

# Engagement ... *The Lifecycle of GROWTH*

**en-gage-ment:** [en-geyj-muhnt] *The meaningful connection between you and your targeted audience throughout the entire lifecycle – from Listening, to Awareness, to Acquisition and Retention.*



## Market Challenges

Engaging members personally and meaningfully throughout their lifecycle is the engine to membership growth and retention.

## Benefits

Growth through efficient, effective and personalized *engagement*.

## Echo Solutions

Echo delivers innovative cross-media solutions that personalize *engagement* throughout a member's lifecycle to drive membership growth.

Our products, services and innovations enable you to **Listen** to member and non-member needs and drive clear and effective **Awareness, Acquisition** and **Retention** programs.

*Echo's Listening, Awareness, Acquisition and Retention solutions are personalized cross-media innovations that engage members and drive GROWTH.*

# Echo is ...



Echo's innovative marketing and communication solutions allow you to create a personalized and meaningful connection with your audience to drive your business' growth.

Our marketing solutions enable you to research and understand your members' needs; have them respond to your messaging; and seamlessly manage your marketing and critical communication programs through a simple, yet sophisticated, tracking and reporting system.

Echo combines the skills, innovation, and technology to produce results-driven, direct marketing, communications and supply chain solutions.

listening | awareness | acquisition | retention

**GROWTH**