

Echo's Thought Leadership Services ... *drive your GROWTH*

Echo's Innovative Cross-Media Solutions

Prospect/Customer
Profiling & Plan
Building

Data Analytics,
Mining & Modeling

Target Audience
Research

Internet Marketing
Strategy & Plan

Cross-Media Asset
& Channel
Development

SEO & Content
Marketing

Social Media
Integration &
Management

Traditional &
Emerging Media
Message Distribution

Market Challenges

Engaging and building client relationships is challenging. It takes thought leadership and experience in multiple disciplines. Many organizations need help from campaign genesis through execution. This transcends all areas, channels and media.

Managing multiple vendors and resources is a significant drain on time, budgets and resources. Moreover, keeping abreast of the latest cross-media innovations is a job in and of itself.

Echo Solutions

For years, Echo has been the thought leader in high-impact, cross-media marketing. We have combined the most effective elements and skills from numerous cross-media disciplines - *Consulting, Data Services, Analytics, PR / News Media, Brand Messaging, Creative, Search Marketing, Social Media and Online Strategy* - to produce results-driven impact.

Benefits

Centralized thought leadership provides access to the latest cross-media innovations, and the efficiency of a single vendor to meet evolving customer and marketplace requirements.

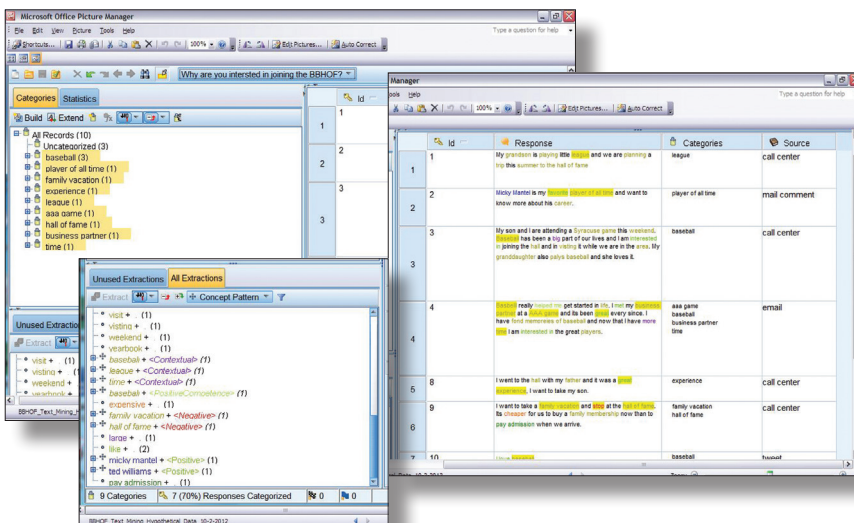
**Do your existing vendors bring you innovative solutions to grow your business?
Does your allegiance to existing vendors impede your business growth?**

listening | awareness | acquisition | retention

GROWTH

Thought Leadership Services *drive your GROWTH*

- ✓ Advanced Understanding of New Media Channels to Utilize Cost-Effectively
- ✓ Analyze & Mine Customer Data for Campaign Advancement
- ✓ Brand Message Assessment & Development
- ✓ Content Marketing Program Development & Execution
- ✓ Cross-Media Campaign Strategy Development Leveraging the Mirror™ Platform
- ✓ Customer Profiles, Surveys & Analyses to Obtain Customer / Prospect Data
- ✓ Database, Social Media, Website Analytics to Uncover Hidden Business Intelligence
- ✓ Digital Media Content Creation
- ✓ Direct Mail *Beat-the-Control* Services & Strategies
- ✓ Integrated Cross-Media Programs
- ✓ Key Word Research / Search Engine Optimization to Boost Web Traffic
- ✓ Lead Cultivation & Distribution to Appropriate Departments
- ✓ Marketing Portal / Storefront Solutions
- ✓ Producing Trustworthy & Convincing Online Content
- ✓ Social Media Channel Integration & Execution
- ✓ Track, Analyze & Report Campaign ROI Results
- ✓ Wealth Capacity / Giving History Data Identification of Unseen Potential
- ✓ Website Conversion Optimization



Echo's thought leadership and cross-media solutions provides decisive intelligence, innovation and experience to drive GROWTH.

listening | awareness | acquisition | retention

GROWTH