

# dorsay<sup>®</sup>

## Digital Marketing Toolkit

Let's Create



# dorsay®

Thanks for taking the time to download our guide. This toolkit aims to help you get your business access to the modern marketplace to expand your footprint or build a new one. The information is up to date as of December 2024 and will provide methodologies we (dorsay) use for start-ups and clients seeking to take their successful business online.

## WHAT IS DIGITAL MARKETING

Digital marketing is the practice of marketing your business online; it encompasses several different areas of practice and is essential to success in today's marketplace.

## ASPECTS OF DIGITAL MARKETING

Branding, Platform, Social Media, and Advertising are the four categories we look at when building a start-up or modernization strategy. We examine these closely to determine if it lines up with your goals. Key takeaway here is that if you don't see the value or strategy in a particular channel or category, then don't use it.

## PLATFORM

Your Platform is where you execute sales, generate leads, tell people about you, and is the central location to which everything must lead - in other words, the platform is your website. We'll discuss how to get a website going, what tools can be used efficiently for a starter, design techniques, and website-specific promotion, like Search Engine Optimization.

## SOCIAL MEDIA

Social Media is building social capital and followership on multiple social media channels. We use social media to build an audience, a sales platform, get our message out, interact with customers, and have fun doing it. Note that not all businesses can benefit from social media - some efforts are better spent elsewhere. Social media is complex - we'll be talking about what channels are best for you and your business and providing some examples of stellar content and social channels.

## ADVERTISING

Advertising is just that - ads, ads, ads. Advertising is an incredibly effective means of getting people to buy stuff or contact you for your services. We'll give you some tips for starting your campaign, talking about the available tools, selecting your audience, and more critical things to think about before advertising brand.

## BRANDING

Branding is your messaging (words and language), logo, colors, and how you want your audience to perceive you (most important). We'll discuss a few practical methods to build a good starter brand.

In this guide, we also provide some valuable tools to help you on your journey! Here's what you get...

## **Website Basics Guide**

Follow the steps here and you'll be one step closer to making your website. The outcome is a website that people can find you on, that is well thought out and informative.

## **Digital Marketing Checklist**

The digital marketing checklist is a tool you can use to figure out if you're ready to click the launch button on your digital campaign. Covers your public profiles, website, and social channels.

## **Website Launch Checklist**

This is the checklist we use when launching a website - we check the boxes, then double check it every single time. This ensures the quality and makes sure its ready for public consumption.

## **Messaging Pyramid**

Crafting your companies message is hard - this is designed to aid you in crafting that message and phrasing it in a way that's unique to you.

## **Social Media Chart & Checklist**

This is a detailed checklist you can use to make sure you're doing all the things that need to be done to have an effective social campaign or profiles.

## **Social Media Sizing Guide**

A quick grid on photo sizes to get the perfectly staged social media presence.

## **Cell-Phone Picture Guide**

A quick, short guide on how to kick-up your photo game using your cell phone. Includes techniques and instructions designed to improve the way you take your photos in a few easy steps.

The basics are the things you must do - we recommend following the guide as it's written to ensure you have all your boxes checked. Then use our checklists to ensure everything is ready for that "launch" button.

Having a website is a must. We sat around thinking of so many different things to say to get this point across - the best we came up with is. Your Website Is Your Heart - All roads lead to it. Lame - but you get it. Websites are complicated. But as a starter, they don't need to be.

## Thing's websites for starters **don't** need



### **TO BE PRETTY**

Believe it or not, your first business website doesn't need to be pretty, it also shouldn't be ugly.

### **TO BE ELABORATE**

If you sell plants, customers want to know about those plants, they don't care about your dog's blog. Skip the fluff, keep it simple.

### **TO BE CUSTOM-BUILT OR EXPENSIVE**

Use Wix, use Unite Websites, use Webflow, use Shopify, and importantly use Templates! Upgrade later.

### **TO BE IN DARK MODE**

Yes, dark mode is cool - but it only works if you know how to design a website in dark mode - stick with lighter color palettes.

## Thing's websites for starters **do** need



### **TO BE INFORMATIVE**

structured information about what problem your product or service solves is top of the list.

### **TO HAVE PICTURES**

Yeah, images are essential - not of your cat or pet snail, but of what your business does or your product.

### **TO BE WELL-WRITTEN**

Use Grammarly to filter your words and help you keep things grammatically correct and exciting.

### **TO WORK ON PHONES**

Yes, dark mode is cool - but it only works if you know how to design a website in dark mode - stick with lighter color palettes.

### **TO HAVE CONTRAST**

We're throwing this one out there - please don't use a dark header and dark-colored elements over it. No one can see it; they don't know where to click.

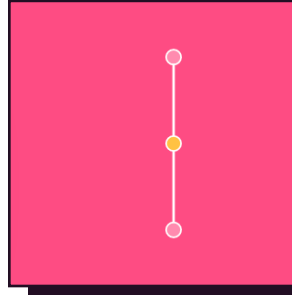
## Designing Your Website

We will always recommend that you have someone make your website for you – a reputable agency, or in-house employee. Avoid hiring someone whose primary job is not making websites. **If it's a hobby for them, it's a headache for you.**

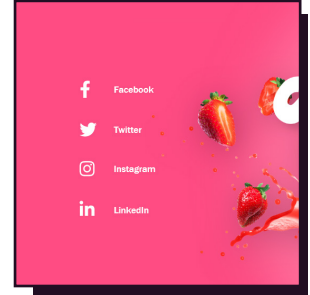
**Your business isn't a hobby – don't allow others to treat it as such.**

As we discussed in the do's and don'ts, your website doesn't need to be pretty. But there are some general design elements/techniques that should always be followed.

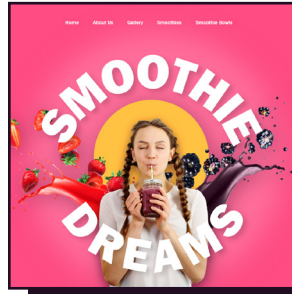
1. Your website isn't a game of cram as much information as possible on the home page. We treat home pages as a summary of the rest of the website.
2. Use whitespace/empty space to lead people's eyes to the info you want them to read/see.
3. Use pictures that represent your business. If it's something abstract, like taxes don't use pictures of tax documents – use pictures of how the client feels after you're finished doing their taxes.



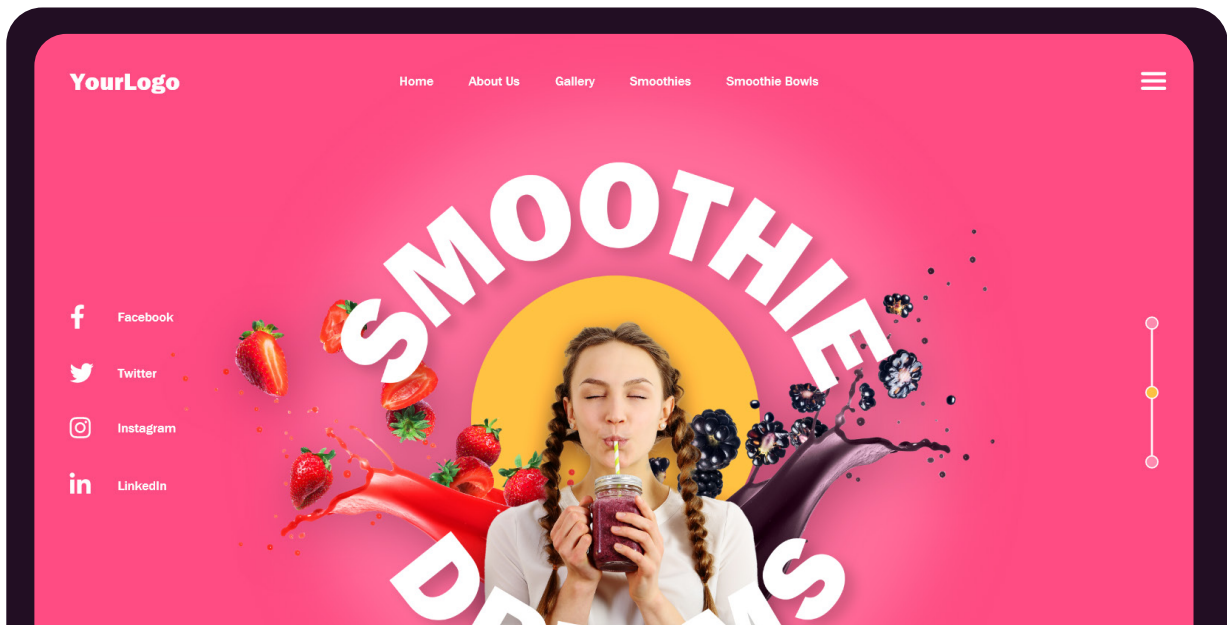
Keep navigation items simple for the user. Don't hide these behind photos and graphics.



Use white space to draw the users eye to where you want. In this case, their social icons.



Use photos that describe the feeling the product gives, not just the product - thats boring





## Designing your website

If you're DIY building your website – keep it simple. Don't learn a web or programming language to make your website. Start by drawing out how you want things laid out. Remember, fancy graphics and lots of colors aren't necessary when you start. They eventually become necessary for brand recognition, and competitive advantage, however.

### Design your layout.

Whether with crayons, or a marker, or a computer, draw it out. Tell yourself where you want everything to go. Or review templates available.

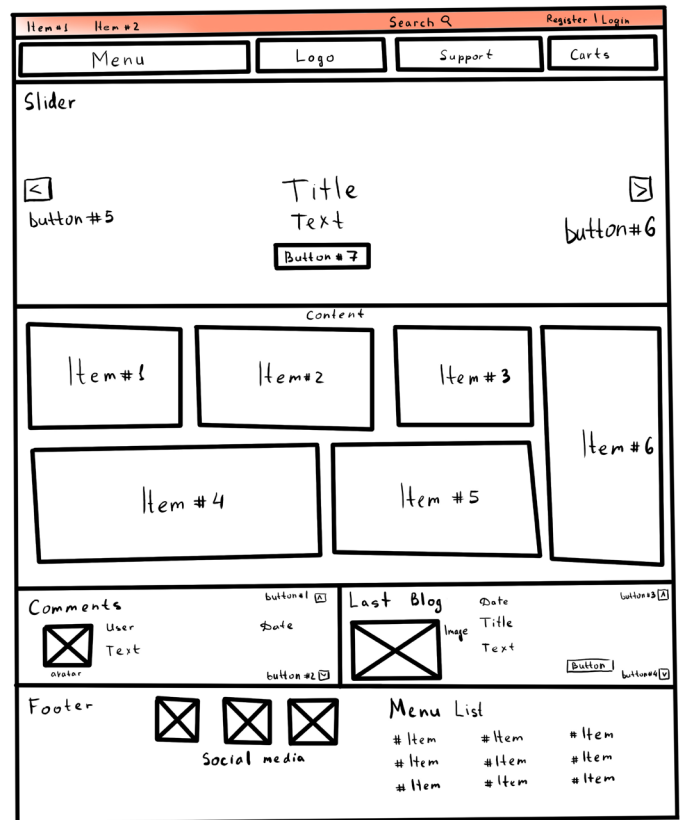
**A.** Use identifiers to determine what each element in the drawing is, like a map key.

**B.** The elements you typically need are: Navigation, Logo, Buttons (links), Pictures, Headline Text, Subhead Text, and Body Text.

**C.** Repeat this process for every page you want to have. The standards are Home Page, About Page, Contact Page, & Services/Product Page.

**D.** The e-commerce product sales page is more complex – but most builders have built in templates you can use to execute a product page.

# Website



## Write Everything Out

**PAGES:** You first need a place to put all the words. So build out the pages you need repeat the layout above to create each and every page you want to have content on, and it's purpose.

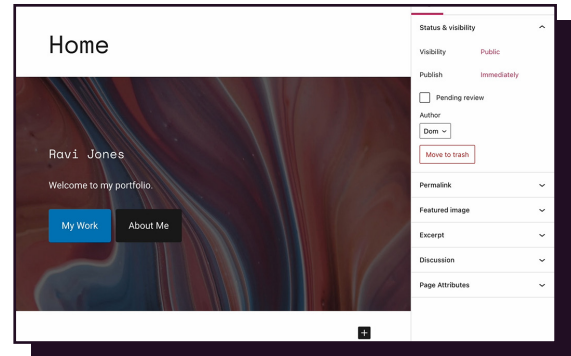
**CONTENT:** Using a program like Grammarly or Microsoft Word, write your words, headlines and content out and spell check/grammar check. When completing your writing, you're going to need to use the drawn-out layout you create from step one. In each layout piece, write content to fit that layout/template you made. Don't forget to apply each one of those to a specific page.

### Pick a Platform to Build on

This is a key component to ensuring the best experience for your users, and yourself. Pick a website platform that works best FOR YOU, whether its something you want to do yourself, or find an alternative that can work with you to get it done. Do what's best for you and your company.

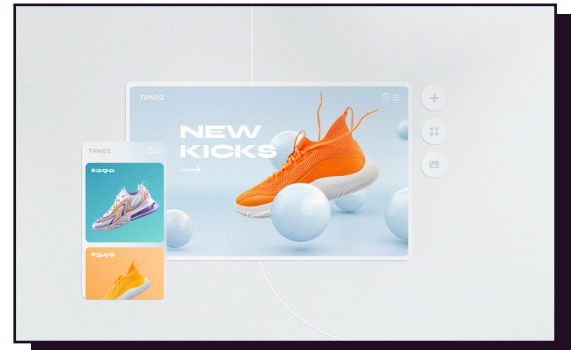
#### WORDPRESS

Definitely for the more computer savvy person. If you quickly pick up on how to use software, and understand the basics of how a website works, WordPress is a good option.



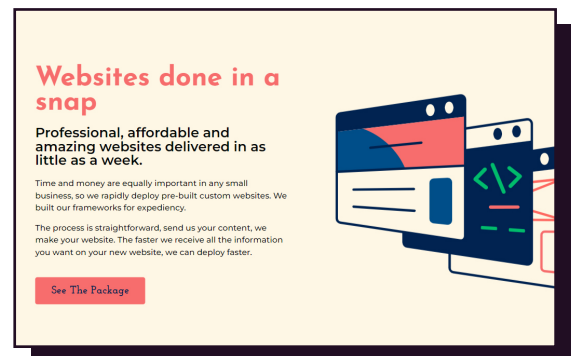
#### WIX

Mostly for the layout – although complexities do exist. Don't overpay, and don't use premium until you've finished your site. Do use premium, remove the Wix logo from the footer, and use your own domain name.



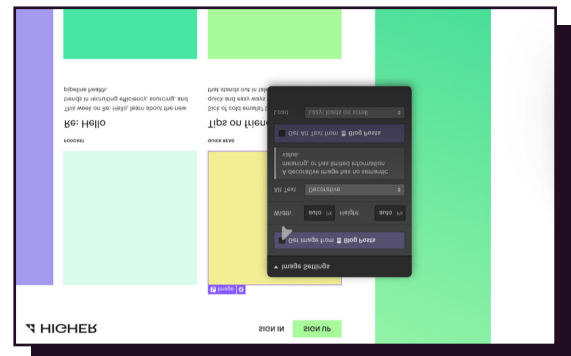
#### UNITE WEBSITES

Super simple – they do all the work for you in a future proof website. It's deployed in under a week and looks great after they apply your colors to the template you select.



#### WEBFLOW

For the more advanced user or those familiar with computer interface and using graphics programs. The design is entirely up to you.

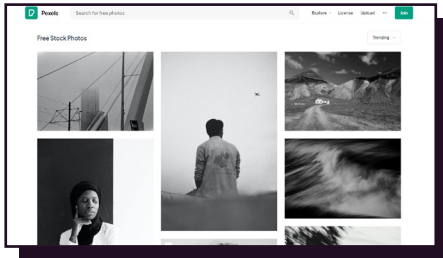


## — Link Your Pages Together

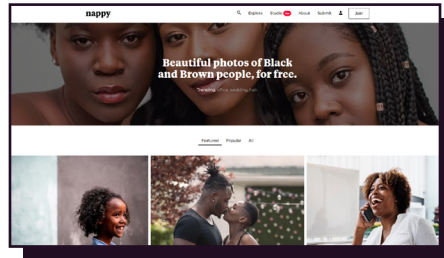
Now it's time to draw lines, and insert links. The purpose of this is to figure out where every URL LINK on your site should lead people to from one page to another. This counts for the menus, footers, and links on the page. Here you'll create your **calls-to-action** to get people visiting your site to perform the actions you want; like submit a form or click a link. So we suggest putting some efforts into it. Remember the homepage should be a summary of the rest of your site.

## — Get Your Pictures/Graphics

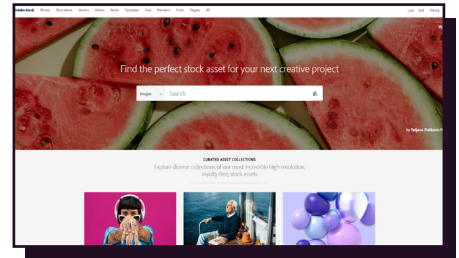
Hire a photographer or graphic designer, search through a stock image database. Get good high-quality photos/graphics that are relevant to who you want to market to. Make sure they make sense with the words you put on the page. One last thing to keep in mind, is that you don't always want to visually represent what you do - but instead the feeling someone has after they buy your product or service.



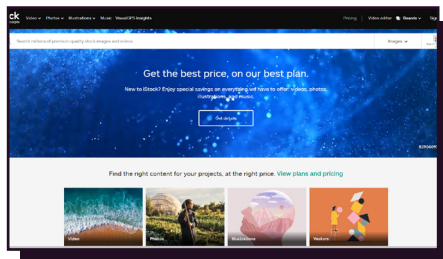
Pexels (Free)



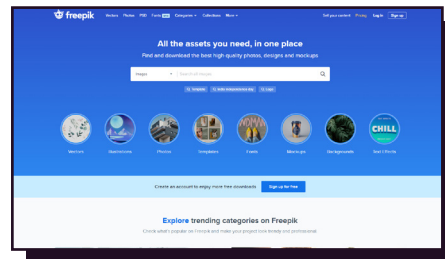
Nappy (Free)



Adobe Stock (subscription)



iStock (Subscription)



Freepik (Subscription)

## — Make it

Most of the work is complete now. You have your content, design layout, and software all selected. Now start applying your elements in your preferred builder. If using something like Unite Websites, order the website, and upload your content – the rest of the work is done for you. Otherwise, go through and drag and drop, fill the elements and use the simple layout you created to build the site you need. It may not be the site you want - but that's ok if you're just starting.



The digital marketing checklist from dorsay was created to help you identify the steps you need to take to prepare for and launch a digital campaign. We cover Your Website, Social Channels, and Search Listings. This is a basic list of the components you must have.



## — THE WEBSITE

Your website is the center of your digital campaigns.

- Is it prepared?**
- Is it mobile friendly?**
- Does it accurately describe your product or services?**
- Does it have a lock mark in the browser tab? SSL Protection...**



## — SOCIAL CHANNELS

Your Facebook, Instagram, TikTok, Twitter, Pinterest, LinkedIn, or YouTube channels are meant to capture an audience. The purpose of using these in digital marketing is to get in front of an audience that didn't necessarily know they needed the solution you offer.

- Do your selected social channels paint a good picture?**
- Does it have your up to date contact information?**
- Have you posted anything? At all, or recently?**
- Have you replied to comments?**



## — SEARCH LISTINGS

Search listings are things like Google My Business, Yelp, or Local Listings. They need to be accurate.

- Do you have a Google, Yelp or other listings setup and claimed?**
- Are your search listings accurate?**
- Contact information present?**
- Are there reviews? Have you responded to them good or bad?**

The website launch checklist is a modified version of what we use at dorsay before we launch a website. Print this page and go through each item, and verify that you can-in-fact check the box. Then ask employees, friends, partners to do the same. This is how you can ensure the site is ready for the on button push.

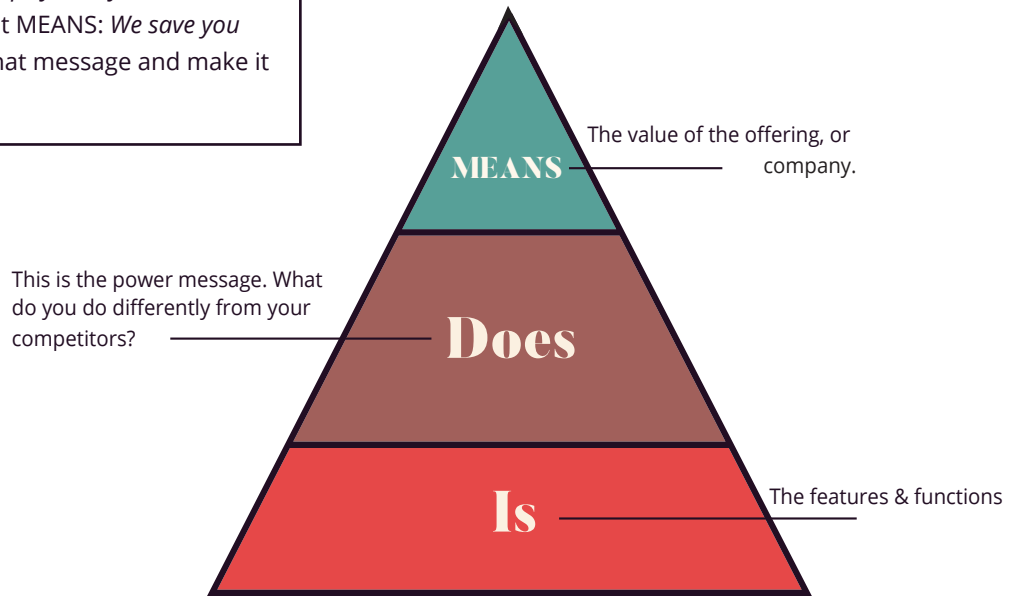
- I have a domain name: [www.mywebsite.com](http://www.mywebsite.com)
- I have an SSL Certificate (a lock symbol next to the domain name in the browser's URL field)
- It works on mobile phones
- I checked it and it works on mobile phones (not a duplicate)
- It looks nice and is easy to read and navigate on mobile devices
- My contact information, business hours, or location is present
- I checked all my links on the website, and they all work
- I have clear and concise calls-to-action
- All the pages have the appropriate page title.
- My social media links are somewhere easy to find
- There are no spelling or grammatical errors
- I can find and see the navigation menus on the desktop and mobile phone views
- All links work and are active
- My forms are all complete and I received the message
- My forms are all complete and the page redirects to a thank you page
- I generally like the way it looks and am satisfied with it.

The message pyramid is a means to craft unique bits of information to convey your value to your customers. Instead of just talking about what your product does, we want to identify what ELSE it does. Think beyond the function of a product and think about the other benefits it has for your customer. Follow the steps below and complete the exercise. You'll have a clear and concise message to help your customers understand why they should do business with you.

**1** Working from the bottom of the pyramid, explain the features and functions of your service or product. Think outside of the box and identify what it DOES for your customers - *maybe a roofing company keeps you dry or saves on energy costs* - This leaves you with what it MEANS: *We save you money and keep you dry*. Now work on that message and make it powerful.

**2** Believe it or not, a way to find out what your customers really think is to look at your reviews. They often will even provide you with reasons why its great. Maybe you did something for them they didn't think would happen - use these to identify your unique value and what it means. We've discovered many different power messages through meetings with clients on things we've done, and things our clients have done. Unless you look or ask, you won't find your unique values.

**3** First, complete the IS portion: Explain the direct features and functions of your product or service.  
Next, complete the DOES portion: Tell us what the solutions you provide mean, and how they better someone's life or business.  
Finally, complete the MEANS portion: Tell us what you got from the previous two exercises and define a powerful message to use across your campaigns.



**Means:**

---

**Does:**

---

**Is:**

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Social media makes it easier for consumers to engage with businesses and brands. Social media encourages discussion and offers customers a unique opportunity to interact, whereas traditional marketing and advertising approaches are one-way media, where corporations rely on their monologue to win over a consumer. This guide is structured to gain a basic understanding of the main social media platforms and the primary reason for usage.

## FACEBOOK

With Facebook, users are able to post photos and comments, share on their news feed, send messages to friends, and even buy/sell items. Facebook's mission is to allow people to build and stay connected with their friends, family, and community.



## INSTAGRAM

A popular photo and video sharing app that gives you the power to edit and upload posts in the palm of your hands. Instagram is beneficial for businesses and brands to build and promote their products and/or services.



## TIKTOK

A unique social media app that is centered around short, engaging videos - ranging from tutorials to popular trends on almost any given topic. TikTok is used as an outlet for some but can serve great business benefits with a proper strategy.



## LINKEDIN

A social platform for users to connect and network with other businesses that focuses on finding the right career and strengthening professional relationships. LinkedIn is a great way to research companies, see job postings and promote your own business/services.



This chart will list the most popular social media channels, including a brief explanation and the main uses of each platform.

	What is it?	Main Uses/Pros
<b>Facebook</b>	Platform to connect with people and promote business/products.	<ul style="list-style-type: none"> <li>• Stay Connected</li> <li>• Share photos &amp; Videos</li> <li>• Useful for Marketing</li> <li>• Beneficial for Business</li> </ul>
<b>Instagram</b>	Used to share videos and photos with high engagement rates.	<ul style="list-style-type: none"> <li>• Promote business/services</li> <li>• Share photos and videos</li> <li>• Business branding</li> </ul>
<b>Tiktok</b>	Used to create and share short videos ranging from 30 seconds to 10 minutes.	<ul style="list-style-type: none"> <li>• More casual content</li> <li>• Share short videos</li> <li>• Community building</li> <li>• Promote services/business</li> </ul>
<b>LinkedIn</b>	Helps connect with professional opportunities by showcasing education, experience, and skill	<ul style="list-style-type: none"> <li>• More Casual</li> <li>• Share short videos</li> <li>• More Personable</li> </ul>

*Social Media Tip: niches are a solid strategy to gain a following and sales. Showing you're an expert in a single field will often lead to better results on social media.*

## Social Media Sizing Guide

Quick Size Guide	f	📷	🐦	in	🎵
<b>Profile Photo</b>	320 X 320	170 X 170	400 X 400	400 X 400	200 X 200
<b>Landscape</b>	1080 X 566	1200 X 630	1024 X 512	1200 X 627	N/A
<b>Portrait</b>	1080 X 1350	630 X 1200	N/A	627 X 1200	N/A
<b>Square</b>	1080 X 1080	1200 X 1200	N/A	N/A	N/A
<b>Stories</b>	1080 X 1920	1080 X 1920	N/A	N/A	1080 X 1920
<b>Cover Photo</b>	N/A	851 X 351	1500 X 1500	1128 X 191	N/A



This checklist will help you on your social media path. It's a quick list of standards that generally, most accounts should adhere to. Do these at the prescribed timing on the checklist and it will absolutely boost your social media reach. The checklist is designed for Facebook & Instagram, but works for all platforms.



### MAKE 1-3 STORY POSTS 4 TO 5 TIMES WEEKLY

Participating in the stories helps you engage with your current audience. This is valuable to keep your content relevant for your active followers.



### RESPOND TO ALL NEW POST COMMENTS

Actively responding to comments you receive means you care about your audience - this shows the social platform, and your audience you're active and present.



### RESPOND TO ALL NEW MESSAGES & MESSAGE REQUESTS

Being active on messages also keeps your audience engaged and you never know you might find an easy sale or a very interested client. Don't disregard messages as spam - respond to them.



### RESPOND TO 5 STORIES ON ACCOUNTS WITHIN YOUR NICHE

All social accounts should focus on one type of audience and followers we call this a niche. By catering to a single audience, you enhance your chances of gaining higher numbers of relevant followers. Once you do this - its important to interact with your followers and who you're following. Sometimes you have to go look for content to engage with.



### FOLLOW 5 NEW ACCOUNTS IN YOUR NICHE

Following new accounts in your niche might yield some follow-backs - but it also trains the algorithm to understand what you want to see. If the platform serves you what you want the other items on the checklist are easier to complete.



### COMMENT ON 5 SIMILAR/FOLLOWER ACCOUNT' REELS & POSTS

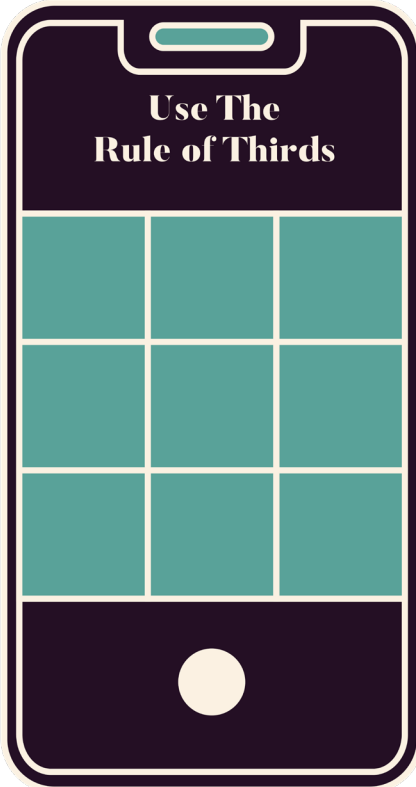
If you run into accounts you like with lots of followers, you can build a new following from within those accounts posts. It sounds confusing, but if you add comments in places where your audience is engaging, you get noticed, and it improves your reach. This is part of a higher-level audience-focused engagement strategy.



### GIVE 5 LIKES ON DIFFERENT PROFILES/ACCOUNTS IN YOUR NICHE

This could be profiles/accounts you discover from your feed, or from other's comments on accounts/pages you follow - find those people, and like their content a minimum of 5 each. This gets their attention and they'll view your profile, and possibly follow back - building your audience, reach and training the algorithm that you're participating and your content should be pushed up.

For large, impactful photos, a high-end camera is almost necessary. They offer endless editing capabilities if shot in RAW and are generally more customizable. However, most cellphones have powerful cameras capable of taking everything from headshots to product photos. Here's a quick guide to using your cellphone for photos.



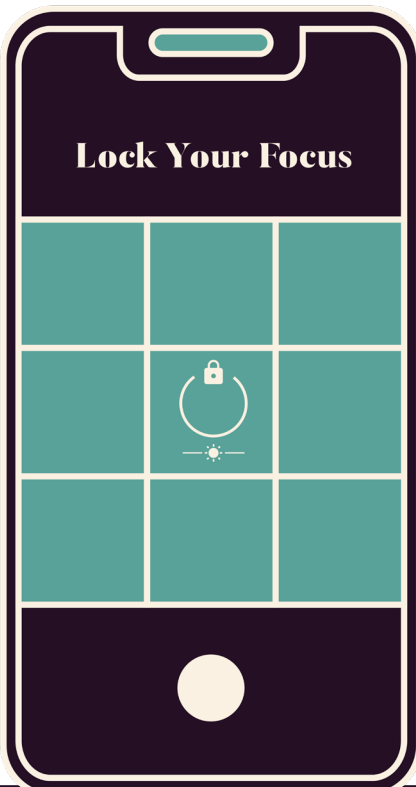
## THE RULE OF THIRDS

Turning on the gridlines on your camera is one of the easiest and best ways to improve your mobile photos. You'll see a series of lines superimposed on your smartphone's camera screen according to the "rule of thirds" - a photographic composition principle that says an image should be broken into three parts, both horizontally and vertically, for a total of nine squares.

By placing points of interest along the lines, or at intersections, your photo will be more balanced and level, and viewers will be able to interact with it more naturally.

**iPhone:** Go to "Settings," choose "Photos & Camera," and switch "Grid" on.

**Samsung Galaxy:** Launch the camera app, go to "Settings," scroll down and switch the "grid lines" option to "on."

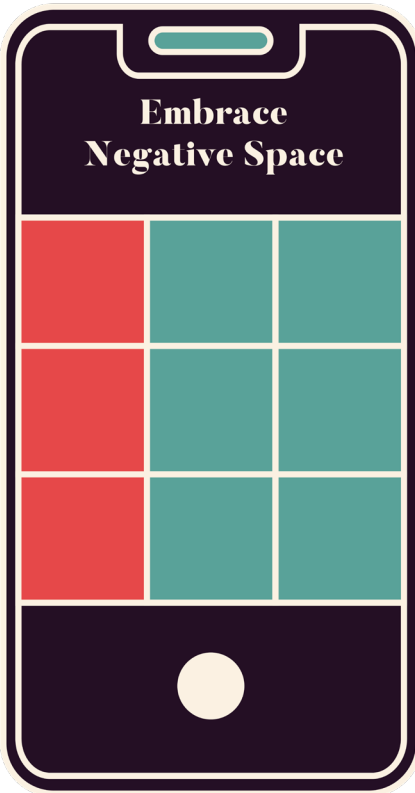


## LOCKING FOCUS

Today's phone cameras automatically focus on the foreground of your frame, but not every picture you take on your phone has an obvious subject. To adjust where you want your camera lens to focus, open your camera app and tap the screen where you want to sharpen the view.

If your phone camera's focus needs to be corrected before taking a picture, tap the screen to do so just before taking the shot. This will ensure the moving subject has the maximum amount of focus. The camera screen should then display a square or circular icon, which will highlight all of the content inside the icon.

You can also change the brightness of the photo by sliding the sun icon to the left (darker) or right (brighter).



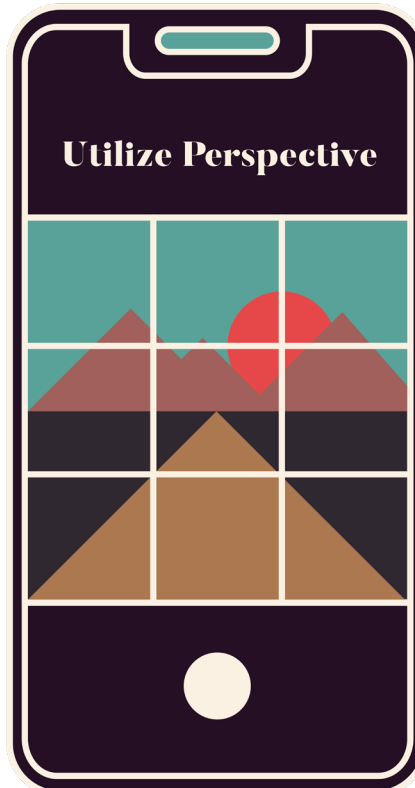
## NEGATIVE SPACE

"Negative space" is simply the area between and around the subjects of an image.

Your subject will stand out more when you include a lot of empty space in your photo. What does negative space look like? The sky, an empty field, a large wall, or water are common examples.

Negative space can also be used with editing in mind, to place text, graphics, or logos in the empty space of a photo.

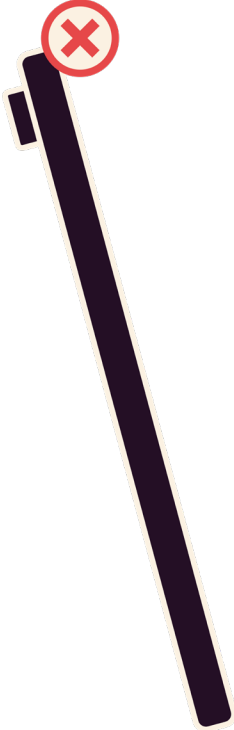
**Typically, Leaving about two columns or rows empty is ideal for capturing a subject, as well as any editing that may need to be done.**



## USING PERSPECTIVE

The illusion of depth or height is created when taking photos from an unusual angle - it tends to make the subjects appear larger and more impressive. As most mobile photos are taken straight-on or from a bird's eye view, it makes the image stand out.

Play with the negative space of the sky by taking a photo directly upwards. Want to make your subject appear strong and authoritative? Get low to the ground and angle your camera up. Perspective is useful when taking product photos, especially if background props are used.



**When taking a photo it is important to make sure you are holding the phone correct when taking your photo.**

Holding your phone with the camera facing at a downward angle can skew the subject, making them look too small and out of proportion.



**When taking a photo it is important to make sure you are holding the phone correct when taking your photo.**

Holding your phone with the camera facing at a downward angle can skew the subject, making them look too large while skewing the height and tapering the width of the subject.



**This is the correct way to hold your phone for the majority of the photos you will take.**

Straight and eye level is a good rule of thumb. This means your cameras lens needs to line up with the eyes of the subject (if it has them). You can even turn your phone upside down for more dynamic photos.

# Who We Are

dorsay was founded in 2016, since then we've completed 100+ websites for non-profits, cities, and businesses.



## FEEL DRINKS

Feel Drinks is an all-natural beverage line. They produce 0 calorie, 0 sugar drinks for energy, and calm.

Nurish Brands, aka Feel Energy Drinks, had in their words “a stale, corporate brand image.” We fixed that, brought the brand to life. With visual design, we showcased beverage flavors with a personality, reenvisioned the brand message, and designed new packaging.

### LAUNCH DATE

7/1/20

### WEBSITE

[spreadgoodenergy.com](http://spreadgoodenergy.com)

## CLIENT FEEDBACK

“One of the things that set them apart is they took the time upfront to fully understand our business and goals. Steven and the entire Dorsay team are simply amazing!”

**Brian Turner**  
**CEO**  
**Nurish Brands**





We advise and modernize new and growing businesses to compete in today's rapidly changing digital marketplace.



### WEBSITE DESIGN

Our designers and developers have been executing award-winning websites for more than 25 years. We offer affordable high-end, future-proofed websites built on the WordPress platform for small and medium businesses.

Website Design & Development, E-Commerce Website Design & Development, Square/Stripe Integration, Website Maintenance and SEO.



### DIGITAL MARKETING

Digital marketing is really what we do to promote your business online, and via digital techniques and technologies. Think, Google Ads, Geo-stalking customers to show off your wares... that sort of thing. We get you in front of your actual customers.

Digital Advertising, Search Optimization, Remarketing Campaigns, SMS/Email Marketing, and geo-targeting campaigns.



### SOCIAL MEDIA

It's not about post count! The number of posts you make on your social channel is nearly meaningless. It's about the consistency, quality, and messaging you're putting out into the world. Not how many posts you can make.

Facebook, Instagram, TikTok, LinkedIn Management, Optimization, Influencer Marketing, and Advertising.



### BUSINESS CONSULTING

We have a unique insight into business operations and digital marketing. Our consulting services revolve around creating a balanced and operationally efficient business, digital marketing integration, pricing and branding strategies, and integrating technology into your daily operations to promote growth and profitability.

Marketing, Business, Technology Consulting Services & Workshops.

**We're providing this guide/toolkit as a means to help businesses improve their marketing. It's a no strings attached information packet. We will be adding enhancements and additional guides in the future.**