

Awareness ... *drives* **GROWTH**

Members and non-members are reading, viewing and sharing stories every day.
Are you generating *awareness* & image-building content to drive growth?

a·ware·ness: [*uh-wair-nis*] *Telling image-building stories to your targeted audiences to influence and drive conversion rates that result in a valuable return on investment.*



Market Challenges

Generating *awareness* and conversions is an ongoing necessity that feeds membership growth. There is intense online competition for your non-members' attention; making online news media, social media and search engine rankings crucial to maximizing your membership growth potential.

Benefits

Dominate online media channels by engaging non-members in the news, with search engine optimization and throughout social media.

Echo Solutions

Echo's innovative *awareness* solutions drive your messages wide and deep into the Internet. They build your image with members and influence conversion of non-members.

Personalized Microsite / Mirror™ Platform

Powerful Online News Media Outreach

Social Media Marketing Solutions

Strategic Search Engine Marketing

Trustworthy Content Marketing Distribution

**Is the story you are telling everyday helping to convert non-members?
Do you know where they are, what they see and why they take action online?
Do your *awareness* activities promote and drive the conversion process?**

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Content Marketing & Distribution

- Content & Message Creation
- Issue Based / Legislative Campaigns
- Online News Outreach
- Organizational Messaging & Branding
- Proprietary Media Databases
- Public Education Awareness Campaigns

Integrated E-Marketing

- App Development
- Search Engine Marketing Solutions
- Social Channel Ad Buying & Placement
- Website Audit & Conversion Optimization

Social Media Services

- Analytics & Reporting
- Community Management
- Integrated Social Media Strategy
- Targeted Audience Awareness & Engagement

Target Audience Research

- Correlation Analysis & Analytics
- Gift Analysis / Profile Analysis
- Pre - Post Campaign Surveys
- Wealth / Capacity Indicators

Rules-Based 1:1 Cross-Media Direct Marketing

- A / B Strategic Testing
- Breakthrough Copy and Creative
- Cross-Media Marketing Console
- Digital Print
- Direct Mail Control Audit
- E-Commerce Store Fronts
- Marketing Automation “Drip” Programs
- Personalized Microsite / Mirror™ Platform
- Premiums / Promos / Wearables
- ROI Metrics, Tracking & Reporting
- Web-to-Print

Fulfillment

- Hand-Raiser Programs
- Kitting
- Membership Card / Welcome Kits
- Rule Book Fulfillment
- Warehouse / Storage

Database Marketing Services

- List Management & Appending
- Marketing Mix, Integration & Budgeting
- Modeling / Segmentation Strategies
- Prospect / Customer Lead Scoring Valuation

Teleservices

- 800 Number Key Word Speech Analytics
- Call Tracking & Recording
- Inbound / Outbound Call Centers
- Lead Generation & Nurturing Campaigns

Echo's cross-media Awareness innovations allow engagement so you can drive conversion and GROWTH.