

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.)**

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****.

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****.

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/AI Table****.

3. Build SuiteDash dashboard widgets.

4. Auto-refresh nightly.

5. Portal access for client.

****Integrations:**** SuiteDash Dashboards, ****Make/AI Table****, GA/FB Ads.

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****.

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****.

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.