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**
- **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?
Listening ... *drives* **GROWTH**

**Target Audience Research**
- Customer Service Log Analysis
- Membership Profiling
- Offer & Appeal Research
- Qualitative / Quantitative Research
- Welcome Package Surveys

**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

**Web & Social Media Services**
- Competitive Online Footprint Research
- Key Word Search Analysis & Optimization
- Social Campaign Strategy Development
- Social Data Analysis, Benchmarking

**Integrated E-Marketing**
- Blog / Email Surveys
- Content Marketing
- Multi-Channel Campaign Text Mining
- Online / Mirror™ Surveys & Metrics
- Search Engine Optimization

**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

**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.*