D.T THINK DESIGN

CONNECTING BRANDS & PEOPLE

DotThinkDesign.com

CAPABILITIES

BRINGING BRANDS TO LIFE WITH AUTHENTIC, STRATEGY DRIVEN STORYTELLING.

Dot Think Design is a branding, marketing and design firm based out of Fairfield County, Connecticut. With a focus on lifestyle branding and high-level strategy, we start every project – big or small – by asking questions to help clarify long range goals. By crafting customized integrated marketing plans around these goals, we help clients to connect with customers and engage their emotions, converting passive viewers into active community members.



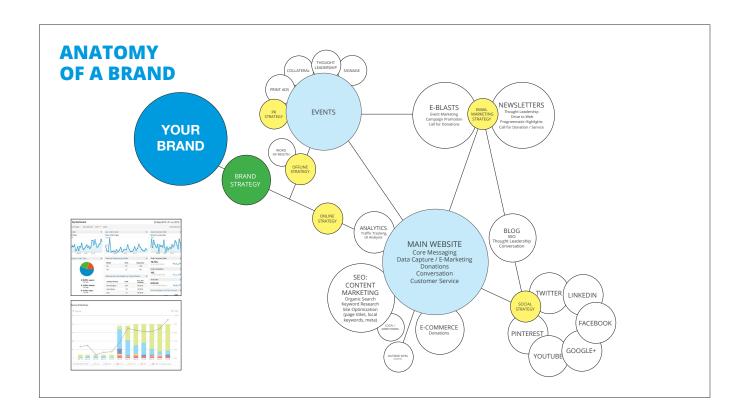
WE BRING TOGETHER THE PEOPLE AND SKILLS THAT MAKE MAGIC HAPPEN.

Through the leadership and creative vision of principal Corti Cooper, Dot Think partners with small businesses, corporations and nonprofits to create communications, websites and campaigns that range from print to video, email and social media. Lead Developer **Vernon Howard**, a seasoned technology wizard, builds Dot Think's custom Wordpress sites and simplifies the often-mysterious ways of the web. Jonathan Dorosh's search engine optimization team, a Google Certified Adwords Partner, integrates high-level business goals with keyword analysis to help clients optimize sites for search engines and run powerful AdWords campaigns that yield measurable results. Resident content marketing director and lover of the Oxford comma, Emily McFaul, creates magic with her words, synthesizing ideas into a brand voice that is woven into print communications, blogs, email newsletters, social and collateral. Rounding out the team, Pedro Mata uses his camera and thoughtful editing to tell engaging brand stories that resonate with audiences. And making a positive impact is at the heart of what we do: Dot Think's entire team of familyoriented professionals serve their communities through volunteerism and philanthropic work.

STRATEGY

A BRAND STRATEGY AND PLAN AROUND YOUR GOALS.

Through our discovery phase, we identify your brand's core points of differentiation and create a robust framework to articulate its personality. Then we dream up the creative to make it all come to life. Working to cover all touch points from social media to environmental design, our team delivers a plan that fits your businesses needs, with the tools to execute effortlessly.





Dot Think did their homework. They learned about our business, analyzed competition and helped us articulate our goals for the new site. Only then did their team start the ground up process of designing around our needs. We learned a lot in the process and we couldn't be happier with the results.

Mark Santagata

Cacace, Tusch & Santagata

DESIGN

COMPELLING, SOPHISTICATED DESIGNS TO ELEVATE YOUR BRAND.

With a proven track record of beautiful designs and flawless execution, we revel in each new design project - looking to find ways to deliver the message while engaging consumers' emotions. Through aspirational imagery and modern typography, we deliver design solutions that are appealing vehicles for conversion.

WEBSITE DESIGN



CORPORATE COMMUNICATIONS & ANNUAL REPORTS



BROCHURES & COLLATERAL



BRAND GUIDELINES



SIGNAGE & POSTERS



PRINT ADVERTISING





As architects, it was important for us to find a designer who embraced our creative vision, as well as their own. Corti listened to our ideas and designed an innovative site that "tells our story." She is highly organized, astute and creative.

Cynthia Vengrow Vita Design Group

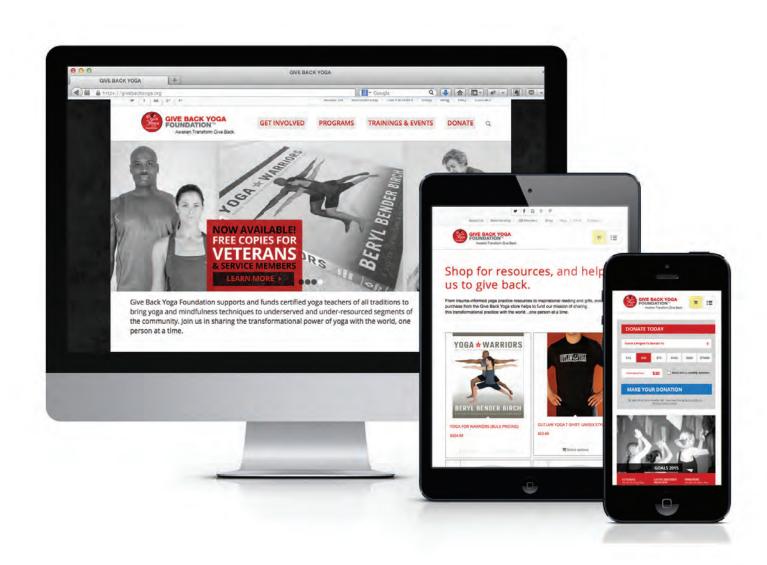
FOUNDATION FOR METROWEST

DIGITAL ANNUAL REVIEW



GIVE BACK YOGA

BRANDING, COMMUNICATIONS & E-COMMERCE



LULULEMON + GIVE BACK YOGA

PROGRAM IDENTITY











FAIRFIELD COUNTY'S COMMUNITY FOUNDATION

FUTURE SOCIETY BROCHURE

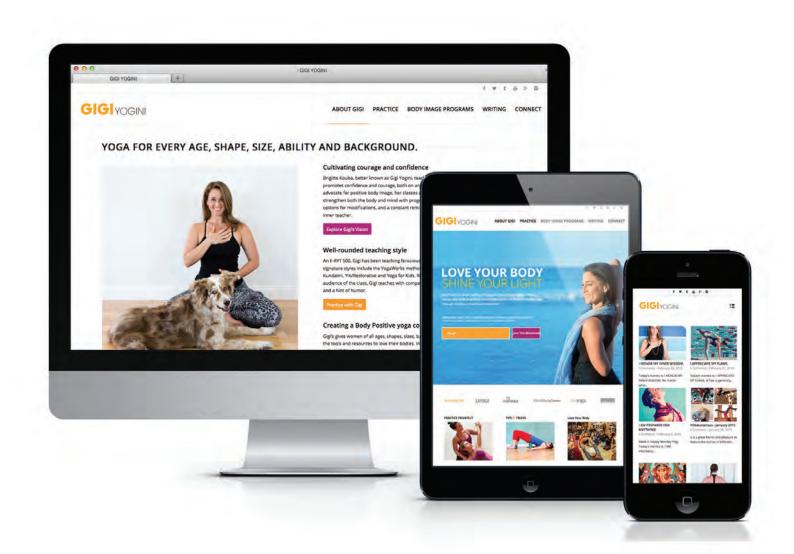


CACACE, TUSCH & SANTAGATA WEBSITE DESIGN & DEVELOPMENT



GIGI YOGINI

BRANDING & WEB DESIGN



FAIRFIELD COUNTY'S COMMUNITY FOUNDATION

2016 ANNUAL REPORT



88.9FM WERS

USER EXPERIENCE DESIGN & DEVELOPMENT



WEB

FROM YOUR WEBSITE TO LOCAL LISTINGS, BRAND CONSISTENCY AND THOUGHT LEADERSHIP PAVE THE WAY.

In the crowded world of the web, we provide clean and clear experiences to draw in users, engage their emotions, answer their questions and convert them into customers. Whether a custom Wordpress build or an integrated e-campaign, our online work features sophisticated brand design and the analytics to prove success.

RECENT SITES
GiveBackYoga.org
LawCTS.com
VDGarch.com
RiteCheck.com
GigiYogini.com
GraficoMarketing.com













Dot Think was able to provide
The Cedar Roof Company
with a web design that is
above and beyond others
in our industry. It is clean,
modern and targeted to our
sophisticated clientele. Dot
Think continues to bring
fresh ideas and high quality
collaborators to the table as
our site evolves, and helps us
enact an ongoing schedule of
marketing initiatives.

Sharon Shaw

The Cedar Roof Company

SOCIAL

RESONATE WITH YOUR CUSTOMERS BY FOSTERING YOUR ONLINE COMMUNITY.

In today's world, we long for connection. More and more people are finding their community online – engaging with living brands, seeking social proof and even finding their news through social media. We help clients to craft social strategy that not only informs users, but adds value to their lives through the thoughtful presentation of relevant content, compelling imagery and video storytelling.

























Dot Think has been consulting on my Social Media for 6 years. From producing graphics to advising on strategies to increase following and fan engagement, her team has helped me to gain a following of 8k on Facebook, 4k on Instagram and 2.5k on Twitter.

Brigitte Kouba *Gigi Yogini*

SEO & ADWORDS

INCREASE TRAFFIC, TARGET YOUR BEST AUDIENCE – AND GET MEASURABLE RESULTS.

ORGANIC SEARCH

Search Engine Optimization is the process of helping your customers find you on Google. Through keyword research, copy-writing, and edits to your website, we can help new people find you online. It's fun, measurable, and extremely cost-effective.

GOOGLE ADWORDS

Our dedicated search and AdWords team can identify a budget, create a highly targeted advertising plan, generate new leads and increase conversions through SEO and pay-per-click, including search, display and mobile ads.











CAPABILITIES

VIDEO

ENGAGE YOUR COMMUNITY THROUGH THE IMAGERY AND IDEAS OF VIDEO STORYTELLING

With users spending more than a third of their time online watching video, it is imperative to represent your business through compelling stories and engaging images. Our video team has a passion for producing beautiful cinematic sequences while articulating a fascinating story that captures the heart, soul, and emotion of the viewer.

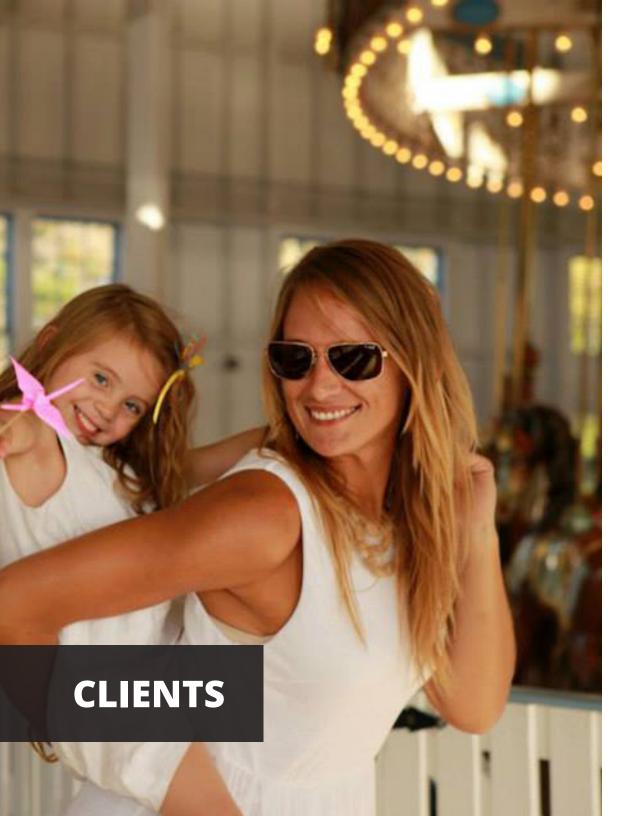




Working with Pedro and Carrie on our real estate listing videos has changed the way we market our high-end listings. Their professionalism and creativity made the process easy and fun. As a result of their work, we differentiate ourselves in a crowded market and have been able to secure more listings.

Virginia Klein

Re/Max Heritage Westport





By partnering with Dot Think, we've brought our integrated marketing campaigns to a new level. Their team offers both polished design and writing, and the strategic insight and technical digital knowledge to make a bigger impact with our message. From our annual report and event collateral to website design and social media marketing, these women help our story shine.

Juanita T. James, CEO & Executive Director

Fairfield County's Community Foundation



As a national nonprofit foundation working at a grassroots level, it's essential that we connect with our audience. Through Dot Think's marketing, technology and design support, we're doing just that. Over the years, Corti and Emily have helped to clearly communicate our message out to the world while providing for all our technology needs - websites, e-commerce, hosting and email. We can see the results of their thoughtful work through social media engagement, web traffic and revenue growth.

Robert Schware, Executive Director

The Give Back Yoga Foundation

































