

*A Must Read*

# Digital Marketing Basics for Beginners Who Want to Make Money Online

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A Simple, Step-by-Step  
Guide to Building Income  
Using Digital Marketing

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#### **Disclaimer**

This book is for educational purposes only. Results vary depending on effort, consistency, and market conditions. No income or sales results are guaranteed.

# Outline

## **Introduction**

**Chapter 1: How the Online Money System Works**

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**Chapter 5: Choosing One Profitable Beginner Path**

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**Chapter 8: Beginner Monetization Methods Explained**

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**Chapter 10: 30–60–90 Day Beginner Action Plan**

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## Intro

I've noticed that most beginners think digital marketing is complicated or reserved for tech experts. In reality, digital marketing is simply using the internet to attract attention, build trust, and earn money.

Every time you:

Watch a YouTube video

Read a blog post

Click a link on social media

Join an email list

You are experiencing digital marketing in action.

This ebook is designed for absolute beginners who want to understand:

How digital marketing actually works

How people make money online using it

Which strategies are beginner-friendly

What to focus on first without overwhelm

You don't need advanced skills, expensive tools, or prior experience. You only need clarity and consistency.

## Chapter 1:

# How the Online Money System Really Works

Making money online follows a simple formula:

Traffic → Trust → Offer → Income

### 1. Traffic

Traffic means people finding you online through:

Google

YouTube

Social media platforms

Email lists

### 2. Trust

People buy from sources they trust. Trust is built through:

Helpful content

Consistency

Transparency

## Chapter 1 ...

### How the Online Money System Really Works (cont.)

#### 3. Offer

An offer is what you sell or promote:

Affiliate products

Digital products

Services

#### 4. Income

When the right audience sees the right offer at the right time, income is generated.

This is the foundation of all online income models.

## Chapter 2:

### What Is Digital Marketing (In Simple Terms)

Digital marketing is the process of:

Promoting products or services online

Attracting people using content

Converting attention into income

#### Common Types of Digital Marketing:

Search engine marketing (Google, YouTube)

Social media marketing

Email marketing

Content marketing

Paid advertising

*You do not need to master everything.  
Beginners succeed by choosing one  
method and learning it well.*

## Chapter 3:

### Free Traffic vs Paid Traffic

#### Free Traffic

Examples:

Blogging

YouTube videos

Social media posts

#### Pros

No upfront cost

Long-term income potential

#### Cons

Slower results

Requires patience

## Chapter 3...

### Free Traffic vs Paid Traffic (cont.)

#### **Paid Traffic**

Examples:

Facebook ads

Google ads

YouTube ads

#### **Pros**

Faster results

Scalable

#### **Cons**

Requires money

Risky for beginners

**Beginner Tip: Start with free traffic to learn skills and reduce risk.**

## Chapter 4:

# Core Digital Marketing Channels Explained

### 1. Blogging (SEO)

Write content that ranks on Google

Earn through ads, affiliates, and products

Best for long-term income

### 2. YouTube Marketing

Create helpful or educational videos

Search-based traffic

Strong trust-building platform

### 3. Social Media Marketing

Instagram, TikTok, Facebook, LinkedIn

Faster engagement

Requires consistency

### 4. Email Marketing

Build a list you control

Highest conversion rates

Essential for monetization

**You only need one primary platform to start.**

## Chapter 5:

### Choosing One Profitable Beginner Path

Many beginners fail because they try everything at once.

#### Beginner-Friendly Paths:

Blog + affiliate marketing

YouTube + digital products

Instagram + services

Email list + info products

#### Choose:

One platform

One income method

One audience

Clarity beats complexity.

## Chapter 6:

# Content That Attracts Buyers (Not Just Views)

Not all content makes money.

### Buyer-Focused Content:

“How to” guides

Product comparisons

Problem-solving content

Tutorials

Example:

✗ “My Morning Routine”

✓ “How to Start a Blog That Makes Money”

Content should answer:

What problem does my audience have?

How can I help solve it?

## Chapter 7:

### Email Marketing Basics for Beginners

**Email marketing allows you to:**

Build long-term relationships

Promote offers repeatedly

Reduce reliance on social media.

**Beginner Email Funnel:**

Free resource (ebook, checklist, guide)

Email follow-ups

Monetized offer

**Email marketing consistently outperforms social media in terms of income.**

## Chapter 8:

# Beginner Monetization Methods Explained

## Affiliate Marketing

Promote other people's products and earn a commission.

Pros

- No product creation
- Beginner-friendly

Cons

- Less control

## Digital Products:

Ebooks, templates, courses, planners.

Pros

- High profit margins
- Full control

Cons

- Requires creation effort



## Services:

Freelancing, consulting, coaching.

Pros

- Fast income
- Skill-based

Cons

- Time-dependent

## Chapter 9

### Tools Beginners Need + Income Mistakes

You don't need expensive tools.

#### Essential Tools:

- Website or landing page builder
- Email marketing software
- Design tool (e.g., Canva)
- Content creation tools

Start simple. Upgrade later.

#### Common Beginner Mistakes That Kill Income

- Trying too many platforms
- Skipping the learning phase
- Expecting fast money
- Copying advanced strategies
- Quitting too early

Digital marketing rewards patience and consistency.

## Chapter 10

### 30–60–90 Day Beginner Action Plan

#### Days 1–30: Foundation

- Choose platform
- Choose niche
- Learn basics
- Create first content

#### Days 31–60: Traffic

- Publish consistently
- Improve content quality
- Start building an email list

#### Days 61–90: Monetization

- Add affiliate links or products
- Track performance
- Optimize content

Progress matters more than perfection.

## Final Chapter: Staying Consistent & Profitable

**Digital marketing is a skill, not a shortcut.**

People who succeed:

- Focus on one path
- Learn continuously
- Build trust
- Play the long game

Your first income may be small—but skills compound.

### Final Words

If you apply what you've learned in this ebook:

- You'll understand how online income works
- You'll avoid beginner mistakes
- You'll have a clear roadmap forward

*The internet rewards those who provide value consistently.*

### Next Steps (Optional Add-On)

- Create a simple lead magnet
- Build your email list
- Sell your own digital product
- Scale with paid ads later

# Digital Marketing Basics for Beginners Who Want to Make Money Online

## A Simple, Step-by-Step Guide to Building Income Using Digital Marketing

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Digital marketing doesn't have to be complicated to be profitable. This beginner-friendly guide breaks down how digital marketing really works and shows you, step by step, how people use it to make money online—without jargon, tech overwhelm, or unrealistic promises.

Inside, you'll learn the core channels of digital marketing, how to choose the right platform, and which monetization methods actually make sense for beginners. From content creation and traffic to email marketing and simple funnels, everything is explained in clear, practical terms you can apply immediately.

Whether you want to earn online income through affiliate marketing, digital products, or services, this ebook gives you a clear roadmap to start with confidence. If you're ready to stop guessing and start building real digital marketing skills that pay, this guide is your starting point.

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*I'm M. J. Marmah, a digital marketer, web/graphic designer, writer, and SaaS product promoter. I've earned income promoting digital and affiliate-based products and services. I hope you find this eBook helpful. Feel free to explore other products in my store.*

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