



Trevelino/Keller introduces social marketing arm

Kimberly Maul

July 12, 2010

ATLANTA: Trevelino/Keller Communications Group launched Wheelhouse, a social marketing brand, within the agency to provide integrated campaigns to clients. Wheelhouse offers services including SEO, microsite development, online gaming, mobile applications, and social media programming.

The new offerings have brought the agency several new clients in the past month, said Dean Trevelino, principal at Trevelino/Keller, including carpet and mat companies EcoPath and Logo Rugs, and disposable cup manufacturer Wincup. Wheelhouse officially launched on July 12, but the agency had been building it out for about a month.

"We've been invited to RFPs in the past 30 to 45 days where, without the additional services, we wouldn't be considered," he told PRWeek. The agency had revenues of just under \$1.6 million in 2009, and so far the work from Wheelhouse represents about 10% of the overall business. Trevelino added that 30% of new business wins have included integrated work with Wheelhouse.

Current clients such as Ritz & Wolf Camera & Image and Granite Transformations have also utilized the agency's new offerings for building a corporate web presence and online community respectively.

Trevelino said: "All of these opportunities have some PR, some design and interactive components, and social media."