

matter

A Brand Elevation Agency

Q2 / 2024

INTEGRATED MEDIA CAPABILITIES

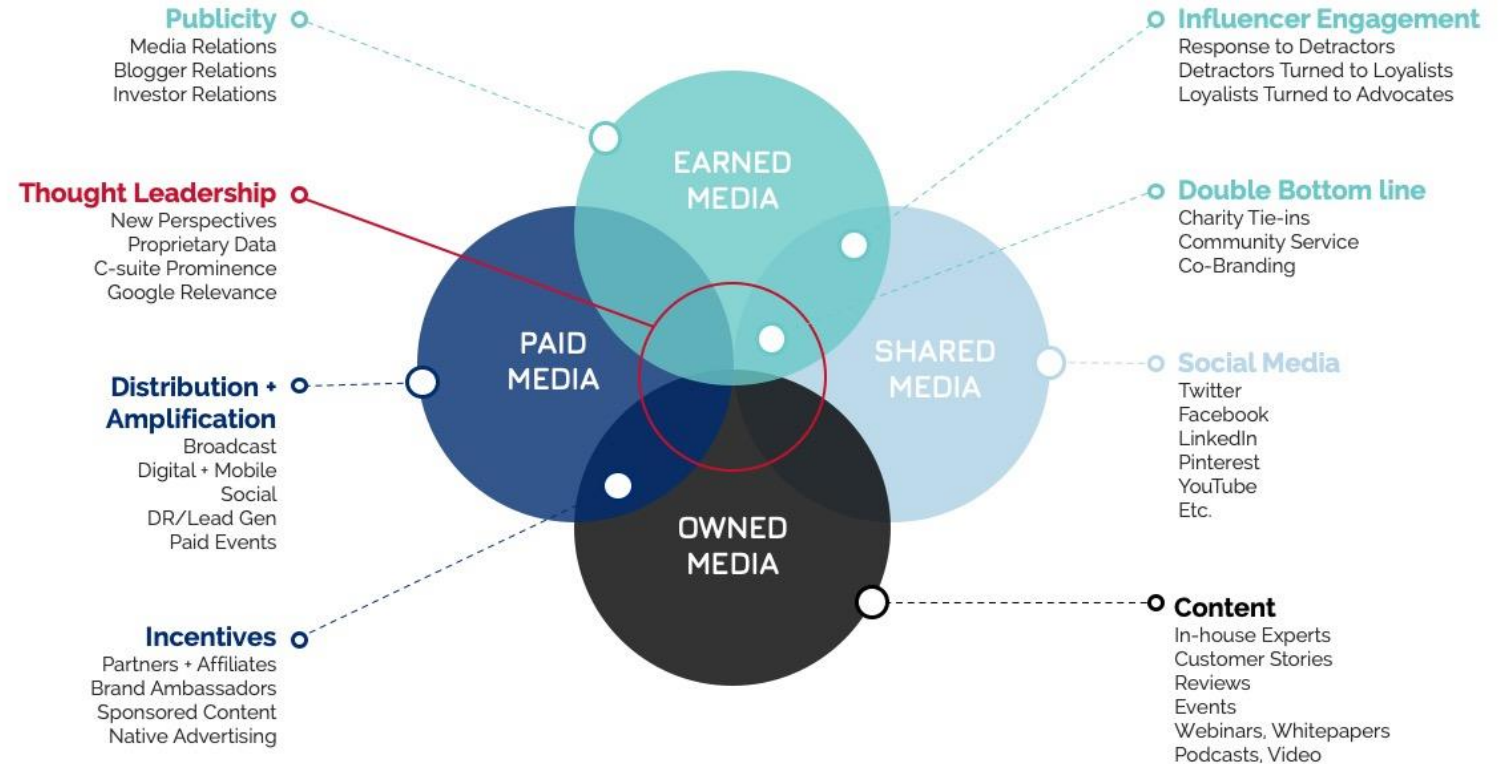


Integrated Media Capabilities

A dedicated team of channel experts focused on reaching your audiences where they are to deliver engaging experiences that drive measurable business results.

SERVICES INCLUDE:

- Media Strategy and Planning
- Media Buying
- Lead Generation + ABM
- Search Engine Optimization (Organic Search)
- Search Engine Marketing (Paid Search)
- Paid Social
- Analytics

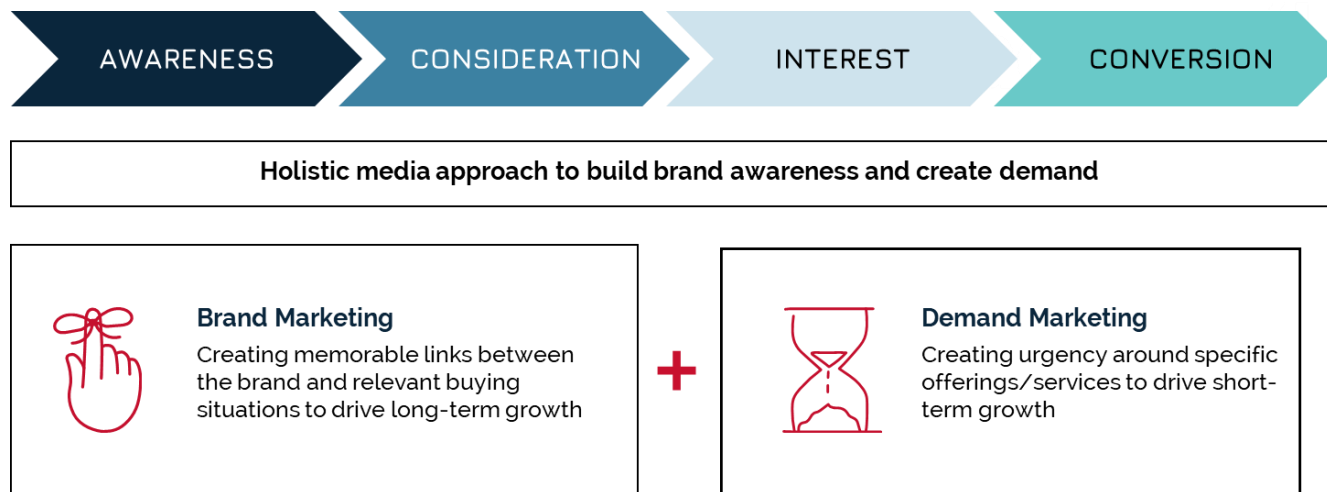


Media Strategy + Planning

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

KEY SERVICES INCLUDE

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



Media Buying

Amplify your message, target your audience and optimize your ROI. With a staff of media buyers, MatterMKTG can execute all forms of media from out-of-home to TV, to digital.

KEY SERVICES INCLUDE

- Traditional Media
 - TV
 - Radio
 - Print
 - Out-of-Home
- Digital Media
- Vendor Relations
- Ad Trafficking



Lead Generation + ABM

Full funnel approach to lead generation. From leveraging assets, creating awareness and untimely driving leads we have you covered.

KEY SERVICES INCLUDE

- Account Based Marketing
- SEO/SEM
- Trade Media
- CRM Management
- Email Workflows
- Content Optimization



LEVERAGE CONTENT ACROSS MARKETING ECOSYSTEM

- 1) Website
- 2) SEO
- 3) Advertising



GENERATE BRAND AWARENESS AGAINST KEY TARGETS

- 1) Digital Ads
- 2) Trade Media



GENERATE MARKETING QUALIFIED LEADS

- 1) Account Based Marketing
- 2) Search
- 3) Trade



NURTURE LEADS DOWN FUNNEL IN CRM

- 1) Segmentation
- 2) Workflow
- 3) Email Creative
- 4) Nurture
- 5) Lead Scoring



LEAD IS TRANSITIONED TO SALES TEAM FOR CONTACT AND MEETING SETTING

- 1) BDR/SDR sets meeting with potential prospect

THANK YOU

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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>.