

A photograph of an astronaut in a white space suit floating in space. The astronaut's helmet is clear, revealing their face. The background is a dark, starry space with a colorful nebula in shades of purple, pink, and blue. The overall mood is futuristic and expansive.

matter

A Brand Elevation Agency

Q2 / 2024

MARKETING STRATEGY CAPABILITIES

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

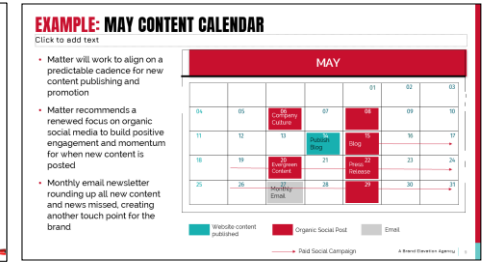
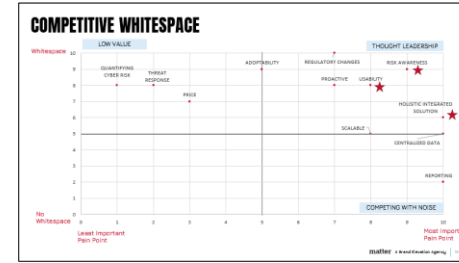
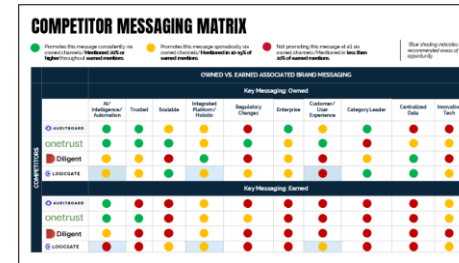
Optimizing your marketing technology stack and scaling operations to empower marketing and sales teams.

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

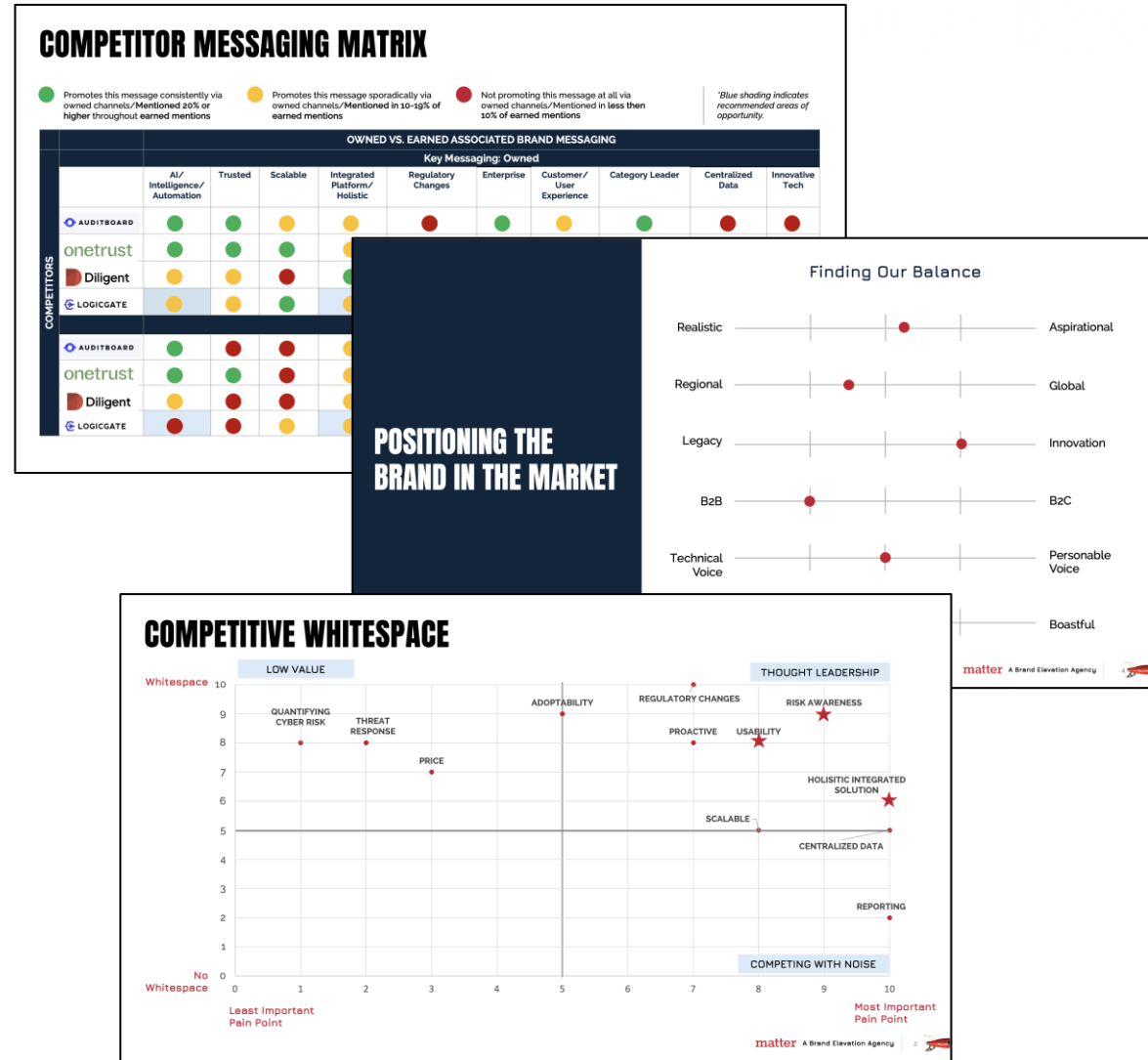


Brand Strategy

We believe Brand Strategy is a fundamental element for everything your brand does. It indicates your brand's mission, what makes it different and why your buyers should care. Matter's brand strategy services are based in research and uncovering key insights that drive winning brand positioning strategies.

KEY SERVICES INCLUDE

- Brand Research + Audit
- Market Intelligence
- Brand Positioning & Messaging
- Surveys, Testing and Focus Groups



Content Strategy Services

Matter's expert team crafts bespoke content strategies, aligning with your business goals and maximizing impact with the right channel strategy for amplification. Our approach ensures that each piece of content not only resonates with your target audience but also supports your broader marketing objectives.

KEY SERVICES INCLUDE

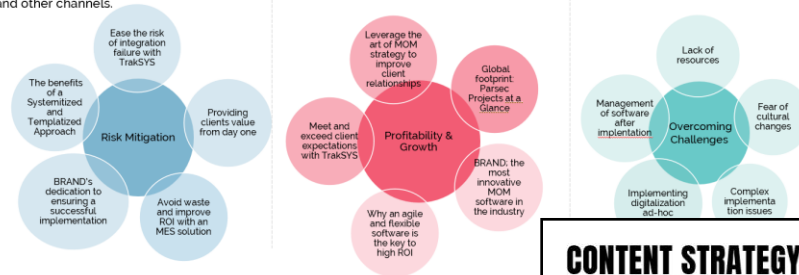
- Research eBooks + Whitepapers
- Blog + Short Form Content
- Interactive + Experiential Content
- Video Content
- Social Media Content

BRAND CONTENT PILLARS - SYSTEM INTEGRATORS

Click to add text

Below is an example that leverages Matter's initial thinking of a "pillar & topic series" content strategy.

Matter would work with Brand to develop a multi-tiered thought leadership content strategy utilizing a "pillar & topic series." We would focus on one asset from each pillar bucket each quarter, culminating in a high-value asset and additional supporting pieces. With these topics, we will create a set of high-value assets like whitepapers, guides, eBooks and then use those to create smaller digestible content assets like blogs, articles infographics. From there, we'll be creating & launching the promotion of the content pieces on social and other channels.



CONTENT STRATEGY - SAMPLE QUARTERLY STRATEGY

Click to add text

Focus	Funnel Stage	Content Assets and Promotion	Target Audience
Thought Leadership	Awareness	1 high-value asset: White paper, eBook/guide, Video (to be created from smaller content assets)	Chief Executives & Senior Decision Makers
Thought Leadership		3 smaller supporting content assets: blogs/POV and one-pagers	
Thought Leadership		Promotional Drivers: 3 emails, 4 social posts	
Brand Part 1	Consideration	1 high-value asset: White paper, eBook/guide, Video (to be created from smaller content assets)	Chief Executives & Senior Decision Makers
Brand Part 2		3 smaller supporting content assets: blogs/POV and one-pagers	
Brand Part 3		Promotional Drivers: 3 emails, 4 social posts	
Solutions & Applications Part 1	Conversion	1 high-value asset: White paper, eBook/guide, Video (to be created from smaller content assets) OR <i>Interactive piece for manufacturing floor</i>	The Execution Group
Solutions & Applications Part 2		3 smaller supporting content assets: blogs/POV and one-pager	
Solutions & Applications Part 3		Promotional Drivers: 3 emails, 4 social posts	

A Brand Elevation Agency

EXAMPLE: MAY CONTENT CALENDAR

- Matter will work with Parsec to align on a predictable cadence for new content publishing and promotion
- Matter recommends a renewed focus on organic social media to build positive engagement and momentum for when new content is posted
- Monthly email newsletter rounding up all new content and news missed, creating another touch point for the brand

May						
				01	02	03
04	05	06	07	08	09	10
		Parsec Culture				
11	12	13	14	15	16	17
			Publish Blog	Blog		
18	19	20	21	22	23	24
		Evergreen Content		Press Release		
25	26	27	28	29	30	31
		Monthly Email				

■ Website content published
 ■ Organic Social Post
 Email
 — Paid Social Campaign

Marketing Systems Operations

Your marketing team can only be as effective as the systems and tools you use. Matter's team is experienced with most of the leading CRM and marketing automation platforms, creating engagement strategies, creating lead flows, and integrating with key 3rd party tools to ensure your marketing systems are running smoothly.

KEY SERVICES INCLUDE

- CRM Management
- Email Marketing
- Lifecycle Marketing
- Sales Automation

Discover the Call of the Wild
Subscribe to our mailing list and stay up-to-date on product updates and company news.

First Name Last Name

Email *

Organization name Organization Type *

WHAT TYPE OF COMMUNICATIONS WOULD YOU LIKE TO RECEIVE FROM WILDLIFE ACOUSTICS?
 General Announcements
 Quarterly Newsletters
 Technical Support Bulletins

Country * How did you hear about us?

WILDLIFE THE WILDLIFE ACOUSTICS FAMILY

Welcome to the Wildlife Acoustics family! We're a passionate group with a zeal for helping people conduct research across the globe. Our wildlife recorder and analysis software are designed with you in mind, and our support continues long after a purchase is made.

As a member of our mailing list, you'll be the first to know about new products, training sessions, webinars, news, and more. We are so glad to send and share to include valuable information in all of our customer's email settings to only get notified of the things you care about.

For customer stories, photos, and more, follow us on [Facebook](#) and [YouTube](#).

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Why Wildlife Acoustics?

Wildlife Acoustics provides an easy-to-use, powerful, and reliable software solution for wildlife researchers, conservationists, and environmentalists. Our software is designed to help you collect, analyze, and share your data more effectively and efficiently than ever before. Our software is designed to help you collect, analyze, and share your data more effectively and efficiently than ever before.

Questions?

Our sales and support teams are here to provide the answers you need! www.wildlifeacoustics.com

Top Selling Products and Software

Flip

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Everyone is Flipping Out

Our first users are being flip! From thrillers to low science, cookbooks to memoirs, there's always something new to discover.

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Ready to join a community of adventurous readers alongside your favorite influencers?

Flip is here to help you find the next book that will change your life. Just scan books you already love, and our cutting-edge AI will tell us what you're enjoying every genre. Download the app today and use the scanner.

[Learn more](#)

What the Flip Community is Saying

Download Flip

"This step keeps the reader, and if you don't keep your feet, there's no knowing where you might be swept off to." - J.K. Rowling

Ready to embark on your most great reading journey? Download Flip now.

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Welcome Workflow

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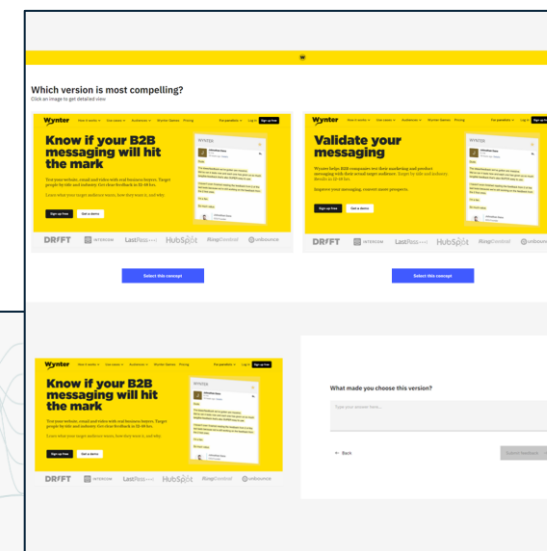
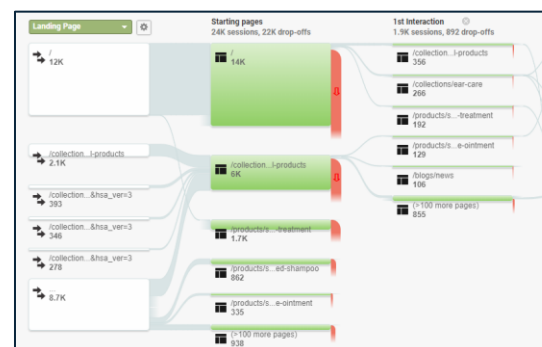
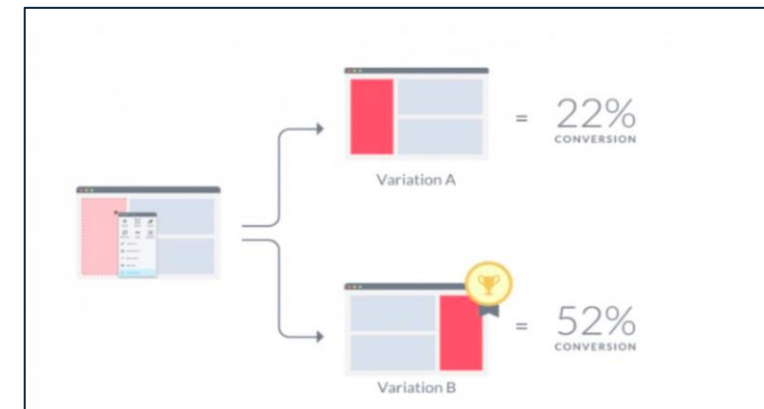
100. Welcome to the Flip Community

Conversion Rate Optimization

In a digital-first world, you have access to data points across all stages of your marketing campaigns. Matter's team puts this data to work, A/B testing, analyzing performance and tracking engagement to optimize websites, campaigns, content and all stages of the marketing funnel.

KEY SERVICES INCLUDE

- Website Analytics
- Marketing Analytics
- A/B + User Testing
- Reporting



THANK YOU

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GM Strategy & Marketing

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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>.