

*AQUA-LYNK® Marketing Agency (AMA) –  
Upbeat and refreshing corporate,  
product and personal brand development*

Building highly effective brands takes a keen understanding of the heart – the heart of the consumer as well as the heart of our client. The AMA is a brand heart doctor that works within client teams from the CEO, otherwise known as the head of the heart, to customer-facing representatives also known as the hands of the heart. Our measure of success is not simply in the brand that is seen, but also in the brand that is felt through multi-sensory experiences

We:  
RESEARCH, NAME, POSITION, DESIGN,  
MARKET, PUBLICIZE, PROMOTE ONLINE,  
DEVELOP LOYALTY STRATEGIES  
For businesses and 501(c)(3)s.

We “lynk” our client’s goals and creed to flow with consumer’s insights and needs.



With AQUA-LYNK™, rest assured your brand is working even when you aren't.

<http://www.aqua-lynk.com> phone: 877-AQUA-LYNK

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Creating Brands With “Fluid Links” To Consumers

*Branding  
from the heart.*

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*Loyal consumers  
from the start.*

## The 7-Step PLC™ Process: The Heart of Our Brand

AQUA-LYNK® Marketing Agency (AMA) is a brand consultancy for companies, organizations and individuals that strive to reach their most valuable market segments in positively memorable ways. The same discipline that is applied to understanding the hearts

Contact Us at:  
877-AQUA-LYNK  
[www.aqua-lynk.com](http://www.aqua-lynk.com)

## The Market Flow: From the Heart to the Heartbeat

In response to our client's branding needs, AQUA-LYNK® provides the fundamental ingredient to mobilize brands and consumers of every age, demographic, and psychographic. With start-up clients to industry leaders, the AMA gains true believers.

The sky's the limit. With AQUA-LYNK® the effectiveness of your brand is limitless, whether or not you're around.

of our clients is employed to understanding the hearts of the consumers. It is our mission to help our clients develop increasingly productive relationships within the communities they serve. By leveraging our proprietary 7-Step PLC™ branding process, AQUA-LYNK® develops passionately loyal consumers through strategic brand development. This allows us to say, "With AQUA-LYNK®, your brand is working even when you aren't."



## The AQUA-LYNK® Strategy

AQUA-LYNK® Marketing Agency (AMA) is the proud innovator of a proprietary branding process entitled 7-Step PLC™ Brand Strategy. This strategy incorporates a series of key questions that lead to the development of passionately loyal consumers (PLC™). In this way, the brand strategy directly correlates with our client's financial objectives as well as with the client's promise to the consumer market.

AQUA-LYNK® uniquely focuses on brainwave branding – a method of research and strategic alignment that results in elevated levels of key brand attributes ranging from awareness to attachment.

From entertainment to child care to sustainability to community affairs to every industry in between, the heart of the brand is seen.

Our team's experience spans multiple industries, and fluidly translates into other areas. From strategic management opportunities at the company that pioneered the internet age, to brand development work with the company that invented brand management, to brand strategy work with some of the largest entertainment and non-profit organizations, AQUA-LYNK® Marketing Agency continues to build buoyant brands that guide or respond to consumer demands.