

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

WEB DEV.

Build a website that performs, converts, and supports long-term growth



What We Offer

- **Strategy-Driven Builds** - Every website starts with your goals, audience, and growth plan so the final product is built with purpose, not guesswork.
- **Conversion-Focused Design** - We structure pages to guide visitors from interest to action with clear messaging, logical flow, and strategic calls to action.
- **Technical Performance** - Fast load times, mobile responsiveness, and clean code ensure your site performs reliably and supports search visibility.
- **SEO-Ready Structure** - From site architecture to on-page elements, your website is built so search engines can properly crawl, index, and rank it.
- **Custom Development** - No templates or one-size-fits-all builds. Every site is tailored to your brand, services, and customer journey.
- **Ongoing Support** - We maintain, update, and improve your site over time so it continues to perform as your business grows.

How It Works

We start with strategy, then design and develop a site built for performance. After launch, we continue refining structure, content, and technical elements to improve results over time.



Why It Matters?

Your website is often your first impression - and your most important conversion tool. If it's slow, unclear, or difficult to navigate, potential customers leave before taking action. A well-built website creates clarity, builds trust, and gives every visitor a clear path forward.

PLANS

Small Business WEBSITE

- **CMS:** WordPress, Webflow, or Wix
- **Pages:** 5 - 10
- Mobile-friendly / responsive design
- 2-3 revisions per page
- Copywriting
- Basic CRM / forms integration
- SEO foundation (on-page elements)
- Basic branding integration (if provided)
- Integrations: CRM, email, etc.

INCLUDES

- CMS setup
- Forms integration
- CRM & email integrations

Medium Business WEBSITE

- **CMS:** WordPress, Webflow, or Wix
- **Pages:** 10 - 20
- Mobile-friendly / responsive design
- 2-3 revisions per page
- Copywriting
- Basic CRM / forms integration
- SEO foundation (on-page elements)
- Basic branding integration (if provided)
- Integrations: CRM, email, etc.

INCLUDES

- Advanced CMS setup
- CRM & email integrations
- Branding tailored to you

Large / Enterprise WEBSITE

- **CMS:** WordPress, Webflow, or Wix
- **Pages:** 20+
- Mobile-friendly / responsive design
- 2-3 revisions per page
- Advanced branding & visual storytelling
- Copywriting
- Integrations: eCommerce, CRM, email automation, third-party tools
- Analytics and performance optimization

INCLUDES

- eCommerce solutions
- Advanced integrations
- Performance optimization

Web Dev. Case Study



Overview

Service: Web Development

Timeline: 60 Days (2 Months)

Goal: Improve clarity, user experience, conversion pathways while creating a more credible and scalable website presence

The Strategy

The project focused on redesigning the Proactive Health website to better communicate the company's value proposition and guide users more clearly through the site. The original website had an outdated design, unclear messaging, limited conversion paths, and lacked the trust signals needed to support a healthcare-focused brand.

To address this, we reworked the site structure, improved the messaging for both patients and partners, modernized the visual design, and created clearer calls to action throughout the site. The updated website was built to feel more professional, easier to navigate, and better positioned for future growth.

Key Actions

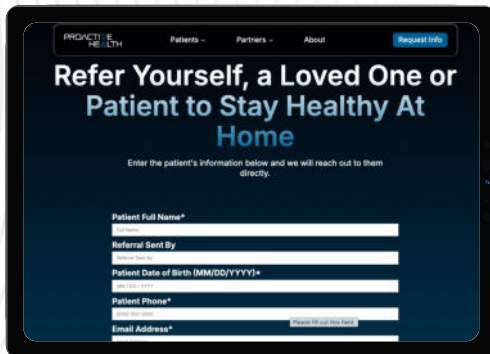
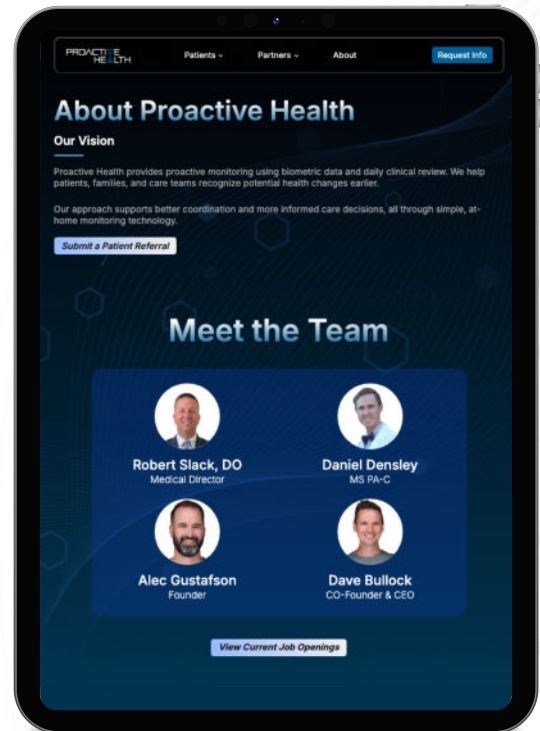
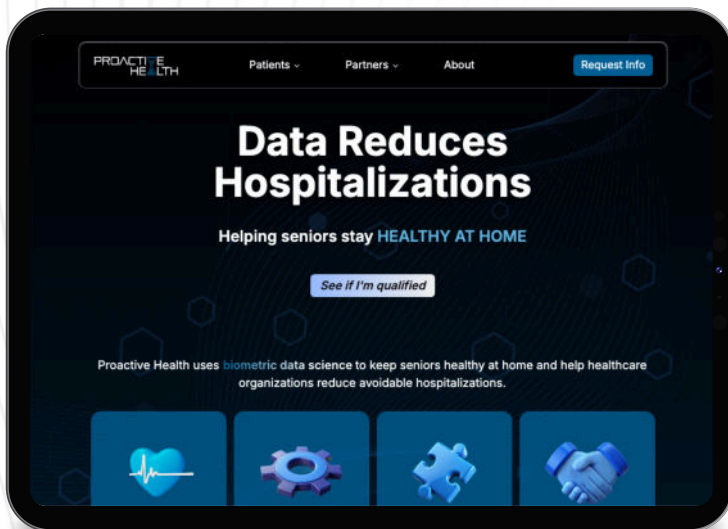
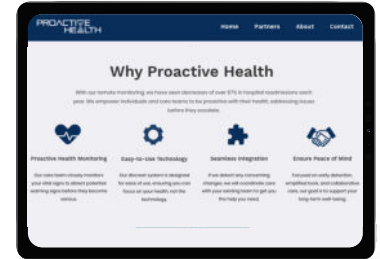
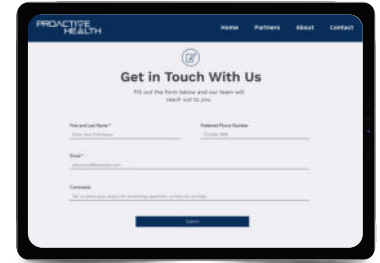
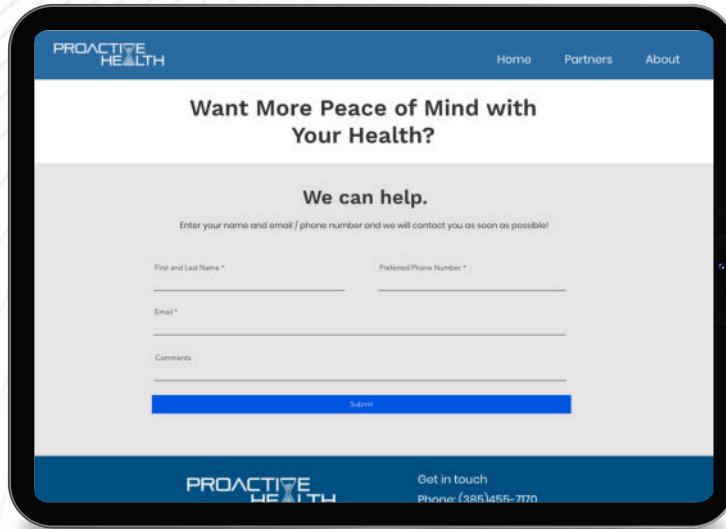
- Clarified messaging for both patients and healthcare partners
- Redesigned the layout to improve navigation and user flow
- Updated the visual design with a more modern, professional look
- Created clearer conversion paths with stronger calls to action
- Added trust-building content to better support credibility

Key Takeaways

- Clear messaging and site structure can make complex services easier to understand
- Better user pathways help guide different audiences toward action
- A modern, trust-focused website can strengthen credibility and support long-term growth



**OLD
WEBSITE**



**NEW
WEBSITE**



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.



