



FREE GUIDE

7-STEP DIGITAL MARKETING STARTER BLUEPRINT

Build Your First Online Income System From Scratch



Digital Marketing Journey

WELCOME!

LET'S GET YOU STARTED RIGHT

Starting a business can feel overwhelming — especially with so many tools, platforms, and tech jargon floating around. That's exactly why we created this simple, beginner-friendly starter toolkit.

In this guide, you'll discover 7 free and powerful tools you can start using today to plan, launch, and grow your digital business — all without needing prior experience or a big budget.

These are the exact tools we've used at Embrace Your Wellbeing to build systems, create content, connect with our audience, and earn passive income online — and now they're yours.

*Lead Magnet
Instagram Template*

What You'll Gain:

- ✓ *Tools to design, build, and automate your business*
- ✓ *Clarity on how to start without overwhelm*
- ✓ *Link and bonus resources to save you time.*

Reminder:

You don't need to be tech-savvy. You just need the right tools and a clear place to begin. And this is it.



SYSTEME.IO — ALL-IN-ONE BUSINESS LAUNCHER

“Start for Free — Launch Your First Funnel Today”

What It Is:

Systeme.io is a free, beginner-friendly platform that lets you build landing pages, launch email campaigns, manage sales funnels, sell digital products, and automate your business — all in one place.

- ✔ No need for multiple tools or coding skills
- ✔ Drag-and-drop editor for websites & funnels
- ✔ Free plan includes email automation, blog, and course hosting
- ✔ Built specifically for beginners and digital entrepreneurs

If you choose just ONE tool from this toolkit, start here.



Perfect For:

- ✔ *Coaches, creators, affiliate marketers, and service providers*
- ✔ *Anyone wanting to sell online without tech overwhelm*

Get Started:

[Click here to create your free account with Systeme.io](#)
(No credit card required)

CANVA — DESIGN ANYTHING IN MINUTES

What It Is:

Canva is an easy-to-use graphic design tool that helps you create professional visuals for social media, ebooks, business documents, presentations, and more — all with drag-and-drop simplicity.

Why You'll Love It:

- ✔ No design experience needed
- ✔ 1000s of free templates for Instagram, Pinterest, PDFs, logos, and more.
- ✔ Create beautiful lead magnets, pins, and email banners.
- ✔ Works on desktop and mobile.

Perfect For:

- ✔ *Entrepreneurs, digital creators, small business owners*
- ✔ *Anyone who wants to build a brand without hiring a designer.*

Pro Tip:

Use Canva to build your digital products, Pinterest pins, and mockups — and stay consistent with your brand using your custom color palette.



Get Started:

Design your first project in Canva
(Free plan available — upgrade optional).

BUFFER — SCHEDULE YOUR CONTENT LIKE A PRO

What It Is:

Buffer is a powerful content scheduling tool that helps you plan, create, and auto-publish posts to Pinterest, Instagram, Facebook, and more — all from one dashboard.

Why You'll Love It:

- ✔ Plan a week's worth of content in under 30 minutes
- ✔ Schedule Pinterest Pins, Reels, and Posts ahead of time
- ✔ See a calendar view of your content strategy
- ✔ Great for staying consistent (even when life gets busy)



Get Started:

Try Buffer for free (Free plan includes up to 3 social channels)

Why You'll Love It:

- ✔ Creators who want to post consistently
- ✔ Side hustlers and full-timers juggling multiple platforms
- ✔ Anyone managing content across social media

Pro Tip:

Use Buffer to schedule all your content 1 week in advance — then focus on engaging and creating more value without being tied to your phone.

GOOGLE ANALYTICS — UNDERSTAND YOUR AUDIENCE

“Don’t guess. Use data to grow smarter.”

What It Is:

Google Analytics is a free tool that tracks and reports your website traffic. It shows you who’s visiting your site, what content they love, how long they stay, and where they drop off — so you can make smarter decisions.

Why You’ll Love It:

- ✔ See where your traffic is coming from (Pinterest, search, email)
- ✔ Understand what’s working — and what’s not
- ✔ Optimize your content, products, and funnels based on real data
- ✔ 100% free and integrates easily with most platforms (including Systeme.io)

Perfect For:

- ✔ New business owners who want to grow strategically
- ✔ Content creators tracking which pages drive the most engagement
- ✔ Anyone running funnels or lead magnets

Pro Tip:

Use Google Analytics + Pinterest + Systeme.io to track your funnel performance — see how many visitors become subscribers or customers.



Get Started:

[Set up your free Google Analytics account](#)
[\(Google account required\)](#)

BEACONS — THE SMART LINK-IN-BIO FOR CREATORS

“One link. Every offer. Always updated.”

What It Is:

Beacons is a free and easy link-in-bio tool that lets you create a personalized mini landing page to showcase your funnels, affiliate links, Etsy products, TikTok content, and more — all in one place.

Why You’ll Love It:

- ✓ Perfect for Pinterest, Instagram, and TikTok bios
- ✓ Add multiple links, YouTube videos, lead magnets, and custom buttons
- ✓ Built-in analytics to track clicks and engagement
- ✓ Easy drag-and-drop interface with mobile-first design

Perfect For:

- ✓ Affiliate marketers promoting multiple offers
- ✓ Digital creators with multiple products and platforms
- ✓ Anyone needing a clean, clickable portfolio

Pro Tip:

Use Beacons to organize all your Systeme.io funnels, Etsy links, and affiliate tools — then drop it into your Pinterest and TikTok bios for easy clicks and conversions.



Get Started:

[Create your free Beacons page \(Free plan includes custom branding and tracking tools\)](#)

GMAIL — YOUR PROFESSIONAL BUSINESS INBOX

“Plan less. Do more. These bonuses are your shortcut.”

What It Is:

Gmail is Google’s free and reliable email service that allows you to create a professional, organized, and mobile-friendly inbox to communicate with customers, manage brand outreach, and stay on top of your business.

Why You’ll Love It:

- ✓ Easy to create and access from any device
- ✓ Integrates smoothly with Google Docs, Analytics, and Drive
- ✓ Use a branded business name (e.g., yourbrand@gmail.com or via Google Workspace)
- ✓ Reliable, secure, and trusted worldwide

Perfect For:

- ✓ Entrepreneurs and affiliate marketers communicating with brands or clients
- ✓ Anyone sending emails, setting reminders, and organizing business workflows
- ✓ Beginners who want a simple, free, and flexible solution



Get Started:

*Create a free Gmail account
(Or upgrade to Google Workspace for a
custom domain email like
hello@yourbrand.com).*

Pro Tip:

Use Gmail to connect with your Systeme.io account for sending automated emails, follow-ups, and digital downloads — and add filters to stay organized.

BONUS! DONE-FOR-YOU TEMPLATES TO MAKE YOUR JOURNEY EASIER

“Plan less. Do more. These bonuses are your shortcut.”

What It Is:

To help you take faster action, we've included a set of simple, plug-and-play templates to make your digital marketing setup even easier. Whether you're organizing your time or launching a funnel, these bonus tools will save you hours of work and decision fatigue.

What You Get:

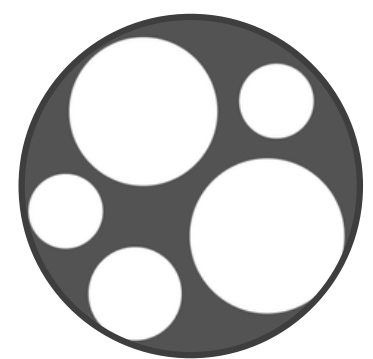
- ✓ Daily Planner for Busy Creators – Map out your business goals and stay consistent
- ✓ Canva Pin Template – Promote your lead magnet on Pinterest in minutes
- ✓ Funnel Checklist – Keep track of every piece of your Systeme.io funnel setup
- ✓ Editable Lead Magnet Cover Template – Customize a beautiful front page in Canva
- ✓ Email Welcome Sequence Template – Copy-paste script to welcome new subscribers

Perfect For:

- ✓ Side-hustlers balancing work & business
- ✓ First-time digital marketers
- ✓ Visual learners who love templates

Pro Tip:

These templates are designed to work alongside the 7 tools in this guide. Use them as your foundation — and grow from there.



*Download Your Bonus
Bundle:*

*Click here to access your bonus templates
(Link to a shared Google Drive folder, Canva
template, or Systeme.io file).*

YOU'RE READY — NOW LET'S LAUNCH YOUR BUSINESS

“Take the first step toward building a freedom-based business today.”

You've just unlocked 7 powerful, beginner-friendly tools to help you start and grow your business — now it's time to take action.

The best way to begin is with a system that does it all.

That's why we recommend Systeme.io — the exact tool we use to build landing pages, email sequences, automate sales funnels, and launch digital products — all in one place.

Why Systeme.io is Your Next Step:

- ✔ Build your funnel and grow your list — fast
- ✔ Send automated emails with ease
- ✔ Host digital products, courses, or services
- ✔ Completely free to start — no credit card needed

Need Help?

Visit our website at:

www.embraceyourwellbeing.com

Or follow us on Pinterest:

[@DigitalMrktgJourney](https://www.pinterest.com/DigitalMrktgJourney)

Start For Free

Click Below to Get Started Free:

Launch with Systeme.io Now

