

Overview

In addition to writing services, Eloqui offers clients specialized marketing and rebranding. Combining fluency in copy writing with experience in social media and marketing, Eloqui affords your brand a high level of exposure and recognition. We work with the best designers available to create unique and memorable imagery that reflects professionalism and your organization's personality.

We believe in contextual marketing. Instead of broadcasting a general message to a large audience, we focus on personally connecting with a subset of consumers in need of your services. To reach this specific group, we rely on a number of social media tools. Using these innovative methods, we are able to track opinions of your brand and your competitors, and conduct market research in real-time. This data allows us to engage your target audience directly and with context. By developing a personal connection, potential customers are more likely to become loyal patrons of your service.

Eloqui is currently working with an Adventist-owned pain clinic in Southern Oregon. The goal for this project was to increase brand awareness and present pain management as an accessible service for all. To accomplish our goals, we began a rebranding process. The company mission statement and literature was updated to evoke a more open, inviting environment. The logo was changed to an attractive and modern design. The website is undergoing a complete reconstruction for improved search engine optimization, navigability and aesthetics.

Examples of the rebranding process follow.

Samples

Old Mission Statement

Our goal is to partner with the referring physician to optimize patient care. We will communicate with the referring physician regarding the patient's condition, treatment plan(s), and outcome(s).

New Mission Statement

Our mission is to ease suffering, restore health, and enhance the lives of our patients through education and innovative, comprehensive pain management.

Old Logo



New Logo



Old Business Card



New Business Card

