

DIGITAL MARKETING
MADE SIMPLE
GUIDE

HOW TO MAKE MONEY ONLINE WITH DIGITAL PRODUCTS?

Step-by-step guide on how to start making a passive income with digital marketing, digital products and Instagram.

AND 100+ digital product ideas

DIGITALROADTOFREEDOM

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DIGITAL ROAD TO FREEDOM



Hi, my name is Heleen and I am so excited you are here!

If you have been following me, you know I am genuinely passionate about helping people make a passive online income and grow their Instagram to make this happen.

There are many ways to do so, but I am a huge fan of ***making money from home or anywhere in the world with DIGITAL MARKETING and DIGITAL PRODUCTS***.

In my opinion, it is one of the best ways to make a passive online income, as a complete beginner. It is ***extremely low-risk*** but the ***income potential is huge***. AND it allows you to ***build an online business you can be passionate about and proud of***.

In this guide, I will give you the exact steps to make this happen and 100+ examples of digital products you can create.

With love
– Heleen –

HERE'S MY WHY...

5 years ago, we decided we wanted to have a different life. We were ***done being stressed, overwhelmed, and missing out on all of those important moments*** as a family.

Since travel is our great passion, we ***started to travel the world with our two girls, homeschooling them and working online from anywhere***.

Over the years, I have tried many things. I have my travel blog (www.theglobalwizards.com) and travel Instagram account (@the_global_wizards, which I still love.

However, I ***wanted to have a more passive income*** to be an even more present mom and be able to live our lives on our terms.

And ***digital marketing and digital products are the answer***! Since we started focussing on that, we have been able to increase our online income (way quicker than with the blog), making it possible for us to continue this ***lifestyle of freedom***, spending more time together and working when and where we want!

And you can do this too! Let's dive in!



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WHAT IS DIGITAL MARKETING

Digital marketing literally means that you **promote and advertise (digital or physical) products through online channels** such as social media, blogs, Pinterest, e-mails, ...

It is one of the biggest opportunities to make an online income for complete beginners since it's a low-cost but high return system.

There are many ways to make money with digital marketing, but **my favorite by far is selling your own digital products**, possibly **combined with affiliate marketing** (promoting other people's products in return for a commission).

WHAT ARE DIGITAL PRODUCTS

Digital products are **intangible products or content that are delivered electronically in a digital format**. They can be downloaded, sometimes printed, streamed, or accessed online.

Digital products can take various forms, such as ebooks, templates, courses, online workshops, ... *(check the last chapter of this ebook for 100+ digital product ideas).*

If you want to **start making money online with an online business**, **promoting and selling digital products online is a fantastic way**.

By creating and selling your own digital products, you **build a relationship with your audience** and have **complete control** over your products and the sales process.

WHAT ARE DIGITAL PRODUCTS

Trust me, digital products can completely change your life. You **create the product once** and then you can **sell it again and again and again**.

No more trading time for money. With digital products, you can literally earn money in your sleep once you've automated your business *(check the next chapters and this playbook or this course to learn how to do that).*

LOW-TICKET AND HIGH-TICKET DIGITAL PRODUCTS

You also might have heard the terms low-ticket and high-ticket digital products. But what do they exactly mean and why is the difference important?

Low-ticket digital products simply mean **lower-priced** digital products, usually somewhere between $20 - $100. This makes them **easier to sell and more accessible** to more people in your audience. They are usually amazing for beginners because they are **easier to create**. Examples are ebooks, guides, checklists, templates, ...

High-ticket digital products are **higher-priced** but **very valuable and comprehensive**. They are **harder to create and sell** but come with much **higher profits**. The most common examples are courses and coaching.

Ideally, you **have a combination of low-ticket and high-ticket digital products** for your online business. Low-ticket digital products are usually more impulsive buys. High-ticket products are usually planned and customers take a long time to decide whether to invest or not. Often, people will step into the low-ticket item first and later on (when they trust you even more) buy a high-ticket digital product.

STEPS TO MAKE MONEY ONLINE WITH DIGITAL MARKETING

01

STEP 1: PICK YOUR NICHE

If you want to sell digital products online, it helps a lot if you pick a niche you are **passionate** about! Since you'll be making content and talking about them all the time!

You **can make digital products for any niche**! If you have no inspiration, *check the last pages of this guide with the most common niches and 100+ ideas for digital products*.

I chose wealth and making money online because I am really passionate about showing people how to earn an online passive income. I've been making an online income for 5 years and it allows me to travel the world with my family and be free. I also have a travel account where I have digital products on travel and photography.

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STEP 2: CREATE YOUR OFFER

You need to create **an offer that solves a problem for your target audience**, or nobody will buy your products.

Start with creating a freebie, attracting ideal customers, and putting them on your email list (just like this one ;-)).

Next, create a digital product you want to sell. This can be an ebook, course, template, ... Do you want a low-ticket or high-ticket digital product?

If you have no idea what to create, you can also sell done-for-you digital products *(check the next chapter for more info)*.

STEPS TO MAKE MONEY ONLINE WITH DIGITAL MARKETING

03

STEP 3: AUTOMATE YOUR BUSINESS

If you want to make a passive income and be able to make money even when you are not online, you need to **automate your sales process**.

This means creating compelling **sales funnels**, connecting your **payment platforms**, and **creating email campaigns** that convert your leads into customers.

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STEP 4: DRIVE TRAFFIC TO YOUR OFFERS

Even if you have a fantastic digital product, if you don't drive traffic to it, you won't be able to sell anything. And **traffic doesn't mean followers**. You need people to click on your links and go to your sales funnels.

There are **many platforms to market your digital products**, such as Instagram, TikTok, YouTube, Facebook, Pinterest, a blog, ... However, Instagram is my favorite one *(check the Instagram Growth & Sales chapter for more info)*.

Here's an example in the food niche: someone is scrolling on social media and wants to find healthy & easy recipes for lunch. They type "easy healthy recipes" in the search bar and a bunch of pins, reels, or posts show up.

After scrolling a little, they find exactly what they are looking for in your content and click on your link. They are directed to your freebie and email campaign (5 free recipes) or immediately buy your digital product (a complete recipe book). A digital product you created once. Any time someone finds your content, clicks the links and buys your digital product, you get paid.

SELLING DONE-FOR-YOU DIGITAL PRODUCTS

You might have heard about one of the following terms before: ***done-for-you (DFY) digital products, master resell rights, private label rights, ...*** But what do they all mean, why is it such a **unique business model** and why are they interesting to you?

WHAT ARE DONE-FOR-YOU (DFY) DIGITAL PRODUCTS?

When I'm helping other people launch their own passive income businesses with digital products, **one of the biggest steps and hurdles to take is creating a product from scratch**.

It can be overwhelming and takes time to find out what you want to create or how to do it. Often this **results in people not starting or getting demotivated** because it takes too long before they start earning something.

A **done-for-you digital product overcomes that**. It essentially means **you buy a digital product and you can resell it as your own**, at 100% profit (no commissions). All the profits you make from these products are YOUR profits for YOUR business (you don't owe anyone money). It **allows you to start an online business and bring in income faster**.

DFY products offer you a way to make money **without needing any special skills, prior experience,** or having to make a product all on your own. It is a revolutionary and **high-income-generating** business model. Trust me, I speak out of experience since **I have earned a lot with DFY products** ;-)).

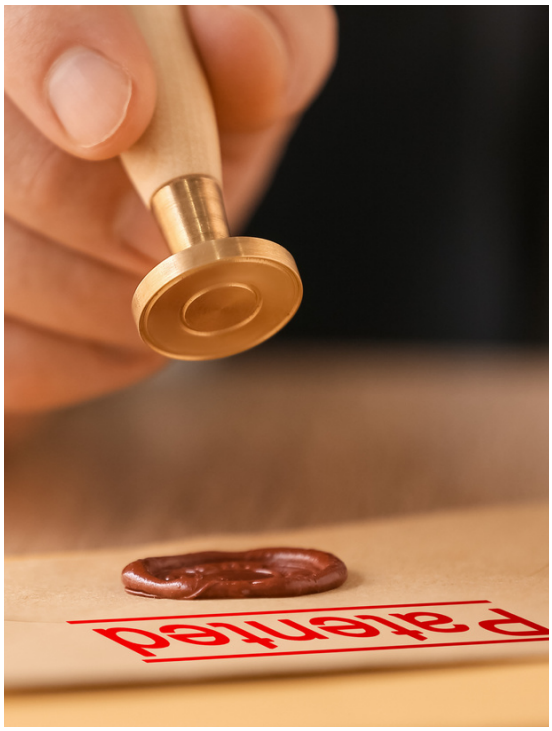
Usually, you also get the freedom to **modify, add, or rebrand the product**. But that depends on the actual rights attached to the DFY product you buy. The most common are private label rights (PLR) and master resell rights (MRR). Let's dive into the difference.

PRIVATE LABEL RIGHTS (PLR)

Private Label Rights are not to be confused with Master Resell Rights or just Re-SALE rights!

Private Label Rights (PLR) is a type of licensing that allows individuals or businesses to **purchase and use digital products,** content, or resources **with the flexibility to rebrand, modify, add, delete, and resell them as their own**.

It's essential to note that **not all PLR licenses are the same.** Some PLR products may have restrictions on what you can and cannot do with them, including limitations on resale pricing, or what you can change. Always read the terms and conditions when you buy a PLR product.



Also, it's a **good practice to customize and modify PLR content.** Rebrand it, make it unique, and valuable to your audience rather than using it as is.

MASTER RESELL RIGHTS (MRR)

Master resell rights are a second example of DFY products. When you buy a digital product with master resell rights, **you also get permission to resell the product to your own audience, at 100% profit**.

However, the biggest difference with PLR is that **you can't say that you made it**. You still have to give credit to the person who created it. And this person gets to decide the rules for reselling the product.

Therefore, **MRR usually is a little bit less flexible than PLR**. You can also rebrand, and add things, but you usually can’t delete original content or sell for less than the minimum price set by the creator.

MY DONE-FOR-YOU DIGITAL PRODUCTS

Before creating my own products, **I also started selling DFY digital products** on Digital Road To Freedom. And they **immediately gave me a passive online income,** allowing me to work when I want, from where I want! Proof that this business model works!

The DFY digital products that I am selling actually **teach you how to set up an online business and make money with digital products.** You can use this knowledge to sell your own digital products or to resell these DFY products and **earn while you learn. A win-win situation**!

DIGITAL MARKETING DFY PLAYBOOK WITH PLR

My first DFY digital product is a **very affordable, low-ticket** digital marketing DFY playbook with private label rights.



This **61-page guide teaches you step-by-step how to start your own online business by selling digital products, using Instagram AND make an online income in 4 weeks**. The knowledge you gain in itself is already worth the investment.

But, since it comes with private label rights, **you can rewrite** (parts or all of) it, **put your own name** on it, **ask whichever price you** want, and most importantly **resell it at 100% profit**!

Are you ready to learn how to sell digital products and make an online income?

CLICK HERE FOR MORE INFO ON MY DIGITAL MARKETING DFY PLAYBOOK

MY DONE-FOR-YOU DIGITAL PRODUCTS

DIGITAL MARKETING COURSE WITH MRR

The second DFY digital product I am selling is a **very comprehensive, high-ticket digital marketing course with master resell rights**.

This course is an exceptionally valuable course. It **covers EVERYTHING you need to know to build a successful online business** and **offers high-income skills applicable to any niche**.

With this course, you'll learn:

- How to set up an online business
- How to automate everything with sales funnels and email campaigns
- How to promote and sell (digital) products through social media, Pinterest, a blog, ...
- How to use ChatGPT for your business
- How to brand yourself and find what you are passionate about
- And so much more ...

All powerful techniques and strategies to succeed in the online world!

And, since the course has master resell rights, **you can resell the course itself, at 100% profit**. It's a fantastic opportunity to earn while you learn and grow.

It has **allowed me to make an online income from the very beginning.**

If you want to **make an online income with something you're passionate about**, this course is for you. Whether you want to sell your own digital products, this digital marketing course, or both, it could be your kickstart in the online world, even for complete beginners.

CLICK HERE FOR MORE INFO ON THE DIGITAL MARKETING COURSE + MRR

TOOLS YOU NEED

1 INSTAGRAM

Instagram is in my opinion one of the best platforms to market your digital products. It's a place where you can grow quickly, reach a loyal audience, and set up everything to start earning money.

2 OTHER PLATFORMS

Besides Instagram, there are many other options to market your digital products online. Focus on Instagram first, but move on to TikTok, Pinterest, Facebook, YouTube, a blog, ...

3 STAN STORE

This is the ultimate tool you need to sell digital products directly on Instagram. They have amazing sales pages & funnels, and you can even do your email marketing here. Try it for FREE for 14 days.

4 SYSTEME.IO

This platform has it all. It is free to start. Use it to create your sales funnels, connect paying platforms, set up email campaigns, and send newsletters. You can even place courses there. Get it for free.

5 CANVA

Canva is the best tool for creating digital products out there. It comes with a free version, that is perfect to get started. Later on, you can always move on to the pro version.

6 CHAT GPT

You have to use ChatGPT in your business these days! This free AI tool will help you to come up with ideas, write emails for you, create sales pages, and so much more.

INSTAGRAM GROWTH & SALES

WHY INSTAGRAM

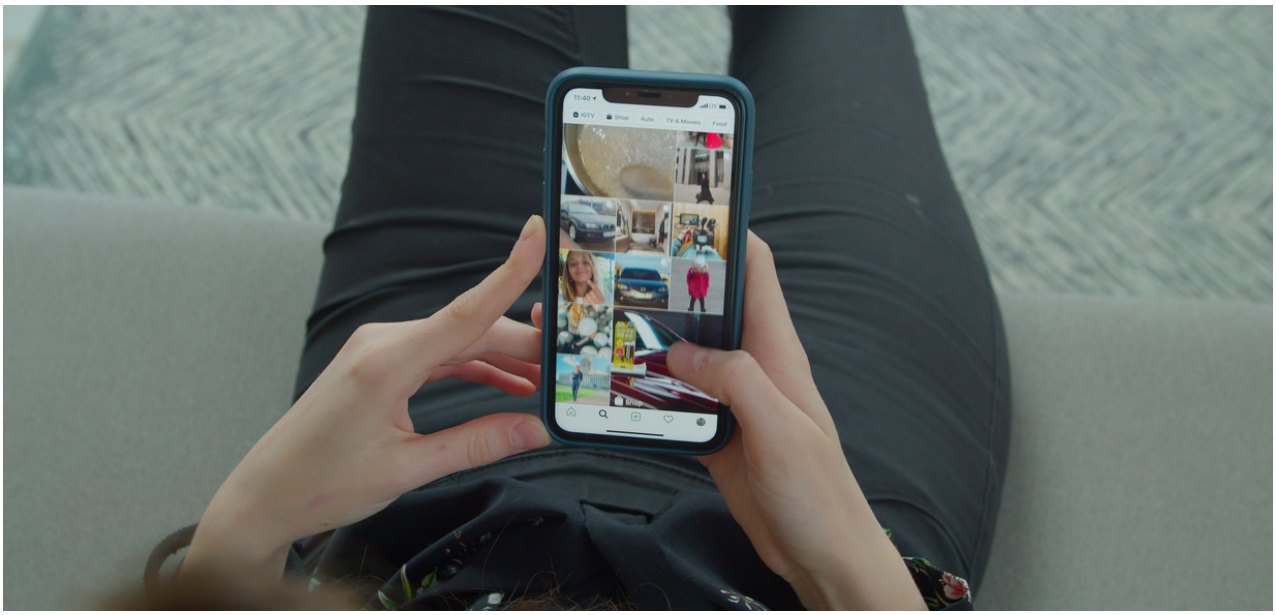
There are many ways to promote and sell digital products online, such as Pinterest, TikTok, a blog, YouTube, ... Or you could choose a platform like Etsy or Amazon KDP, which both have a huge audience but also a lot of competition.

These are all very legit and excellent ways. But in my opinion, **Instagram is still ONE OF THE BEST PLATFORMS to market your digital products and make an online passive income, especially for beginners**.

Some of us spend hours on Instagram. So **why not stop the scroll and start monetizing your Instagram**? Others hardly ever use Instagram and don't realize the huge potential of this platform.

Even with a brand new account on Instagram, there is a **huge potential to grow and reach your target audience** (especially with Instagram Reels), which will **convert into sales**. I've grown two accounts to over 40k combined.

How? Let me dive into the steps to take.



INSTAGRAM GROWTH & SALES

STEPS TO TAKE

- **STEP 1: Set up your Instagram for success**

Pick a crystal clear name, making it obvious what your niche is. Ideally, you have niche-related keywords in your name. This will help people to find you.

Have an optimized bio, explaining who you are and how you can help your target audience. Have a call to action at the end, sending them to a website link with your freebies and (paying) resources.

- **STEP 2: Create and post content**

Instagram Reels get the most traction, so mainly use these to reach your ideal audience. Combine them with 3-5 stories daily.

Instagram loves educational content that inspires and adds value. Use hooks, calls to action (CTA), valuable captions, and high-quality videos. Base your content on your main content pillars. Never forget you are serving your audience.

- **STEP 3: Analyze your results and your audience**

Check your insights regularly, review your content history, do competitor analysis, and adapt your strategy based on the results.

Want to learn how to use IG to grow your audience and how to convert these followers into sales? Check my IG GROWTH & SALES STARTER KIT (launches by the end of October 2023)!

CLICK HERE FOR MORE INFO ON MY INSTAGRAM GROWTH & SALES STARTER KIT

DIGITAL PRODUCT NICHE IDEAS

Digital products can be made for any niche (pick one of your passions). Think of a problem your audience has, and solve it with digital products. Here's a list with ideas for the most common niches.

FOR TRAVELLERS

- Travel journal
- Language learning kit
- Road trip activity pack
- Destination travel guide
- Packing list
- Travel hacking ebook

FOR FOOD LOVERS

- Recipe ebook
- Diet meal plan
- Cookbook template
- Meal preperation guide
- Seasonal products ebook or recipe cards

FOR MOMS

- Parenting ebook
- Activity packs for kids
- Behavioral guide
- Weekly and monthly planners
- Kids chore charts

FOR DIY'ers

- DIY IKEA hacks ebook
- Handicraft templates
- Budget saving DIY hacks guide
- Budget-friendly decor ideas

FOR HOMESCHOOLERS

- Homeschool planner
- Guide with science projects
- Homeschool lunch ideas
- Habit tracker
- Crafts for homeschoolers

FOR HEALTH LOVERS

- Recipe ebook with healthy dishes
- Healthy vegatables and fruits per season
- Health trackers for food and exercise

DIGITAL PRODUCT NICHE IDEAS

Digital products can be made for any niche (pick one of your passions). Think of a problem your audience has, and solve it with digital products. Here's a list with ideas for the most common niches.

FOR OUTDOOR LOVERS

- Packing list for outdoor adventures
- Hiking survival guide
- Ebook with the best outdoor activities for kids
- Camping checklists

FOR MUSICIANS

- Beginner's guide to any instrument
- Workshops (video) for singing, playing an instrument
- Online music course

FOR PHOTOGRAPHERS

- Photography for beginners ebook
- How to earn money with photography guide
- Presets
- Album templates

FOR PLANT LOVERS

- Indoor Plant Care Course
- How to start a vegetable garden guide
- Vertical gardening ebook for small gardens
- Garden templates

FOR BLOGGERS

- How to start a blog guide
- Blog income tracker
- Blog templates for Pinterest
- Blogging SEO ebook or course

FOR REAL ESTATE

- Homebuyer's guide
- Home staging ebook with tips and tricks
- Templates for real estate agents
- Real estate course

DIGITAL PRODUCT NICHE IDEAS

Digital products can be made for any niche (pick one of your passions). Think of a problem your audience has, and solve it with digital products. Here's a list with ideas for the most common niches.

FOR ORGANIZERS

- Declutter guide with tips and hacks
- Planning worksheets
- Daily fridge trackers
- Clean your house ebook
- Grocery shopping list

FOR FITNESS LOVERS

- 30-day fitness challenge
- Workout for beginners ebook or videos
- Healthy food and nutrition guide
- Progress tracker

FOR BUDGET LOVERS

- Cook on a budget + recipes guide
- Ebook with the best ways to save money
- Financial goal trackers
- Travel hacking guide

FOR PASSIVE INCOME

- Social media templates
- Email templates
- Digital product guide
- Ebook with side hustle ideas
- Use social media guide

FOR TEACHERS

- Gratitude journals
- Educational activity packs
- Teacher planning guide
- Flashcards set
- Educational worksheets for any age

FOR MINDSET & GROWTH

- Affirmation flashcards
- Gratitude journal
- Mindfulness coloring books
- Yoga/meditation workshops

THANK YOU!

I hope this was helpful!

If you have any questions, doubts
or just want to share your story,
please reach out to me
by sending a DM on Instagram
@digitalroadtofreedom .
Happy to chat!!

If you want more resources,
make sure to check out my shop
for my freebies and other digital products.

MY SHOP