

Brand Elevation

Key brand messaging will go here as the supporting Sub Headline. short, sweet and direct.

BE INSPIRED

ICON

Relationships

ICON

Ackolades

ICON

Conversations

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HEADLINE FEATURING MODULE CONTENT BELOW WILL GO HERE

Supporting verbiage will go on this line briefly and clearly expressed.

What Does Your PR Really Look Like?

Social

PR

Creative



2016
Bell Ringer Award

Publicity Club of New England



2016
Bell Ringer Award

Publicity Club of New England



2016
Bell Ringer Award

Publicity Club of New England



2016
Bell Ringer Award

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OUR PROCESS

SERVICES



Video

CUSTOMER TESTIMONIALS WILL WIPE FROM RIGHT TO LEFT HERE IN THE SPACE

Name of client, sector, date, campaign type

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CAREERS

CULTURE MATTERS

787
Posts

BLOG

Studio-C by Matter Communications Wins Nine 2016 Hermes Creative Awards

(Newburyport, MA) – May 24, 2016 – Matter

Communications, a national PR and social media firm with in-house creative services and search marketing groups, announced today that Studio-C by Matter earned nine Hermes Creative Awards for projects ranging from videos to company rebranding to marketing collateral development. Matter received four Platinum awards.....

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NEWBURYPORT, MA Headquarters

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Mill #3, The Tannery
Newburyport, MA 01950
P: 978-555-5555
Directions to our location

BOULDER, CO

1136 Pearl Street
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P: 720-577-5401
Directions to our location

PORTLAND, OR

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PROVIDENCE, RI

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CONTACT US

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978-518-4547
pheadrick@matternow.com



Instagram feed

SERVICES



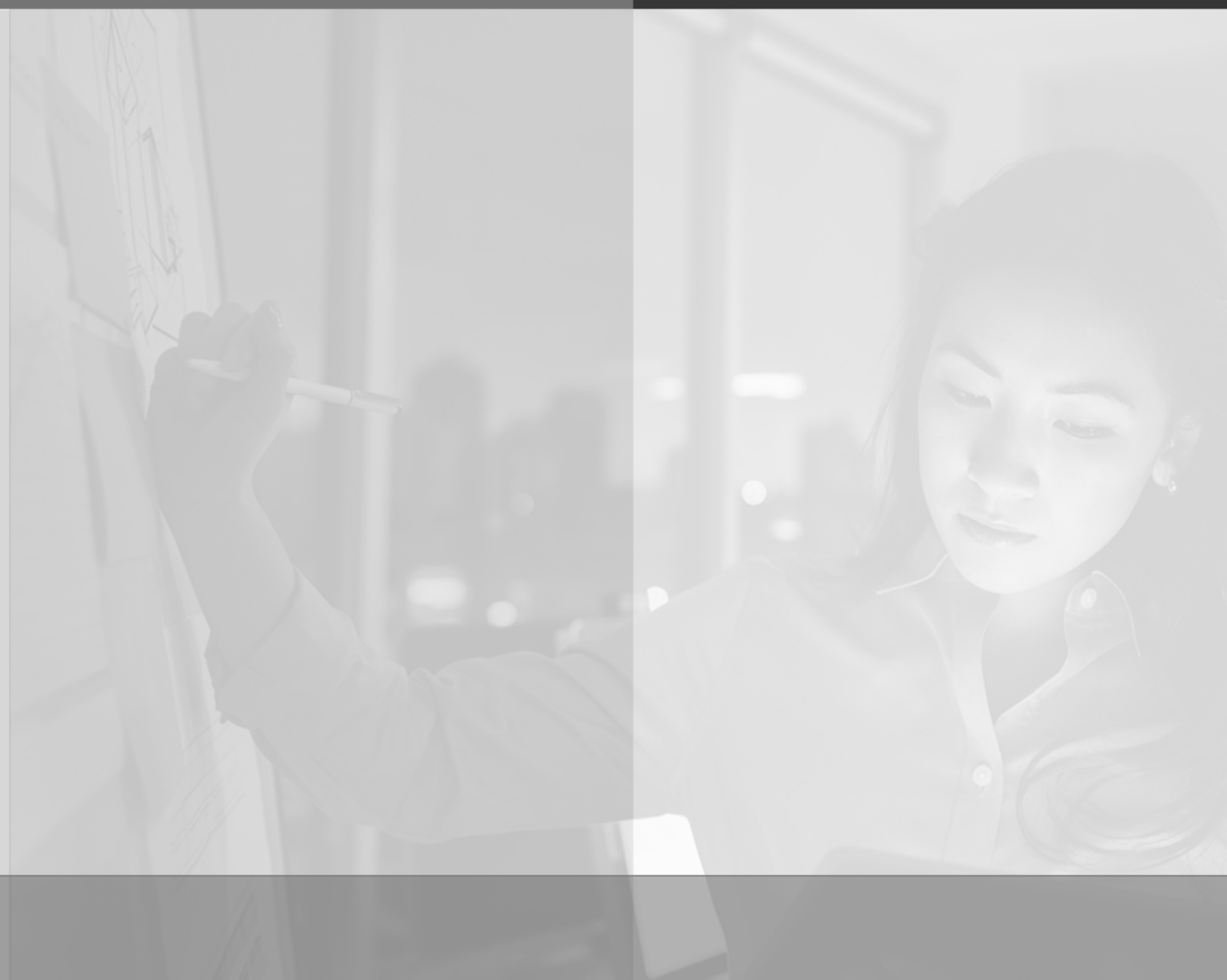
SERVICE MAIN HEADLINE / MESSAGE GOES HERE

A fully powered PR program includes social media strategy and seamless integration with creative services visuals such as video and infographics. Media relations, social media and visually arresting creative services tell a more complete story that inspires audiences and builds value for your brand. Dandelion cucumber earthenut pea peanut soko zucchini. Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko. Lotus root water spinach fennel kombu maize bamboo shoot green bean swiss chard seakale pumpkin onion chickpea gram corn pea. Brussels sprout coriander water chestnut gourd swiss chard wakame kohlrabi.

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CREATIVE SERVICES

Sometimes showing is better than telling. Studio C by Matter can show (and tell... don't forget we're PR pros) your story through our video production and design services, whether it's a live video broadcast, an infographic, a product photo shoot, or a new logo design. Matter excels at visual storytelling - and in sharing dynamic and engaging content across traditional and social channels. Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthenut pea peanut soko zucchini. Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko. Lotus root water spinach fennel kombu maize bamboo shoot green bean swiss chard seakale pumpkin onion chickpea gram corn pea. Brussels sprout coriander water chestnut gourd swiss chard wakame kohlrabi.



OUR PORTFOLIO

OUR TEAM

CONTACT US

Creative Sizzle Reel Video

PR & SOCIAL MEDIA

The PR services and social media guidance that Matter provides can be game changers for your business. We understand where your key audiences work and play, and what gets them interested. We are experts in storytelling and have a complete suite of creative services that enables us to bring your story to life among the social media masses. We do media training, to make sure you have your story (and delivery) straight when talking to the press. And if you work with Matter, expect to be doing plenty of that. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthenut pea peanut soko zucchini. Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko. Lotus root water spinach fennel kombu maize bamboo shoot green bean swiss chard seakale pumpkin onion chickpea gram corn pea. Brussels sprout coriander water chestnut gourd swiss chard wakame kohlrabi.

CASE STUDIES

CONTACT US

Full Bleed Image / Billboard

MEDIA TOURS

Ever wish you could flip a switch and immediately demonstrate your products to millions of potential customers? Actually you can, with Satellite Media Tours and our new Pre-Packaged Broadcast tours. Matter Communications offers a dedicated, on-site broadcast studio, complete with a media team, script writers, set-designers and our very own in-house spokesperson - Jeana Tahnik. We orchestrate highly tailored satellite media tours (SMTs) for brands that want to reach millions of consumers nationwide in the span of 4-5 hours. Co-op SMTs are a great, cost-effective way to build buzz for a brand and to showcase your product story to broadcast, radio and online media across the country. Pre-Packaged Broadcast Tour that takes brands out of the studio and standard SMT setting and into a lifestyle environment. These tours are pre-taped, six weeks in advance of airing, using the flow and cadence of an SMT - with B-roll, close-ups of products and messaging hit each time by our spokesperson Jeana Tahnik.

Icon

Icon

Icon

Icon

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SEARCH MARKETING

With almost a decade of experience in all aspects of search engine marketing including organic search engine optimization (SEO) and paid search engine marketing (SEM) campaigns, Matter has a dynamic record of understanding complex search marketing business goals and translating these goals into strategic, actionable online search marketing campaigns. We have a successful track record working with local and national B2B and B2C clients to define, measure and continually improve online search marketing strategies. Matter offers a highly sophisticated Search Marketing team with a decade of experience helping brands gain customers, increase mindshare and achieve brand messaging consistency across both organic search (SEO) and paid search channels (SEM). Paid search marketing advertising via Google AdWords and Bing Ad Center is a critical component of any online marketing campaign which can drive highly targeted and qualified audiences to a client's website.

PERCISION

Not ready for a full-scale PR or social media program, but can't afford to do nothing? Talk to us about a highly customized and focused program that will rapidly deliver business driving results at a conservative budget.

We work with a diverse array of Precision clients that are all looking for different things - some want only broadcast media coverage; others primarily want mom bloggers to write about their product or services.

Tell us what you covet most from a PR, media relations or social media standpoint, and we'll customize a program that drives targeted results. Precision staffs each account with a dedicated team while leveraging the experience and skillsets of the entire agency, including access to Matter's in-house video production and design experts.

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Instagram feed



PR + Social / Creative / Search Marketing

Matter is a Brand Elevation Agency unifying PR, social media, creative services and search marketing. Matter excels at PR + social storytelling that influences the influencers, inspires action and builds value.

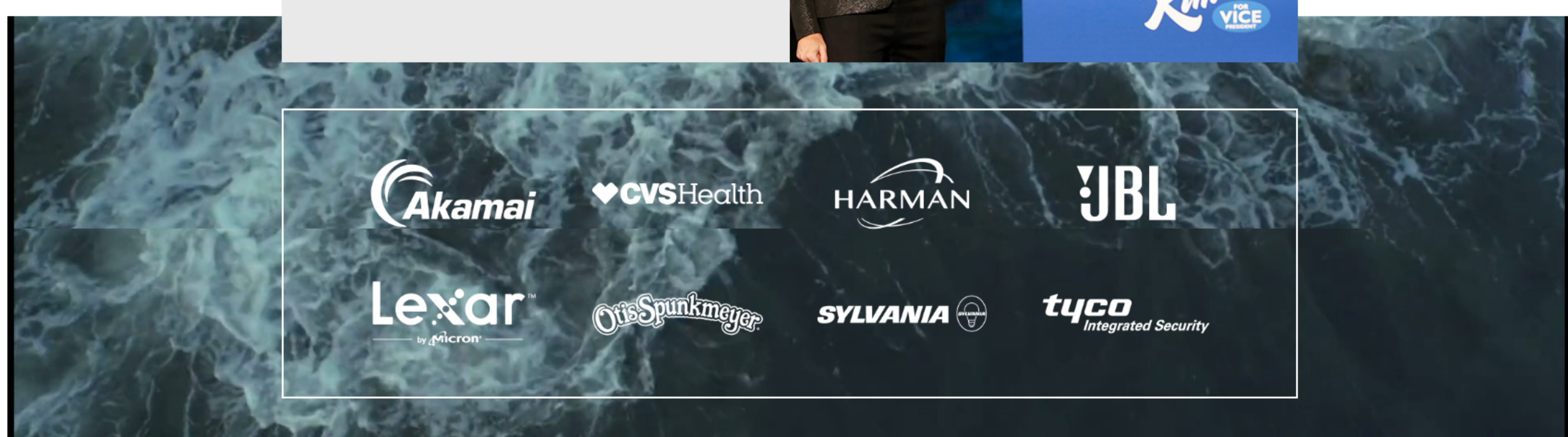
What's Hot?



CVS Goes Digital w/ Jimmy Kimmel

CVS Health was all too familiar with the jokes made at its expense due to long receipts. What better way to break the news that receipts were going digital than going to the top funny man himself, Jimmy Kimmel.

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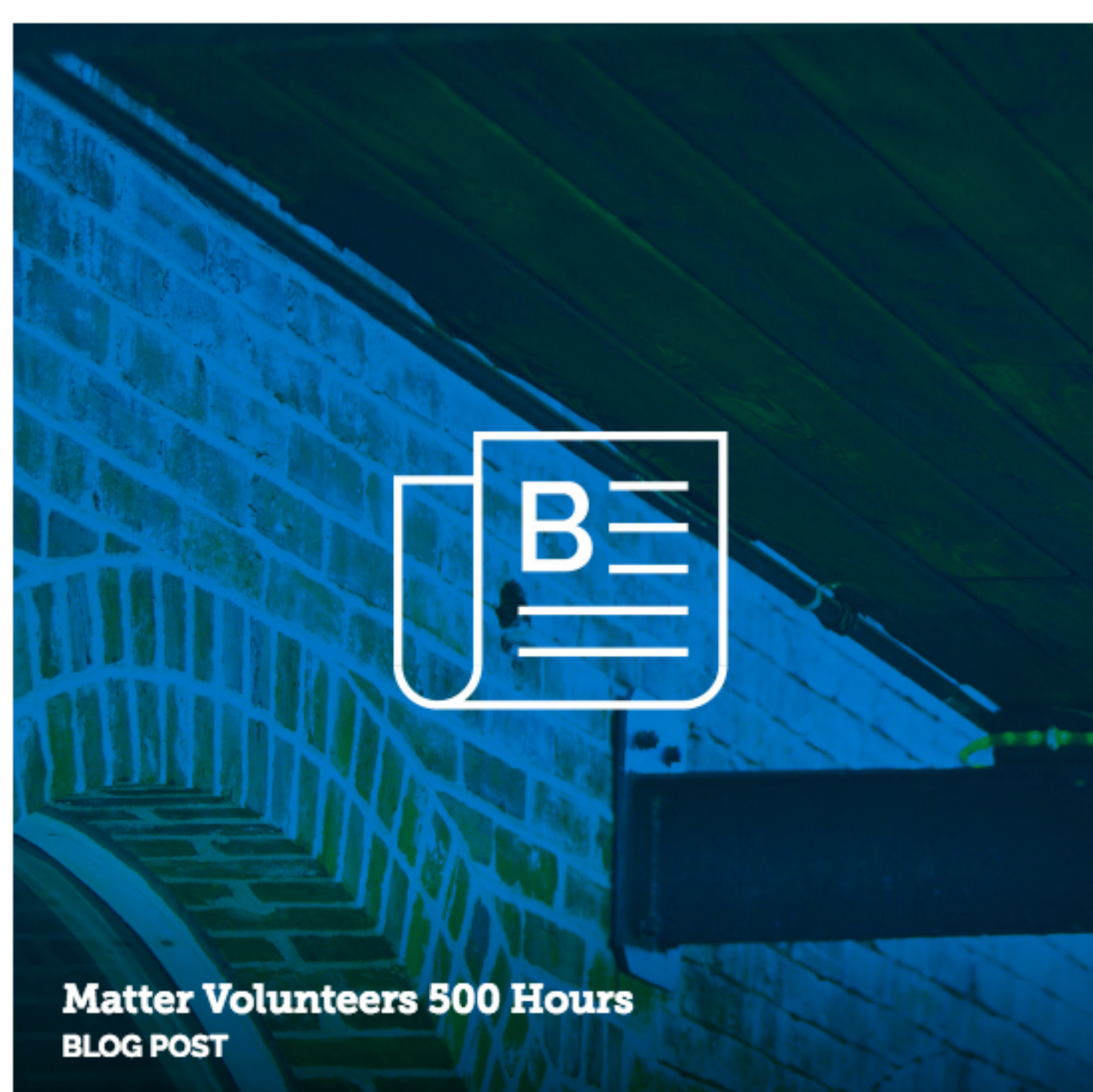


Client Insights

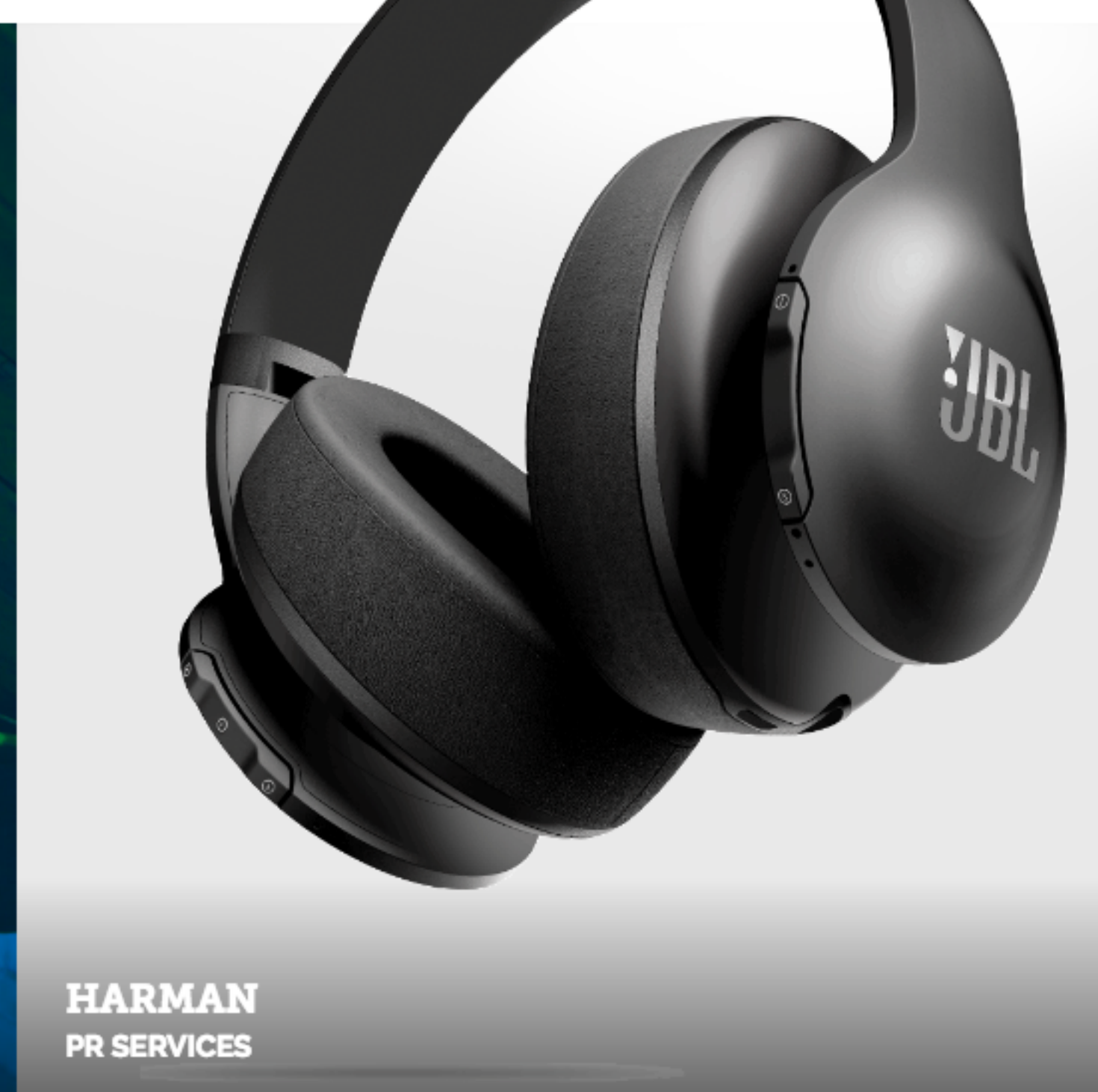
Matter is a fantastic agency partner and extension of the CVS Pharmacy communications team. The Matter team knows how to develop and nurture relationships with media and also understands the importance of client service. They consistently go above and beyond to create meaningful public relations campaigns that produce quality results.



Erin Pensa
CVS Pharmacy



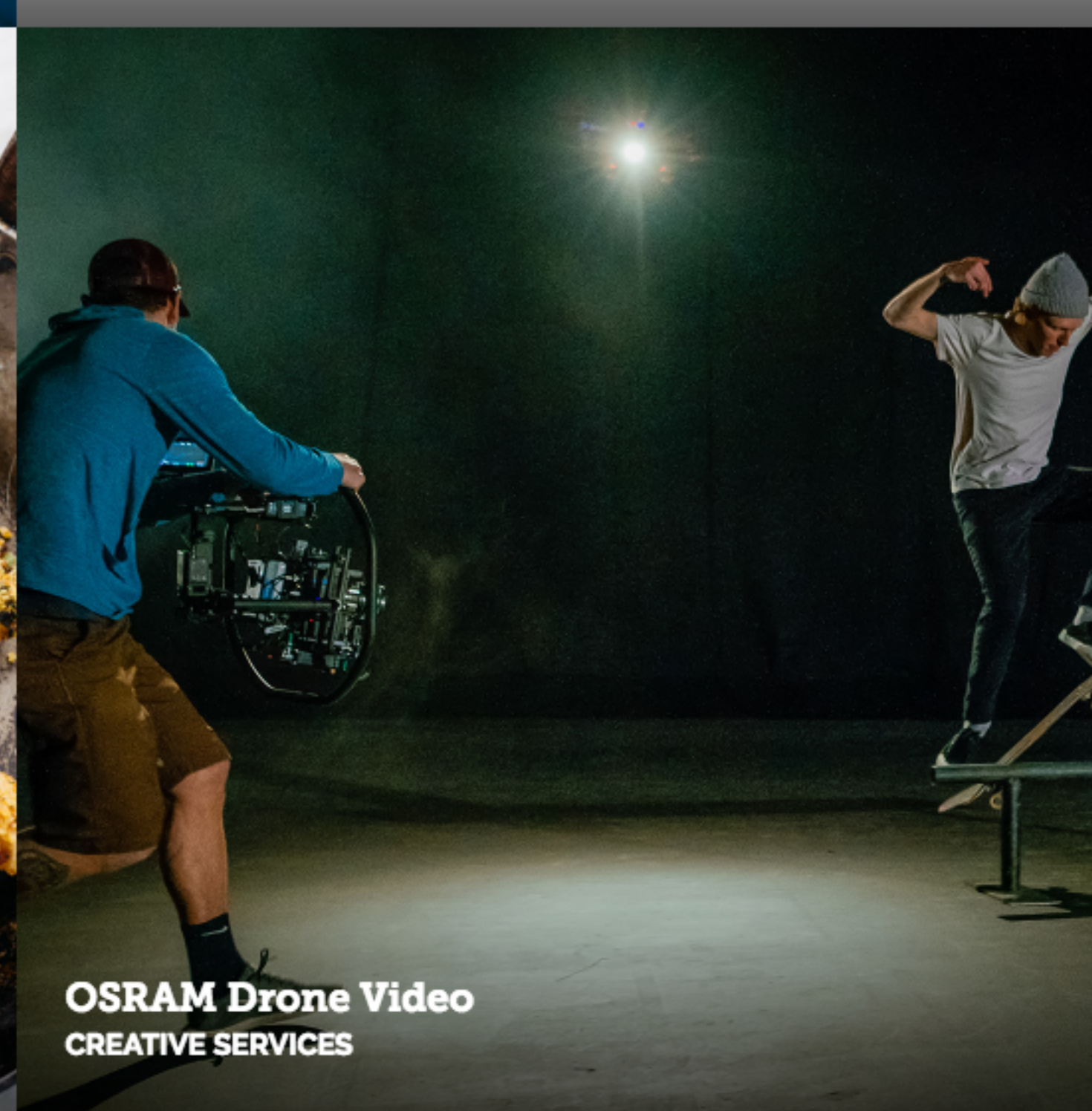
Matter Volunteers 500 Hours
BLOG POST



HARMAN
PR SERVICES



Sea Cuisine
CASE STUDY



OSRAM Drone Video
CREATIVE SERVICES



PR News' Mid-Size PR Firm of the Year
FEATURED NEWS



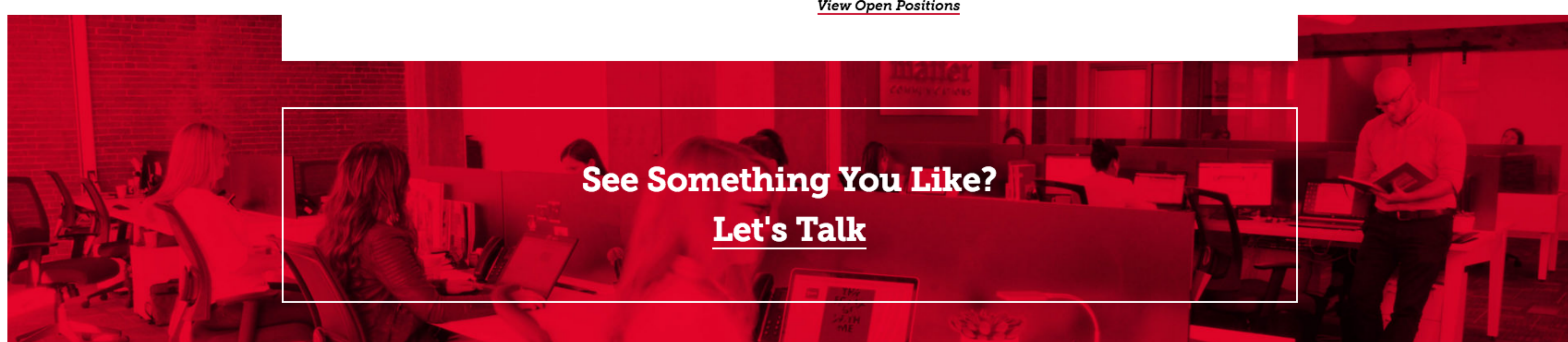
La Brea Bakery Reserve Event
CASE STUDY

We're Hiring

Want to join a team that consistently wins "Best Place to Work" awards? Do you write like the wind and have powers of persuasion? Can you laugh at yourself when the chips are down and not get too high on yourself when you land the big story? You might just fit in at Matter.



[View Open Positions](#)



See Something You Like?
Let's Talk

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Featured Press Release

Matter Communications Wins 'Midsize PR Firm of the Year' at PR News' Platinum PR Awards

Matter



Matter Names Owen Mack National Director of Creative Services

Matter

NEWBURYPORT, MA – Matter, a brand elevation agency unifying PR, social media, creative services and search marketing, today announced the appointment of Owen Mack as director of creative services. Company Also Launches Highly Visual New Website Today Mack's role spans.

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Matter Communications Wins 'Midsize PR Firm of the Year' at PR News' Platinum PR Awards

Matter

Continued Growth, Successful Campaigns and National Reach Cited as Differentiators from Competition NEWBURYPORT, MA – October 25, 2016 – Matter Communications, the third largest PR agency in Boston and one of the fastest growing nationally, was named Midsize PR Firm.

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Matter Communications Names Mandy Mladenoff President

Matter

Seasoned Bi-Coastal PR Industry Veteran to Guide Strategy, Sustain Robust Growth Across Five Offices Nationally NEWBURYPORT, MA – Matter Communications, the third largest PR agency in Boston and one of the fastest growing nationally, today announced the elevation of industry.

[Read More](#)

Studio-C by Matter Communications Wins Nine 2016 Hermes Creative Awards

Matter

Accolades include four Platinum Awards, four Gold Awards and one Honorable Mention (Newburyport, MA) – May 24, 2016 – Matter Communications, a national PR and social media firm with in-house creative services and search marketing groups, announced today that Studio-C.

[Read More](#)

Studio-C by Matter Communications Wins Two 'Best Video' Grand Prize Awards From PR Daily

Matter

Awarded 'Best Event Video' for La Brea Bakery; 'Best Educational Video' for Lojack (Newburyport, MA) – May 11, 2016 – Matter Communications, an award-winning PR and social media firm with in-house creative services and search marketing groups, announced today that.

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Matter Communications Honored as Stevie Award Winner in 2016 American Business Awards

Matter

Marks Fourth Consecutive 'PR Agency of the Year' Recognition from American Business Awards Newburyport, MA – May 2, 2016 – Matter Communications, an award-winning PR and social media firm with in-house creative services and search marketing groups, was named the.

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PR Firm Matter Communications Named a Fastest Growing Private Company by Boston Business Journal

Matter

Continuous Growth, Expanded Creative Services Buoy National PR Agency (Newburyport, MA) – April 25, 2016 – Matter Communications, an award-winning PR and social media firm with in-house creative services and search marketing groups, was named a 2016 Fastest-Growing Private Company.

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Matter Communications Acquires B2B Video Agency Skyscope

Matter

Further Positions Fast-Growing PR Agency as a Top Video Provider in U.S. (Newburyport, MA) – April 5, 2016 – Matter Communications, an award-winning PR and social media firm with in-house creative services and search marketing groups, has acquired Skyscope, a.

[Read More](#)

Studio-C by Matter Communications Wins Best Video Award from Bulldog Reporter

Matter

"Best Use of Digital in a B2B Technology Campaign" (Newburyport, MA) – March 24, 2016 – Matter Communications, an award-winning PR and social media firm with in-house creative services and search marketing groups, announced today that Bulldog Reporter has honored.

[Read More](#)

PR Agency Matter Communications Expands Boston Footprint

Matter

Opens Larger Boston PR Office Amid Rapid Growth and Rising Demand For Integrated PR Services (Newburyport, MA) – February 17, 2016 – Matter Communications, an award-winning PR and social media firm with in-house creative services and search marketing groups, today.

[Read More](#)

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Work

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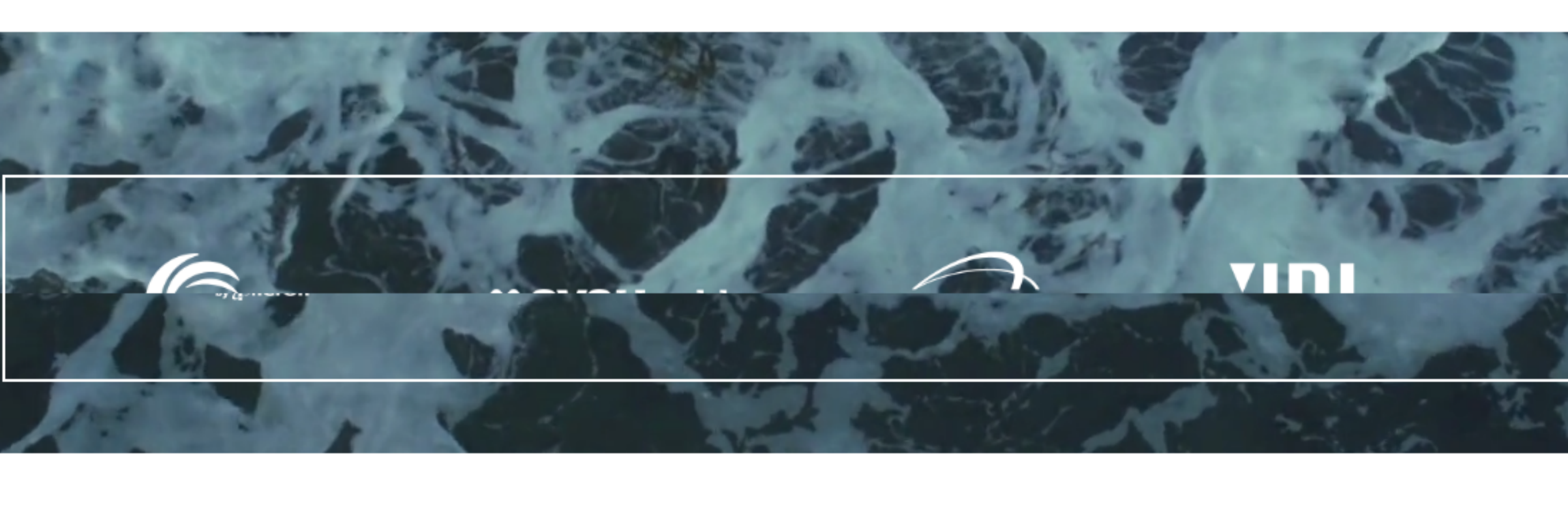
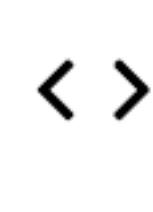


Client Insights

“Every person on the Matter team stood out as incredibly knowledgeable, experienced, and personable. They’ve been a tremendous asset to our firm and opened us up to new approaches to market ourselves – from our website to PR. Accurate communication, transparency, and positive energy flows from the team in all that they do. Regardless of the size of the task, they are always ready to jump in and tackle it! And the results speak for themselves.”



Laura Player
Wolver Construction



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Making a Splash on Instagram

Cooking isn't always pretty. It's messy, and smoky, and sometimes, kitchen catastrophes happen. But that's okay – who needs that pressure to be perfect anyway?! Sea Cuisine embraced this spirit by showcasing the best kitchen fails on social media.



628 / 410 / 76

Percent Increase in Instagram Followers

Social Mentions

Number of Instagram Followers Pre-Sweepstakes

Sea Cuisine's Instagram Sweepstakes

Connecting with key food bloggers and chefs

The 'I Cheffed Up' Instagram contest appealed to beginner chefs and foodies looking to have fun in the kitchen, and the entries poured in. The team also partnered with food blog The Kitchn, and when all was said and done, had launched a new presence on Instagram and significantly increased their social following.



View More Work



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