

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

Donors and prospects 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 donor growth. There is intense online competition for your prospects' attention; making online news media, social media and search engine rankings crucial to maximizing your fundraising growth potential.

Benefits

Dominate online media channels by engaging prospects 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 donors and influence conversion of prospects.

- 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 prospects?
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?**

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

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.