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Contact: George Rotsch
302-442-6131

Trellist Expands Services to Support Growth of Marketing-Based eLearning

July 31, 2013 | Wilmington, DE – Trellist Marketing and Technology has expanded its Education & eLearning Practice Area to meet the growing demand for online and video-based training tools to educate consumers. The expansion comes as Trellist develops and launches multiple eLearning projects for market leaders in pharmaceutical, biotech, financial, automotive, and retail industries.

At the forefront of the expansion is the growth of marketing-based eLearning, where clients use the advantages of eLearning as a teaching tool for use in marketing and business development. Trellist will utilize developing technologies to show its clients how eLearning can be repositioned from an employee-based training tool to an effective method for communicating to consumers.

“The core tenets of psychology that apply to training and eLearning are an integral part of any successful marketing campaign,” says David Atadan, CEO and Founding Partner. “eLearning can be a powerful tool when leveraged for marketing and not just internal training. It can build brands, improve customer service, and increase sales.”

The newly expanded Education & eLearning Practice Area will include a core group of industry consultants and team leaders with broad experience in eLearning, video, and instructional design. It will also feature specialists in mobile technologies, gamification, social media, and new API/data models. Trellist also plans to add to its video production and instructional design staff as part of the expansion. Trellist currently has an open position for an instructional designer posted on its website at <http://www.trellist.com/Careers/OpenPositions.aspx>.

“As a marketing and technology firm, we’ve combined video-based technologies for eLearning with websites, direct response marketing campaigns, and product introductions for years,” noted Atadan. “But due to the explosive growth of mobile devices, we’re expanding our services to deliver training to consumers absolutely anywhere, at any time, in shorter, more creative formats. We’re pursuing innovative applications where teaching is marketing, and eLearning enhances the consumer’s experience with the brand.”

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 and development as a full-service agency or a resource management organization. Headquartered in Wilmington, DE, Trellist works with global, national, and regional clients.

Company Address:

Trellist Marketing and Technology
117 North Market Street, Suite 300
Wilmington, DE 19801
302-778-1300