

Eccolo Media at a Glance

Who We Are

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

Internet delivery channels, social media, mobile devices, and evolving collateral formats are changing the way purchasers consume your 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.

What We Do

Eccolo works closely with its clients to deliver the following services:

- Primary and secondary research to identify and validate collateral topics and thought-leadership opportunities
- Content strategy and collateral audits to plan assets for new initiatives, launches, or campaigns
- Copywriting and content development for a wide range of collateral, including:
 - Lead generation and lead nurture campaigns
 - Product launches
 - Corporate and product brochures
 - White papers
 - Written, audio and video case studies
 - Articles and business trend briefs
 - Product datasheets and solution overviews
 - Web content
 - Sales presentations
 - Flash product demos and interactive games
 - 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
- 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 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

Eccolo Media was established 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 companies we serve.

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