



**TRIPEPI SMITH**

marketing • technology • public affairs

# Tripepi Smith

trə·pe·pē /smith/

*noun*

Tripepi Smith is a provider of marketing, technology and public affairs consulting services. The firm's clients include a number of nonprofit, public, and private companies and agencies that are focused in the local government sector.

With technical acumen and innovative ideas, Tripepi Smith offers a unique blend of talents to help clients communicate.



“Tripepi Smith was an excellent partner for Coronado in our social media efforts. They have a strong understanding of the approach many other cities are taking, yet they delivered an innovative thought process to help us understand social media’s distinct role in our community.”

– Blair King  
City Manager, Coronado, CA



## THE FIRM HAS CAPABILITIES THAT SPAN THE TECHNOLOGY AND COMMUNICATIONS WORLD, INCLUDING:

- Communication assessments
- Strategic messaging
- Media relations
- Website development
- Video production
- Photography
- Website analytics and social media metric evaluation
- Social media management
- Full-service graphic design
- Holistic brand development
- Email campaign management and execution
- Google AdWords, LinkedIn and Facebook advertising campaigns



Taking  
**City Communications**  
To the Next Level

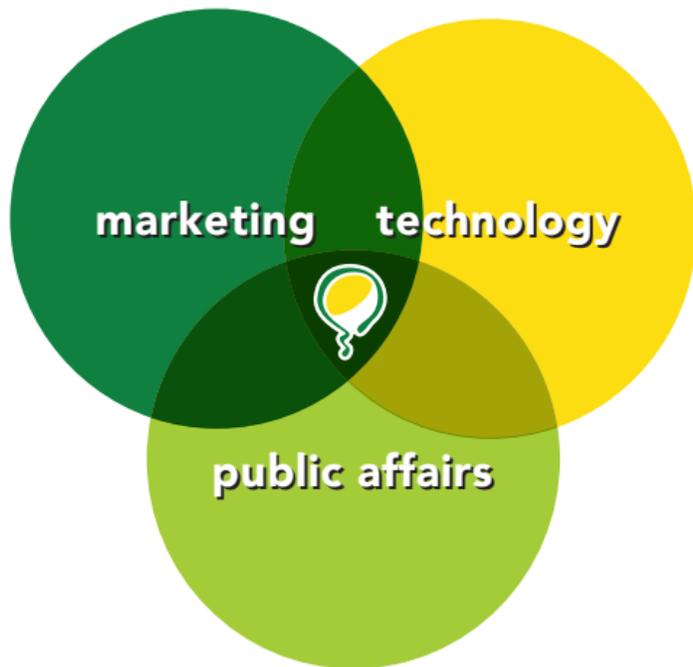
Modern messaging often happens through digital communications, and Tripepi Smith has jumped in deep with online technologies to bring tools that are more common in the private sector to public agencies.

Our team includes people who are certified in social media marketing by Hoostsuite and have been certified in Google Analytics, and our firm has achieved Google Partner status. This digital fluency is backed by a deep commitment to understanding local government and key messaging. Through regular conference participation, training and formal classroom work, members of the Tripepi Smith team are sanguine about public policy, making our efforts to implement marketing and messaging more efficient and adding value for clients.

## PIO Support

Tripepi Smith has a strong record of success in helping more than 40 public agencies to better engage with residents, working alongside staff to either supplement or serve in lieu of public information officer resources. This work includes both developing strategic messages and packaging content in a visually compelling manner that will be consumed by residents.

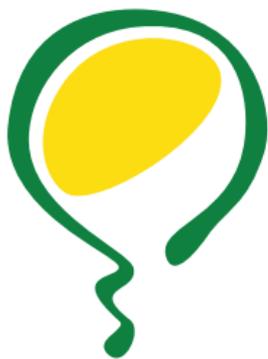
## AT THE NEXUS OF MARKETING, TECHNOLOGY AND PUBLIC AFFAIRS STANDS TRIPEPI SMITH



## Communication Assessments

Since 2010, Tripepi Smith has conducted impartial reviews of public agency internet strategies exploring how these agencies use websites, social media, and mobile devices to connect with their constituents. With a properly executed online strategy, agencies can both educate and alert the public while providing a venue for feedback.

*The value of being connected is unequaled.*



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