



FluenceMarketingGroup.com



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

# BRANDING

Define how your business is understood, remembered, and chosen.

## What We Offer



- **Brand Strategy & Positioning** - We define who you are, who you serve, and what sets you apart so your business is clear, focused, and recognizable.
- **Messaging & Voice** - We develop tone, language, and core messaging that consistently communicates your value across every touchpoint
- **Visual Identity** - Logo, colors, and design systems that reflect your brand - not just look good, but feel right to your audience.
- **Brand Alignment** - We ensure your website, ads, content, and customer experience all reinforce the same identity and message.
- **Brand Guidelines** - Clear documentation so your brand stays consistent as you grow across teams, channels, and campaigns.

FLUENCE

## HOW IT WORKS



We start by understanding how your business is currently perceived and where it needs to go. From there, we define your positioning, refine your messaging, and build a brand that is clear, consistent, and scalable.

## Why it Matters

Your brand is more than a logo - it's the meaning people attach to your business.

It's how customers describe you, how they decide to trust you, and how you're remembered after the first interaction. For most businesses, their brand is something they've built over time, it's personal. It reflects their work, their reputation, and everything they've put into growing the business.

When that brand is unclear or inconsistent, it can cost you trust, recognition, and opportunities without you even realizing it.

When it's defined and aligned, everything else - your marketing, your website, your ads - works better and scales more easily.



## Ready to Get Started?

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



# THANK 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.



