

'à la carte' PR

4026-F Providence Road, Charlotte NC 28211

eMarketing Concepts and Facilities

Successful Newsletters and eMail



Thomas E. Costello
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'à la carte' PR

Tom Costello, Managing Partner of *'à la carte' PR*, brings his two decades of marketing and sales experience together in this education module focusing on eMarketing Concepts and Facilities with an emphasis on the practical application of electronic postcards, notes and newsletters.

Hear how Tom has developed personalized eMarketing applications for clients in Healthcare, Media and Education industry tuned to the organization's strategic objectives as communicated by an executive sponsor.

In each of three cases discussed, including WSGE FM 91.7 – Gaston College radio and the Georgia Tech Alumni Association, strategic objectives are mapped into a series of eMarketing technologies. In each case the underlying technology is explained as relates to the measurable objectives.

A specific discussion of the benefits of an organic self-maintained database and its importance in reducing effort, cost and improving the effectiveness of the campaign.

Formerly with a large Information Technology company, Tom has been posted in numerous locations on the east coast. His experience includes business process consulting in banking, retail and utilities industry, as well as education and technology marketing and sales.

Tom is a principal in several companies that remarket Information Technology products, provide web design, development & maintenance services and offer PC, networking & Microsoft software consulting services.

Tom is an instructor, developer and consultant with AmericanBlue computing, St. Petersburg, FL. He specializes in Internet User topics. Tom volunteers at the Enoch Davis Community Center and teaches website development for youngsters - aged 6 to 10 years.

In addition to his time at IBM, Tom has worked for Barclay's Bank, Emerson Electronics, Clark Equipment Company and provided extensive consulting services to Virginia Electric Power.

Tom is a Graduate of Georgia Tech with a Bachelor Degree in Engineering.