

Digital Marketing Made Simple: A Momprenneur's Guide to Online Success



A simplified step-by-step guide on how to
start with digital marketing



Hello!

I am Dr. Alixis Rhodes. As a first time mother of a 10 month old, life got busy, but also it felt like not enough time was being spent with my baby. Between my 9-5 and other commitments, I started to miss out on precious moments.

But I took a chance on this amazing training and haven't looked back. I created this digital guide for mamas like us that are getting into this digital marketing space, but need guidance on how to flourish. I hope this helps your business journey!

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About the Process

Welcome to “Digital Marketing Made Simple: A Mompreneur’s Guide to Online Success.” In today’s digital age, the world of business has evolved rapidly, providing exciting opportunities for individuals seeking flexible and rewarding careers.

This guide is tailored to mompreneurs like you, who are ready to explore the world of freelance digital marketing.

YOUR THOUGHTS:

Digital Marketing

A STEP-BY-STEP GUIDE

1. UNDERSTANDING FREELANCE DIGITAL MARKETING

IN THIS SECTION, WE'LL LAY THE FOUNDATION FOR YOUR JOURNEY INTO FREELANCE DIGITAL MARKETING. WE'LL BREAK DOWN THE CORE CONCEPTS AND REASONS WHY CHOOSING THIS CAREER PATH CAN BE A GAME-CHANGER FOR MOMPRENEURS.

1.1 WHAT IS FREELANCING?

Freelancing, in its essence, is the practice of working independently on a project or task for various clients or companies, rather than being employed by a single employer. It offers you the freedom to set your own schedule, choose your clients, and define the scope of your work.

1.2 DIGITAL MARKETING EXPLAINED

Digital marketing encompasses a wide range of online strategies and techniques used by businesses to promote their products or services. It includes activities such as social media marketing, search engine optimization (SEO), email marketing, content creation, and paid advertising. In the digital realm, your marketing efforts reach a vast global audience.

1.3 WHY CHOOSE FREELANCE DIGITAL MARKETING?

As a mompreneur, freelance digital marketing offers several advantages:

- **FLEXIBILITY :** YOU CAN BALANCE YOUR WORK AND FAMILY LIFE MORE EFFECTIVELY BY SETTING YOUR OWN HOURS.
- **LOW OVERHEAD:** MINIMAL STARTUP COSTS, AS YOU CAN WORK FROM HOME WITH A COMPUTER AND INTERNET CONNECTION.
- **SKILL UTILIZATION:** LEVERAGE YOUR CREATIVITY AND COMMUNICATION SKILLS TO HELP BUSINESSES SUCCEED IN THE DIGITAL LANDSCAPE.
- **INCOME POTENTIAL:** AS YOU GAIN EXPERIENCE AND BUILD YOUR CLIENT BASE, YOUR EARNING POTENTIAL GROWS.

Now that you have a glimpse of what's ahead, let's dive deeper into each aspect of freelance digital marketing to equip you with the knowledge and skills needed for a successful career in this dynamic field.

Digital Marketing

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STEP 1: DEFINE YOUR GOALS

- Determine what you want to achieve with digital marketing (e.g., increase website traffic, boost sales, build brand awareness).

STEP 2: IDENTIFY YOUR TARGET AUDIENCE

- Understand your ideal customer demographics, interests, and behavior to tailor your marketing efforts effectively.

STEP 3: CHOOSE YOUR DIGITAL MARKETING CHANNELS

- Select the online platforms that align with your audience and goals (e.g., social media, email marketing, SEO, paid advertising).

STEP 4: CREATE A WEBSITE

- Build a user-friendly website as your digital marketing hub, ensuring it's mobile-responsive and optimized for search engines.

STEP 5: CONTENT CREATION

- Develop valuable and relevant content (blog posts, videos, infographics) that resonates with your audience.

STEP 6: SOCIAL MEDIA PRESENCE

- Establish profiles on social media platforms relevant to your audience. Regularly share content and engage with your followers.

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STEP 7: EMAIL MARKETING

- Build an email list and send targeted, engaging emails to your subscribers to nurture leads and promote your products/services.

STEP 8: SEO (SEARCH ENGINE OPTIMIZATION)

- Optimize your website and content for search engines to improve your online visibility.

STEP 9: PAID ADVERTISING

- Consider running paid advertising campaigns (e.g., Google Ads, Facebook Ads) to reach a broader audience quickly.

STEP 10: ANALYTICS AND TRACKING

- Use tools like Google Analytics to monitor your website and campaign performance. Analyze data to make informed decisions..

STEP 11: TEST AND ADAPT

- Continuously A/B test your strategies to refine your approach based on what works best for your audience.

STEP 12: BUDGETING

- Allocate your budget wisely across different digital marketing channels, adjusting as needed for better results.

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STEP 13: STAY INFORMED

- Keep up with digital marketing trends and best practices through industry blogs, courses, and webinars.

STEP 14: PATIENCE AND PERSISTENCE

- Understand that digital marketing takes time to show results. Stay persistent and adapt your strategies as needed.

STEP 15: SEEK PROFESSIONAL HELP

- If needed, consider consulting with digital marketing experts or agencies for specialized guidance.

STEP 16: SOCIAL MEDIA ENGAGEMENT

- Actively engage with your audience on social media by responding to comments, messages, and participating in conversations.

STEP 17: CONTENT CALENDAR

- Create a content calendar to plan and schedule your content in advance, ensuring a consistent online presence.

STEP 18: LEAD GENERATION

- Implement lead generation strategies like offering downloadable resources (ebooks, templates) in exchange for email addresses.

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STEP 19: REMARKETING

- Set up remarketing campaigns to target users who have previously visited your website but didn't convert.

STEP 20: MOBILE OPTIMIZATION

- Ensure that your website and emails are optimized for mobile devices, as mobile traffic continues to grow.

STEP 21: COMPETITOR ANALYSIS

- Study your competitors to identify gaps in your strategy and opportunities for improvement.

STEP 22: CONTENT PROMOTION

- Promote your content through email newsletters, social media shares, and collaborations with influencers or other websites.

STEP 23: CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

- Implement a CRM system to manage and nurture customer relationships effectively.

STEP 24: DATA PRIVACY COMPLIANCE

- Familiarize yourself with data privacy regulations like GDPR and ensure your marketing practices comply with them.

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STEP 25: USER EXPERIENCE (UX)

- Focus on providing an excellent user experience on your website, including fast load times and easy navigation.

STEP 26: SOCIAL PROOF

- Showcase customer reviews and testimonials to build trust with potential customers.

STEP 27: EMAIL SEGMENTATION

- Segment your email list to send personalized content to different groups of subscribers based on their interests and behaviors.

STEP 28: CONTINUOUS EDUCATION

- Stay updated with digital marketing changes and innovations by taking online courses or attending industry conferences.

STEP 29: MONITOR AND ADJUST

- Regularly review your digital marketing strategies and adjust them based on data and feedback for continuous improvement.

STEP 30: BE YOUR SELF!

- Be You. Marketing like others isn't going to translate well. Authenticity is key

REMEMBER THAT DIGITAL MARKETING IS A DYNAMIC FIELD, SO STAYING ADAPTABLE AND OPEN TO TRYING NEW TACTICS IS KEY TO LONG-TERM SUCCESS. KEEP EXPERIMENTING, MEASURING RESULTS, AND REFINING YOUR APPROACH AS YOU LEARN MORE ABOUT YOUR AUDIENCE AND THEIR PREFERENCES.

DIGITAL MARKETING IS AN ONGOING PROCESS, AND SUCCESS OFTEN COMES THROUGH CONSISTENT EFFORT AND THE WILLINGNESS TO ADAPT TO CHANGING TRENDS AND AUDIENCE PREFERENCES.

Introducing Roadmap to Riches

Roadmap to Riches is a comprehensive digital marketing course that is jam packed with everything you need to start your digital business with ease and very little time.

I'm talking...

- How to create a bomb brand centered around your vision and passions
- How to develop, design, package up, and market a digital product to serve your ideal customer
- How to use automated systems and build funnels that will have you making money semi-passively from anywhere (there's always going to be some level of work involved, just keep it 100 with ya)
- How to create a content strategy that will allow you to show up confidently on social media and any other platform you choose to market on
- How to resell the course so you can make 100% profit with each sale
- and so much more!

Here's what's included:

- Over 140+ on-demand training videos (and it continues to be updated)
- A supportive community where you can engage with other mompreneurs, get additional value packed trainings, and get all of your questions answered
- 1:1 call with me personally where I'll help you narrow down your product ideas and come up with a brand/launch strategy
- Master resell rights, once you purchase the course it's yours to market and make a profit from (if making extra \$\$ is your kinda thing)
- Lifetime access to the community and course for no additional charges, upsells, or monthly fees

[Start Today!](#)

*Thank
you!*