



# Creatify



## dot.Scot & Creatify

Chiara, the Digital & Marketing Executive at DotScot has been working with Creatify since October 2016 and came looking to modernise the current website. Chiara had seen some of the work that had been previously done with Creatify and found the styles appealing and much more up to date with current trends in design.

Being new in her role, she was concerned that her lack of experience in web design would cause issues when she was onboarded:

“My background is mostly in social media and I was concerned that I would need to know a lot about design and coding or that there would be a lot of maintenance involved on our part. Working with their Expert Designer felt like working with an agency that actually cared about our timelines and business needs while still providing a website with high-end design.”



Chiara has run several successful social media campaigns with DotScot through Twitter and Instagram, a prominent one being her successful hashtag [#OutstandingScotland](#) which has asked people to take beautiful pictures of their time in Scotland.

With a knack for social media and an awareness for trends, Chiara wanted to ensure that the new website took on a more social feel and worked with our Expert Designers to get the right mix of design with live social media feeds and an interactive map where ‘.scot’ was being used.

Check out the DotScot website (follow the link below) and if you’re taking any beautiful photos of Scotland make sure you post them to Instagram with the hashtag [#OutstandingScotland](#) We’re wishing DotScot great success with their new site and all other ventures!

<http://dot.scot>