Listening ... *drives* GROWTH

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

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

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**Market Challenges**

Donors 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.

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**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.

- Donor Research (Voice, Data & Text Mining)
- Survey Research of Donors and Prospects
- Web, Key Word and Social Media Research
- Database Marketing Services

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Why aren’t targeted prospects giving?
How are you engaging advocates and donors?
Why are you losing the battle for prospects’ attention online?
What are donors saying online, on the phone and in email?
Listening ... *drives GROWTH*

**Target Audience Research**
- Customer Service Log Analysis
- Donor 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 Conversion & Retention 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 donor engagement and GROWTH.*