

Rhetorical Analysis

Customer: Catering for Corporate

Space: Website Page: "About Us"

Objective: Strengthening CTA and Increasing Response Rates

Item	<p>“Catering for Corporate provides a full-service catering experience for all of your company meetings, workshops, seminars... anything you like. We offer a wide selection of food purveyors and restaurants to choose from that we’re confident will meet and exceed your expectations. Our experienced staff will deliver delicious cuisine on-time, setup elegant service for your event.</p> <p>If it’s more than food you need, our professional event planning staff can decorate to your specifications or create a one-of-a-kind experience. We’ll also work with you to tailor a custom menu exclusively for you and your guests. Whether your event is a formal evening awards dinner or a daytime barbecue for employees, Catering For Corporate is your source for creative and professional planning designed for your unique event.</p> <p>Call us today and see how we can create an experience for your company.”</p>
Issue	<p>This paragraph is meant to create a call to action, inform the clientele, and define the services. The major issues with this section come in the vague description, passive voice, and choppy word flow, creating resistance in processing. This resistance prevents the user from not only fully understanding the message being conveyed, but there is no clear incentive laid out. Essentially, <i>What is to be gained by working with this merchant?</i></p> <p>The larger issue here, however, is the lack of directness and personability. The rhetoric chosen for this section is meek and timid; there’s no clear CTA, and there’s no direct engagement with the consumer. The effectiveness of this message is activated when the connection, from merchant to consumer, is realized, which can be done by speaking with firm directives in a decidedly second-person narrative tone.</p>
Solution	<p>Catering for Corporate provides top-shelf catering options for all of your company meetings, workshops, seminars, and gatherings of any kind! We work with a wide variety of restaurants from all across Irvine, CA, and our staff will provide a white-glove dining arrangement for any occasion, in any location. If it’s more than food that you need, our event planning staff will work with you to plan an event that fits your vision and mission and plan a customized menu, creating for a one-of-a-kind experience from top to bottom.</p> <p>Whether you’re planning a formal awards dinner or a barbecue for employees, Catering for Corporate is your source for creative event planning and custom dining options for any occasion. After all, we’re #YourCateringConceirge</p> <p>Call us today and see how we can create an event to remember for your company."</p>