



**Capitol Copy Service**

116 West State Street  
Trenton NJ 08608  
609-989-8776

“Social Media is a real business tool.”  
~ Christopher Barger, *Marketing on Demand*

“Print, e-mail, Facebook, Twitter, LinkedIn. They have little inherent value.  
They are simply different ways to convey and communicate.”  
~ Ray Sziber, *Capitol Copy Service*

## Social Media Strategies for Small Businesses and Organizations



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## Need Help?

Capitol Copy Service offers assistance and support in developing social media strategies, presence and monitoring.

While there are no recognized experts in the field of social media, there are key skills needed to developing and implementing a social media campaign. Capitol Copy has that ability.

## Here are the services we offer, either short or long term:

- *Guidance in creating and defining a strategy, including, mission, goals and objectives and specific tasks*
- *Designing a social media presence, consisting of selection of logos, colors, images, photos, and other items necessary for a consistent message*
- *Evaluation of websites, links, SEO and interaction with social media*
- *Assistance with setting up Facebook, LinkedIn, Twitter and other platform profiles*
- *Review and editing of items to be posted*
- *Identification of content sources*

- *Recommending type and frequency of posting*
- *Strengthening and accelerating presence by design of e-mail marketing, direct mail, and networking and blogs*
- *Using online tools such as Infinigraph, SocialMention, Trackur and Kred to track and evaluate social media presence and effectiveness*
- *Monitoring social media for news, comments, feedback questions and criticism*

Simply stated, we help you plan, manage content and measure. We can just get you started with a turnkey approach or be at your side to aid and support on a continuing basis.

### Cost

Hourly rate or service package

Range: \$750 to \$2,300, up to first 60 days.  
(Does not include data reporting subscriptions, domain or web hosting fees)

Three-person team: An advisor, graphic designer and a web/IT specialist.

### Contact:

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609-989-8776