



THE BEGINNER'S

SHORTCUT TO DIGITAL MARKETING

**A STEP-BY-STEP STARTER
GUIDE**

WORK FROM HOME INCOME ACADEMY

CONTENTS

Introduction	03
Module I The 3 Pieces of a Successful Digital Marketing Business	04
Module II Choosing a Product to Sell	07
Module III Creating Your Brand	08
Module IV Building Your Sales Funnel	10
Module V Building Your Funnel with Systeme.io	12
Module VI Building Your Funnel with Beacons	14
Module VII Setting Up Payment Processing	16
Module VIII Setting Up Your Social Media Accounts	18
Module IX Your Daily Social Media Strategy	20
Module X Sending Your Free Guide Through Direct Messages	22
Module XI Creating Your Video Content	24
Final Section Your Next Steps	26

INTRODUCTION

A SIMPLE STARTING POINT FOR DIGITAL MARKETING

Many digital marketing courses contain dozens of lessons, long videos, and large amounts of information.

While that depth can be valuable, it can also create a common problem for beginners: overwhelm.

Instead of taking action, many people spend weeks or months trying to understand everything before getting started.

This guide is designed to solve that problem.

Rather than teaching every possible strategy, this guide focuses on the basic steps required to start a simple digital marketing system.

The goal is to provide a clear, step-by-step roadmap that helps beginners move from confusion to action.

Inside this guide you will learn how to set up three essential pieces of a digital marketing business:

1. A product to sell
2. A simple funnel that allows people to purchase it online
3. A traffic strategy using social media

These three components form the foundation of most successful online marketing systems.

This guide will show you how to set up each one using straightforward steps that beginners can follow.

For readers who have already purchased a larger course or training program, this guide can also serve as a simplified implementation roadmap to help you begin applying what you've learned.

And for those who are completely new, this guide will provide a practical introduction to the basic structure of digital marketing.

Additional training programs and courses can provide deeper education on advanced strategies, but the purpose of this guide is to help you get started quickly with the fundamentals.

The most important step is simply to begin.

MODULE I

THE 3 PIECES OF A SUCCESSFUL DIGITAL MARKETING BUSINESS

Before setting up accounts, funnels, or social media content, it's important to understand the basic structure behind most online marketing businesses.

At its core, digital marketing is actually very simple.

Every successful online marketing system is built around three main components:

1. A product to sell
2. A sales funnel
3. Traffic

Once these three pieces are in place, the system works like this:

People discover your content online → they visit your funnel → they learn about the product → and some of them decide to purchase.

Everything in this guide is designed to help you set up those three components.

The Product

The first piece of the system is the product.

This is what you will be promoting or selling online. It could be something you created yourself, or it could be a product created by another company that you promote as an affiliate.

The important thing is that the product provides some form of value to the person buying it.

That value might come in different forms, such as:

- solving a problem
- teaching a skill
- providing useful information
- saving time
- entertainment or enjoyment

For example, digital products often include things like:

- online courses
- ebooks
- templates
- guides
- training programs
- software tools

In later sections of this guide, you'll see several ways to choose a product to sell.

For now, the key idea to understand is simple:

The product is the value you are offering.

.

The Sales Funnel

The second piece of the system is the sales funnel.

A funnel is simply a set of web pages that allow someone to learn about a product and purchase it online.

In a basic digital marketing system, the funnel usually includes a few key components:

- a landing page where people can sign up for a free resource
- an email sequence that follows up with helpful information
- a sales page that explains the product
- a checkout page where someone can purchase

The funnel acts as the bridge between your audience and the product. Instead of manually selling to each person, the funnel allows the process to happen automatically.

Someone can visit the page, learn about the offer, and purchase at any time.

.

Traffic

The third piece of the system is traffic.

Traffic simply means people visiting your funnel.

Without traffic, even the best product and funnel won't generate results.

There are many ways to generate traffic online, including:

- social media
- paid advertising
- search engines
- email lists
- partnerships

MODULE 1

In this guide, the focus will be on organic social media traffic, which means attracting visitors without paying for advertising.

Platforms like Instagram and TikTok allow beginners to reach large audiences simply by posting short videos consistently.

This makes them one of the easiest places to start building traffic.

Putting It All Together

Once all three components are in place, the system works like this:

1. Content posted on social media attracts attention
2. Interested viewers visit the funnel
3. The funnel introduces the product
4. Some visitors become customers

This process can run continuously once everything is set up.

The rest of this guide will walk through the step-by-step process of setting up each piece of this system.

The next section will begin with the first step: choosing a product to sell.

MODULE II

CHOOSING A PRODUCT TO SELL

Once you understand the basic structure of a digital marketing system, the first practical step is choosing a product to promote or sell.

This product will be the offer that people are ultimately learning about through your content and funnel.

Many beginners believe they must create their own product before getting started. In reality, there are several different ways to begin, and creating a product from scratch is only one of them.

The three most common options are:

1. Affiliate marketing
2. Selling your own digital product
3. Selling resell-rights products (PLR or MRR)

Each option can work well, and there is no single “correct” choice. The most important thing is simply selecting one option and beginning the process.

Option 1: Affiliate Marketing

Affiliate marketing means promoting someone else's product and earning a commission when it sells.

Instead of creating the product yourself, you are essentially acting as a promoter or partner for the company that created it.

When someone purchases through your special affiliate link, you receive a portion of the sale.

This is often one of the easiest ways for beginners to start, because many of the complicated pieces are already built.

For example, affiliate products usually include:

- a completed sales page
- a checkout system
- customer support
- product delivery systems

This allows you to focus primarily on generating traffic and introducing people to the offer.

There are many affiliate marketplaces online where you can find products to promote, including:

- Digistore24
- ClickBank
- Partner programs offered directly by companies

Many digital marketing beginners choose to start with an existing course or training program that allows affiliates to promote it.

These programs often provide an affiliate link that connects directly to a proven sales page, which simplifies the process significantly.

Option 2: Selling Your Own Digital Product

Another option is to create and sell your own digital product.

Digital products are items that can be delivered electronically rather than physically shipped.

Examples include:

- ebooks
- courses
- templates
- guides
- digital planners
- journal templates
- resource lists

One advantage of digital products is that they can often be created relatively quickly and sold repeatedly without needing to manage inventory.

Many creators now use tools like AI writing assistants and design tools to help build simple digital products efficiently.

If you choose this route, you will be responsible for creating:

- the product itself
- the sales page
- the delivery method for customers

While this requires slightly more setup, it also allows you to keep 100% of the revenue from each sale.

Option 3: Resell Rights Products

A third option is selling products that come with resell rights.

Two common types are:

- **PLR (Private Label Rights)**
- **MRR (Master Resell Rights)**

These are products that someone else has already created but allows others to sell.

Depending on the license, you may be able to:

- sell the product and keep the profits
- rebrand the product
- bundle it with other resources

This option allows beginners to start selling a product without needing to create the content themselves. However, it is still important to choose products that provide real value to customers.

Choosing the Right Starting Point

Because there are several options available, beginners sometimes spend too much time trying to choose the “perfect” product before getting started.

In reality, the most important step is simply selecting a product that provides value and beginning the process of building the system around it. The marketing system you will build in the following sections works the same way regardless of which product path you choose.

Once a product is selected, the next step is creating a simple brand and online presence that will connect people to that product.

In the next module, you will learn how to set up your brand name, social media handle, domain, and professional email address.

MODULE III

CREATING YOUR BRAND

Once a product has been selected, the next step is setting up a simple brand and online presence.

This does not need to be complicated. The goal is simply to create a clear identity that people can recognize when they see your content online.

Your brand will mainly consist of three things:

1. A social media username
2. A website domain name
3. A professional email address

These pieces work together to create a consistent identity across your online platforms.

Choosing a Social Media Username

Your social media username will often become the name people associate with your brand, so it is helpful to choose something that clearly communicates what your content is about.

A simple formula that works well is:

Who you are + What you do

This helps people quickly understand both the person behind the content and the topic being discussed.

MODULE 3

For example:

- NutritionWithJill
- WorkFromHomeDad
- SideHustleMom
- DigitalTipsWithAlex

The first part describes who the creator is, while the second part describes the topic or niche.

When choosing a username, try to keep it:

- short
- easy to remember
- relevant to the topic you are teaching

Before finalizing the name, check to make sure it is available on both Instagram and TikTok. These are the primary platforms used for generating organic traffic in this system.

If the exact name you want is unavailable, small adjustments can usually solve the problem, such as:

- adding a period
- adding an underscore
- adding a number

The goal is simply to keep the username as consistent as possible across platforms.

Securing a Website Domain

Once you have chosen a brand name or username, the next step is securing a domain name for your website.

A domain is the web address that people use to visit your site.

For example:

nutritionwithjill.com

sidehustlemom.com

Ideally, the domain should match or closely resemble your social media username. This helps maintain a consistent brand identity.

A simple way to purchase a domain is through a domain registrar such as GoDaddy. Domains are usually inexpensive, often around \$10 for the first year depending on the extension and current promotions.

Creating a Professional Email Address

After purchasing a domain, you can also create a professional email address that uses that domain.

For example:

info@nutritionwithjill.com

hello@sidehustlemom.com

Using a branded email address looks more professional than using a free email service address.

Many domain providers offer email hosting services. One common option is Microsoft 365 Email Essentials, which can be added when purchasing your domain through GoDaddy.

This setup typically costs a small monthly fee but allows you to send and receive email from your branded address.

Keeping Your Branding Simple

At this stage, the goal is not to build a large or complicated brand. Instead, focus on creating a simple and consistent identity that connects your content, website, and email address.

Once these basic pieces are in place, the next step will be building the system that allows people to discover your product and purchase it online.

In the next module, you will learn how to build the sales funnel that connects your audience to the product you are promoting.

MODULE IV

BUILDING YOUR SALES FUNNEL

Once your product and brand are in place, the next step is setting up a sales funnel.

A sales funnel is simply a small series of web pages that guide someone from discovering your content to purchasing the product you are promoting.

Instead of manually explaining the offer to every person, the funnel allows the process to happen automatically.

Someone can visit the page, learn about the product, and purchase it at any time.

The Basic Funnel Structure

A simple beginner funnel usually includes the following pages:

1. Landing Page (Opt-In Page)
2. Thank You Page (Freebie Delivery)
3. Sales Page with Checkout
4. Product Thank You Page

Landing Page (Opt-In Page)

This is the first page in your funnel.

The landing page allows visitors to enter their name and email address in order to receive your free guide or resource.

This page should briefly explain the value of the free guide and include a form where the visitor can submit their information.

Thank You Page (Freebie Delivery)

After someone submits their email address on the landing page, they are directed to a thank you page.

This page confirms their request and provides access to the free guide or instructions for downloading it.

The free guide itself is often delivered through a download link or through an email that is automatically sent after someone signs up.

Sales Page with Checkout

This page explains the product you are promoting and allows visitors to purchase it.

In many beginner funnels, the sales page and checkout form are combined on the same page.

This approach reduces the number of clicks required for someone to complete a purchase and keeps the process simple.

The page should clearly explain:

- what the product is
- what value it provides
- who it is designed for

Product Thank You Page

After purchasing, the customer is directed to a confirmation page.

This page thanks the customer for their purchase and provides instructions for accessing the product.

This might include:

- a download link
- login instructions
- or a link to the platform where the product is hosted

The Role of a Lead Magnet

A lead magnet is the free resource that encourages someone to join your email list.

It is not a page itself, but rather the content that is delivered after someone signs up on the landing page.

Lead magnets are usually simple resources that provide quick value, such as:

- short PDF guides
- checklists
- quick tutorials
- templates or resource lists

The goal of the lead magnet is not to teach everything about a topic.

Instead, it introduces the topic and encourages people to learn more.

Within the free guide, it is common to reference the product you are promoting and explain where someone can go if they want to learn more.

How the Funnel Works

Once your funnel is set up, the process usually works like this:

1. Someone sees your content on social media.
2. They click the link in your bio or receive the link through a message.
3. They visit the landing page and enter their email to receive the free guide.
4. They download the guide and are added to your email list.
5. Follow-up emails introduce the product and direct readers to the sales page.
6. Some readers decide to purchase the product.

Once the funnel is built, this process can run automatically.

Choosing Your Funnel Platform

Before building your funnel, you will need to decide which platform you want to use to create it.

There are several tools available for building funnels, but two beginner-friendly options that work well for this strategy are:

- Systeme.io
- Beacons

Both platforms allow you to create landing pages, collect email addresses, and sell digital products, but they have slightly different strengths.

The important thing to understand is that you only need to choose one platform. You do not need to build funnels on both.

Modules 5-6 of this guide will explain how to set up funnels using each platform. Simply follow the instructions for the platform you choose.

Systeme.io

Systeme.io is a powerful funnel-building platform that includes several tools in one place.

It allows you to:

- build landing pages
- create sales pages
- collect email subscribers
- send automated email campaigns
- sell digital products

One advantage of Systeme.io is that it offers a free plan, which allows up to 2,000 email subscribers before requiring an upgrade.

This makes it a good option for beginners who want a more customizable funnel system without paying monthly fees right away.

Systeme.io also provides more flexibility in terms of page design and funnel structure.

However, because it includes more features, it can sometimes feel slightly more technical for people who are completely new to funnel-building.

[TRY SYSTEME.IO HERE FOR FREE](#)

Beacons

Beacons is a platform designed specifically for creators who want a simple and fast way to sell digital products online.

It is often used as a link-in-bio storefront, allowing you to place multiple products and links on a single page.

MODULE 4

With Beacons you can:

- sell digital products
- deliver free guides or downloads
- collect email subscribers
- send basic email automations

Many beginners find Beacons easier to set up because it requires fewer steps and the interface is very simple.

However, Beacons does not offer quite as much customization as platforms like Systeme.io.

[GET STARTED WITH BEACONS HERE](#)

Which One Should You Choose?

Both platforms work well for the system described in this guide.

In general:

Choose Systeme.io if you want:

- more funnel customization
- advanced automation features
- a free plan with email marketing built in

Choose Beacons if you want:

- the fastest setup
- a simple storefront-style page
- a tool designed specifically for social media creators

Again, you only need to choose one platform.

Once you decide which platform to use, follow the instructions in the corresponding module to build your funnel.

MODULE V

BUILDING YOUR FUNNEL WITH SYSTEME.IO

Before building your funnel pages on Systeme.io, there are two important setup steps to complete first.

Connecting Your Domain

If you purchased a domain name earlier, you will need to connect it to your Systeme.io account.

This allows your funnel pages to appear under your branded website address rather than a generic system link.

To connect your domain:

1. Log into your Systeme.io dashboard
2. Click Settings
3. Select Custom Domains
4. Add your domain name

After adding the domain, Systeme.io will provide instructions for updating your DNS settings.

You will need to log into your domain provider (such as GoDaddy) and update the DNS records following the instructions provided by Systeme.io.

Once this is done, your funnel pages will be connected to your domain.

Connecting Your Email Domain

Next, you will want to authenticate your email domain so that your automated emails can be sent properly.

To do this:

1. Go to Settings in Systeme.io
2. Select Emails in the left column
3. Follow the instructions to authenticate your domain

Systeme.io will provide several DNS records that must be added to your domain settings.

These records are also entered in your GoDaddy DNS settings, similar to the previous step.

After adding these records, you will also verify your email address inside Systeme.io.

It usually takes up to 24 hours for domain authentication to complete.

If you run into any issues, Systeme.io has a support team that can help resolve connection problems.

Creating an Email Campaign

Once your domain and email are connected, you can create your email campaign.

Email campaigns allow you to send a sequence of automated messages to people after they join your email list.

To create a campaign:

1. Click the Emails tab in Systeme.io
2. Select Campaigns
3. Click Create Campaign

Inside the campaign, you can create multiple emails that will be sent over time.

These emails typically include helpful information, answers to common questions, and reminders about the product you are promoting.

The most common place to incorporate an email campaign in this strategy is as an automated follow-up sequence when someone downloads your lead magnet.

Creating Your Funnel Pages

Now you can build the pages that make up your funnel.

To create a funnel:

1. Click Sites
2. Select Sales Funnels
3. Click Create
4. Name the Funnel (this is only for your reference, your customers won't see this)
5. Select Your Domain
6. Choose a goal for your funnel (If you're selling your own product, choose "Sell." If you're selling an affiliate product, choose "Build an Audience")

For a basic funnel, you will want to create the following pages:

- Freebie Landing Page (Opt-In Page)
- Freebie Thank You Page
- Sales Page with Checkout (Skip this if using an affiliate product)
- Product Thank You Page (Skip this if using an affiliate product)

Connecting Your Email Campaign

After creating your pages, the next step is connecting the opt-in form to your email campaign.

This ensures that anyone who enters their email will automatically receive the follow-up emails you created.

To do this, add an automation rule to the submit button on your opt-in form. The automation should be set up like this:

- 1.Action: Subscribe to Campaign
- 2.Select the email campaign you created from the drop-down menu
- 3.Save Rule

Once this automation is connected, every new subscriber will automatically be added to your email campaign.

MODULE VI

BUILDING YOUR FUNNEL WITH BEACONS

The setup process in Beacons will vary slightly depending on whether you are selling your own product or promoting an affiliate product.

Both options are explained below.

Selling Your Own Digital Product

If you are selling a digital product that you created, you will add it to your Beacons store as a digital product.

To do this:

1. Log into your Beacons dashboard
2. Click Digital Products
3. Select Add New Product

You will then follow the prompts to create your product listing, which will serve as the sales page for your offer.

This page should explain:

- what the product is
- what value it provides
- who it is for

Once the page is created, customers will be able to purchase the product directly from this page.

Creating Your Free Lead Magnet

In addition to your main product, you will also create a separate digital product for your free guide or resource. This will act as your lead magnet.

Once you have created the lead magnet itself, you can create a landing page for it in Beacons.

To do this:

1. Go to Digital Products
2. Click Add New Product
3. Create a listing for your free guide

When setting up the product, simply set the price to \$0.

This allows visitors to enter their email address in order to receive the free resource.

Once someone downloads the free guide, they will automatically be added to your email list.

Setting Up Email Automation

After creating your products, the next step is setting up an email sequence that will follow up with subscribers.

To do this:

1. Go to the Marketing tab
2. Select Email Automations
3. Click Add New Automation

When creating the automation, select the option called Sales Nurturing Funnel.

MODULE 6

This will allow you to create a sequence of emails that are automatically sent to subscribers after they download the free guide.

These emails typically include:

- additional helpful tips
- answers to common questions
- reminders about the product you are offering

This helps guide subscribers toward the sales page for your product.

Selling an Affiliate Product Through Beacons

If you are promoting an affiliate product rather than selling your own product, the process is slightly different.

Instead of creating a full product page inside Beacons, you will simply add a product that links to your affiliate sales page.

To do this:

1. Go to Digital Products
2. Click Add New Product
3. Select External Link

You can then paste your affiliate link into the field provided.

When visitors click the product inside your Beacons store, they will be redirected to the sales page associated with your affiliate link.

Example: Digital Wealth Academy

Some affiliate programs provide specific instructions for using Beacons.

For example, if you are promoting Digital Wealth Academy, the instructions for generating your unique affiliate link can typically be found inside the course itself.

To locate it:

1. Log into the Digital Wealth Academy platform
2. Go to the Classroom tab
2. Navigate to the DWA Affiliate Program module
3. Open the lesson titled “How to Sell DWA Using Beacons”

This lesson provides the link that can be copied and added to your Beacons store using the External Link option. (Keep in mind that the link provided in this lesson is NOT your actual affiliate link, but your unique link will be generated when you paste this into the external link feature in Beacons)

Once your Beacons products and email automation are set up, your funnel will be ready to start collecting leads and directing visitors toward the product you are promoting.

MODULE VII

SETTING UP PAYMENT PROCESSING

If you are selling your own digital product, you will need to connect a payment processor so that customers can purchase the product through your funnel.

Payment processors are services that securely handle online transactions and deposit the funds into your account.

Two of the most commonly used payment processors for digital products are:

- Stripe
- PayPal

Both platforms allow you to accept credit card payments online, and both offer free account creation. The payment processor simply takes a small percentage from each transaction as a processing fee.

Many creators choose to connect both Stripe and PayPal, giving customers multiple payment options.

Creating a Stripe Account

Stripe is widely used for online payments and allows customers to pay using most major credit and debit cards.

If you do not already have a Stripe account, you can create one during the setup process inside your funnel platform.

Stripe will ask for some basic information such as:

- your name
- your email address
- your banking information for payouts

Once connected, Stripe will automatically deposit payments into your bank account after purchases are made.

Creating a PayPal Account

PayPal is another popular option that many customers prefer because they may already have a PayPal account.

If you choose to connect PayPal, it is important to create a business account type, even if you are operating as an individual and do not have a formal business entity.

When setting up the account, you can still use your personal information, but the account type should be set to business rather than personal.

Connecting Payments in Systeme.io

If you are using Systeme.io to build your funnel, payment processors can be connected through the platform settings.

To connect payments:

1. Log into your Systeme.io dashboard
2. Click Settings
3. Select Payment Gateways

MODULE 7

From there, you can choose to connect:

- Stripe
- PayPal
- or both

Follow the prompts to create or link your accounts.

Once connected, the checkout section of your funnel will be able to process payments automatically.

Connecting Payments in Beacons

If you are using Beacons to sell your product, the payment connection process is similar.

To connect payments:

1. Go to Settings in your Beacons dashboard
2. Select Payments

From there you can connect:

- Stripe
- PayPal

Follow the prompts to create or link your account.

Once connected, customers will be able to purchase your digital product directly through your Beacons page.

MODULE VIII

SETTING UP YOUR SOCIAL MEDIA ACCOUNTS

Once your product and funnel are ready, the next step is setting up the traffic source that will bring people into your funnel.

In this system, traffic will come primarily from short-form video content on social media.

Two of the most effective platforms for this are:

- Instagram
- TikTok

Both platforms allow creators to reach large audiences through short videos, even if the account is brand new.

The goal is to create accounts that clearly communicate who you are, what your content is about, and where people can go to learn more.

Creating Your Instagram Account

When setting up Instagram, choose a Professional Account and select the Creator option.

Creator accounts provide helpful tools such as content insights and analytics while still allowing the account to function like a personal creator profile.

Once the account is created, there are three important pieces to complete.

Profile Picture

Choose a clear profile picture that represents the brand or person behind the account. Most creators use a simple headshot or a clean personal photo. The goal is to appear approachable and recognizable.

Bio Description

Your bio should briefly explain who you are and what type of content you share. A simple format that works well is 3–4 short bullet points.

Each bullet point can begin with an emoji and describe something about the account. For example:

- 👨👩 Husband & father
- 📖 Teaching digital marketing basics
- 📈 Sharing beginner online income tips
- 📄 Free guide below

Try to include keywords related to your niche so people immediately understand what the account is about.

Link in Bio

Your bio will also contain a link that directs visitors to your funnel.

This link should send people to your landing page for the free guide you created earlier.

For example, your bio might include a line such as:

“Free beginner guide below ”

The link underneath that message should lead to your landing page where visitors can enter their email and download the guide.

Creating Your TikTok Account

TikTok setup is similar, but there is one important difference regarding links.

When starting a TikTok account, it is recommended to begin with a personal account.

This allows the account to grow organically while you focus on posting content.

However, TikTok typically requires an account to reach 1,000 followers before adding a clickable link in the bio.

Because of this limitation, early TikTok traffic often relies on encouraging viewers to comment on posts, after which you can send them the link through direct messages.

Your TikTok profile should also include:

- a clear profile photo
- a short bio describing the niche
- simple keywords related to the topic of your content

Once your Instagram and TikTok profiles are set up, you will have the foundation needed to start attracting visitors to your funnel.

MODULE IX

DAILY SOCIAL MEDIA STRATEGY

Once your social media accounts are set up, the next step is consistently posting content that attracts viewers and encourages them to learn more about what you offer.

The strategy used in this system is intentionally simple so that beginners can stay consistent without becoming overwhelmed.

The focus is on short-form video content, also known as reels or short videos.

Daily Posting Routine

A simple daily routine can include the following:

1. Post 3 Reels (short videos) on IG/TikTok

Each video should be approximately 5–8 seconds long.

These videos typically include:

- a short hook displayed as text on the screen
- a background clip (often called b-roll footage)
- a trending audio track
- a caption that explains the message in more detail

Short videos like these allow creators to post consistently without needing to spend large amounts of time editing complex content.

2. Post 1 Story on IG/TikTok

Stories help keep your account active and allow you to connect more personally with your audience.

Stories can include simple things such as:

- quick updates
- reminders about your free guide
- answering common questions
- sharing comments or feedback from viewers

3. Use a call-to-action in every post

Each piece of content should encourage viewers to take a simple next step. One common example is asking viewers to comment a specific word if they want access to the free guide.

For example:

Comment “GUIDE” and you will receive the free guide.

This type of call-to-action encourages engagement while also generating potential leads.

4. Respond to comments and messages

When people comment on your posts or send direct messages, it is important to respond.

Replying to comments and messages helps:

- build trust with your audience
- increase engagement on your posts
- create conversations with potential customers

Even simple responses can make viewers feel more connected to your content.

5. Study existing viral content

A helpful way to improve your content is by observing what is already performing well in your niche.

Search for creators who are posting about similar topics and look for videos that have received high engagement.

Pay attention to:

- the style of the video
- the text used on screen
- the type of message being shared

This can provide inspiration for your own posts.

The goal is to understand what types of posts are attracting attention and adapt similar ideas for your own content.

By following a consistent posting routine and encouraging viewers to engage with your content, you begin generating the traffic needed to feed your funnel.

MODULE X

SENDING YOUR FREE GUIDE

One of the simplest ways to begin generating leads from your content is by encouraging viewers to comment on your posts in exchange for your free guide.

This approach works especially well when starting out because it creates direct conversations with potential customers.

Instead of simply posting a link, you invite viewers to interact with your content first.

A common example of this call-to-action is:

Comment “GUIDE” and you will receive the free guide.

When someone comments on your post using that keyword, you can send them the link to your landing page through a direct message.

There are two ways this can take place:

- The manual method
- The automated method

How the Manual Method Works

The easiest way to start is by sending the guide manually. This method requires only a few simple steps.

Step 1: Someone comments on your post

A viewer comments the keyword you mentioned in your post, such as “GUIDE”.

Step 2: Reply to the comment

Respond to the comment so the person knows you are sending the guide.

For example:

Thanks for your comment. Check your direct messages.

This also helps increase engagement on your post.

Step 3: Send the link through direct message

Next, open your direct messages and send them a message containing the link to your landing page.

For example:

Thanks for your interest in the guide.

You can download it here:

[Insert landing page link]

When the person clicks the link, they will be taken to the landing page where they can enter their email and receive the guide.

Why This Method Works

This approach is effective for several reasons.

First, it encourages viewers to engage with your content, which helps the platform show your posts to more people.

Second, it creates a personal interaction, which can help build trust.

Finally, it directs interested viewers into your funnel where they can receive the guide and learn more about the product you are promoting.

MODULE 10

As your account grows, there are tools that can automate this process, but the manual method works very well when starting out.

If you do want to explore automations for managing your comments and messages on Instagram, Facebook, and TikTok, I recommend ManyChat as a good option.

MODULE XI

CREATING YOUR VIDEO CONTENT

The primary type of content used in this system is short-form video.

Platforms like Instagram and TikTok prioritize short videos, which makes them one of the easiest ways for new creators to reach large audiences.

The videos used in this strategy are intentionally simple so they can be created quickly and posted consistently.

Most videos will follow a simple format:

- a short background clip (often called b-roll)
- a short hook written as text on the screen
- a trending audio track
- a caption that explains the message in more detail

Because the videos are short, it is possible to create several of them in a short amount of time.

What Is B-Roll?

B-roll is simply background footage that plays behind the text on your video.

These clips do not need to be complex. In fact, simple clips often perform best.

Examples of b-roll footage include:

- typing on a laptop
- walking outside
- drinking coffee
- sitting at a desk
- scrolling on a phone
- working on a computer

These types of clips create visual movement while the viewer reads the text on the screen.

Recording Your Own B-Roll

One option is to record short clips yourself using your phone.

For example, you could record a few seconds of:

- opening a laptop
- typing at a desk
- pouring a cup of coffee
- writing in a notebook
- washing dishes
- walking down the sidewalk

Recording your own footage allows you to quickly build a library of clips that can be reused in multiple posts.

Finding Free B-Roll Online

If you prefer not to record your own footage, there are several websites that offer free stock video clips.

Some popular options include:

- Pexels.com
- Pixabay.com

These platforms provide thousands of short clips that can be downloaded and used in your content.

Many video editing apps also include built-in stock footage libraries.

For example, the editing app CapCut includes many short clips that can be used directly within the app.

Editing Your Videos

Short videos can be edited using simple mobile apps.

Some commonly used editing tools include:

- CapCut
- Instagram Reels editor (inside the Instagram app itself)
- Edits (a separate app created by Instagram)
- TikTok editor (inside the TikTok app)

Most creators simply upload the short video clip, add text to the screen, and attach a trending audio track.

The finished video is typically 5–8 seconds long.

Short videos like these allow creators to stay consistent without spending large amounts of time on production.

Keeping the Process Simple

One of the most important parts of this strategy is consistency.

Instead of trying to produce perfect content, focus on creating simple videos that can be posted regularly.

Over time, consistent posting allows social media platforms to begin showing your content to more viewers.

MODULE 11

Those viewers can then follow the path you created through your funnel, starting with the free guide and eventually discovering the product you are promoting.

FINAL SECTION

YOUR NEXT STEPS

At this point, you now understand the basic structure of a simple digital marketing system.

You have learned how to set up the three key components:

- a product to promote or sell
- a sales funnel that allows people to access the product online
- a traffic strategy using social media content

When these three pieces work together, they create a system that can continuously introduce new people to your offer.

How the System Works Together

Once everything is in place, the process becomes straightforward:

1. You post short videos on social media.
2. Viewers discover your content and engage with your posts.
3. Interested viewers receive the link to your free guide.
4. They enter their email to download the guide.
5. Your email campaign follows up with helpful information.
6. Some subscribers decide to purchase the product you are promoting.

This process can run continuously once your funnel and content system are active.

Focus on Consistency

One of the most common mistakes beginners make is trying to perfect every part of the process before taking action.

In reality, the most important step is simply starting and staying consistent.

Instead of focusing on perfection, focus on maintaining a routine of:

- posting content regularly
- responding to comments and messages
- directing interested viewers to your funnel

Over time, consistent activity allows your content to reach more people and gradually grow your audience.

Want a More Detailed Step-By-Step Training?

This guide was designed to provide a simple roadmap for getting started, but many people eventually want deeper training and more detailed instruction.

One of the most popular and thorough programs for learning digital marketing in greater depth is Digital Wealth Academy (DWA).

While this guide focuses on the basic steps, Digital Wealth Academy expands on these topics in far more detail and walks through the entire process step-by-step.

Inside the program, you will find training on topics such as:

- building and optimizing sales funnels
- creating high-converting digital products
- advanced content strategies for social media
- scaling an online business with multiple income streams
- automation tools and marketing systems

FINAL SECTION - YOUR NEXT STEPS

Digital Wealth Academy also includes specialized modules on newer tools and strategies, including training on creating and using AI-powered avatars or digital personas, which allow creators to produce content in new ways without always appearing on camera.

In addition to covering advanced strategies, the program also goes much deeper into the same steps outlined in this guide, including:

- choosing and positioning a product
- setting up funnels and lead magnets
- writing email campaigns
- creating social media content that attracts leads

Many beginners find that this guide provides the clear framework and starting point, while a program like Digital Wealth Academy provides the full training system for building and scaling a digital marketing business.

Taking the Next Step

If you would like to explore the full training program and learn more advanced strategies for building an online income stream, you can learn more about Digital Wealth Academy here:

[LEARN MORE ABOUT DWA](#)

This program expands significantly on the foundation introduced in this guide and provides a much deeper level of instruction for those who want to continue developing their digital marketing skills.

Working Directly With Me

If you'd rather skip the videos and have someone walk you through every step personally, that's exactly what my Elite Mentorship Program is designed for.



ELITE Mentorship Program

This is my 12-month, fully hands-on program where you work directly with me — not a team, not a VA, just me — to get your digital marketing business built, launched, and making money as quickly as possible.

I've made millions online already, I've done the trial-and-error and figured out what works, so I can help you skip the overwhelm and just walk you through doing it right from day one.

Here's what's included:

- 15 private one-on-one Zoom calls with me
- Unlimited daily text and email access for the full 12 months
- Help choosing the right product and offer for your specific situation
- Hands-on support building your funnel, your Instagram strategy, your email campaigns, and your automations
- A personalized daily checklist built around your goals
- Lifetime access to Digital Wealth Academy 3.0 (included for free)

This program is for people who are serious about getting to \$10k/month (and beyond) and want an expert in their corner the whole way through. Payment plans are available starting at \$173/month.

If that's you, text me the word **ELITE** to **504-402-8266** and let's talk about whether this is the right fit. (yes, that's my personal cell phone. No bots, no call centers)

The Most Important Step

Whether you choose to continue learning through additional training or simply begin applying the steps in this guide, the most important thing is to take action.

Choose a product, set up your funnel, and begin posting content.

Digital marketing systems are built through consistent action over time, and even simple steps can lead to meaningful progress when applied consistently.