

# The Essential Guide to Digital Marketing for New Marketers: *Understand and Build Your Digital Marketing Foundation*

“It's not about ideas.  
It's about making  
ideas happen.”

- *Scott Branson*



By Yvonne A Jones

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Welcome to my Special Report, "**The Essential Guide to Digital Marketing for New Marketers.**"

If you're thinking of starting an online business or have already dived in without a clear plan, this report is tailor-made for you.

I've had countless conversations with potential entrepreneurs and surprisingly, many mature women express concern that they may be 'too old to start something new.' Let me assure you that age is not a barrier.

At 52, I left the comfort and 'security' of Corporate America to venture into my own business, proving that it's never too late to pursue your dreams.

The online world may seem alien and intimidating, especially if you're unfamiliar with the language and systems. I've been there. I fumbled without a guide for several months. Once I found a mentor, things began to fall into place.

From banking, administration, and human resources to teaching online marketing, and becoming a Certified Life and Business Coach, my career journey has been diverse. Along the way, I received many awards, accolades, and promotions. Yet, when I transitioned online, I felt like a freshman in the senior year of high school.

However, as I navigated the online ecosystem, I made mistakes, learned from them, and eventually guided many entrepreneurs to have their own successful digital businesses.

My report aims to help you navigate the turbulent waters of digital marketing in a way that's easy to understand and relatable to your unique situation. We will demystify digital marketing and discuss its importance in boosting your business.

We'll also talk about the power of being consistently YOU – a unique approach that helps build trust, an invaluable currency in the digital world.

Remember, digital marketing is not just about selling products or services, it's about creating value for your customers and making a difference in their lives.

So, the question is, "Can you really do this?" A resounding YES! You are perfectly capable of starting and growing an online business, and this report will show you how.

Now, let's delve into the topics we'll cover in this Special Report:

### **1. Introduction to Digital Marketing**

- a. What is digital marketing?
- b. Why it's essential for an online business?
- c. Types of digital marketing.
- d. The benefits of digital marketing over traditional marketing.
- e. How digital marketing can level the playing field between small businesses and larger organizations.

## **2. The Elephant in the Room: Fears that could sabotage your success**

- a. Fear of the unknown.
- b. Fear of failure.
- c. Fear of criticism.
- d. Fear of technology or learning new digital tools.
- e. Overcoming these fears: actionable strategies and mindset shifts.

## **3. Consistency and Authenticity**

- a. Being trust through authenticity.
- b. Setting yourself apart with consistency.
- c. Building relationships through authenticity and consistency.
- d. Real-life examples of successful businesses built on these principles.
- e. Tips for maintaining authenticity and consistency in digital marketing.

## **4. Intro to Online Business Models**

- a. Overview of popular online business models
- b. Deciding which online business model might be best for your skills and interests.

Let's get started on your journey to mastering digital marketing.



### 1. Introduction to Digital Marketing

#### a. What is digital marketing?

Also known as online marketing, digital marketing is the online counterpart of traditional advertising. It involves promoting your business on the internet, through various channels, such as websites, email newsletters, social media platforms like Facebook or Instagram, or even search engines like Google when someone searches for products or services you offer.

#### b. Why it is essential for an online business?

The simple answer is that is where your customers are. In this digital age, people spend a significant amount of their time online, browsing social media, reading blogs, or shopping. By leveraging digital marketing, you can meet your customers where they already spend time and engage them with your products or services..



## c. What are the Types of digital marketing?

There are several types of digital marketing, but let's focus on the most impactful ones:

- **SEO (Search Engine Optimization):** It involves optimizing your website or blog to appear in the search results when someone searches for something related to what you offer on Google or other search engines. This involves using relevant keywords, building backlinks, and ensuring that your website is mobile-friendly.
- **Content Marketing:** You will be creating valuable content like blogs, videos, or podcasts that draw people to your website, a process referred to as driving traffic.
- **Social Media Marketing:** This strategy involves promoting your business on various social media platforms.
- **Email Marketing:** Here, you build a list of email subscribers to whom you send regular updates and offers. Email marketing allows you to build a relationship with your subscribers, fostering trust so that they look forward to your updates.

## d. What are the Benefits of Digital Marketing over Traditional Marketing?

Digital marketing offers several advantages over traditional marketing. First, it's often more affordable; you can reach a large audience without investing heavily. It's also more targeted, meaning that you can tailor your marketing based on your audience's interests, age, or location. It is also easier to measure your marketing effectiveness using digital marketing and adjust your strategy as needed. For example, a local bakery can use social media to promote its products to nearby customers and can more easily track the campaign's effectiveness.

## e. How digital marketing can level the playing field between small businesses and larger organizations?

One of the best things about digital marketing is that it levels the competitive field. Unlike the offline world where larger businesses with bigger budgets often dominate, the online space gives small businesses a fair opportunity. With the right strategy, a small business can reach as many people online as a big corporation. Small businesses can deliver a personal touch, often absent in larger companies, helping build strong relationships with customers and create a loyal following.

An example of this would be how a small boutique can leverage Instagram to showcase unique products and engage with customers personally, leading to a loyal and engaged customer base.

## 2. Fears that Can Sabotage Your Success

Fear is a common experience, especially when embarking on something new. As a new or potential entrepreneur, you might grapple with some fears or concerns, which is entirely normal. What's crucial is to confront each fear and tackle it head-on. This is where having a mentor, someone who has been where you are and has successfully navigated similar challenges, can prove invaluable.

## **a. Fear of the Unknown**

Stepping into the world of digital marketing can feel like stepping into an alien world. The expanse of new terms, technologies, and strategies can be daunting. However, it's important to remember that every expert was once a beginner. With time, patience, and a commitment to learning, the unfamiliar will gradually become second nature.

## **b. Fear of Failure**

Fear of failure can be a formidable hurdle. Concerns about making mistakes or not meeting personal or others' expectations can be paralyzing. However, in the realm of digital marketing, what initially appears as failure often serves as a stepping stone to success. Each mistake offers precious lessons that help us refine our strategies and deepen our understanding.

## **c. Fear of Criticism**

Opening ourselves and our businesses to the public makes us vulnerable to potential criticism, a daunting prospect. However, remember that constructive criticism can offer insights for improvement, while baseless criticism often says more about the critic than the person being criticized. Remain open to feedback but avoid letting it dictate your self-worth or the value of your business.

## **d. Fear of Technology or Learning New Digital Tools**

Not everyone is tech-savvy, and that's perfectly fine! Modern technology is renowned for its user-friendly features. Many digital tools are designed with beginners in mind, and there's a plethora of resources, including tutorials and customer support, to help you familiarize yourself with new tools.

## **e. How to Overcome These Fears**

Overcoming these fears requires both a mindset shift and practical strategies implementation.

The concepts of growth mindset and fixed mindset may be familiar to you. A growth mindset fosters a belief in endless possibilities and an openness to learning, while a fixed mindset is riddled with beliefs like "I'm too old to learn anything new."

The fact that you're stepping into this journey speaks volumes about your positive growth mindset.

For fears of the unknown and technology, make learning a daily habit. Break down complex topics into manageable portions and tackle them individually. Consistent learning can lead to remarkable accomplishments.

For the fear of failure, remember, it's not the fall but our willingness to rise that defines us. Mistakes are part of the learning process, not a reflection of your worth or capabilities, but opportunities for growth.

Handling criticism tests resilience. Develop a habit of discerning valuable insights from feedback and disregard negative comments that don't serve your growth.



Above all, nurturing a positive, growth-oriented mindset is crucial. Practice self-compassion as you embark on this journey. Treat yourself with kindness, be patient with your progress, and remember - you're courageous, capable, and on an exhilarating journey towards growth and success.



### 3. Consistency and Authenticity

#### a. Being Authentic Builds Trust

Authenticity is about being real and genuine. It involves portraying your brand in an honest way, sharing your journey, passions, and values with your audience. This authenticity fosters trust and helps to transform a faceless business entity into a relatable persona.

Newcomers to online marketing often pretend to be in business for a while, thinking this will attract more customers. However, it's important to remember that it's not about pretending to be an expert, but about being a few steps ahead and being open to always learning. An authentic story will resonate with your audience and make them think, "If they can do it, so can I."

## b. Consistency Sets You Apart

Consistency in messaging, branding, values, and posting schedules is key to distinguishing yourself amidst noise online. It allows your audience to recognize and remember you, enhancing your reliability. To facilitate consistency and goal attainment, consider subscribing to resources like the free [Action Habits Challenge](#).

## c. Leveraging Both to Build Relationships

Authenticity attracts audiences, and consistency makes them stay. Regularly sharing content that aligns with your brand and values facilitates relationship building, fostering a loyal customer base, repeat business, and even brand ambassadors.

## d. Real-life Examples of Successful Businesses Built on Authenticity and Consistency

The Honest Company, founded by Jessica Alba, is a testament to the success of authenticity and consistency. With its mission to create safe, effective, and honest products, the company has been transparent about its ingredients and manufacturing practices. Their dedication to delivering high-quality, chemical-free products has propelled their annual revenue to over \$1 billion and earned them praise from consumers and environmental organizations.

Their "Transparency Center" and candid social media content offer clear insights into the brand's operations, reinforcing their authenticity and consistency.

## e. Practical Tips on How to Maintain Authenticity and Consistency in Your Digital Marketing Efforts

- **Find your voice:** [Your brand voice should reflect your personality and values](#) and consistently resonate with your target audience across all digital platforms.
- **Be transparent:** Openly share your successes and challenges. Audiences appreciate honesty.
- **Create a content calendar:** Consistency is easier when you have a plan. A content calendar helps you organize your blog and social media posts, ensuring regular communication with your audience.
- **Stay true to your values:** Your actions and communications should always reflect your core values, the bedrock of your authenticity and consistency.

Remember, authenticity and consistency are commitments, not one-time tasks. Make them the backbone of your digital marketing strategy and they will guide you to success.

## 4. Intro to Online Business Models

### a. Overview of Business Models:

There is a diverse array of business models, each with its unique features and benefits. Let's explore a few of them:

- **eCommerce:** This model involves selling physical or digital products directly to consumers through an online platform. You could use your own website or other platforms such as Amazon, eBay, or Etsy.
- **Affiliate Marketing:** As an affiliate market you promote products or services offered by other individuals or companies earning a commission for any sales made through your referral link. This model is a great way to start making money online if you don't have your own products. The first check I received for \$101 was from a digital marketplace called Clickbank. It may not seem like much, but it was confirmation that I could make money online through affiliate marketing.
- **Online Courses:** If you have expertise in a particular field, creating and selling online courses can be a lucrative option. Platforms like Coursera, Udemy, and Teachable can host and sell your courses..
- **Digital Products:** Selling digital downloads like eBooks, templates, digital art, music, or apps is another viable model. It usually has lower startup costs than selling physical products and has the potential to reach a global audience.

### b. Choosing the Right Online Business Model for You

Deciding on the right online business model depends on several factors, including your skills, interests, and available resources. Consider the following questions to help guide your decisions:

**What am I passionate about? What are my areas of expertise?** You'll likely find more success and satisfaction in a business that aligns with your interests and skills.

**What resources do I have?** The time, money, and materials you have will impact your choice. For example, starting an eCommerce store might require a larger upfront investment than affiliate marketing.

**What does my target audience need or want?** If your audience is primarily interested in learning, an online course could be more suitable than an eCommerce store.

**How much time can I commit to?** Some models require more time than others. For instance, creating and marketing an online course can be time-consuming initially but can later provide passive income.

Remember, there's no one-size-fits-all answer. There is no universally ideal business model. The best model for you aligns with your skills, passions, and resources. Don't hesitate to experiment and adjust your strategy as needed – the digital world offers flexibility, and so should you.

## Understand and Build Your Digital Marketing Foundation

To visualize the importance of alignment when creating your business model, consider the intersecting circles of a Venn Diagram, each representing your passions, skills, and resources. The ideal business model resides at the intersection of these elements.



## Summary/Conclusion

We've taken the journey together through the intricate world of digital marketing, and I hope we've laid some crucial groundwork for your future success.

My hope is that this report has given you a better grasp of what digital marketing entails and why it's an essential component of your online business. We've broken down potential fears and worries, arming you with strategies to face them head-on as you build your future.

Remember that authenticity and consistency play critical roles in setting you apart from the crowd and cultivating meaningful relationships with your audience. These elements need to be woven into every facet of your online presence. Finally, we looked at some popular online business models, giving you a starting point to align your skills and interests.

Remember that this is just the start. Digital marketing is a broad field, brimming with tactics and strategies to elevate your business.

It's truly an exciting journey ahead. Every step you take, no matter how small, leads to learning, and growth, and propels you closer to your aspirations as an entrepreneur.

In the meantime, if you have questions or need support, please do not hesitate to reach out to me at the email address provided at the end of this report. I'm here to help, whether that's by answering your queries via email or arranging a call, if necessary.

Thank you for joining me on this journey.

*Yvonne A Jones*

## About the Author



**Yvonne A Jones is a Certified Life and Business Coach and a trusted Relationship Building Strategist.**

Her expertise lies in guiding mature online entrepreneurs, helping them in growing their businesses to achieve higher profits and make a greater impact without having to become marketing experts. She achieves this through her Profitable Relationship Building Framework.

Recognized for her contributions to the industry, Yvonne was mentioned on HuffingtonPost.com as one of the "Top 100 Most Social Customer Service Pros on Twitter to Follow." Additionally, GetApp.com recognized her as "One of the Top 15 Most Influential Customer Service Experts to Follow on Twitter." Her work earned her the title of Small Businessperson of the Year for her area by Alignable in 2018, 2021, and 2023.

Yvonne is the proud mother of three grown daughters and a doting Nana to three delightful little ones. She enjoys her Florida lifestyle and delights in gardening..

***Her mantra is "Focus on relationships; the money will follow."***

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