

# Awareness ... drives **GROWTH**

Donors and prospects are reading, viewing and sharing stories every day.  
Are you generating *awareness* & image-building content to drive growth?

**a·ware·ness:** [*uh-wair-nis*] *Telling image-building stories to your targeted audiences to influence and drive conversion rates that result in a valuable return on investment.*



## Market Challenges

Generating *awareness* and conversions is an ongoing necessity that feeds donor growth. There is intense online competition for your prospects' attention; making online news media, social media and search engine rankings crucial to maximizing your fundraising growth potential.

## Benefits

Dominate online media channels by engaging prospects in the news, with search engine optimization and throughout social media.

## Echo Solutions

Echo's innovative *awareness* solutions drive your messages wide and deep into the Internet. They build your image with donors and influence conversion of prospects.

- Personalized Microsite / Mirror™ Platform**
- Powerful Online News Media Outreach**
- Social Media Marketing Solutions**
- Strategic Search Engine Marketing**
- Trustworthy Content Marketing Distribution**

**Is the story you are telling everyday helping to convert prospects?  
Do you know where they are, what they see and why they take action online?  
Do your *awareness* activities promote and drive the conversion process?**

# Awareness ... *drives* GROWTH

## Content Marketing & Distribution

- Content & Message Creation
- Issue Based / Legislative Campaigns
- Online News Outreach
- Organizational Messaging & Branding
- Proprietary Media Databases
- Public Education Awareness Campaigns

## Integrated E-Marketing

- App Development
- Search Engine Marketing Solutions
- Social Channel Ad Buying & Placement
- Website Audit & Conversion Optimization

## Social Media Services

- Analytics & Reporting
- Community Management
- Integrated Social Media Strategy
- Targeted Audience Awareness & Engagement

## Target Audience Research

- Correlation Analysis & Analytics
- Gift Analysis / Profile Analysis
- Pre - Post Campaign Surveys
- Wealth / Capacity Indicators

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

- A / B Strategic Testing
- Breakthrough Copy and Creative
- Cross-Media Marketing Console
- Digital Print
- Direct Mail Control Audit
- E-Commerce Store Fronts
- Marketing Automation “Drip” Programs
- Personalized Microsite / Mirror™ Platform
- Premiums / Promos / Wearables
- ROI Metrics, Tracking & Reporting
- Web-to-Print

## Fulfillment

- Hand-Raiser Programs
- Kitting
- Membership Card / Welcome Kits
- Rule Book Fulfillment
- Warehouse / Storage

## Database Marketing Services

- List Management & Appending
- Marketing Mix, Integration & Budgeting
- Modeling / Segmentation Strategies
- Prospect / Customer Lead Scoring Valuation

## Teleservices

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

*Echo's cross-media Awareness innovations allow engagement so you can drive conversion and GROWTH.*