



Eccolo Media at a Glance

Who We Are

Eccolo Media is a marketing communications agency that provides content strategy, copywriting, and collateral development services to technology companies.

What We Do

- Content strategy to identify and plan assets for new initiatives, launches, or campaigns
- Copywriting and content development for a wide range of collateral, including:
 - Case studies
 - White papers
 - Brochures
 - Articles
 - Datasheets
 - Web content
 - Email campaigns
 - Lead nurture campaigns
 - Sales presentations
 - Flash
 - and more
- Development and production of video assets, including video testimonials and video white papers
- Audio podcast programs featuring customer testimonials or commentary by subject matter experts
- Primary and secondary research to identify and validate collateral topics and thought leadership campaigns
- End-to-end content program management

Our Clients

Eccolo primarily serves mid- to enterprise-size technology companies with both a B2B and B2C audience. Our clients include some of the most prestigious brands in the technology industry.

Our Vision

New delivery channels and evolving collateral formats are changing the way purchasers consume content. Eccolo leads in understanding these trends, annually conducting the *Eccolo Media B2B Technology Collateral Survey* and leveraging this proprietary research along with our deep domain expertise to plan and create highly effective marketing content.



Our Team

Our team of senior writers and content strategists includes marketing communications specialists, tech journalists, and published authors with specialized expertise in a broad range of technologies, including: software, hardware, and middleware; proprietary and open source solutions; cloud computing and virtualization; software-as-a-service (SaaS); and network security.

Our History

Founded in 1999 as Lorie Loe & Associates, the organization became Eccolo Media in 2007. The company is headquartered in San Francisco, California.

Our Brand

Literally “here it is” in Italian, the word “eccolo” captures the energy and vitality of both our team members and the technology companies we serve. We love technology—and remain fascinated by the way it continues to transform how we work and play together.

Eccolo Media, Inc.

114 Sansome Street, Suite 1300
San Francisco, CA 94104
www.eccolomedia.com

Media Contact:

Maite Figueroa
415-362-5689 or
maite@eccolomedia.com

New Business Inquires:

Lorie Loe, President
415-362-5685 or
lorie@eccolomedia.com