



Your Partner In
Long Term-Growth

Be Cool. Be Fluence



Build your brand that reflects your
business and earns trust!



We didn't start Fluence because the world needed another marketing agency.

Too many businesses were getting marketing that looked good from the outside, but underneath it was scattered, reactive, and not built to drive results.

We built Fluence to change that.

The case studies ahead show what can happen when the right pieces finally start working **TOGETHER.**

ABOUT FLUENCE



Fluence Marketing Group is a performance-focused digital marketing agency that serves as an ongoing marketing partner to growth-focused businesses.

We align strategy, execution, and optimization across paid ads, SEO, and conversion-focused web experiences to turn marketing into a reliable source of qualified leads and revenue growth.

Our Core Services



Paid Advertising
(Google, Meta, YouTube, LinkedIn)



AI-Enhanced Marketing
Insights & Intent Targeting



Pay-Per-Qualified-Lead
(PPQL) Campaigns



Email Nurture & Lead
Follow-Up Systems



Search Engine Optimization
(Local & National SEO)



Creative Production
(Ad Copy, Design, Messaging)



Conversion-Focused Website
Design & Development

Performance by the Numbers

200+ active clients across multiple industries

Over **\$500,000** in managed ad spend across campaigns

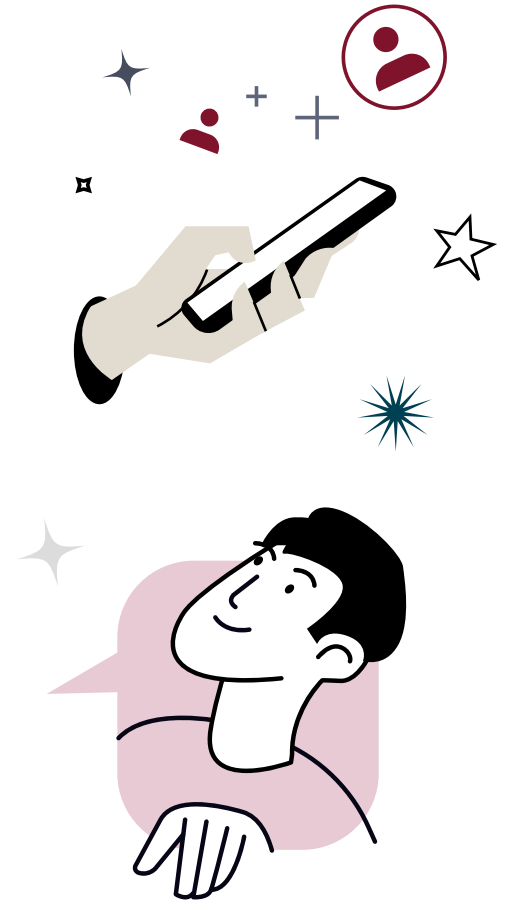
50,000 qualified leads generated for clients

PAID ADS

Generate qualified leads and turn ad spend into real revenue

What We Offer

- **Strategy & Planning** - We define your goals, audience, and success metrics so every campaign is built to drive meaningful results.
- **Campaign Management** - We launch, monitor, and continuously optimize campaigns across platforms like Google, Meta, YouTube, and LinkedIn.
- **Lead Capture & Qualification** - Custom forms and landing experiences filter out low-quality leads so your team only speaks with real opportunities.
- **Creative Production** - Ad creative and copy designed to capture attention, generate clicks, and drive conversions.
- **Optimization & Testing** - Ongoing testing of audiences, messaging, and creative to improve performance and reduce wasted spend.
- **Appointment Setting** - Our team follows up with your leads, qualifies them, and books them directly onto your calendar - so your team can focus on closing.
- **Optimization & Testing** - Clear visibility into performance, from cost per lead to pipeline impact, so you know what's working.



How It Works

We start by aligning your offer, audience, and targeting strategy. From there, we launch campaigns, continuously optimize performance, and refine lead quality to improve results over time.

Lead Generation

*Generating traffic is easy.
Generating the right leads is not.*

Paid advertising puts your business in front of **high-intent prospects quickly**, while ongoing optimization ensures your budget is spent efficiently and your pipeline stays full.



Ready to
Get Started?

Partner with **Fluence** to build a brand that reflects your business, earns trust, and supports long-term growth.

Paid Ads Case Study

Overview

Service: Paid Ads

Timeline: Ongoing

Goal: Generate high-quality leads at an efficient cost while identifying the most effective messaging strategy

The Strategy

The campaign began by testing three distinct messaging angles: a broad/general audience, HVAC-specific messaging, and lawyer-targeted messaging. Early results showed that broad messaging significantly outperformed niche targeting, revealing that the offer had wider appeal than initially expected. Based on this insight, the campaign shifted toward universal messaging.

From there, the strategy evolved to emphasize the strongest value propositions: affordability (\$1/hour) and 24/7 availability. These became the core drivers of performance.

Key Actions

- Tested multiple audience-specific messaging angles
- Shifted from niche targeting to broad positioning based on performance data
- Refined messaging around price and availability (\$1/hr, 24/7)
- Implemented OTP verification to reduce low-quality leads
- Added qualifying questions to improve lead intent

Total Spend: \$6,050.43

Impressions: 102,598

Total Leads: 218

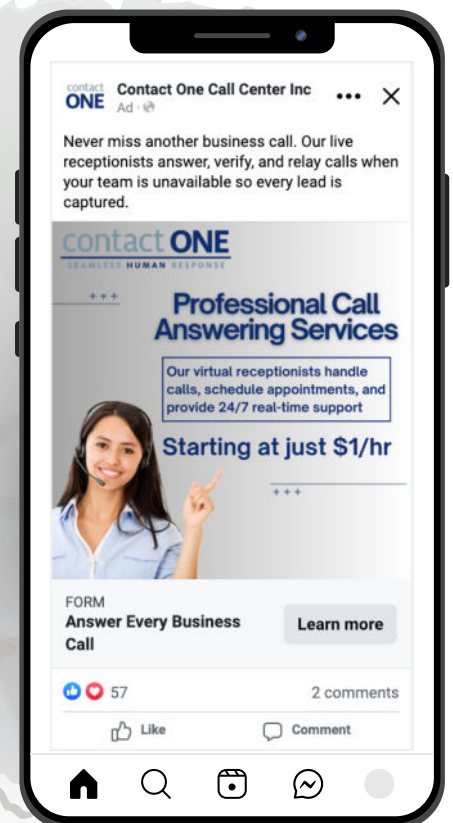
Reach: 45,982

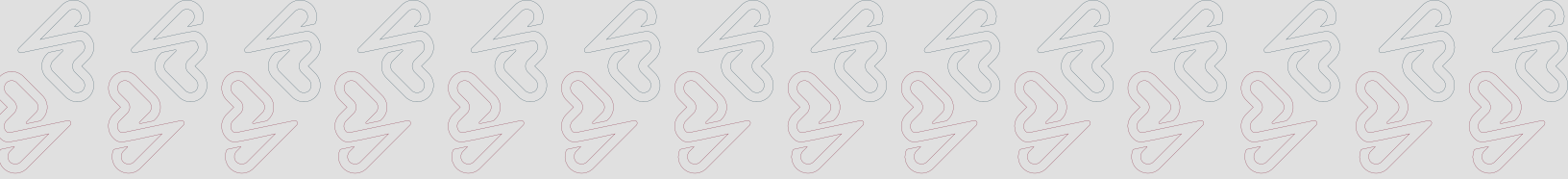
Cost Per Lead: \$27.75

Daily Budget: \$100/day

Key Takeaways

- Broad messaging can outperform niche targeting, even in specialized industries
- Clear, tangible value propositions drive stronger performance
- Lead quality improvements can significantly increase campaign efficiency





THANKS YOU

Thank you for taking the time to look through our work.
We're proud of our results, and we know what's possible
when businesses have the right strategy and the right marketing
partner behind them.

If that sounds like the kind of partner you've been looking for,
let's connect.



