

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

Customers and prospects are speaking all the time and everywhere.
Are you *listening*, learning and taking action to effectively engage them?

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



Market Challenges

Customers and prospects 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.

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

**Survey Research of Customers and
Prospects**

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

Database Marketing Services

Why aren't potential customers buying?

How are you engaging prospects and customers?

Why are you losing the battle for customers' attention online?

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

Listening ... *drives GROWTH*

Target Audience Research

- Customer Service Log Analysis
- Customer 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 Customer Retention
- 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 customer engagement and GROWTH.