



Beginners Guide *To Digital Marketing*

step-by-step

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HEY THERE, NICE TO MEET YOU!

I'm Pam Hurn.

WELCOME TO THE STEP-BY-STEP ROADMAP! SO GLAD YOU ARE HERE!

I'm truly happy that you've decided to further your learning! Since 2010, I've been involved in the online business industry. I have loved and shared jewelry, health, skincare and makeup; basically everything to help others feel and look their best.

I found that I could rise to the top in business through consistently treating individuals well and consistently responding to messages with honesty and care. I am a firm believer in authentic marketing methods. I do, however, keep my eyes and ears open for opportunities and never close a door to one without research (that's the former paralegal connecting with the Entrepreneur!)

If you are like me, you want to bring in a stream of income without it taking over my life!

I have discovered many opportunities have been a fit for me, however, learning to create multiple streams of income that can work **well** together.

I personally do not believe the outdated adage "it's impossible, all you do is spread yourself thin and confuse people"! Perhaps it's because they have never done it, so impossible is their default!

So, welcome to the step-by-step roadmap that has unlimited potential for you!!



Digital Marketing Made Simple

- Digital marketing is an economical, yet high-return system in which you make money online.
- You generate revenue by endorsing another individual's product, course, or service, without the requirement for inventory, personal services, or invention on your part.
- You guide individuals towards solutions for their existing problems by sharing your expertise in areas where they are actively seeking answers.



Here's an example!

Most people today are active on social media platforms like Facebook, Instagram, YouTube, and more. They might be searching for new skincare or makeup products, this can relate to the concept of affiliate or influencer marketing. For instance, if someone searches "skincare for skin over 60," the internet responds with various videos and pinned ads. Upon reviewing these resources, they might discover a product that matches their needs. Clicking on the provided link leads them to more details. What's intriguing is that these links are associated with affiliates, and when a consumer makes a purchase through such a link, the affiliate earns a commission. Digital/affiliate marketing can be done anywhere there is a Wi-Fi connection, and affiliates continue to earn even when they're not connected to their computer or phone. Digital marketing is much like this. The links you will direct your potential customers to are digital products!

Let's continue.



fun tip

Start making a list of things that catch your eye. What would appeal to your audience? Collect them in a folder to use on all your social media platforms!

Unfamiliar with this process? Design a fun, captivating logo combined with a distinct name that reflects your individuality. Let your creativity soar!

Things to consider:

What's working well in your life, income status, or business?

What's NOT working well in your life, income status, or business?

Have you identified the main reasons you might fear change or moving forward right now?

There are options, have you explored them?

Take just a few minutes to explore social media through keywords like *digital products*, *digital/affiliate marketing*, *streams of income* to name a few.

Who caught your eye?

As you **watch** their posts, reels, etc., ask questions to discover how this is right for you.

HERE ARE YOUR Steps!!



01

FINDING YOUR PASSION

Pick your Passion, aka your Niche. Take a look at your day. What brings your value, excitement, ignites your passion? (Ex. Southern Beauty)

02

IDENTIFY YOUR DIGITAL MARKETING PROGRAM

You have done your homework, so it's time to find your digital marketing/affiliate marketing product. This can be connected to your niche. Most importantly, it needs to align with you and products you believe in!

03

SIGN UP WITH YOUR CHOSEN PLAN

Check out all the options and click the button and sign up! **Make sure you select one that has training built into their system!**

04

AUTOMATION

This is where the fun happens. Pick a product that includes effective automation which will bring the benefit of passive income! Key: this is not magic, just a great system that works for you! 24/7. **I expanded on this on the following page.**

05

MARKETING PLAN

Don't let this trip you up! You will need to have traffic **and** clicks on your links to make commission.

Remember there are lots of tools within the digital products to develop your skills! **I expanded on this on the following page.**

Skills to Expand for Success!!

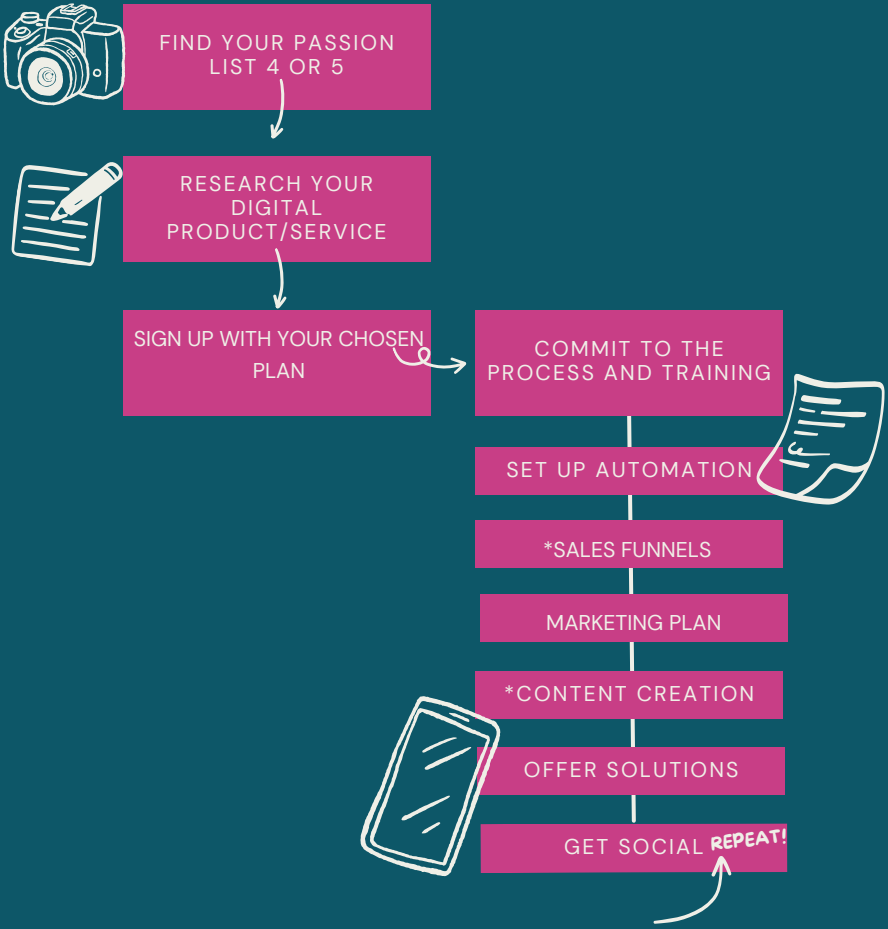
Sales Funnel: A sales funnel is a structured marketing plan that outlines the journey a potential customer takes from initially becoming aware of a product or service to eventually making a purchase. It's called a "funnel" because, like how substances are poured into a funnel. This allows a digital marketer to help a client with future purchases or questions via email. Remember you are helping find a solution to their problem.

Content Creation: Begin by creating content that conveys your affection for and understanding of the product, course, or service. Consider using email, Reels, short-form videos, or, if you're detailed oriented, jump into content creation for YouTube. The key lies in selecting a platform that connects with you, one where you're at ease and can authentically showcase yourself. Clearly communicate how you possess the solution they've been seeking.



RECAP!!

FOLLOW THESE STEPS TO WIN!!





GET READY FOR THE WINS!!

- 1. *Change is happening!***
- 2. *Income Streams!***
- 3. *Expansion of Income!***
- 4. *Time & LOCATION freedom!***
- 5. *New Skills!***
- 6. *Options!***



THANK YOU

I cannot begin to thank you enough for taking the time to read this--all the way to the end!! Hopefully you can see yourself in these pages and know that anything is possible.

Contact me if you have any question.

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