

Social Media Toolkit for Business

Codella Marketing excels where technology meets the practice of public relations. We focus on the effective use of the Internet.

We believe an Internet search results page to be your true home page. Nearly 75 percent of Web surfers use Google Search, so we focus on placing content—especially organic content—on Google’s search results page.



Achieving maximum utilization of the Internet is a key component of any modern communication campaign, whether it’s focused on advertising, marketing or public relations.

Our multifaceted approach takes root in traditional public relations theories and strategies, then grows through the effective use of digital communication tools.

After establishing a firm foundation online, we help clients gain exposure through traditional media channels and public relations activities.

It is vital to maintain current online content across multiple platforms, such as a corporate Web site, blog, newsroom and social media sites. The Internet should be utilized effectively to communicate with all key audiences, including voters, journalists, members, current and prospective clients, and even competitors.

Our Social Media Toolkit for Business Includes



- Establishment of a Web site and blog
- Creation of an online newsroom using Codella Marketing’s NewsCactus service
- Development of appropriate social media channels—from Facebook to Twitter and YouTube to Flickr
- Utilization of geographic specific online advertising tools
- Training on how to best use the various online platforms
- Maintenance of your online presence

How it Works

Clients receive an initial free consultation to assess their current standing on the Internet. Then Codella Marketing responds with a written proposal outlining a recommended course of action.

Once we're in agreement on how to proceed, a letter of agreement is signed by both parties and a project deposit is paid.

The online initiative is then implemented according to the written proposal, budget and timeline.

Typically we go from start to finish within three to four weeks, depending on the scope of the project.

What it Costs

Since needs are different, so is the cost. That's why we outline specific, individualized recommendations.

To start from scratch and build a template-based Web site with a blog¹, add a newsroom² and then four to five social media channels—branded to match your identity—the project fee is around \$3,500.

Learn More

We invite you to subscribe to **PeteCodella.com** to receive our latest commentary and links to tools of the trade—the public relations and social media trade, that is.

You may also wish to subscribe to Pete's **OnlinePRPodcast.com** where he addresses the convergence of digital tools and its effect on the practice of public relations.



With so much riding on how well you use the Internet to convey key messages, utilizing our expertise may prove invaluable to achieving your goals.

We'll see you on the Web!

¹ Includes domain registration and hosting for 12 months.

² Requires \$99 per month subscription to NewsCactus. See **NewsCactus.com** for more information.