

## # ToriMedia – Comprehensive Services & SuiteDash Implementation Guide

Welcome to the \*\*ToriMedia Scope of Coverage\*\*. This document provides detailed guidance on every service ToriMedia offers, grouped into five major categories: \*\*Content Creation, Social Media & Engagement, Marketing & Funnels, Business Support & Automation, and Growth & Optimization\*\*.

Each service includes:

- \*\*Description & Value Proposition\*\*
- \*\*Target Audiences\*\*
- \*\*Step-by-Step SuiteDash Workflow Setup\*\*
- \*\*BOS Tool Integrations (Make, ActiveCampaign, Anytime, etc.)\*\*

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### ## 1. Content Creation

#### ### Thumbnail Design

**Description & Value:** CTR-optimized, scroll-stopping thumbnails designed to double clicks within 72 hours.

**Target Audiences:** Content creators, YouTubers, agencies.

**Workflow Setup in SuiteDash:**

1. Build \*\*Kickoff Form\*\* in SuiteDash to capture video link, branding, and style preferences.
2. Automate folder generation in portal with sections for Drafts, Feedback, and Final.
3. Auto-assign designer task template: \*Design 3 Variants → Internal QA → Upload Drafts → Client Review\*.
4. Notify client automatically when drafts are ready using SuiteDash notifications.
5. Collect feedback through portal comments or dedicated form.
6. Revise and finalize thumbnails, deliver in portal.
7. Close project → trigger invoice generation automatically.

**Integrations:** SuiteDash Portal/Forms/Tasks, \*\*Make\*\* (notify designers), \*\*ActiveCampaign\*\* (feedback nurture).

#### ### Video Editing

**Description & Value:** Professional editing of raw footage with captions, transitions, and music for maximum engagement.

**Target Audiences:** YouTubers, brands, agencies.

#### **\*\*Workflow Setup:\*\***

1. Create \*\*Kickoff Form\*\*: collect raw footage links, editing preferences, and deadlines.
2. Auto-create project folders: \*Raw Footage, Drafts, Finals\*.
3. Assign editor tasks with checklist: cutting, color correction, captioning, sound balancing.
4. Upload draft video to client portal for timestamped feedback.
5. Iterate based on feedback → upload final.
6. Auto-trigger invoice once approved.

**\*\*Integrations:\*\*** SuiteDash Projects/Files, **\*\*Make\*\*** (file routing), **\*\*Anytime\*\*** (review scheduling).

#### **### Copywriting**

**\*\*Description & Value:\*\*** Conversion-focused ad, website, and blog copy.

**\*\*Target Audiences:\*\*** Entrepreneurs, agencies, marketing managers.

#### **\*\*Workflow Setup:\*\***

1. Intake form: brand voice, target audience, campaign goals.
2. Auto-create copywriter project tasks: \*Research → Draft → Edit → Approval\*.
3. Upload drafts into portal for inline review.
4. Manage versions with feedback cycles.
5. Deliver final, auto-generate invoice.

**\*\*Integrations:\*\*** SuiteDash Projects/Portal, **\*\*Make\*\*** (Google Docs sync), **\*\*ActiveCampaign\*\*** (testing sequences).

#### **### Scriptwriting**

**\*\*Description & Value:\*\*** Scripts for ads, explainer videos, and courses.

**\*\*Target Audiences:\*\*** YouTubers, educators, businesses.

#### **\*\*Workflow Setup:\*\***

1. Build Kickoff Form for topic, tone, references.
2. Auto-create writer project in CRM pipeline “Scriptwriting”.
3. Share draft via portal → collect comments.
4. Update versions until approved.

5. Advance CRM stage to “Delivered”.

**\*\*Integrations:\*\*** SuiteDash CRM/Portal, **\*\*ActiveCampaign\*\***, **\*\*Make\*\***.

**### Illustration**

**\*\*Description & Value:\*\*** Custom illustrations for branding, social, and marketing campaigns.

**\*\*Target Audiences:\*\*** Agencies, brands, marketers.

**\*\*Workflow Setup:\*\***

1. Intake form: style reference, deliverable type.
2. Auto-assign illustrator with tasks.
3. Preview drafts uploaded to portal.
4. Client feedback loop automated with notifications.
5. Deliver final formats in portal.

**\*\*Integrations:\*\*** SuiteDash Projects/Files, **\*\*Make\*\*** (file conversion), **\*\*ActiveCampaign\*\***.

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**## 2. Social Media & Engagement**

**### Hashtag Research**

**\*\*Description & Value:\*\*** Optimized hashtag strategies to boost reach.

**\*\*Target Audiences:\*\*** Influencers, brands, managers.

**\*\*Workflow Setup:\*\***

1. Intake form: niche, content type, competitor list.
2. Assign research task: competitor analysis, trends, hashtag set.
3. Deliver via portal as PDF/CSV.
4. Auto-tag project as “Hashtag Research” for reporting.

**\*\*Integrations:\*\*** SuiteDash Tasks/Portal, **\*\*Make\*\*** (API scraping), **\*\*ActiveCampaign\*\***.

**### Content Scheduling**

**\*\*Description & Value:\*\*** Strategic scheduling across platforms.

**\*\*Target Audiences:\*\*** Brands, influencers, agencies.

**\*\*Workflow Setup:\*\***

1. Securely collect credentials and preferences.
2. Auto-build calendar tasks inside SuiteDash.
3. Sync via **Make** to posting tools.
4. Preview posts in portal calendar.
5. Auto-generate monthly analytics report.

**\*\*Integrations:** SuiteDash Projects/Portal, **Make**, **ActiveCampaign**.

### **### Community Management**

**\*\*Description & Value:** Engage followers, moderate groups, respond to inquiries.

**\*\*Target Audiences:** Influencers, small businesses, communities.

**\*\*Workflow Setup:\*\***

1. Enable SuiteDash **Support Desk** for inquiries.
2. Auto-notify staff for new tickets.
3. Track SLAs in SuiteDash tasks.
4. Weekly performance summaries in portal.

**\*\*Integrations:** SuiteDash Tickets, **Make** (chatbot sync), **ActiveCampaign**.

### **### Direct Messaging**

**\*\*Description & Value:** Personalized DM campaigns for outreach.

**\*\*Target Audiences:** Marketers, influencers, sales teams.

**\*\*Workflow Setup:\*\***

1. Intake form captures target audience.
2. Generate DM lists via **Make** from socials.
3. Track campaigns in CRM pipeline.
4. Escalate warm leads into Sales pipeline.
5. Deliver weekly report in portal.

**\*\*Integrations:** SuiteDash CRM/Portal, **Make**, **ActiveCampaign**.

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## ## 3. Marketing & Funnels

### ### Split Testing

**\*\*Description & Value:\*\*** A/B testing for creatives and campaigns.

**\*\*Target Audiences:\*\*** Agencies, e-commerce, marketers.

**\*\*Workflow Setup:\*\***

1. Intake form defines asset + KPI.
2. Auto-create tasks for version A & B.
3. Deploy tracking pixels via **\*\*Make\*\***.
4. Collect data → SuiteDash dashboard.
5. Share results in portal.

**\*\*Integrations:\*\*** SuiteDash Projects/Dashboards, **\*\*Make\*\***, **\*\*ActiveCampaign\*\***.

### ### Retargeting

**\*\*Description & Value:\*\*** Re-engage prospects with retargeted ads.

**\*\*Target Audiences:\*\*** E-commerce, agencies, marketers.

**\*\*Workflow Setup:\*\***

1. Intake form: retargeting goals.
2. Auto-create campaign project.
3. Sync CRM contacts to FB/Google via **\*\*Make\*\***.
4. Track conversions in dashboard.

**\*\*Integrations:\*\*** SuiteDash CRM/Portal, **\*\*Make\*\***, **\*\*ActiveCampaign\*\***.

### ### Funnel Building

**\*\*Description & Value:\*\*** Complete funnels from opt-in to upsell.

**\*\*Target Audiences:\*\*** Startups, creators, agencies.

**\*\*Workflow Setup:\*\***

1. Capture funnel goal with form.
2. Build funnel tasks: landing pages, emails, upsells.

3. Assign designers/copy tasks.
4. Track metrics in SuiteDash dashboards.

**\*\*Integrations:\*\*** SuiteDash Projects, **\*\*ActiveCampaign\*\***, **\*\*Make\*\***.

### ### Conversion Optimization

**\*\*Description & Value:\*\*** CRO audits and optimizations.

**\*\*Target Audiences:\*\*** Agencies, marketers, e-commerce.

**\*\*Workflow Setup:\*\***

1. Collect analytics access via form.
2. Assign CRO tasks: heatmap review, UX fixes.
3. Deliver portal report.
4. Auto follow-up after 30 days.

**\*\*Integrations:\*\*** SuiteDash Projects, **\*\*TruConversion\*\***, **\*\*Make\*\***.

### ### Content Calendar

**\*\*Description & Value:\*\*** Strategic content calendar management.

**\*\*Target Audiences:\*\*** Agencies, creators, marketers.

**\*\*Workflow Setup:\*\***

1. Intake form: objectives/themes.
2. Auto-create monthly board with tasks.
3. Assign writers/designers.
4. Client visibility via portal calendar.

**\*\*Integrations:\*\*** SuiteDash Projects/Calendar, **\*\*Make\*\***, **\*\*ActiveCampaign\*\***.

### ### QA

**\*\*Description & Value:\*\*** Quality assurance for content/campaigns.

**\*\*Target Audiences:\*\*** Agencies, businesses.

**\*\*Workflow Setup:\*\***

1. Intake checklist.
2. Auto-assign QA review tasks.

3. Upload QA report in portal.

4. Block launch until QA complete.

**\*\*Integrations:\*\*** SuiteDash Tasks/Portal, **\*\*Make\*\***.

### Analytics Dashboard

**\*\*Description & Value:\*\*** KPI dashboards for marketing.

**\*\*Target Audiences:\*\*** Owners, agencies, teams.

**\*\*Workflow Setup:\*\***

1. Define KPIs/sources.

2. Integrate via **\*\*Make/AITable\*\***.

3. Build SuiteDash dashboard widgets.

4. Auto-refresh nightly.

5. Portal access for client.

**\*\*Integrations:\*\*** SuiteDash Dashboards, **\*\*Make/AITable\*\***, GA/FB Ads.

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## 4. Business Support & Automation

### Contracts

**\*\*Description & Value:\*\*** Generate, sign, and store contracts.

**\*\*Target Audiences:\*\*** Agencies, freelancers, businesses.

**\*\*Workflow Setup:\*\***

1. Build Dynamic Docs templates.

2. Auto-generate contract after intake.

3. Client signs in portal.

4. Signed copy stored automatically.

5. Auto-trigger invoice post-signature.

**\*\*Integrations:\*\*** SuiteDash Dynamic Docs/Portal, **\*\*Make\*\***, **\*\*ActiveCampaign\*\***.

### Prompt Library

**\*\*Description & Value:\*\*** Centralized prompt repository.

**\*\*Target Audiences:\*\*** Teams, agencies, creators.

**\*\*Workflow Setup:\*\***

1. Capture use-cases with intake.
2. Organize library in SuiteDash Wiki.
3. Auto-update via **\*\*Make\*\***.

**\*\*Integrations:\*\*** SuiteDash Wiki/Portal, **\*\*Make\*\***.

### ### AI Automation

**\*\*Description & Value:\*\*** AI-driven workflow automations.

**\*\*Target Audiences:\*\*** Businesses, operations, agencies.

**\*\*Workflow Setup:\*\***

1. Identify repetitive tasks.
2. Configure automations in SuiteDash or Make.
3. Call AI APIs for automation logic.
4. Log results inside SuiteDash tasks.

**\*\*Integrations:\*\*** SuiteDash Automations, **\*\*Make/n8n\*\***, AI APIs.

### ### Influencer Management

**\*\*Description & Value:\*\*** Manage influencer deliverables.

**\*\*Target Audiences:\*\*** Agencies, brands, marketers.

**\*\*Workflow Setup:\*\***

1. Intake influencer details via form.
2. Auto-create tasks for deliverables.
3. Track via task deadlines.
4. Portal reporting to client.

**\*\*Integrations:\*\*** SuiteDash Projects/Portal, **\*\*Make\*\***, **\*\*ActiveCampaign\*\***.

### ### Gamification

**\*\*Description & Value:\*\*** Gamified engagement with rewards.

**\*\*Target Audiences:\*\*** Communities, brands, educators.

**\*\*Workflow Setup:\*\***

1. Define gamification rules.
2. Create custom objects for points.
3. Auto-assign points via triggers.
4. Portal displays leaderboard.
5. Auto-email rewards distribution.

**\*\*Integrations:\*\*** SuiteDash Portal, **\*\*Make\*\***, **\*\*ActiveCampaign\*\***.

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## ## 5. Growth & Optimization

### #### Landing Page Design

**\*\*Description & Value:\*\*** Conversion-focused landing pages.

**\*\*Target Audiences:\*\*** Marketers, agencies, brands.

**\*\*Workflow Setup:\*\***

1. Intake form for campaign assets.
2. Auto-create project tasks.
3. Client reviews drafts in portal.
4. Publish with pixel integrations.

**\*\*Integrations:\*\*** SuiteDash Projects/Portal, **\*\*Make\*\***, **\*\*ActiveCampaign\*\***.

### #### Tracking & Pixels Setup

**\*\*Description & Value:\*\*** Proper tracking for campaigns.

**\*\*Target Audiences:\*\*** Businesses, marketers.

**\*\*Workflow Setup:\*\***

1. Collect site details via form.
2. Task checklist for pixel deployment.
3. Deploy via **\*\*Make\*\***.

4. Verify via SuiteDash dashboards.

**\*\*Integrations:\*\*** SuiteDash Projects, **\*\*Make\*\***, GA/FB Ads.

### ### UGC Curation

**\*\*Description & Value:\*\*** Manage user-generated content campaigns.

**\*\*Target Audiences:\*\*** Brands, communities, agencies.

**\*\*Workflow Setup:\*\***

1. Intake UGC submissions via SuiteDash form.
2. Auto-create review/approval tasks.
3. Approved UGC → stored in portal folders.
4. Notify clients automatically.
5. Monthly portal report.

**\*\*Integrations:\*\*** SuiteDash Forms/Files, **\*\*Make\*\*** (AI moderation), **\*\*ActiveCampaign\*\***.

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## # Conclusion & Next Steps

ToriMedia offers **\*\*24 integrated services\*\*** across five categories. Each has:

- Clear value proposition
- Novice-friendly SuiteDash workflows
- BOS tool integrations (Make, ActiveCampaign, Anytime, etc.)

Together, these form a complete **\*\*media growth operating system\*\***, scalable and automated.