

Listening ... *drives* **GROWTH**

Members and non-members are speaking all the time and everywhere.
Are you listening, learning and taking action to effectively engage members?

lis-ten-ing: [lis-uhn-ing] *Compiling and analyzing your members' and non-members' likes, dislikes, wants and needs; then translating valuable insights into actionable cross-media channel campaigns.*



Market Challenges

Members and non-members are speaking all the time and everywhere. They speak through multiple channels — *Voice, Social Media, Text, Emails* — about your organization and the topic that connects them to you.

Benefits

Listening enables your organization to cultivate insights and develop actionable campaign strategies to engage your targeted audiences.

Echo Solutions

Echo's innovative *listening* research solutions connect you to this valuable universe of data to shape decisions, strategies, and programs for Awareness, Acquisition, and Retention.

**Membership Research
(Voice, Data & Text Mining)**

**Survey Research of Members, Donors,
and Prospects**

**Web, Key Word and Social Media
Research**

Database Marketing Services

Why aren't non-members joining?

How are you engaging non-members?

Why are you losing the battle for non-members' attention online?

What are members saying online, on the phone and in email?

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Target Audience Research

- Customer Service Log Analysis
- Membership Profiling
- Offer & Appeal Research
- Qualitative / Quantitative Research
- Welcome Package Surveys

Web & Social Media Services

- Competitive Online Footprint Research
- Key Word Search Analysis & Optimization
- Social Campaign Strategy Development
- Social Data Analysis, Benchmarking

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

- A / B Strategic Testing
- Breakthrough Copy / Messaging & Creative
- Browser-Based, Cross-Media Marketing Console
- Direct Mail Control Audit & Package Refresh
- Personalized Microsite / Mirror™ Platform

Database Marketing Services

- First Year Membership Tracking
- Data File Audit & Statistical Analysis
- Donor Gift Analysis
- Lapsed / Re-Activation Market Research
- List & Campaign Testing & Modeling
- Wealth / Capacity Indicators

Integrated E-Marketing

- Blog / Email Surveys
- Content Marketing
- Multi-Channel Campaign Text Mining
- Online / Mirror™ Surveys & Metrics
- Search Engine Optimization

Teleservices

- 800 Number Key Word Speech Analytics
- Call Tracking & Recording
- Inbound / Outbound Call Centers
- Lead Generation Campaigns
- Marketing Automation “Drip” Programs

Echo's Listening solutions increase your marketing intelligence and ability to drive membership engagement and GROWTH.