

A photograph of three people (two men and one woman) in a dimly lit office environment, looking at a computer monitor. The image has a blue tint. The text is overlaid on the center of the image.

Over 35 years of
experience in marketing.
And staffing.





Results built on a solid foundation.

Building a structure that stands the test of time starts with a solid foundation. The same is true for building a company. At TerraFirma Marketing, we are serious about helping our staffing clients develop a custom marketing strategy that drives results. Even our name, TerraFirma, which translates to “solid ground,” reflects our mission to deliver results based on a solid and sustainable foundation. Let us help you create a marketing strategy that works for your staffing organization.

A leader who has walked the walk.

Jay Mattern, TerraFirma CEO and former CEO of Peoplelink Group, has spent over 35 years in the staffing industry. Under his leadership, Peoplelink had a compound annual growth rate of nearly 12% and became the 35th largest staffing firm in the United States.

Jay believes it is critical that staffing firms develop a clear, effective strategy for communicating to both the client and candidate markets. Targeted messages should be created for each market to enhance the brand and inspire immediate and decisive action.

A team that can talk the talk.

We're experts at developing strategic messages that speak directly to the talent staffing firms are seeking. We also understand how to communicate the unique value that the staffing company brings to the marketplace. As a full-service agency, we have all of the tools and talent to maximize your marketing budget. Our entire team is creative, strategic, and service-focused. Plus, our depth, and breadth, of experience means we know how to execute and problem-solve in real time. We've been a marketing force for over 40 years and we're poised to help you grow your staffing firm exponentially.

“As a former staffing entrepreneur and executive, I understand the challenges faced by emerging staffing firms and the importance of a solid marketing strategy.”

- JAY MATTERN, CEO



Comprehensive marketing services. Laser-focused expertise.

Our integrated marketing services cover all of your needs. Whether it's strategic branding, a unique digital solution or a web presence that clients and candidates can't miss, our team of dedicated specialists have a proven history of hitting the mark and moving the needle.



Digital / Social Media Solutions

**Social media is 24/7.
We can help you keep up the pace.**

Digital marketing has become the go-to method for reaching a targeted audience with a specific and evolving message. Whether you're utilizing social media platforms, paid search tactics, behavioral / contextual display targeting or other executions, digital provides a cost-effective way for organizations to build awareness and drive demand. We understand the vital role digital communication plays in marketing, and we specialize in building digital strategies tailored to your unique goals.

- **Strategy development**
- **Performance goal setting**
- **Social media management**
- **Company social page optimization**
- **Engagement monitoring and notification**
- **Performance evaluation**
- **Monthly reporting**
- **Competitive research and analysis**



Content Marketing

**Content is king.
Let us be your knight
in shining armor.**

Content marketing is the art of building relationships with your prospects through consistent, relevant and empathetic conversation. We understand both the critical importance and seemingly daunting challenge of creating and distributing content – be it blogs, white papers or video. Let us help you establish a robust content marketing program that will drive website traffic and lead to profitable results.

- **Strategy development**
- **Performance goal setting**
- **Ghostwriting of original articles**
- **Editing and proofreading**
- **Sharing on web/social**
- **Creation of website page
for article display/archiving**
- **Competitive assessment**
- **Monthly reporting**
- **PR pitching/placement**



Marketing Consulting and Strategy

A clear vision. A simplified strategy.

Marketing practices are constantly evolving, and short-term strategies can quickly lose their impact. Whether you need to build an entire marketing strategy from scratch or refine your existing approach, TerraFirma's marketing consulting services can help update your marketing efforts to achieve the best possible outcomes. First and foremost, we want to be your strategic partner.

- **Marketing strategy**
- **Social media**
- **Content marketing**
- **SEO and SEM strategy**
- **Brand positioning**
- **Brand management**
- **Digital ad planning and consultation**
- **Market research**



Branding

Our branding expertise sets us apart from other agencies. For starters, we listen.

A brand should be authentic, memorable and enduring. That's Branding 101. When it comes to branding, we excel in real world application. At TerraFirma Marketing, our seasoned team understands how to get to the core of a brand, finesse it and present it in a believable, relatable way to any given audience. Our approach is not to simply create your company's brand, but to identify its strengths and unique characteristics, and strategically showcase them in the best possible light.

- **Brand review/audit**
- **Logo assessment**
- **Visual brand support**
- **Brand positioning/messaging**
- **Competitive analysis**
- **Brand standards development**
- **Brand refresh/update**



Website Design, Development and Support

Engaging, intuitive, streamlined. Our sites are built with the visitor in mind.

While every staffing firm may have a website, not all of them offer both valuable content and an engaging user experience. Our team of web development experts knows how to meet the challenges of the ever-changing technical, design, SEO and ADA requirements. We make it a point to apply best practices to ensure your site not only looks great, but also operates at peak performance across all platforms.

- Site strategy, planning, design and programming
- CMS recommendations/options
- Responsive design and mobile optimization
- Google Analytics integration
- SEO
- Browser and device testing
- Content migration or creation
- Bandwidth optimization
- Google Search Console setup
- Blog integration
- E-commerce integration
- Hosting
- Updates, upgrades and maintenance



Graphic Design

Strategy-driven design.

Graphic design is all about communicating and promoting a brand's products or services in visually appealing and impactful ways. Our process is creative, strategic and customized for every client. Each design project travels a unique path to tell a compelling brand story – one that resonates with audiences and achieves established objectives. You name it, we can do it.

- Web design
- Logos
- Digital and print ads
- Email templates
- Presentation templates
- Signs
- Posters
- Trade show graphics
- Branded materials
- Brochures



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