

# 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.*