

matter

A Brand Elevation Agency

2024

MatterMKTG CAPABILITIES



Are You Ready To Get Elevated?

- 01 WHO WE ARE
- 02 WHAT WE DO
- 03 OUR WORK

Section 01

WHO WE ARE

WHO WE ARE...





WE ARE A BRAND ELEVATION AGENCY

Matter is an integrated marketing firm – we unify
PR, Marketing and Creative to elevate your
brand, inspire action and build value.

HOW WE DO IT



PR + Communications

Media Relations/Analyst Relations/Influencer Marketing/Crisis Communications/Product PR

Brand Strategy + Intelligence

Consumer Insights/Brand Strategy + Positioning/Campaign Development/Intelligence + Analytics

Integrated Media

Social Media Marketing/Search Marketing/Paid Media (Digital + Traditional)

Creative + Content

Content Marketing/Campaign Ideation/Video + Audio/Websites/Collateral

Marketing Operations

CRM Management/Sales Enablement/Email Marketing

WHAT MAKES MATTER DIFFERENT?



20 Years of Experience + Excellence

Founded in 2003 by principal and CEO Scott Signore, Matter has 250+ hyper-talented employees working at offices across the country.



Full-service Agency

From PR to marketing to creative, our integrated teams bring a holistic marketing perspective and deep expertise in the key marketing disciplines to deliver results focused programs.



Focused on Results, not Hours

We're here to deliver results, not run out the clock. We don't bill by the hour, and our retainers never cap the amount of time or resources our teams provide. This means we can focus on providing the unmatched service our clients expect.



A Culture of Inclusivity

Through our diversity of perspectives, backgrounds and skillsets, we're creating an inclusive, supportive agency that elevates the people we work with and places we live.



Accolades + Recognition

Accolades, we've had a few. Not only have we racked up tons of awards, we're also a 14x PR Agency of the Year and 12x Best Place to Work winner. But don't worry — being humble is a core tenet at Matter.



Proactive + Tenacious

Great marketers aren't born. They're forged. That's why we provide our top talent with real-world experiences and key training opportunities, so they can deliver the best services for our clients.



Expertise Across Key Industries

With deep expertise across B2B, consumer, cybersecurity, retail, healthcare and more, our PR, marketing and creative teams have the chops to tackle any project and elevate any client.



Measurable results + Intelligence

Backed by proprietary technology, data science and a deep client-focused expertise, Matter makes intelligence and measurement core to all our programs.



UNIQUE EXPERIENCE

Consumer



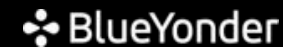
Cyber Security



Healthcare



Technology



Prof. Services. Nonprofit + Sustainability



We believe in the power of

BOLD IDEAS + THE SCIENCE OF MARKETING

STARTS WITH BOLD STORYTELLING

Meaningful and unique
brand positioning

Brought to life through
scroll-stopping stories that
break through the noise

PAID, EARNED & OWNED ACTIVATION

Full funnel thinking that
combines brand building
with demand gen

Craft compelling content
that addresses prospect
pain points

Nurture passive scrollers to
prospects, prospects to customers

SMART TESTING & OPTIMIZATION

Get to market quickly,
less PPT more action

30-60-180 Rule

Smart testing and
optimization

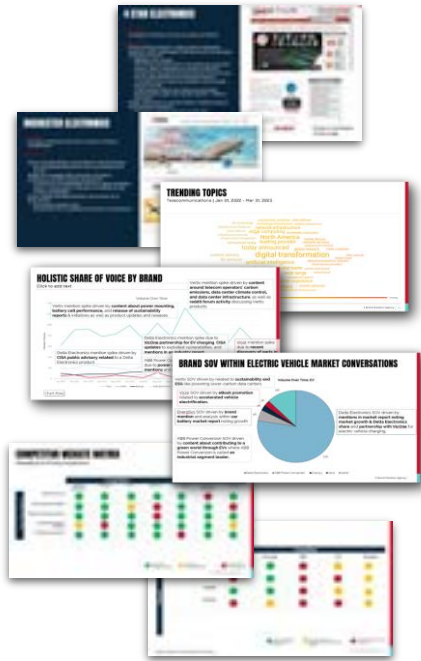
A photograph of a space shuttle launch, showing the orange and white boosters and the white core stage, with a large plume of white smoke and fire trailing behind it. The background is a dark, starry sky. The text "YOUR BRAND ELEVATED" is overlaid in the center in a bold, white, sans-serif font.

**YOUR BRAND
ELEVATED**

Section 02

WHAT WE DO

INTEGRATED APPROACH



Competitive + Industry Trends

Critical Insights

Brand Positioning + Strategy

Market Strategy + Content Plan

Brand Platform + Launch Campaign



MARKETING STRATEGY

We build the right brand foundation and strategy that are critical to a powerful and engaging brand.

Brand Strategy

Insight-driven strategic brand positioning and messaging.

Brand Research + Audit / Market Intelligence / Brand Positioning + Messaging / Surveys and Testing

Content Strategy Services

Content planning optimized for websites, social media and anywhere your audience is.

Research eBooks + Whitepapers / Blog + other short form content / Interactive + Experiential Content / Video Content

Marketing Systems Operations

Optimizing your marketing technology stack and scaling operations to empower marketing and sales teams.

CRM Management / Email Marketing / Lifecycle Marketing / Sales Automation

Conversion Rate Optimization

Performance-driven team leveraging data to increase KPIs and drive campaign efficiencies.

Website Analytics / Marketing Analytics / AB + User Testing / Reporting



CREATIVE + CONTENT

We work with your brand to build captivating content that educates, inspires, and elicits action.

Brand Identity Services

We help develop identities that position brands to prosper

Naming / Logo design / Mood Boards / Brand Platform Development / Brand Manifestos

Web Design + Development Services

Drive leads with captivating and effective UX and UI

Websites / Microsites / Interactive Experiences / App Screen Design

Campaign Development

Don't just reach your audience, connect with them

Campaign Concepting / Creative Development / Asset Execution

Video + Animation

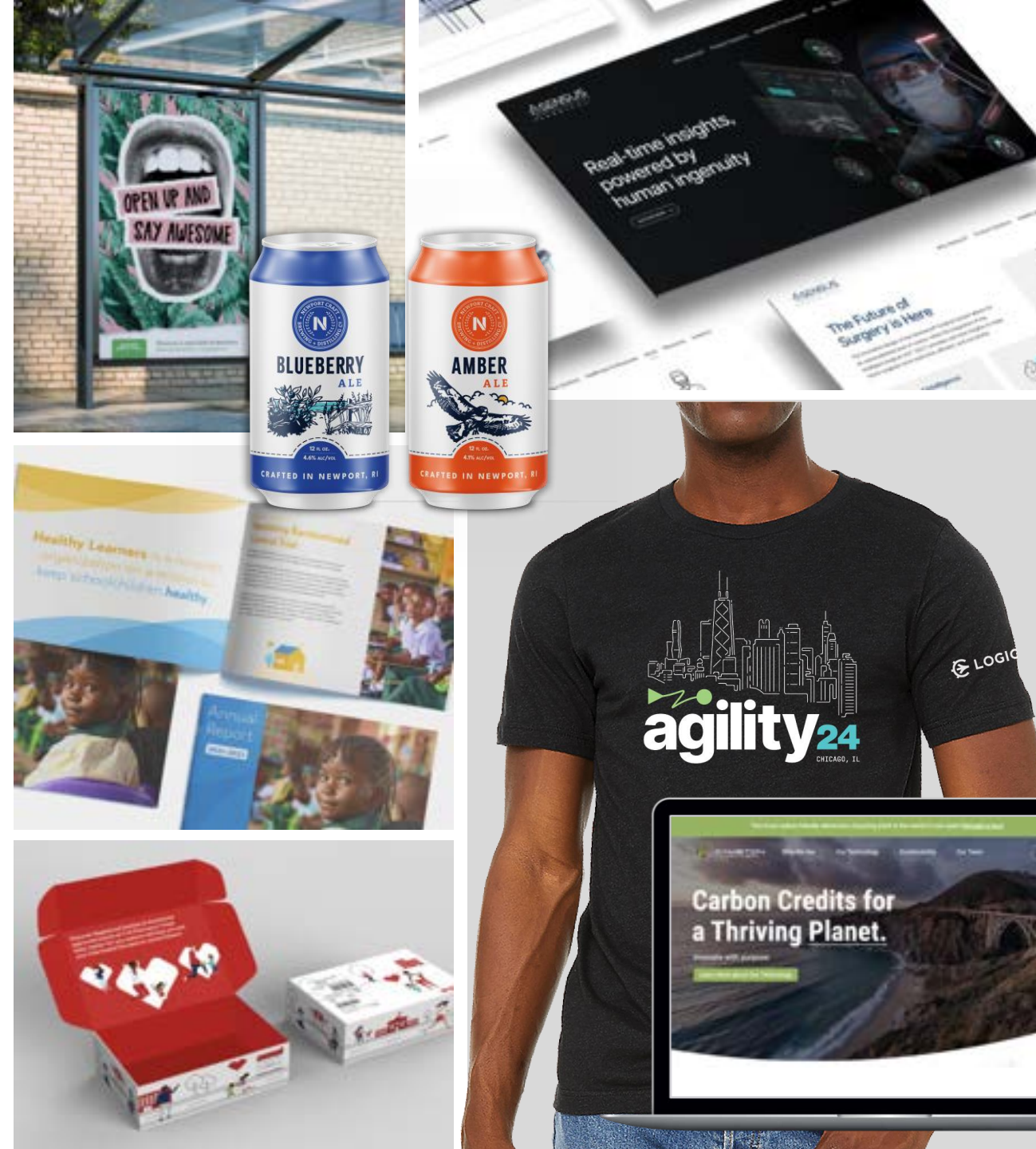
Video content that breaks through the noise and grabs your audience

Brand Anthems / Product Demo Videos / Explainer Videos / Animated Videos / Testimonial Videos / Training + Recruitment Videos / Company Culture Videos / Event Videos

Content Amplification + Collateral

Engage with your audience through scroll-stopping content

Designed Reports / One-page Sales Collateral / Infographics / Event Graphics / Digital Ads + Social Graphics / Packaging Design / Corporate Collateral / Swag



INTEGRATED MEDIA

We reach your audiences where they are to deliver engaging experiences that drive measurable results.

Media Strategy + Planning

Elevate your reach: expert media strategy + planning solutions tailored for your success.

Audience Research + Media Consumption / Channel Mix Selection / Flighting + Scheduling / Projected Results

Media Buying

Amplify your message, target your audience and optimize your ROI.

Vendor Relations / Budget Tracking + Optimization / Ad Trafficking / Creative Alignment

Lead Generation + Account Based Marketing

Drive growth by targeting leads and amplifying engagement with strategic account-based marketing.

Account-based Marketing / Paid Search / Paid Social / Content Syndication



SOCIAL MEDIA

We leverage platforms to your advantage with precise targeting and compelling content.

Social Media Management

Elevate strategically curated content + data-driven insights to amplify your digital influence.

Content Calendar / Social Post Creation / Community Management / Reporting

Social Media Audits + Strategy

Actionable insights for optimizing your social media presence and elevating brand impact.

Social Media Profile Audit / Competitor Analysis / Content Pillar Development / Performance Metrics + Analytics

Paid Social Advertising

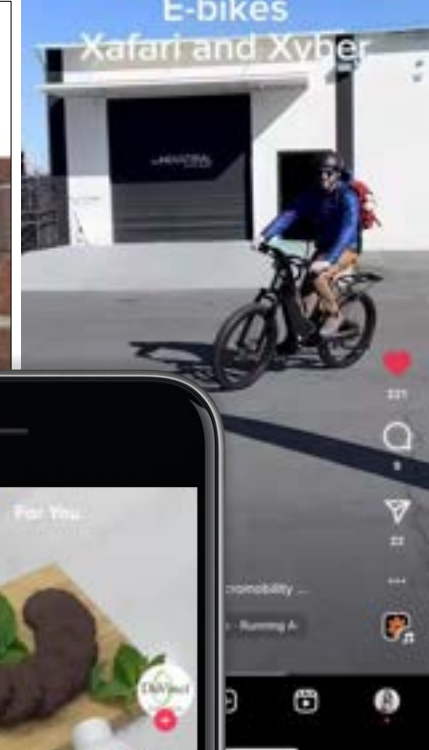
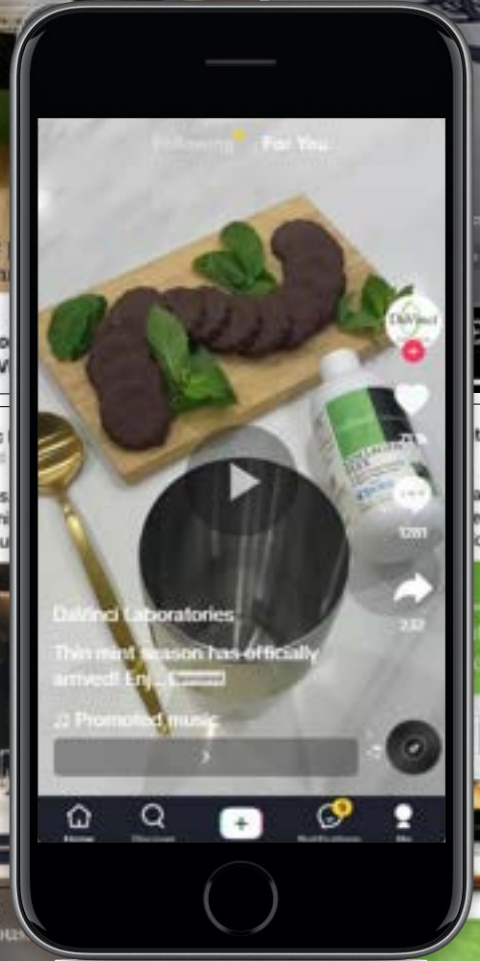
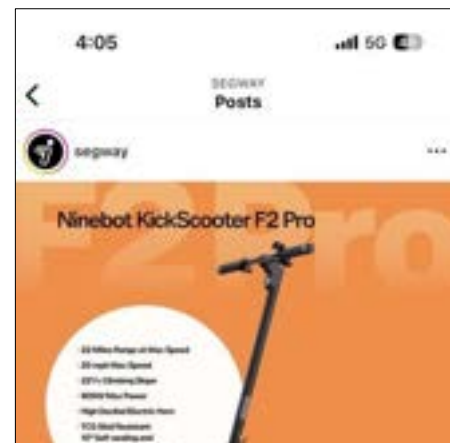
Expert paid social media solutions tailored for your brands growth.

Ad Campaign Strategy + Planning / Ad Creative Development / Audience Targeting + Segmentation / Ad Campaign Management + Optimization

Executive Social Media Management

Elevate executive presence: social media management tailored for c-suite leaders.

Thought Leadership / Personal Branding Strategy / Profile Optimization + Maintenance / Reputation Management + Crisis Communication



SEARCH

We ensure your messaging is clear, consistent, and impactful in the evolving search engine results page

SEO Services

Boost search rankings and visibility with cutting-edge SEO strategies.

Keyword Strategies / On-Page SEO Services / Local SEO Services / Technical SEO

SEM + Paid Search Services

Get ahead of your competition with constantly evolving SEM strategies.

Search Keyword Campaigns / Display Campaigns / YouTube Campaigns / Account Audits + Optimizations

Analytics + Reporting

Transforming data into action: robust analytics and reporting solutions to decode insights and measure performance.

Data-driven / Customization / Visual Dashboards / Benchmark Reporting



Section 03

OUR WORK

TECHNOLOGY

VERITAS

Digital Marketing Campaign

After gathering insights from 2,050 senior IT professionals across 19 countries, Matter collaborated with key Veritas Marketing and PR leaders to identify the most impactful and newsworthy results to inform the global report. The report was then leveraged to generate three industry-specific and nine country-specific reports (translated for seven different languages). To further leverage the data, the team developed assets for paid, earned, and owned channels — including infographics, blogs, social assets and banner ads.



[Click to read the full case study](#)

PROFESSIONAL SERVICES | SAAS

MAGNIT

Brand Awareness Campaign

To launch its new name and identity, Matter delivered an integrated strategy, activated across multiple high impact digital channels to maximize impact at launch such as: targeted display (Forbes display ads), out of home (including the Times Square NASDAQ billboard, WSJ Cover Wrap, San Francisco BART digital animated billboards), SEM, paid social, CTV, audio (Spotify), radio, direct partnerships with industry publications and various trade publication placements.



[Click to read the full case study](#)

CONSUMER TECH

FLIP

Brand Development & App Launch

Flip, a book discovery app, approached Matter to craft a competitive audit, persona research, new name, logo + brand design, messaging, app assets, landing page, and a social + email presence. Once the app went into development, Matter's integrated teams began building a strategic foundation for the brand launch.



[Click to read the full case study](#)

CONSUMER TECH

WILDLIFE ACOUSTICS

Brand Development

To create a new brand for Wildlife Acoustics, the team needed to maintain the company's core identity while revolutionizing how it speaks to its audience and presents itself to the world. From realigning messaging to focus on innovative solutions and thought leadership to giving the brand a modern, unified look and feel to creating one overarching logo, the team sought to elevate Wildlife Acoustics' prowess in the category while highlighting customer stories to help users better connect with the brand.



[Click to read the
full case study](#)

CONSUMER

ROCHE BROS

Digital Marketing Campaign

With the debut of its hydroponic garden at the flagship store in Marshfield, MA, the chain was seeking to highlight its fresh, locally sourced produce while targeting a younger, family-oriented demographic. Roche Bros. worked with Matter to develop a digital campaign designed to attract this discerning audience that felt organic, welcoming and modern.



[Click to read the full case study](#)

THANK YOU!

matter

A Brand Elevation Agency

With 250+ professionals across offices in Boston and Newburyport, MA, Rochester, NY, Providence, RI, Dallas, TX, and Denver, CO, Matter is one of the fastest-growing PR, marketing and creative firms in the country. Matter has won 14 "Agency of the Year" accolades and has been consistently recognized as a top place to work.

About Matter Communications

Matter is a Brand Elevation Agency that integrates PR, marketing and creative services into campaigns that inspire action and build value. Founded in 2003, with offices spanning North America, Matter works with the world's most innovative companies across healthcare, high-technology, consumer technology, professional services and consumer markets.

For more information, visit <https://www.matternow.com>.