Listening ... __drives__ GROWTH

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

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

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**Market Challenges**

Customers 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.

**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.

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

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Why aren’t potential customers buying?  
How are you engaging prospects and customers?  
Why are you losing the battle for customers’ attention online?  
What are customers saying online, on the phone and in email?

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listening | awareness | acquisition | retention  
GROWTH
Listening ... *drives GROWTH*

**Target Audience Research**
- Customer Service Log Analysis
- Customer 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 Customer Retention
- 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 customer engagement and GROWTH.*