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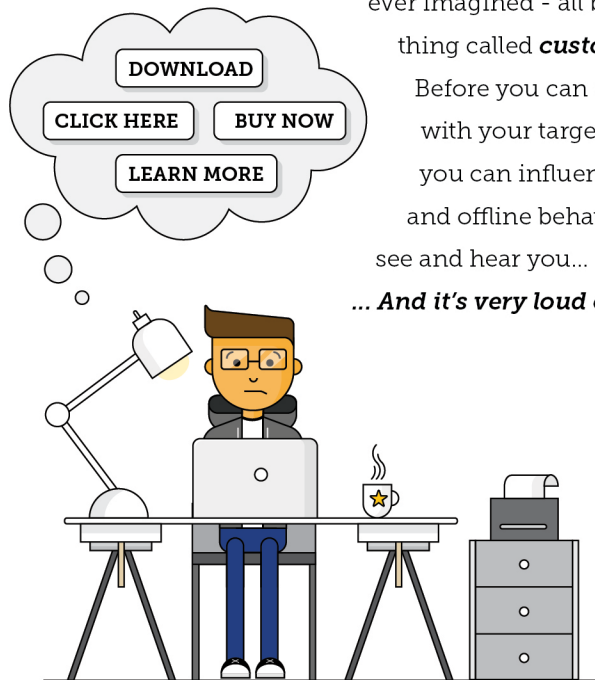
# Why You Need A Brand Elevation Agency



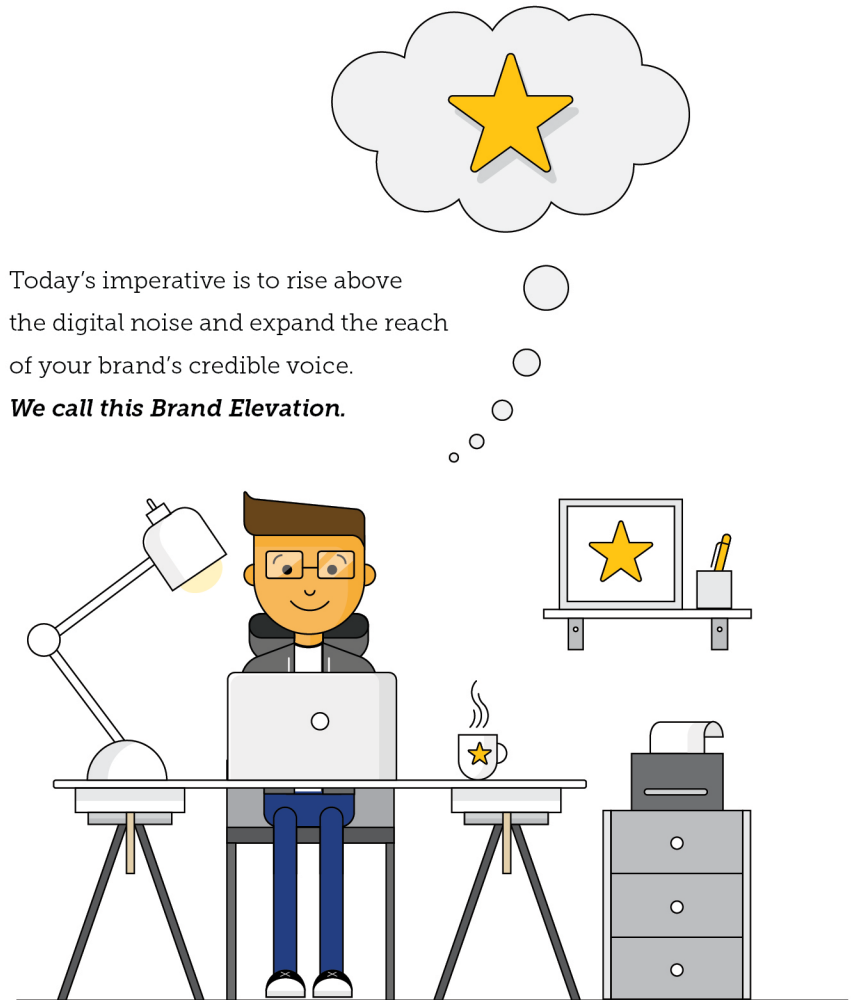
# Why You Need A Brand Elevation Agency

(Hint: your competition has one)

Seemingly **Innocuous words** now hold more power than anyone ever imagined - all because of a little thing called **customer engagement**. Before you can expect to engage with your target audience, before you can influence their online and offline behavior, they need to see and hear you...  
... **And it's very loud out there.**

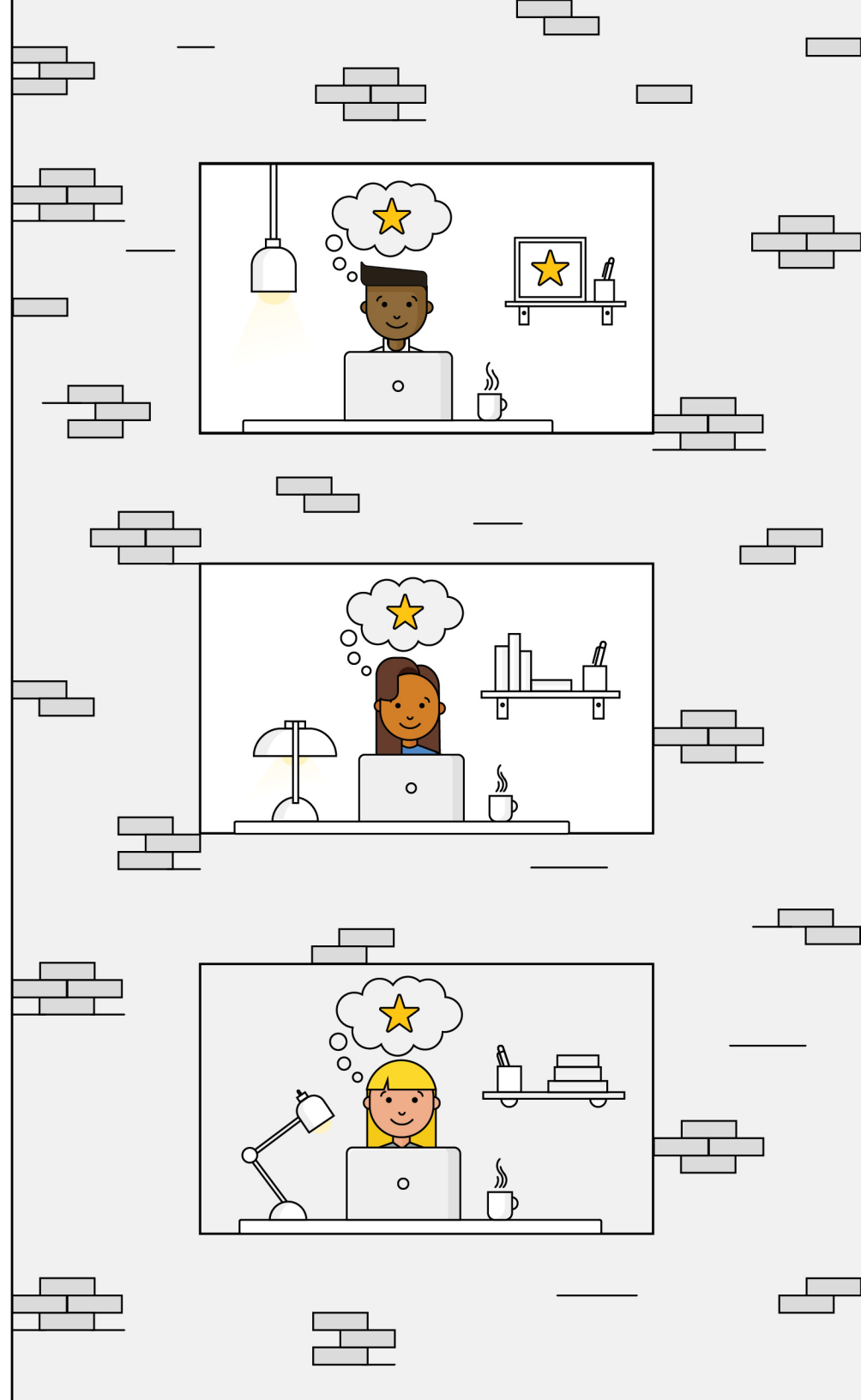


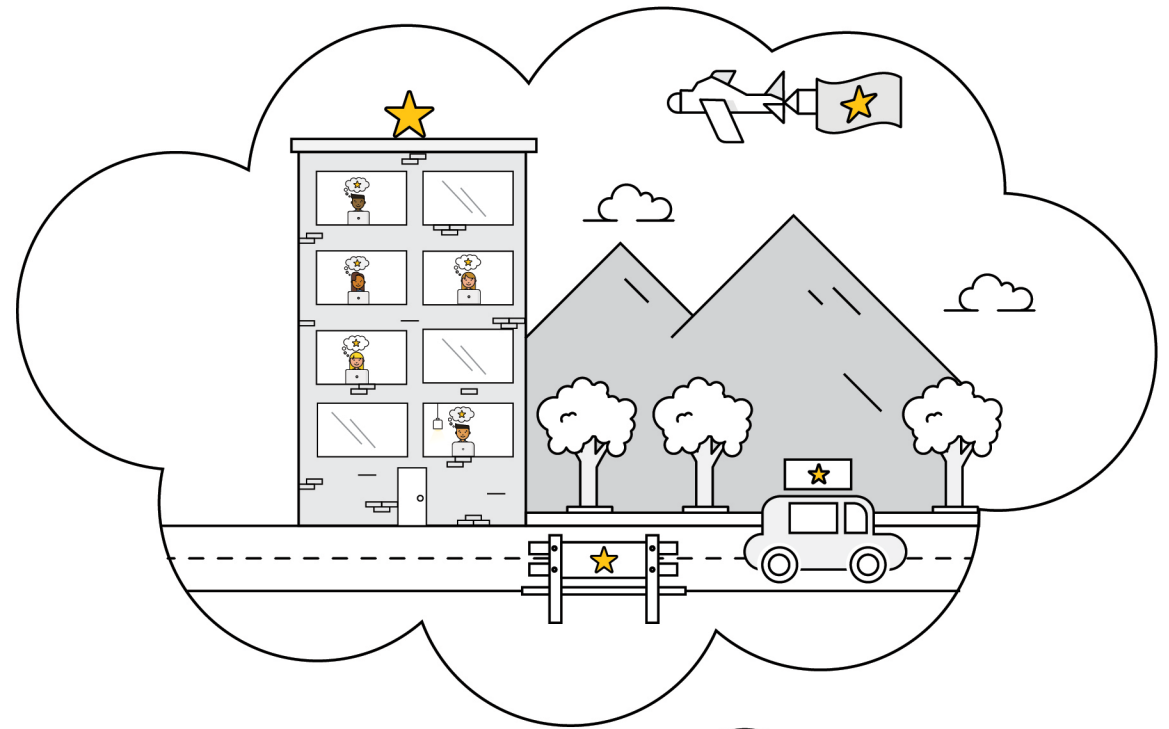
Today's imperative is to rise above the digital noise and expand the reach of your brand's credible voice.  
**We call this Brand Elevation.**



# Is Your Brand Being Heard?

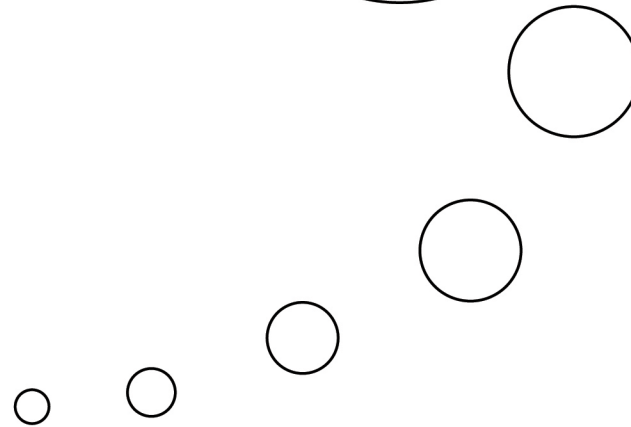
At Matter, we define “brand” as an **emotional response** to a company or product name. And make no mistake, all responses are emotional. Emotion is what drives **high levels of engagement** because the business landscape has shifted from companies to humans – thanks in a large part to the rise of social media and the sharing culture of Millennials.





## It's Time to Get Personal

Your target audience cares about You. Not just your company's stock price but your CEO; not just the board's decisions but your board's diversity, not just the company's profit margin but the human lives touched through your company's philanthropy. Company culture, once the last item on a CEO's checklist, is now paramount to conducting business. Why? Business is now personal, and it can't be faked with a pretty annual report or a single corporate video. What's required is strategic, cohesive **Brand Elevation: the implementation of multiple layers of rock-solid, smart, engaging communications designed in aggregate to make a personal connection with your audience.**



# The Era of Networked Individualism

We are moving, like by like and share by share, from the digital age to the rise of the networked individual. Social media demands that we get to know the **C-Suite as individual people**. Social is part and parcel of an elevated brand that thrives in a challenging market reality. And because exposure on the internet is fleeting, these new outlets need to be fed at a **rabid pace**.

An elevated brand recognizes the need to “feed the beast” in the smartest way possible, staying relevant day in and day out. It’s not about placing a story anymore; it’s about how the story moves through the digital expanse. And **once it stops moving, it’s dead**.



# Finding an Agency that Understands Consumption

In a crowded bookstore, what makes you pull a book from the shelf? It's not just the captivating colors on the cover or the recommendation from the staff. It's also the shared review on Facebook from your cousin, the sponsored Instagram photo of the book next to an enticing beverage, the NPR "Fresh Air" segment heard on the drive in, the Google search for great travel reads from earlier in the week. It's all these things that put the book in your hand, to be ***elevated, above all the others on the shelf.***

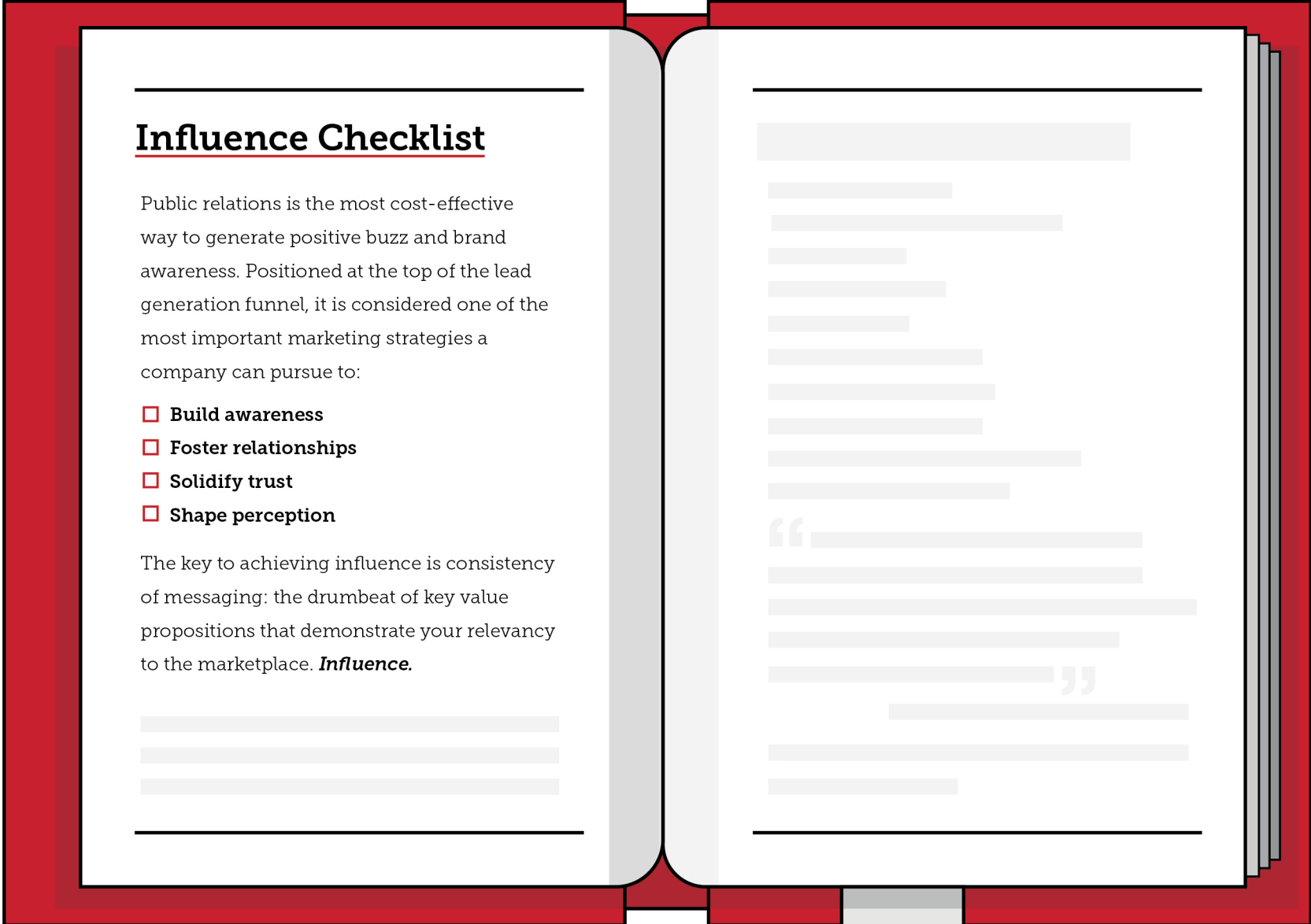


# The Checklist

This integrated landscape is more nuanced than Paid, Owned, and Earned. We coined the acronym **POETS: Paid, Owned, Earned, Traded, Shared**...this world of distinct-but-related approaches means opportunities for brands continue to increase across platforms, mediums, and devices. The key is to determine which drivers make sense based on your desired outcomes, and then map everything in the POETS mix to achieve those targeted goals. A Brand Elevation Agency **creates memorable campaigns** that touch key audiences where they live, work, and play.

Here's what Matter brings to the table:





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## Influence Checklist

Public relations is the most cost-effective way to generate positive buzz and brand awareness. Positioned at the top of the lead generation funnel, it is considered one of the most important marketing strategies a company can pursue to:

- Build awareness**
- Foster relationships**
- Solidify trust**
- Shape perception**

The key to achieving influence is consistency of messaging: the drumbeat of key value propositions that demonstrate your relevancy to the marketplace. ***Influence.***

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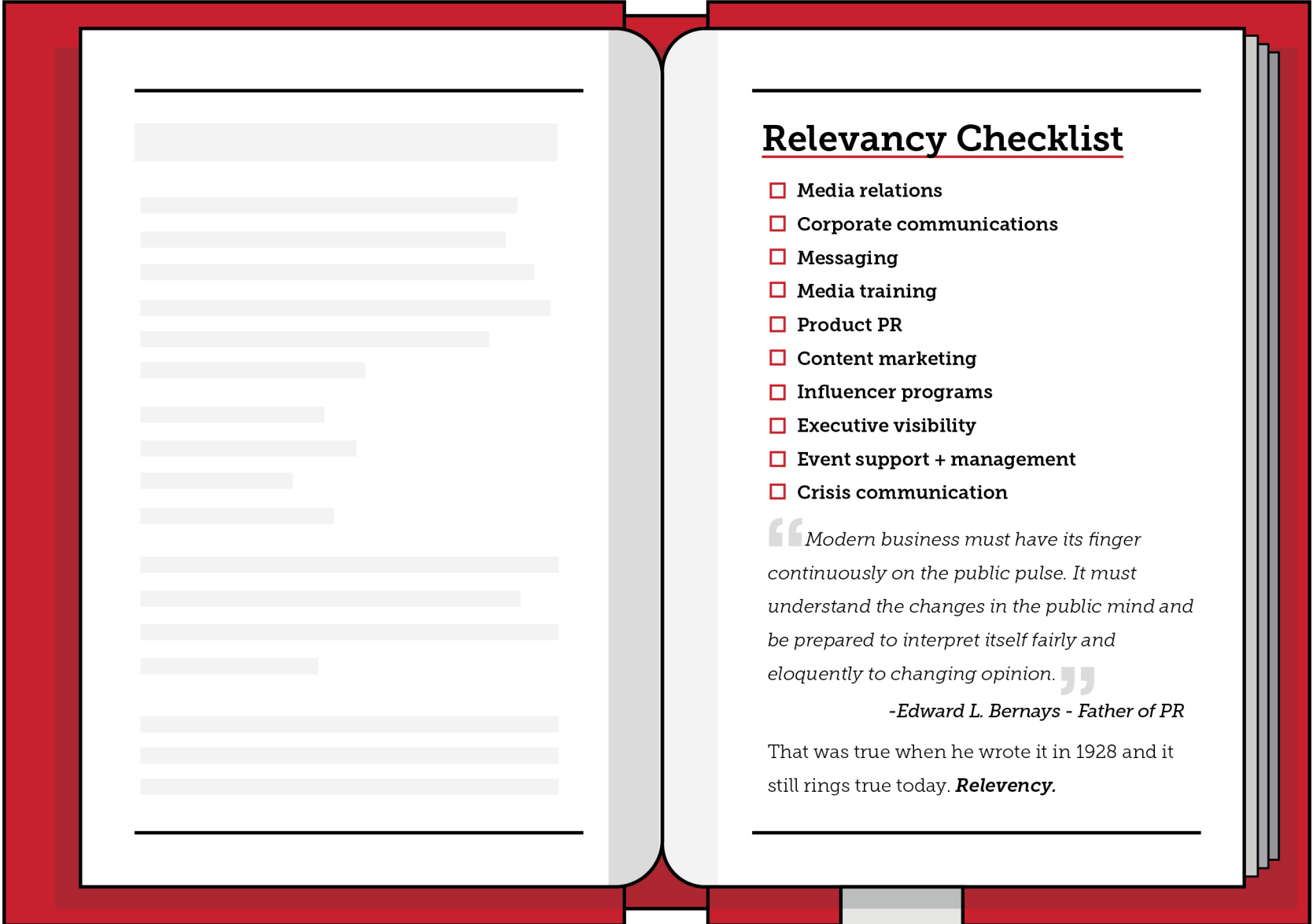
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## Relevancy Checklist

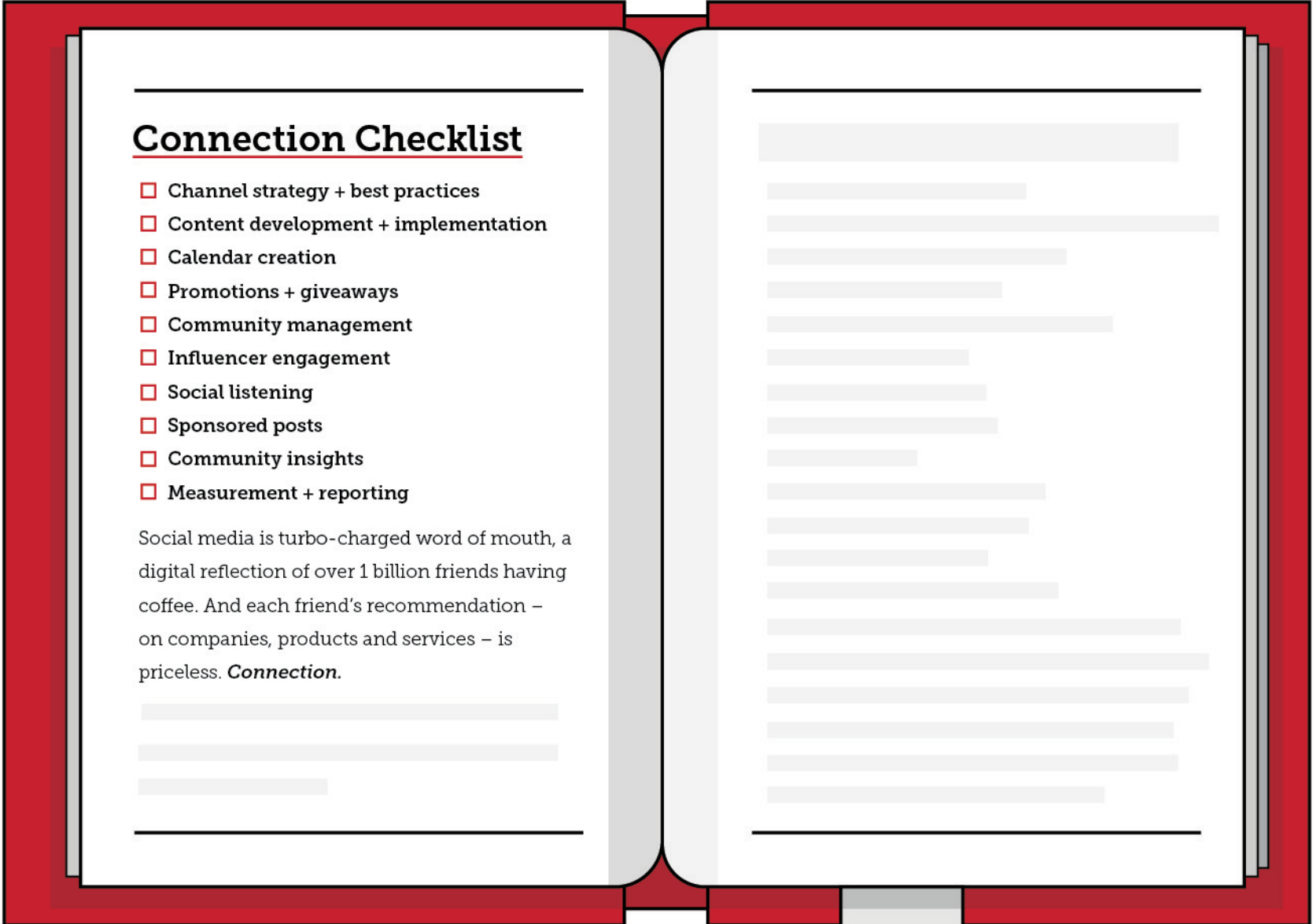
- Media relations
- Corporate communications
- Messaging
- Media training
- Product PR
- Content marketing
- Influencer programs
- Executive visibility
- Event support + management
- Crisis communication

“Modern business must have its finger continuously on the public pulse. It must understand the changes in the public mind and be prepared to interpret itself fairly and eloquently to changing opinion.”

-Edward L. Bernays - Father of PR

That was true when he wrote it in 1928 and it still rings true today. **Relevancy.**

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## Connection Checklist

- Channel strategy + best practices
- Content development + implementation
- Calendar creation
- Promotions + giveaways
- Community management
- Influencer engagement
- Social listening
- Sponsored posts
- Community insights
- Measurement + reporting

Social media is turbo-charged word of mouth, a digital reflection of over 1 billion friends having coffee. And each friend's recommendation – on companies, products and services – is priceless. **Connection.**

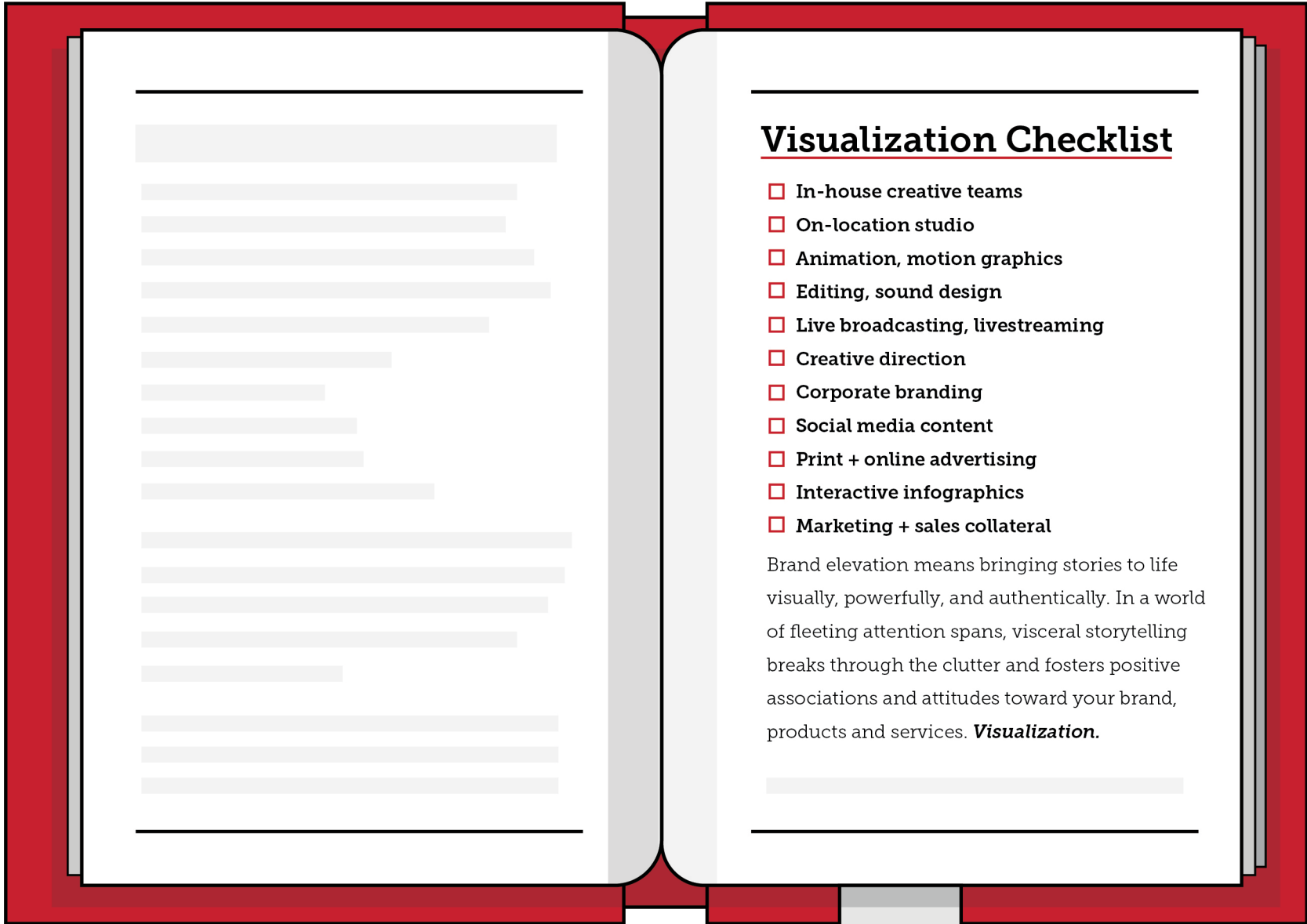
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## Visualization Checklist

- In-house creative teams
- On-location studio
- Animation, motion graphics
- Editing, sound design
- Live broadcasting, livestreaming
- Creative direction
- Corporate branding
- Social media content
- Print + online advertising
- Interactive infographics
- Marketing + sales collateral

Brand elevation means bringing stories to life visually, powerfully, and authentically. In a world of fleeting attention spans, visceral storytelling breaks through the clutter and fosters positive associations and attitudes toward your brand, products and services. **Visualization.**

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## Discovery Checklist

- Search engine ranking
- Google Adwords
- Display + video ads
- Remarketing
- Detailed reporting

Google not only rules the world, it changes the rules on a regular basis. That's why you need a highly sophisticated search marketing program to gain customers, increase mindshare, and achieve brand messaging consistency across both organic search (SEO) and paid search channels (SEM). **Discovery.**

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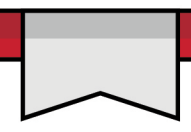
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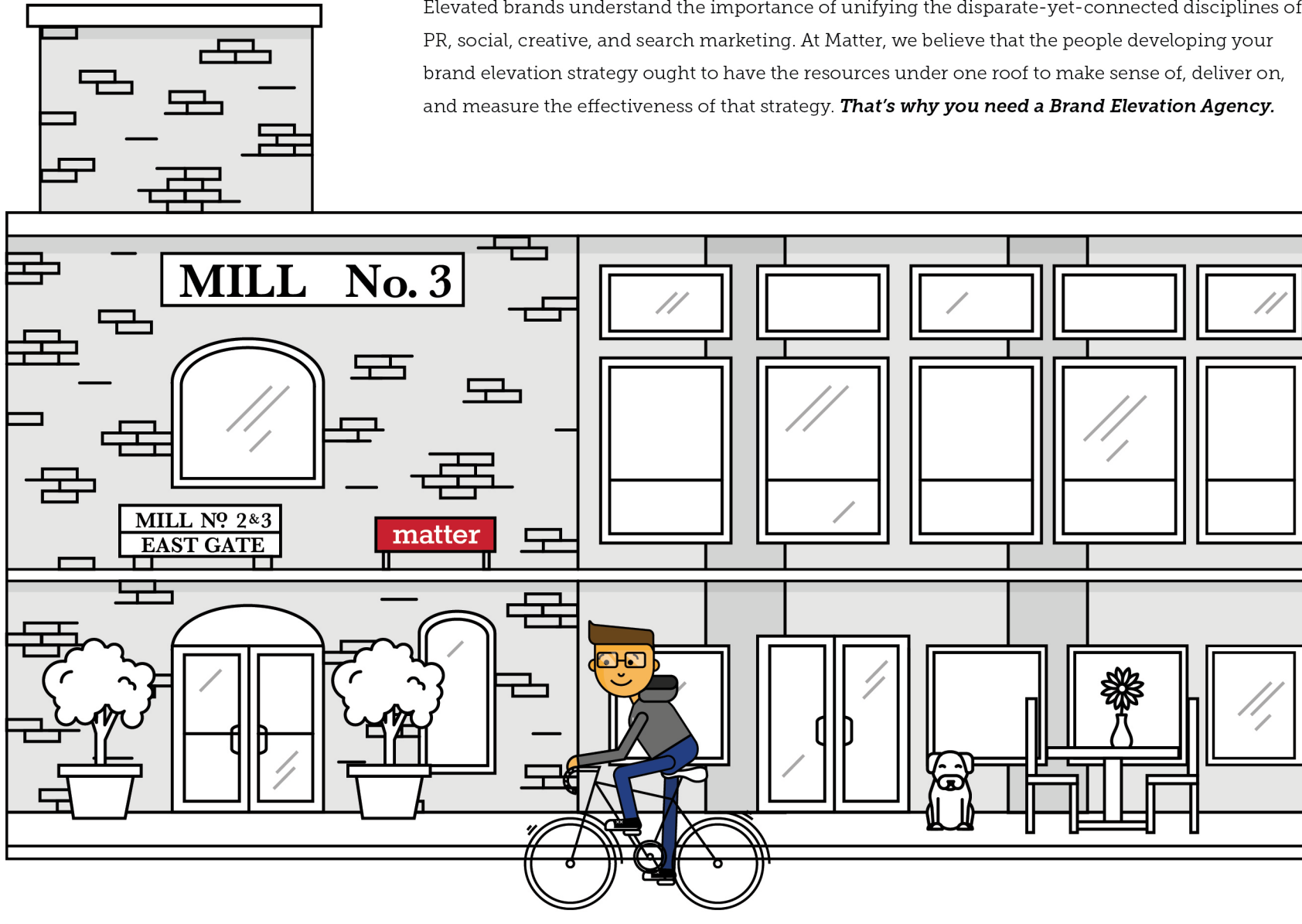
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# Tying it All Together

Elevated brands understand the importance of unifying the disparate-yet-connected disciplines of PR, social, creative, and search marketing. At Matter, we believe that the people developing your brand elevation strategy ought to have the resources under one roof to make sense of, deliver on, and measure the effectiveness of that strategy. *That's why you need a Brand Elevation Agency.*



# Ready for a Brand Elevation Audit?

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