

# Acquisition ... *drives* **GROWTH**

Target audiences are identifiable. They respond to unique appeals and through preferred channels. Are you effectively driving *acquisition* growth?

**ac-qui-si-tion:** [ak-wuh-zish-uhn]  
*Identifying and converting non-members through cost-efficient, funnel-driven processes.*



## Market Challenges

Cross-media *acquisition* programs and tracking are inherently inefficient because they are “silo-based”.

The lack of a single, rules-based engine to manage, track and measure all cross-media *acquisition* appeals magnifies the problem significantly.

## Benefits

Single platform for cost-efficient, high-return *acquisition* programs that track, monitor and compare campaigns across channels.

## Echo Solutions

Echo's Mirror™ Platform is an innovative, rules-based solution that manages, tracks and measures Print, Web, Social Media, E-Marketing and Phone *acquisition* appeals or “events” in a seamless, integrated process.

**Acquisition Model Development**

**Brand Messaging Content Marketing**

**Offer & Appeal Research**

**Personalized Microsite / Mirror™ Platform**

**Personalized Variable Print & Fulfillment**

**Profiling / Targeting**

**ROI Metrics Tracking & Reporting**

**Social Media Campaigns**

**Strategy and Planning**

**Are your *acquisition* efforts silo-based or integrated?**

**Do your current efforts provide a targeted and personalized experience you can track across channels?**

# Acquisition ... drives **GROWTH**

## Database Marketing Services

- Data Analysis / Appending
- Demographic / Economic / Psychographic Values
- List Services
- Member Profiles
- Modeling / Segmentation Strategies

## Rules-Based, 1:1 Cross-Media Direct Marketing

- A / B Strategic Testing
- Acquisition Strategy
- Breakthrough Copy & Creative
- Digital Print
- Direct Mail Formats
- E-Commerce Stores
- E-Marketing
- Event-Based Continuity Programs
- Personalized Microsite / Mirror™ Platform
- Web-to-Print

## Target Audience Research

- Data / Text / Speech Analytics
- Offer / Appeal Research
- Opportunity Assessment Consulting
- Response Survey Analysis
- Win / Loss Analysis

## Fulfillment

- Hand-Raiser Programs
- Kitting
- Membership Card / Rule Book Programs
- Premiums / Promos / Wearables
- Warehouse / Storage

## Internet Marketing

- App Development
- Content Marketing
- Conversion Microsites
- Mobile Marketing
- Online Footprint / Competitive Audits
- Online News Outreach
- Search Engine Marketing Solutions

## Social Media Marketing

- Ad Buying
- Analytics & Benchmarking Reporting
- Channel Strategy Development & Execution
- Community Management
- Content Creation
- Implement, Monitor, Measure & Track Results

## Teleservices

- 800 Number Key Word Speech Analytics
- Call Tracking & Recording
- Inbound / Outbound Call Centers
- Lead Generation & Nurturing Campaigns

## Cross-Media Marketing Console

- Collect Cross-Media Campaign Information
- Custom Report Builder Solution
- On-Demand Campaign Analytics
- Print, Web, E-Mail, & Phone
- Real-Time Campaign Report Builder
- Schedule & Send Automated Reports
- Stable & Expandable Web-Based Solution

*Echo's innovative Acquisition solutions integrate cross-media reporting, while personalizing the nurturing and conversion process for cost-efficient GROWTH.*