

10 *Quick*

MARKETING

FIXES **FOR 2026**

 **Fluence**



SIMPLE MARKETING IMPROVEMENTS YOU CAN IMPLEMENT

Today!

Most businesses do not need a massive marketing overhaul to start seeing improvement. Sometimes, the biggest difference comes from cleaning up the simple things: clearer messaging, stronger calls to action, better website basics, more consistent branding, and smarter tracking.

This guide breaks down 10 practical fixes you can make today. None of them require a full rebrand, a new website, or a huge ad budget.

They are simple, realistic improvements that can help your marketing feel more professional, easier to understand, and better connected to real business results.



Ross McMullen

Chief Executive Officer



“We are a communication company helping brands connect through passion points.”

 **Fluence**

1 WRITE ONE CLEAR BRAND SENTENCE

The Fix

Write one sentence that explains who you help, what you help them do, and why your business is different.

Why It Works

If people cannot quickly understand what you do, they are less likely to take the next step. A clear brand sentence gives your website, ads, social profiles, and sales materials a stronger foundation.

It also helps your team stay consistent. When everyone is describing the business differently, your marketing starts to feel scattered.

How to Do It Today

Use this simple formula:

We help [type of customer] get [desired outcome] through [your service/difference].

Example: *We help local homeowners protect their property with affordable pest control services.*

MAKE YOUR BRAND LOOK CONSISTENT

Everywhere

The Fix

Choose a simple set of brand basics and use them everywhere: your main logo, 3-4 colors, one or two fonts, and a consistent style for images and graphics.

Why It Works

People notice inconsistency, even when they cannot explain it. If your website looks one way, your social media looks another way, and your printed materials look completely different, your business can feel less established than it really is.

Consistency builds recognition & recognition builds trust.

How to Do It Today

Look at your website, social media pages, invoices, email signature, business cards, menus, packaging, and flyers.

ASK:

Do these *look* like they came from the same company?

If not, tighten the basics. Use the same logo, same colors, same tone, and same general visual style across everywhere a customer may see you.

UPDATE - SOCIAL MEDIA BIO AND PROFILE IMAGE

The Fix

Review your Instagram, Facebook, LinkedIn, Google Business Profile, and any other public-facing profile. Make sure the first thing people see clearly explains what you do.

Why It Works

Your profile may be someone's first impression of your business. If your bio is vague, outdated, or missing key details, people may leave before they ever visit your site or contact you.

A strong profile makes your business easier to understand and easier to contact.

How to Do It Today

Make sure every profile answers these three questions:

What do you *DO*?

Who do you *serve*?

How can someone *buy, book, call, or learn more*?

Then update your profile image so it is clear, current, and recognizable. For most businesses, that means using your logo or a clean branded image.

4 ADD ONE CUSTOMER

Touchpoint

The Fix

Add one small branded detail to your customer experience.

Why It Works

Marketing does not stop when someone becomes a customer. Small touchpoints can make your business feel more polished, professional, and more memorable.

This matters because happy customers are more likely to come back, leave reviews, refer friends, and remember your name later.

How to Do It Today

Choose one simple touchpoint to improve:

- A thank-you card after purchase.***
- A branded follow-up email.***
- A sticker, insert, or small printed note.***
- A check-in message after service.***
- A better confirmation email or appointment reminder.***

Start small, too much can overwhelm the customer. The goal is to make the customer feel good about their purchase.

MAKE YOUR PHONE NUMBER **CLICKABLE**

The Fix

Make sure every phone number on your website can be tapped to call, especially on mobile.

Why It Works

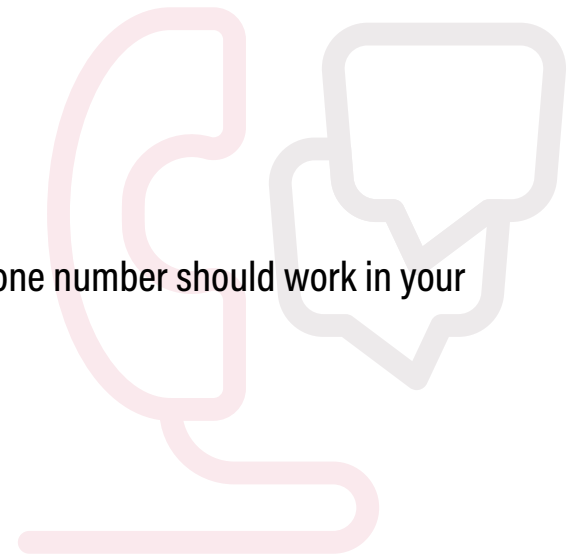
Many customers visit your website from their phone. If they have to copy and paste your number, zoom in, or manually type it out, some of them simply will not call.

A clickable number removes friction. That means more people can take action the moment they are ready.

How to Do It Today

Go through your website on your phone and tap every visible phone number.

If nothing happens, ask your website manager to make the number clickable. This is usually a quick fix. Your phone number should work in your header, footer, contact page, service pages, and any call-to-action sections.



TEST YOUR WEBSITE ON AN ACTUAL PHONE

The Fix

Choose a simple set of brand basics and use them everywhere: your main logo, 3-4 colors, one or two fonts, and a consistent style for images and graphics.

Why It Works

A site can look great on desktop and still feel frustrating on mobile. Since many customers browse from their phone, mobile experience can directly affect calls, form fills, bookings, and sales.

A bad mobile experience can make a good business look hard to work with.

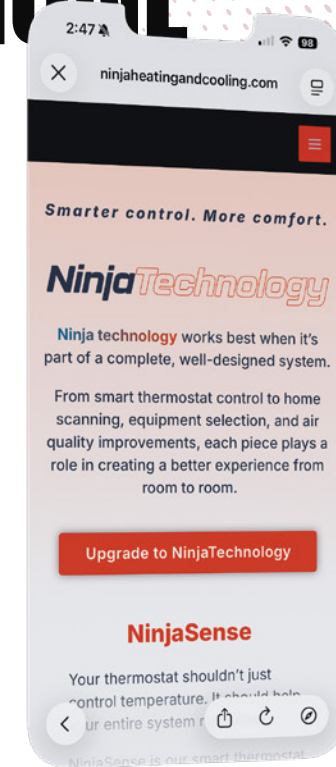
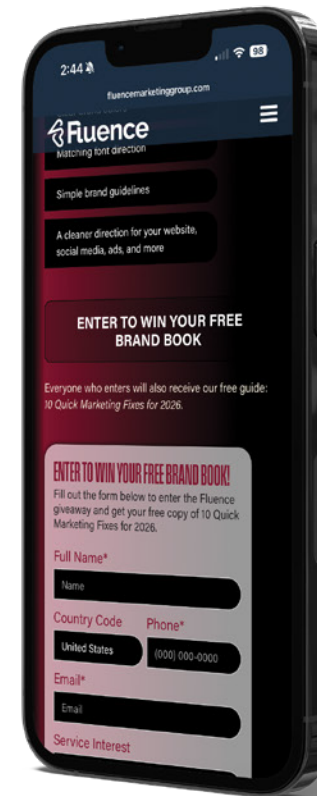
How to Do It Today

Visit your homepage, service pages, contact page, and any important landing pages from your phone.

Look for:

*Text that is too small.
Buttons that are hard to tap.
Forms that feel clunky.*

*Images that load slowly.
Pages that require side-to-side scrolling.
Important information that is buried too far down.*



Fix the obvious issues first, you don't need to redesign the whole site to make it easier to use.

CLEAN UP YOUR PAGE TITLES AND DESCRIPTIONS

Meta

The Fix

Review the title and meta description for your most important website pages.

Why It Works

Your page title and meta description often show up in Google search results. They help people decide whether to click on your business or keep scrolling.

If they are missing, too vague, too long, or poorly written, you may be losing traffic before someone ever reaches your website.

How to Do It Today

Start with your homepage and top service pages.

For each page, write:

A clear page title: What the page is about, ideally with your business name or service.

A helpful meta description: a short preview that tells people what they will find on the page.



Keep it simple. Try to anticipate the search terms someone would use to find your website.

ORGANIZE YOUR WEBSITE PAGES WITH *Clear* HEADINGS

The Fix

Make sure each page has one clear main heading and organized section headings underneath it.

Why It Works

Headings make your content easier to scan. They also help search engines understand what your page is about.

Most visitors do not read every word - they skim. Clear headings help them find the information they need faster.

How to Do It Today

Review one important page on your website.

**Make sure
it has:**

One main heading that clearly explains the page.
Section headings that break up the content.
A logical order that feels easy to follow.
No giant walls of text.



*A good page should
be **easy** to understand
at a glance.*

CLAIM, COMPLETE & CLEAN UP



Google
Business Profile

The Fix

Make sure your Google Business Profile is claimed, complete, and accurate.

Why It Works

For local businesses, your Google Business Profile is one of the most important marketing assets you have. It helps people find you in local searches, compare your business, read reviews, get directions, and call you quickly.

If your profile is incomplete or outdated, you may be missing easy opportunities.

How to Do It Today

Check your profile for:

- ✓ **Correct business name.**
- ✓ **Correct phone number.**
- ✓ **Correct address or service area.**
- ✓ **Updated hours.**
- ✓ **Current website link.**
- ✓ **Accurate services.**
- ✓ **High quality photos.**
- ✓ **Recent posts or updates, if relevant.**



Also make sure your business information matches across other online directories. Consistency helps customers and search engines trust the information they find.

10 TRACK *Leads*, NOT JUST CLICKS

The Fix

If you are running ads, make sure you are tracking real outcomes like form submissions, phone calls, bookings, purchases, or quote requests.

Why It Works

Clicks can be misleading. A campaign can get plenty of clicks and still produce very little revenue.

When you track real leads, you can see which ads are actually helping the business grow. It also gives platforms like Google and Meta better data, so they can optimize toward the actions that matter.

How to Do It Today

Review your ad accounts and ask:

Are we tracking form submissions?

Are we tracking phone calls?

Are we tracking booked appointments or purchases?

Do we know which campaigns are creating real opportunities?



If the answer is no, make conversion tracking a priority before increasing your ad spend. Otherwise, you may be making decisions based on surface-level numbers.

BETTER

MARKETING

STARTS WITH

THE *Basics*

You don't need to try and fix everything at once, Rome wasn't built in a day after all.

Start by making one part of your marketing 1% better, then move on to the next.

Those small improvements stack up faster than most businesses realize.

Look at the places where customers already interact with your business: your website, your Google profile, your social pages, your ads, and your follow-up process.

Make your business easier to understand, easier to trust, and easier to contact.

One fix may feel small on its own, but when those 1% improvements start working together, they can create real momentum.