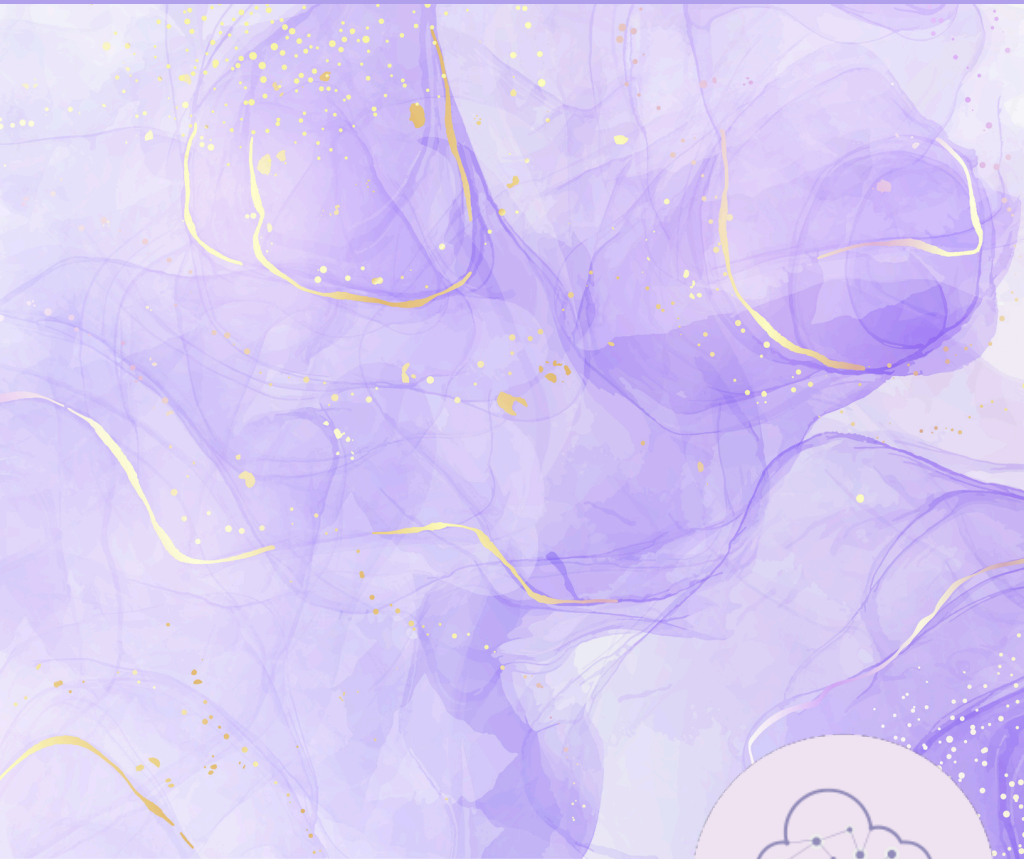


EMPOWERING YOUR DIGITAL POTENTIAL

# 6 Steps to Boosting Your Digital Presence



Dreamscape Digital Media  
[www.dreamscapedigitalmedia.com](http://www.dreamscapedigitalmedia.com)



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## INTRODUCTION

# Meet Our Founders

Our friendship started as we began learning and refining our skills in the digital world as we were building our own platforms as local titleholders in the Miss America Organization. Now we are titleholders in the Miss World America organization! Both of us are currently running all of our own content and social media strategy for our pageant journey and personal platforms in advocacy.

As our journey unfolded, we realized our shared passion for empowering others through technology. We embarked on a new adventure, channeling our creativity and expertise towards assisting small businesses in maximizing their online presence. Together, we harnessed our knowledge to develop innovative strategies that would propel these enterprises to success in the ever-evolving digital landscape. Our friendship, forged in the pursuit of our dreams, now serves as the foundation for our collaborative mission to support and uplift those striving to make their mark in the digital realm.



We firmly believe that every small business can thrive and expand by enhancing its online presence. Collaboratively, we offer these solutions to support small businesses.

*- Aly & Mariah*

## STEP 1:

# Create a Cohesive Brand Strategy

Writing a cohesive brand strategy is like writing the blueprint for your digital success. It's not just about giving yourself a roadmap to help with online marketing; it's also about ensuring that every touchpoint resonates with your audience, fostering familiarity and trust. At Dreamscape Digital Media, we understand the significance of this strategy and its impact on businesses' success.

When clients approach us with questions like, "How can my digital presence contribute to revenue growth?" we recognize the importance of having a well-defined brand strategy. It serves as the backbone of all digital endeavors, ensuring consistency and effectiveness across various platforms.

Trust-building is a crucial aspect of any brand strategy. Small businesses, in particular, often face challenges in managing their online presence alongside other responsibilities. By establishing a cohesive strategy upfront, they can streamline their efforts and create a consistent digital footprint that instills confidence in potential clients.

A strong brand strategy also involves careful consideration of elements such as color palettes, market research, and audience segmentation. These factors help businesses tailor their messaging to effectively communicate with their target demographic and stand out in a crowded digital landscape.

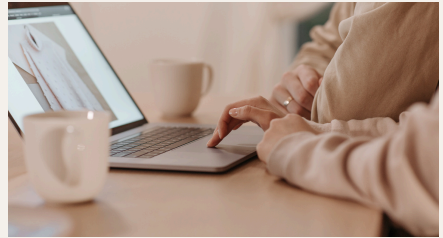
In essence, a cohesive brand strategy is about more than just aesthetics; it's about creating a compelling narrative that engages audiences and drives business growth. By investing time and resources into developing and implementing this strategy, businesses can position themselves for success in the digital age.



## STEP 2:

# Develop a Strategy for Managing Your Digital Presence

Being neurodivergent small business owners ourselves, we deeply understand the significance of planning and adhering to schedules, especially when it's challenging. Once you've laid the groundwork for your brand, it's crucial to devise a strategy to sustain that momentum. Here are some questions to consider as you develop your brand's strategy:



1. What are your digital presence objectives?
2. Are you aiming to enhance visibility towards local customers, amplify online sales, draw in your ideal clientele, or perhaps create a social media hub for recommendations and important information?
3. Envision your ideal digital presence. Do you see it as a consistent platform, effortlessly driving revenue and consistently attracting your target audience? Or perhaps you see it as a vibrant community where your consumers all interact and bond over your business. Having an end goal in mind will help you to work harder to achieve it.



## STEP 3:

# Harness the Power of a Vision Board

Embrace the journey of manifesting your vision by engaging in a visual brainstorm. Consider crafting a vision board as a powerful tool to bring your ideas to life in vivid detail. Take inspiration from the social media profiles and websites of businesses within your niche, observing with an objective eye. Take note of elements that resonate with you and those that don't, so you can develop your own personal list of best practices and pitfalls to guide you as you create your digital presence.





# STEP 4:

# ALIGN YOUR GOALS

Set realistic, attainable goals based on your current business stage. Make sure you ALIGN each of your goals to make sure you can get the most out of them.



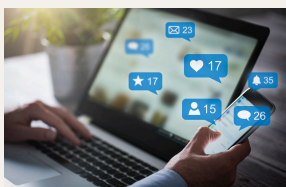
## A – Achievable

Making sure your goals are within your skill set is a difficult part of goal setting. If you set a goal to gain 1,000 Instagram followers but you have never posted on Instagram before, you need to take into consideration what tools you need to achieve that goal such as software and classes that can teach you what goes into building a social profile.



## L – Level-Headed

While there is rarely a goal that cannot be met eventually, it is important to stay level-headed as you set your goals. This will help prevent burnout and discouragement as you put in the hard work towards making your goal a reality. If you are brand new to Instagram with zero followers, 1,000 followers may be a lofty goal. "I want to have 50 Instagram followers" is much more realistic and that does not mean you can't keep growing... after all, you can always set a new goal after you hit the first one!



# STEP 4:

## **I-Indicative**

Providing clear indications and measures of progress will help you know exactly what needs to be done to accomplish that goal. "I want to see growth on my social media" does not have any indication as to when that goal will be considered complete. "I want to have 1,000 followers on Instagram" is measurable because it gives you a number to strive for and the platform you want to focus on.

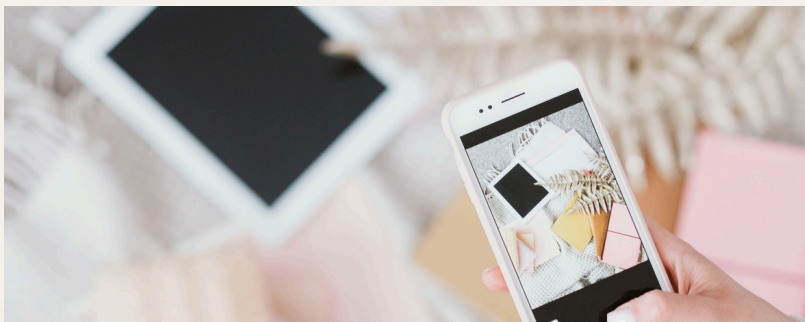
## **G-Grounded**

Setting a deadline for your goals will help keep you grounded in meeting them. It does not have to be a specific date, even a rough idea of when you'd like to achieve your goal will help! "I want to have 50 followers on Instagram within the next month" is a great goal because it gives a reasonable period of time to meet it, grounding the goal in a tangible timeline,

## **N-Narrow**

When developing your goals, make sure they are narrowly defined so you can focus on the steps to achieve them. A vague goal such as "I want to grow my digital presence" is difficult to attain because there is no clear finish line. However, "I want to see growth on my social media" is much more specific and narrow.

Remember as you write your goals to assess your time and budget for building your digital presence. While some may advise extensive content creation and costly websites, this isn't feasible for many small businesses. Prioritize tasks that align with your capacity and focus on what will bring the most value to your clients.





## STEP 5:

# Build Your Budget

Your digital presence budget will vary based on what you require. Luckily, there are plenty of free resources out there. Take domains, for instance, which you can get for about \$20, and there are affordable web hosting options available too. Despite what some may think, you don't need a big budget to reach your digital goals. You can build a consistent brand, design graphics, upload photos, and handle your online presence without breaking the bank.

### Consider allocating funds to:

- Canva or Adobe Express subscription for creating graphics (\$20/month)
- A web host that fits your needs (Wix, Squarespace, etc.) (\$20-\$30/month)
- Social media verification to increase brand credibility



# STEP 6:

# Create Your Own Templates

Maintaining a brand strategy over time can become overwhelming. However, there is a simple solution: develop templates for your social media and website content. Here at Dreamscape Digital Media, we provide clients with customizable templates tailored to their content needs, a practice that you can also implement for your business. By creating visually appealing graphics that resonate with your audience, you can streamline content creation and enhance your brand identity, unlocking new digital capabilities along the way.

By utilizing templates for your social media and website content, you can maintain a consistent brand image across all platforms. At Dreamscape Digital Media, we understand the importance of creating engaging visuals that capture your audience's attention. Our customizable templates are designed to help you convey your message effectively and leave a lasting impression.



With the right templates in place, you can save time and effort on content creation, allowing you to focus on other aspects of your business. Whether you need templates for social media posts, website banners, or promotional materials, we have you covered. Our team is dedicated to helping you showcase your brand in the best possible light.

## CONCLUSION

# Build Your Digital Dreams

Now that you have our comprehensive six-step guide on enhancing your online presence, it's time to implement it! Dreamscape Digital Media is dedicated to empowering small businesses to excel in the digital realm. Share how we can support you on your path to success! Explore further at [www.dreamscapedigitalmedia.com](http://www.dreamscapedigitalmedia.com)!

