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Trellist Launches Social Business Practice, Appoints Strategic Leader

March 24, 2014 | Wilmington, DE – Trellist Marketing and Technology has announced the addition of Social Business Practice to the firm’s ever-expanding list of professional services offerings. The Practice will provide strategy, consulting, training, creative services, technology, and staffing solutions for clients as they evolve to become Social Businesses.

Where Social Media refers to the channels (Facebook, Twitter, Instagram, Pinterest, etc.) across which individuals and businesses participate in conversation and commerce, Social Businesses are organizations using more comprehensive methods to listen to the marketplace and collect intelligence.

The Trellist Social Business Practice creates value for its clients by crafting the strategies, developing the content, and managing the conversations that lead to more profitable customer relationships. Using new methods to collect market insights and to listen to individual consumers, Trellist is able to help clients develop more targeted marketing content and accelerate new product and service offerings.

“We are empowering organizations to make better business decisions by capitalizing on the connections and intelligence made available by Social Media,” says Chris Wallace, Strategic Leader of Trellist’s Social Business Practice.

Trellist appointed Wallace, a veteran social media strategist and consultant, to lead the Practice. In addition to his expertise in Social Business, Wallace brings extensive experience in digital brand strategy — providing cross-disciplinary thought leadership through a unique mix of ideation, business sense, and a respect for the interplay between people, information, and technology.

“Social businesses are creating a better brand experience and evolving how they relate to their consumers,” says Wallace. “Our Social Business Practice moves companies from doing social to being social and realizing a better return on their investment.”

About Trellist Marketing | Technology

Founded in 1995, Trellist Marketing and Technology is a mid-size professional services firm with practice areas in Business Strategy, Marketing & Branding, IT & Application Development, and Education & eLearning. Trellist offers high-level strategic consulting and tactical design & development as a full-service agency or a resource management organization. Headquartered in Wilmington, DE, Trellist works with global, national, and regional clients.

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