

Digital Marketing Fundamentals



In this interactive PDF you will learn the fundamentals of:

Inbound Marketing &
Building an Audience



Automate Your Online
Presence & SEO



Create a Community and
Network (Outreach Tools)

Ready to grow your business?

Why Do Businesses Need Marketing?

Great marketing helps you reach your target audience, boost your customer base, and often results in growth for your business.



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Create a Community and Network (Outreach Tools)

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- Building connections
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Learn how to build your business's online presence

Your brand is your reputation. It's what you're known for and how people experience your business. Presenting your brand clearly and consistently will lead to higher consumer perception and open new opportunities for your business.

Navigation

Use the tabs along the top of each page to jump to the beginning of any section.

Use ◀ *previous / next* ▶ arrows to progress through each section.



Introduction to Inbound Marketing

Creating a Holistic Cross-Channel Experience

Consider how your business is leveraging different types of posts, ads, engagement, and business pages on Facebook, LinkedIn, and Twitter.

Is your business:

- * Creating helpful and relevant content?
- * Using email marketing software?
- * Emphasizing one-to-one relationships?
- * Utilizing video content?

Inbound Methodology

Prioritizing your time on sustainably attracting the right visitors and encouraging interactions with the most potential impact for your business.

Introduction

When it comes to long-term business development strategies, inbound marketing is an investment that will boost your brand awareness, consumer preference, and ***revenue***. Sounds great doesn't it? Well, although inbound marketing seems like a no-brainer to incorporate in your business strategy, it must be expressed that it takes ***time***.



Who is inbound marketing useful for?

In simple terms, inbound marketing is the process in which customers find your business ***organically***. It's attractive to customers because they don't feel like their being sold to (Marketo). The content provided by inbound marketing can be educational, entertaining, and overall helpful to customers. Inbound marketing is useful for business that are trying to attract customers that are genuinely seeking out the ***knowledge*** or services you provide.

Can you think of a example of inbound marketing?

Finding Solutions With Inbound Marketing

I want to improve my brand preference

By creating content that educates, entertains, and interacts with potential customers before they are even thinking of making a purchase, you're building rapport and trust with this person, increasing the likelihood of them coming back when they're ready to buy.

I need to generate more leads

If you have less to invest back into lead generation or client/user acquisition, inbound marketing is an investment that builds over time. Growth is slow initially, but will multiply over time as you become more adept at creating and curating targeted content.

How do I increase my brand awareness?

"Up to 93% of buying cycles start with an online search" (Marketo). If you can meet people looking for the knowledge you offer, you can organically increase your brand awareness. Bonus points if your company shows up at the top of search engine results pages. More on that later.

I don't have the staff or the budget

Like we've said before, inbound marketing takes time. Getting started can seem especially intimidating, but some key tips are to focus on key themes, content, and distribution channels. Surely you can create content, but spend time strategizing how you will put it out there.

Is inbound worth it?

The more you invest—your time—the greater your return with inbound marketing. Keep your eyes on the prize. The return on investment (ROI) of a successful inbound marketing campaign can be 3X that of traditional methods (Content Marketing Institute).

Identify the right platforms

Ensure you're creating and distributing content on the correct platforms for your target audience. Where do the majority of your users tend to look for information online? Facebook? Instagram? Pinterest?

Understanding where to push your new content is vital to reach the right people.



Creating killer content is more about determination and brains than budget.

- Start with a brand guideline, it will help immensely.
- Choose your delivery platforms.
- Create and execute your content schedule.
- Analyze your performance and iterate.

Examples of Inbound Marketing

Articles & Blog Posts

Publishing relevant, helpful, and entertaining articles and short reads on topics related to your business attracts people that are already looking for services you provide.

Case Studies & Demos

If your business offers information or technical services—like consulting or web development—potential clients will want to read testimonials or see examples of your past work.

Information Guides & Manuals

Creating in-depth guides or online manuals related to your company's offerings can substantially strengthen your reputation among your existing and new audience.

"B2B companies that blog generate 67% more leads per month than those that don't." – Social Media B2B

Content is King

Here's the bottom line: consumers don't want to be sold to, they want to be well-informed and educated. If you can produce content that delivers the type of information that your sales prospects are looking for, you'll generate more genuine, higher quality leads.

Checkpoint



Inbound marketing builds trust, reputation, and credibility with your target audience. It can take significant time to execute a strategy, so we compiled some helpful resources below.

[Unsplash](#) - stock images

[Colors](#) - branding

[Freepik](#) - graphic assets

[Canva](#) - graphic design

[Tailwind](#) - social media

[up next]

Search Engine Optimization

[third module]

Strategic Outreach
& Networking

Automate Your Online Presence



How to Effectively Scale Your Business's Online Presence

Now that you've learned how to create content that draws the attention of your target demographic, it's time to shift gears to logistics. We'll give you insight on how to repurpose content across different platforms, so you can focus on running your business.

- Is your business active on many different platforms?
- Which platforms are your target demographic most engaged on?
- How can you get started with cross-channel optimization?

Automate Search Engine Optimization & Marketing (SEM)

It's critical that your business creates profiles on the most visible platforms for organic growth. In this section, we focus on teaching you how to use Google My Business & Search Console.

Useful marketing terms & tips

Before you get started with developing your business's online presence, let's start with basic marketing terms! Once you understand these common acronyms, digital marketing will seem less intimidating.

Acronym Review

SEO

Search Engine Optimization

PPC

Pay Per Click

SERP

Search Engine Results Page

CPA

Cost Per Action

ROAS

Return On Ad Spend

SMM

Social Media Marketing

NAP data

Name, Address, Phone, etc.

CMS

Content Management System

Cross-Channel Optimization

Can your business be found on popular social media channels?



Are you pushing the same content at the same time consistently?

More importantly, do you have business profiles so that customers & clients can leave reviews?

[WhatsApp](#)

| [GMB](#)

| [Yelp](#)

| [LinkedIn](#)

Search Engine Optimization

SEO is about increasing the visibility of your content by including keywords that help you rank high in organic search results (not paid ads).

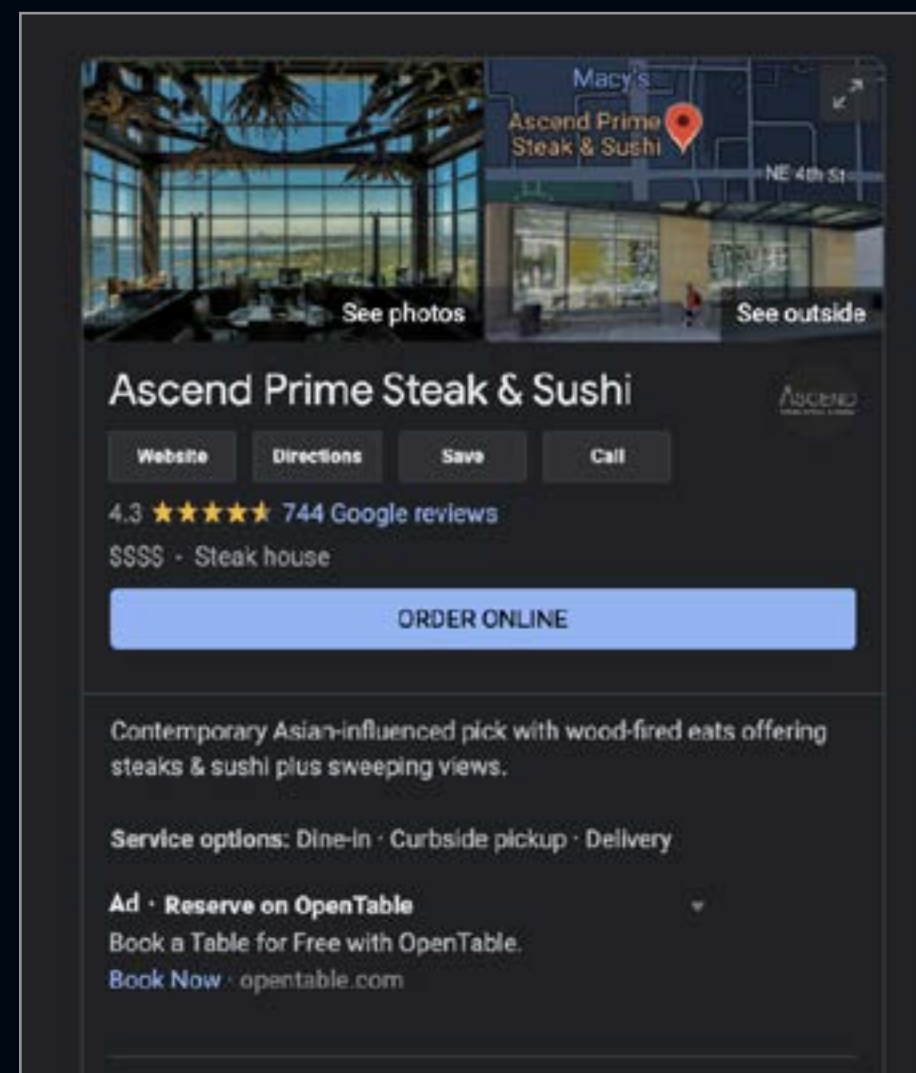
[Read our article on Google's Local Pack here!](#)

Google Maps Pack

Whenever we search for a local service online, Google shows a map among the organic search results without requiring us to perform another click. The Maps Pack appears in almost 30 percent of all first page SERPs, making it the most frequently displayed SERP feature (Avetysian, SE Ranking).

Apart from filters and the map itself, we can see a list of businesses together with their NAP data, review rate, office hours, and call button. For marketers, it means that all of these elements need to be properly optimized.

As you can see, the Local Pack is an extremely visible, attention-grabbing element, and it is very important to know for which one of your keywords it is displayed.



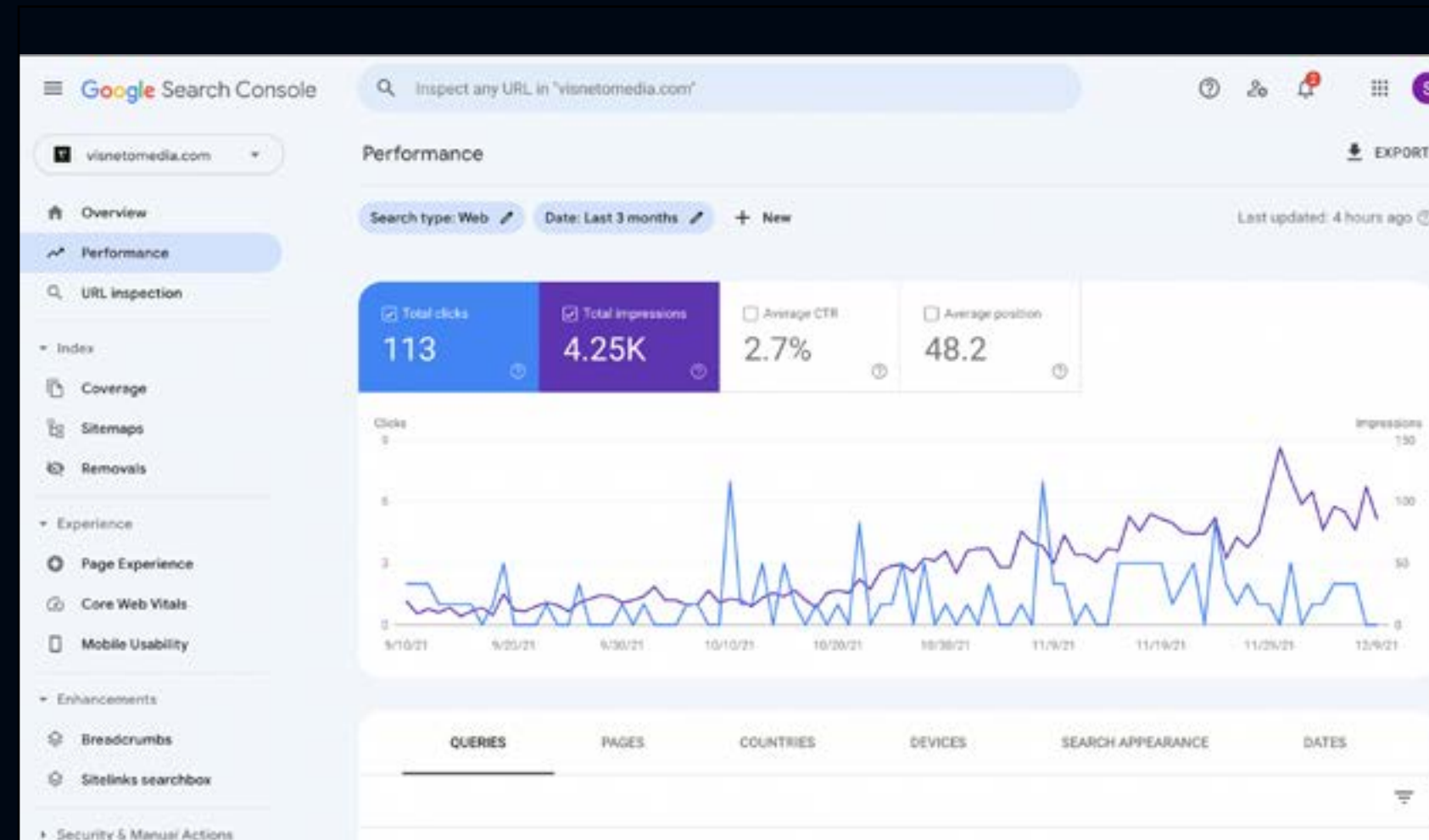
Ex: Google My Business listing

Quick Start Guide

- Create a GMB page.
- Add your NAP data.
- Get reviews and testimonials.
- Analyze your performance on Google Search Console.

SEO best practices

1. Write unique titles and descriptions
2. Add relevant keywords early on
3. Optimize your title tag for SEO
4. Optimize your site's loading speed
5. Build backlinks to your website
> we'll touch on this later



Tip: Use Google Search Console to monitor your SEO

Top Resources

1. [Beginners Guide to SEO](#) by SEOMoz
2. [SEO Best Practices](#) by Semrush
3. [On-Page SEO Checklist](#) by Orbit Media
4. [Rank Higher In Search](#) by Backlinko

Local SEO – for brick & mortar businesses

Local SEO is search optimization in a specific region—think of the city or district your brand operates in. This is important when people are looking for services or products they need nearby. For example, if I google ‘Pho restaurant’, I’m expecting to see results for Vietnamese restaurants that are geographically close to me, not a random restaurant in New York City, considering I live in the Pacific Northwest. That’s why local SEO is key for brick and mortar businesses that want to be visible to potential customers—and it’s precisely what you need if you own a bar or a restaurant.

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Increasing the visibility of your business online is critical in the digital age. Following SEO practices and building business pages and social media channels increases the likelihood of being found.

[Backlink Analytics](#)

[LinkedIn](#)

[Meta Apps](#)

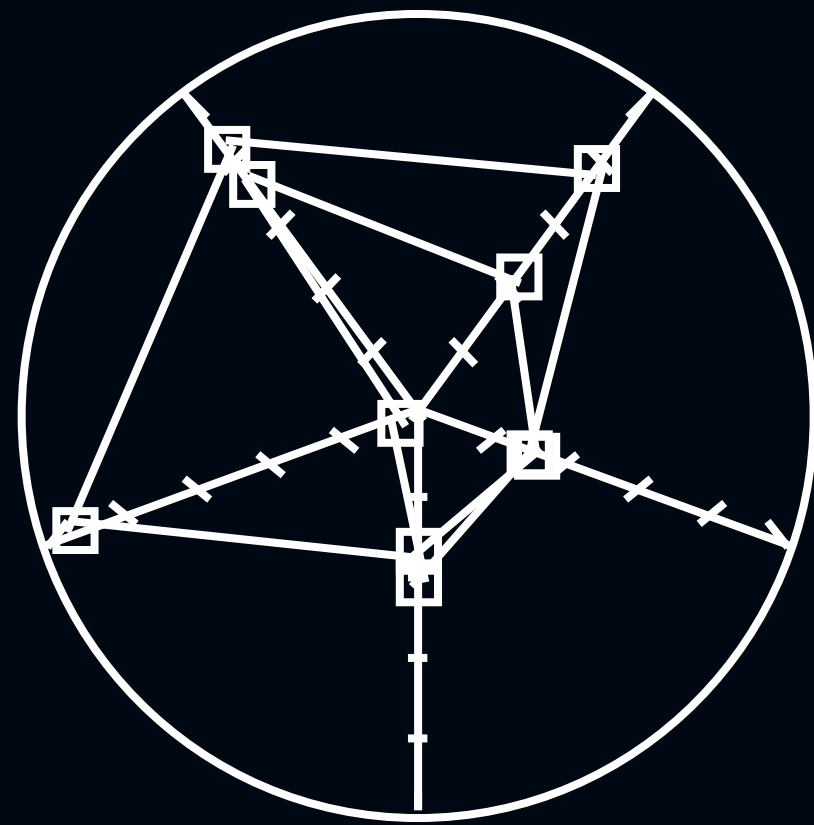
[Google My Business](#)

[Google Search Console](#)

[Google Analytics](#)

[up next]
Strategic Outreach
& Networking

Strategic Networking & Outreach



Build Connections Within Your Niche & Industry

Diversify lead generation like you would with a stock portfolio. Balance cold messaging with strategic partnerships, personal referrals, social media engagement, and networking.

This section contains guidance templates which you can modify and utilize for your own business. These templates will help you begin outreach in forming strategic partnerships, client conversations, boosting SEO through backlink request, and more.

Use Methods and Tools that Help You Find More Leads

When you start outreach, you may notice that finding new potential leads takes a considerable amount of time and response rate is low. How can you change your approach to increase success?

Why businesses should have an outreach component

Outreach doesn't always pertain to finding new clients and customers. Outreach programs often vary between different organizations, but they all involve the opportunity to add significant value to your brand.

Depending on your business' goals, strategy can be attending local events, networking events, business expos, etc.

The goal is to start making yourself and your business a known part of the local business community. Get to know your fellow business owners and potential clients.

If there is a cause that is in line with your business' brand, align yourself with them and pledge to help. See the next page for a few examples.



An outreach component in your business is never a waste of time or resources because it can empower your employees, build connections in your community, and future customers will more easily align with you and your mission.

Link building collaboration request

To:
Subject: We're building links as well — interested in a collaboration?

Hey {First Name},

[Name] here from {company name}

We're really impressed with the work you're doing when it comes to link building.

We're into [link building](#) as well.

The reason why I'm reaching out is because we could help each other out.
We're already building for a growing list of partners and they're doing the same.

It's a win-win situation — I guess you know that already. Would you be interested in discussing this further?

Let me know and we can work something out.

Thanks, {Name}

Client Conversations by [Jamie Brindle](#)

1. Asking for a referral

“We've recently expanded our capability/offering this year so now have more bandwidth — do you know of anyone who'd benefit from (service)? If so — I'd love to send you an email to forward to them for an introduction.”

2. When you need to charge a rush fee

“We can definitely get this done for you on that timing — just a heads up, for anything under a week-long turn around we tack on a 20% rush fee. (if they ask for an explanation) That covers the longer hours and any subcontractors we have to bring on to make it happen.”

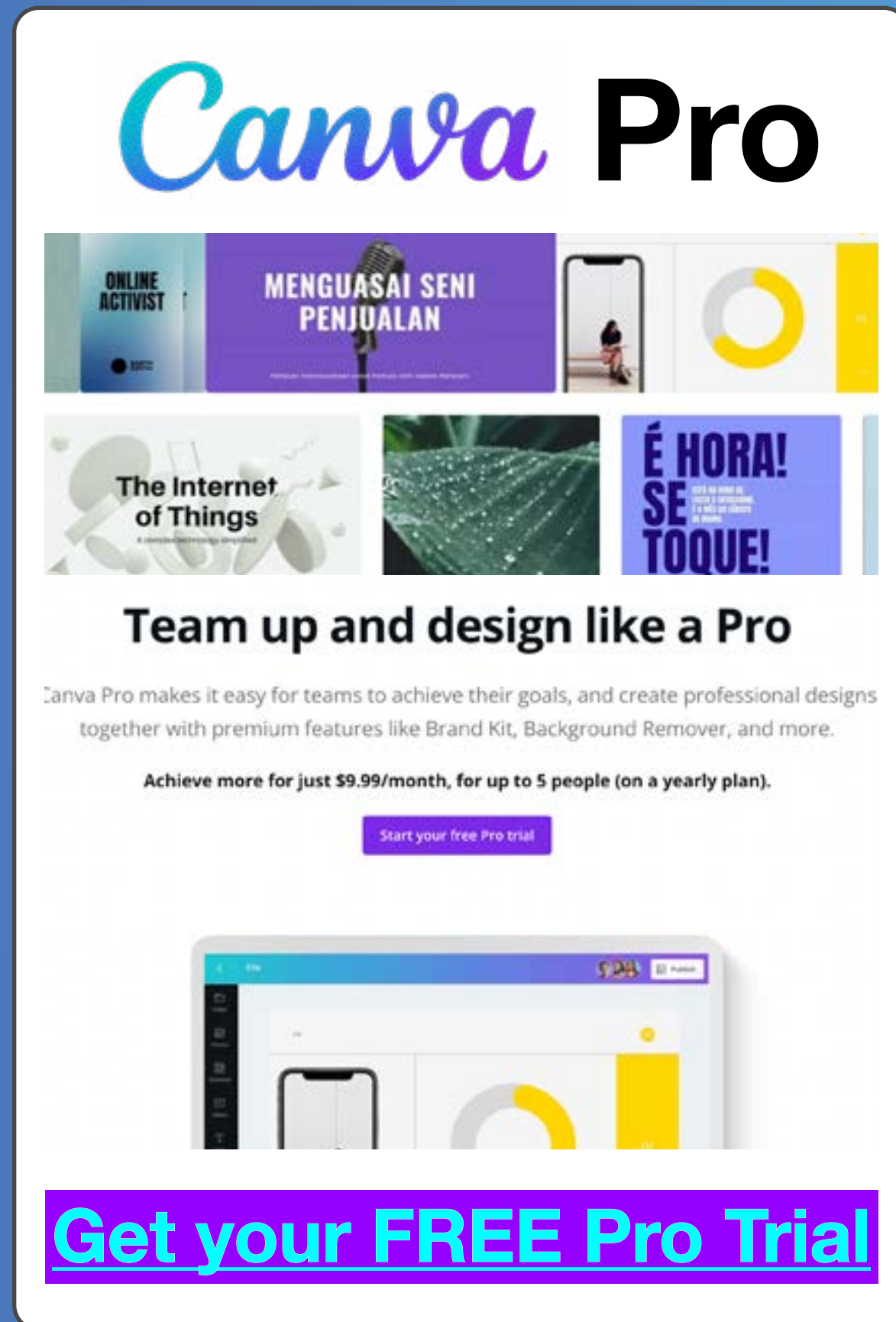
3. When selling new services to old clients

“We recently added (service) to our capabilities and it made me think of you! I know you've mentioned that you are strategizing around (pain point they're having) and I think this could help you (outcome). Do you have a moment to hop on a call and discuss?”

If you want to view more templates, we'd highly suggest clicking on the link below!
[30 Email Outreach Templates to Grow Your Business by Reply.io](#)

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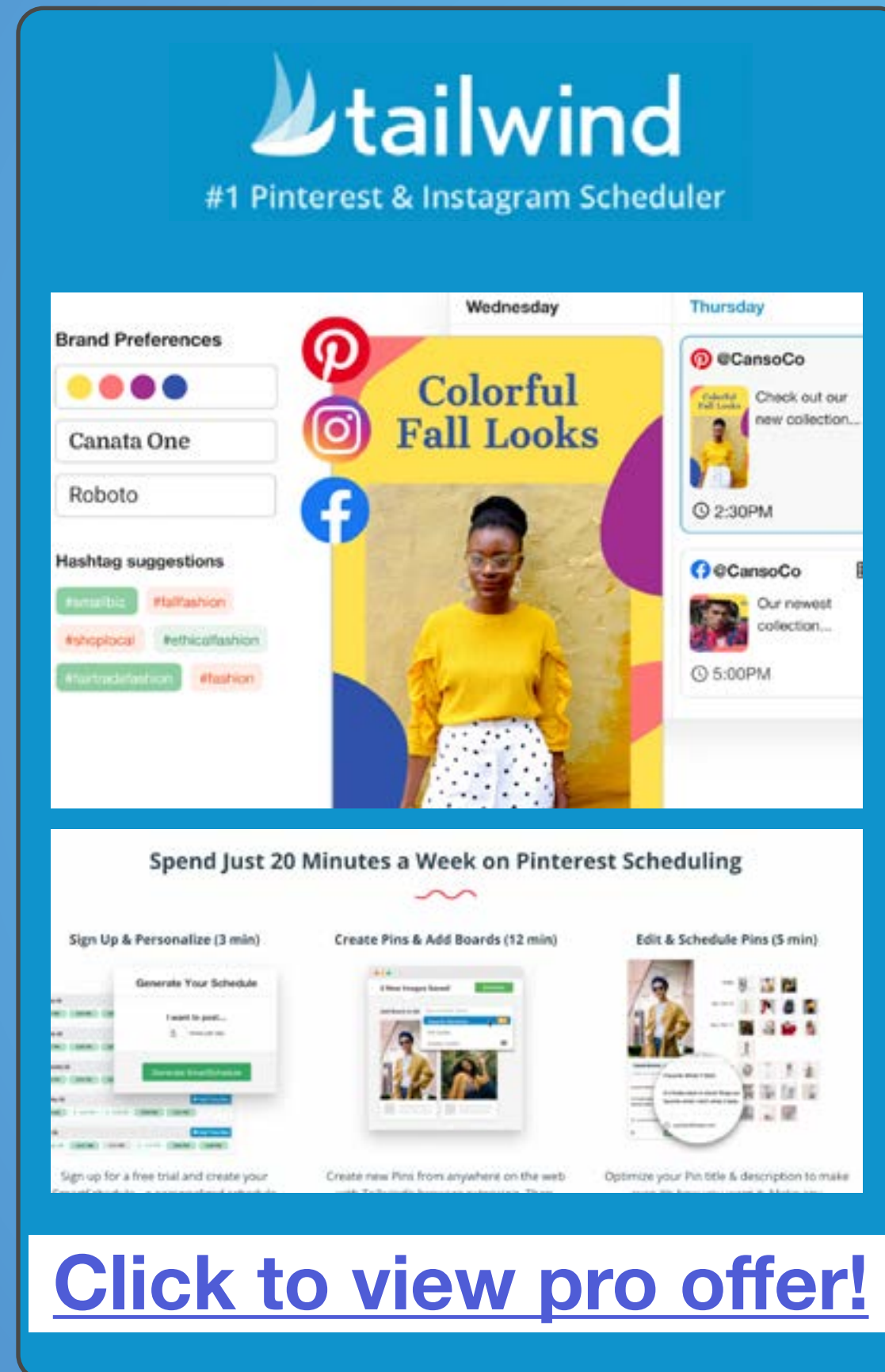
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tailwind
#1 Pinterest & Instagram Scheduler

Brand Preferences: Canata One, Roboto

Hashtag suggestions: #smallbiz, #fallfashion, #shoplocal, #ethicofashion, #sustainablefashion, #fashion

Colorful Fall Looks

Wednesday | Thursday

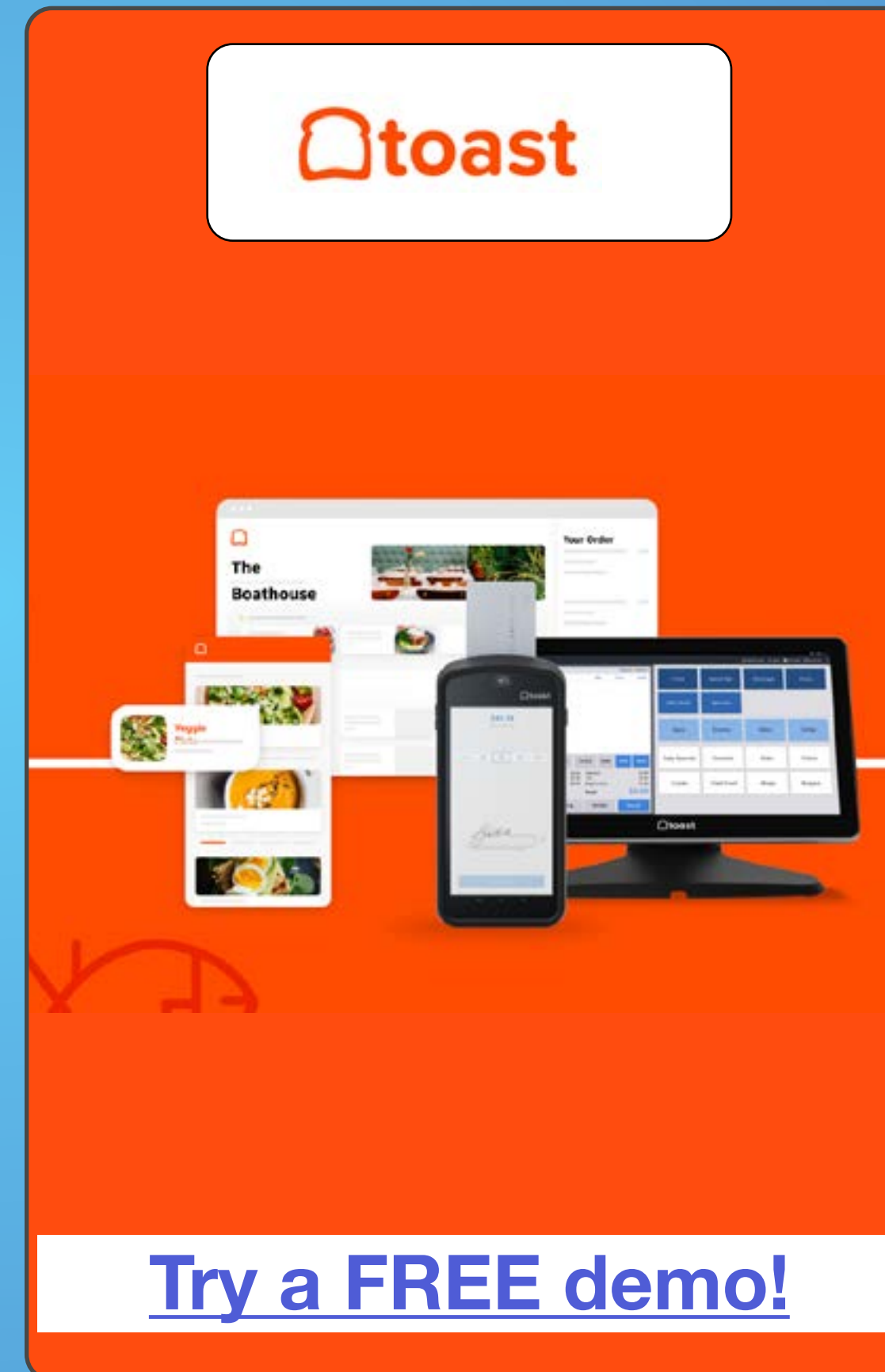
@CansoCo: Check out our new collection... 2:30PM

@CansoCo: Our newest collection... 5:00PM

Spend Just 20 Minutes a Week on Pinterest Scheduling

Sign Up & Personalize (3 min) | Create Pins & Add Boards (12 min) | Edit & Schedule Pins (5 min)

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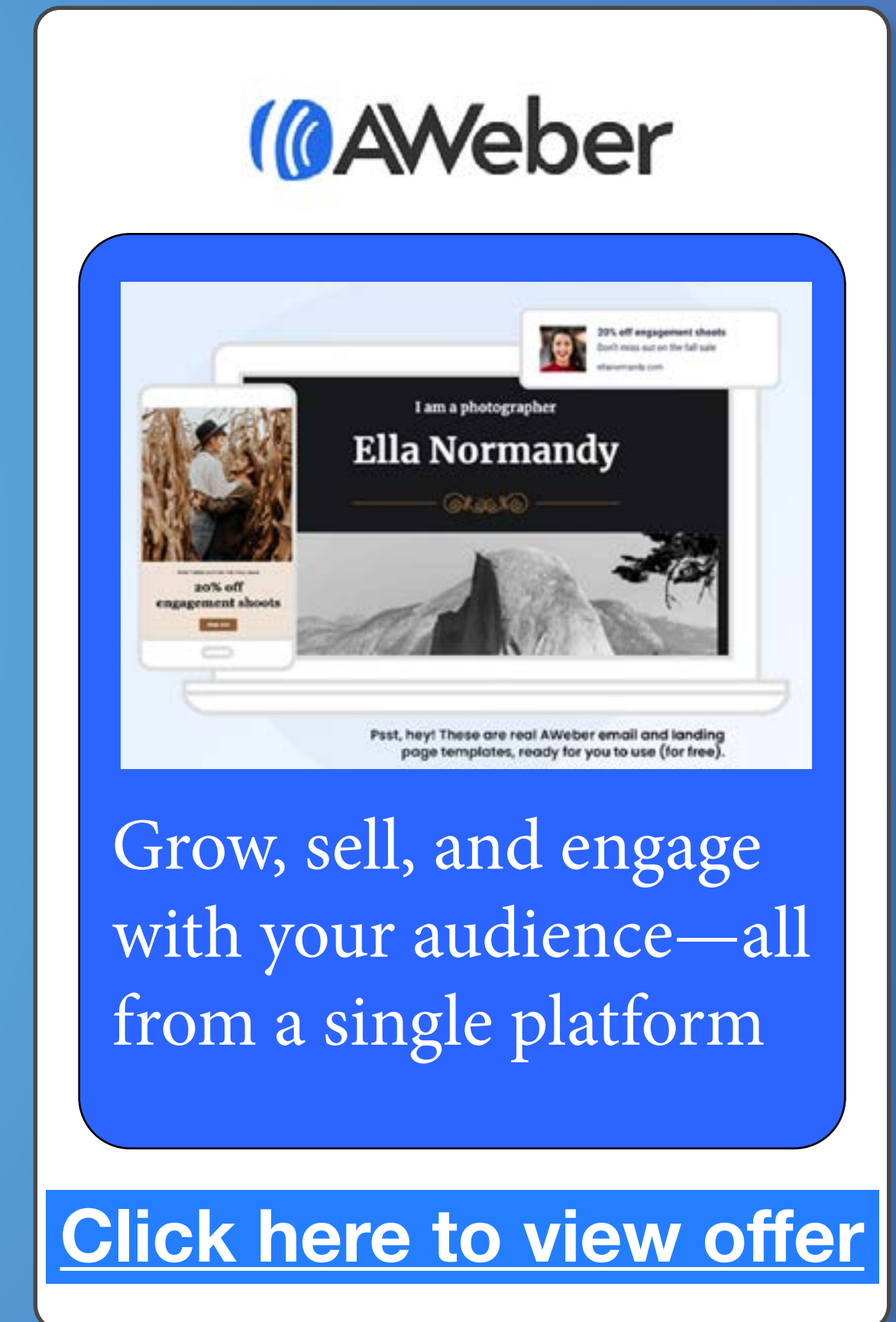


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Review



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[Backlink Analytics](#)

[LinkedIn](#)

[Meta Apps](#)

[Google My Business](#)

[Google Search Console](#)

[Google Analytics](#)



Building your network is an investment. Consistently engaging in various outreach strategies enables you to form connections and potential clients down the road.

[Client Conversations](#)

by Jamie Brindle

[Email Outreach Templates](#)

by Reply






[Sales Prospecting Extension](#)

by Pickaxe

Congratulations!

You just completed **The Fundamentals of Digital Marketing**. You learned the foundations of building your brand, how to develop an audience, and increase your online presence through SEO best practices. We thank you for reading this and hope you gained some insight!

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Taishi Walden, Co-Founder



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