



# ABA Matrix x Fluentica

## INDUSTRY

Healthtech

## SERVICES

Research

Brand Strategy

Website

SEO + Content

Digital Marketing

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# Transforming ABA Matrix: from Local Recognition to National Impact



ABA Matrix offers a software platform for Applied Behavior Analysis (ABA) providers, featuring a suite of customizable tools to centralize and simplify operations.

## The Challenge

### Breaking Boundaries

When we partnered with ABA Matrix, their **sales growth in South Florida** relied heavily on **positive word-of-mouth**. But this approach had limitations, such as a **restricted local reach and unpredictable growth rates**.

No value proposition | No visual identity  
No online presence



## The Goal

### Broadening Horizons

Empower ABA Matrix with control over their narrative by **strengthening their brand and launching its online presence**. Fluentica aimed to establish a scalable growth pattern, **expanding reach beyond local boundaries with our strategic implementations**.

## The Journey



### Research

We conducted primary and secondary research with ABA professionals, clinic owners, and entrepreneurs.



#### Key findings:

- ABA Matrix was on people's minds but **not on their radar**.
- **Weak reputation beyond South Florida** which translated into low conversion rates outside of Florida.

#### So we:

- Redefined ABA Matrix's problem: from awareness to **consideration and conversion**.
- Uncovered **five new consumer segments**.

## 2 Brand strategy + rebranding

We elevated the brand by crafting a **compelling message and value proposition**, transcending business to **resonate with purpose and distinction**.

### Embarking from

Let us ease off the load & help you do more!



### Docking at

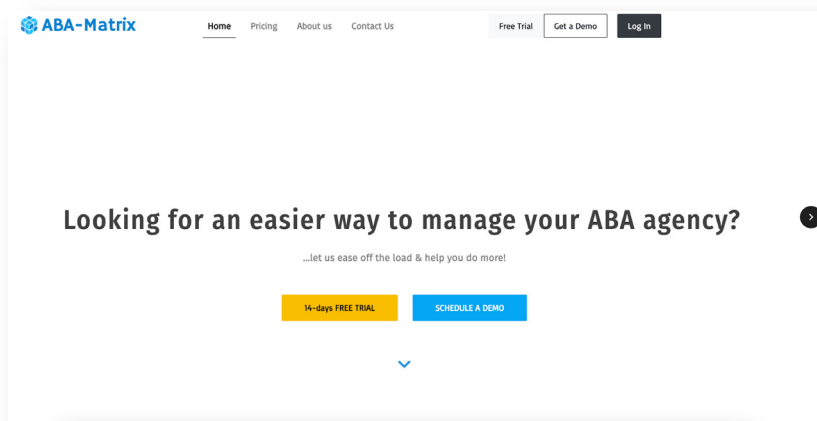
ABA Matrix helps you amplify your value.



A fresher touch to enhance their tech-innovative DNA

## 3 Website revamp

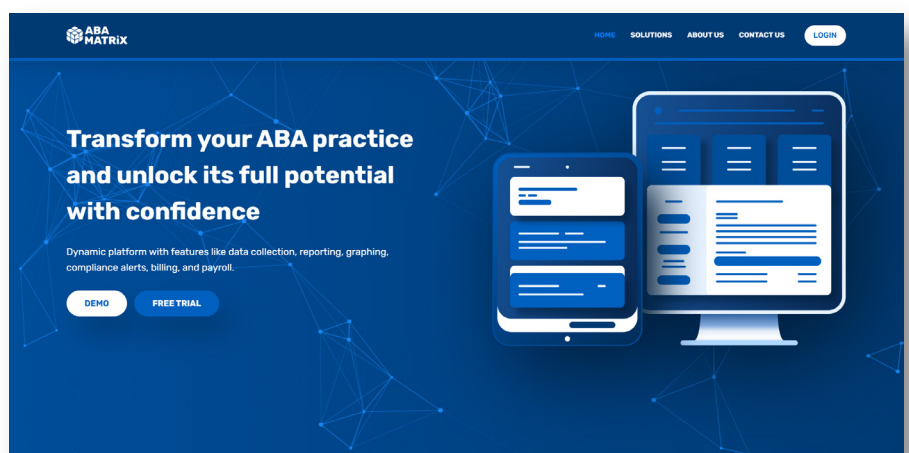
We transformed ABA Matrix's website to fully embody its new brand message. From web design to web content, every aspect of the new site reflects their updated identity.



The old website lacked cohesive branding, clear messaging, and effective structure for SEO.

The new website is modern, tech-savvy, and easy to navigate.

This transformation has significantly improved user experience and is successfully converting visitors into Marketing Qualified Leads.



Ready to make waves? Let's get in touch

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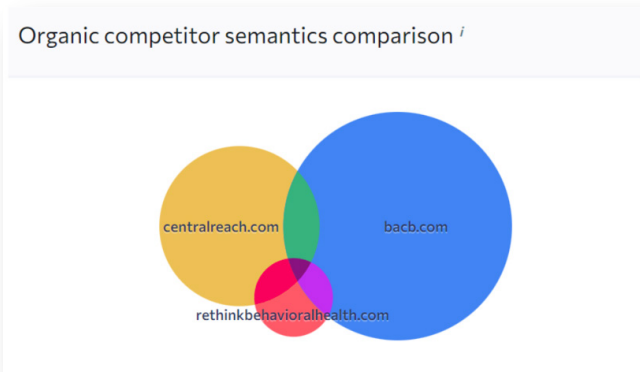
[contact@fluenticanyc.com](mailto:contact@fluenticanyc.com)

# 4 SEO strategy and content production

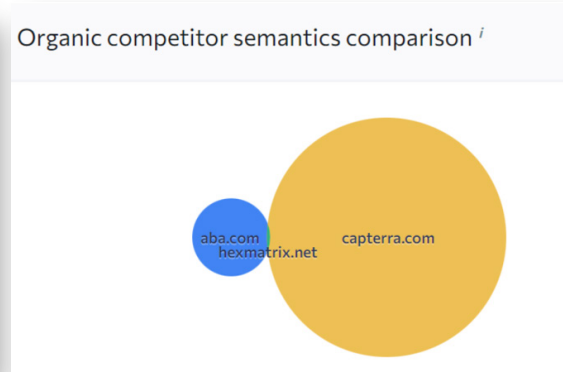
Our comprehensive SEO strategy and content production for ABA Matrix's new website played a pivotal role in gaining traction, generating interest, and increasing traffic. By conducting thorough keyword research, optimizing on-page elements, and creating high-quality, engaging content, we ensured the website ranked higher in search engine results.

A semantic comparison highlighting the similarities and distinctions among primary competitors in the industry

Biggest players in the industry | 2022

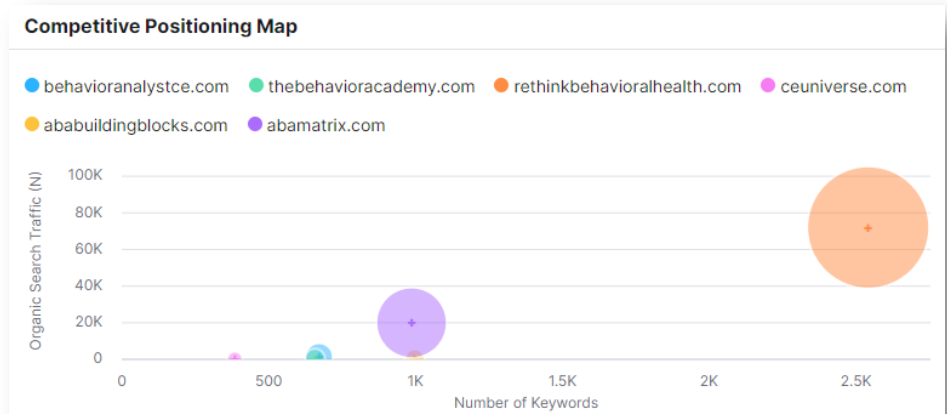


ABA Matrix semantics positioning in 2022



## ABA Matrix rises as industry leader with enhanced SEO in six months

Following our SEO and content strategy, ABA Matrix has significantly **increased its authority score organically**. Within the first six months, it started to get **recognized by search engines as a direct competitor** to major industry players, showcasing its enhanced market positioning.



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## 5 Additional digital marketing solutions

We crafted a completely organic digital marketing encompassing:

- Social media strategy
  - Creative social tiles, engaging copy, calendar, and management for Facebook, Instagram, and LinkedIn
- Content production
  - Monthly blogs and quarterly keyword research
- Email marketing
  - Monthly email newsletter
- Sales collateral production
  - Flyers, brochures, videos
- Reporting
  - Google analytics reporting setup
- Trade shows support



### The Wave

Transformative results for ABA Matrix

**12k+** 

Monthly average  
site users

From an average of 100  
users per month in 2022

**65%** 

Monthly newsletter  
opening rate

Demonstrating growing audience  
interest over months

**40** 

Marketing qualified leads  
average per month

Compared to zero lead  
generation via their website in 2022



*“We're thrilled with the results [Fluentica] has delivered for our business, including a noticeable increase in leads and conversions. From building a stunning website to implementing effective marketing strategies, they have truly exceeded our expectations.”*

Jorge Concepcion | CEO | ABA Matrix LLC

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