

# ConstantTouch<sup>sm</sup> Strategies

*Enhance and develop the Brand Relationship*

*Your ad campaign started.*

**Top-line Overview** eContact provides an interactive promotion engine that continues to build the relationship and conversation your ad campaign began.

eContact technology extends the interactive face-time of your brand with customers while providing immediate and measurable results, adding value to your campaign budget.

## Make an Impact and Break through the Clutter

Today's marketing and sales executives face a number of challenges. **There's a-lot of noise out there** - it's a relentless blizzard of continual marketing messages hitting customers 24/7 through every medium.

## How do you get your message through the noise?

*How do you encourage more people to talk about your product and your brand to their friends?*

*How do you communicate with new customers? How do you continue to reach customers?*

*How do you build a more qualified opt-in database? How do you keep them coming back?*

*Finally, how do you get customers to buy more?*

*eContact provides the answers. Here's why:*

*eContact technology is an interactive promotion engine that delivers five driving forces: drives traffic to your website and/or retail outlet, drives revenues, drives referrals, drives measurability, and drives enhanced relationships. eContact provides the technology to cut through the noise by motivating the customer behavior you want. eContact enables promotions to continuously interact with your customers leaving impressions that drive business to your website, your retailers or your channel partners. Your customers keep coming back because they receive relevant messages and rewards personalized to them – and they bring their friends.*

# What ConstantTouch does

As an extension of any campaign, **ConstantTouch** is a catalyst designed to deliver

- Fun
- Excitement
- Provide immediate gratification
- Engage through Interactive elements
- Be Personal
- Relevant
- Generates a Viral referral factor

eContact gets your customers engaged with your brand and the play begins.

## Bottom-Line Benefits

For customers	For companies	For sales & marketing executives
Instant rewards	Enhance brand awareness	Build qualified opt-in database
Interactive & engaging	Hi-tech	Hi-touch
Relevant 1-1 Personalized messages	New customers	Immediate measurable impact
Valued Relationship with brand	Close understanding of existing customers	Supports targeted tactical programs  loyalty                      acquisition retention                      purchases referrals                      website visits
Reason to share with friends	Effective customer reach	Brings off-line ad campaign on-line

Viral Impact + {x Factor} = e-Fluential

# What's unique about ConstantTouch from eContact

In short, eContact provides an interactive brand experience to leverage existing customer relationships and build new ones.

eContact brings your offline campaigns online for immediate and measurable impact or it can enhance your online campaigns. Your customers will interact with your brand longer and more frequently. By providing an incentive, customers will find the relationship with your brand so compelling they will refer their friends to experience it too. And in the process, you will learn more about your customers to provide continuous constant and relevant messages to them after the campaign.

## Key Features

- Fast and affordable programs to drive immediate business
- Integrates with quiz & randomized trivia questions
- Leverage existing campaigns and budget dollars
- Leading-edge strategies
- Turn-key solutions for administration and prize fulfillment
- Security systems
- Deliver added value in the form of extraordinary, personalized, and exceptional Customer Care (e-mail & voice)
- Immediate measurable results
- Multiple Partner Campaigns
- Proven, secure technology platform
- Innovative creative design
- On-line reporting and data export
- Co-Branding acquisition & management
- Impactful strategic email programs

## About eContact

*eContact is a relationship and business development company that specializes in orchestrating interactions to build brand equity and give people a reason to interact with your brand. Since 2003 eContact has designed and executed over six million customer interactions resulting in billions of incremental sales for clients like Universal Studios, Benjamin Moore, America Express and many others.*



For more information about  
ConstantTouch & Continuous  
Customer Contact solutions,  
visit **[www.goecontact.com](http://www.goecontact.com)** or  
call **800-435-6580**

# Target ■ Interact ■ Engage



New York ■ Boston ■ Auckland ■ Boca Raton

[www.goecontact.com](http://www.goecontact.com)

800-435-6580