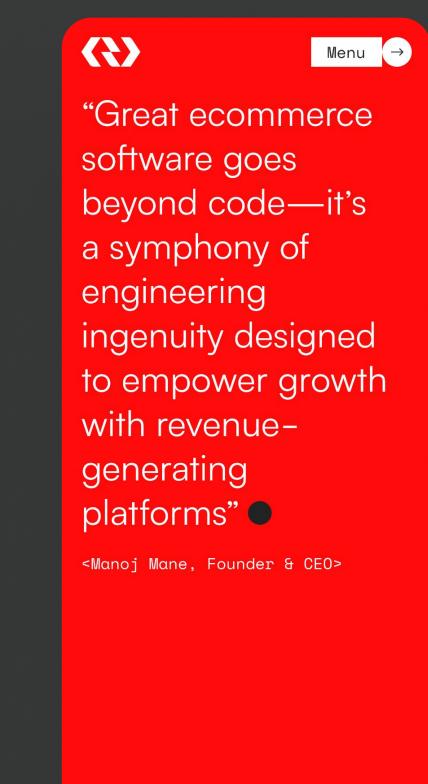
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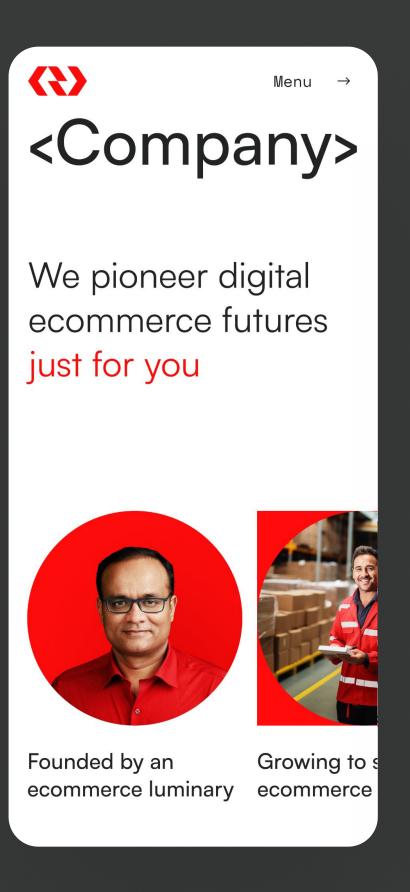
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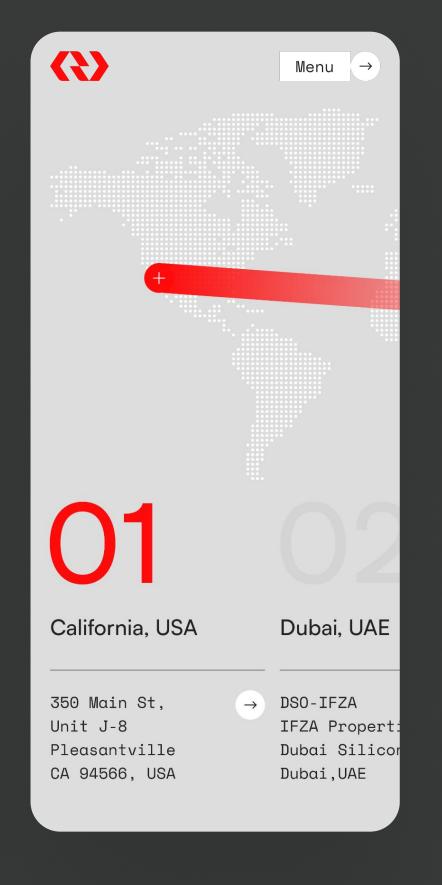
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