



DIGITAL MARKETING 101

THE BEGINNER'S BLUEPRINT TO BANK

**This will help you create and
start selling in no time!**

AMANDAWHITEMARKETING.COM

WHAT IS DIGITAL MARKETING?

Welcome to digital marketing, where endless possibilities await your brand. Let's dive into the essentials:

Basics: Digital marketing uses online channels like social media, email, and search engines to promote products. These channels offer unique opportunities to engage your audience.

Key Channels:

- **Social Media:** Explore platforms like Instagram and Facebook for powerful brand promotion.
- **Email Marketing:** Nurture leads with personalized email campaigns.
- **Content Marketing:** Use storytelling through blogs and videos to establish your brand.
- **SEO:** Optimize content for better visibility in search engine results.

Navigating the Landscape:

Craft a strategic digital marketing approach aligning with your goals and audience.

The Evolving Nature:

Stay informed about industry trends. Embrace continuous learning for success.

BUILD YOUR DIGITAL PRESENCE

Now that you understand digital marketing basics,
let's create a strong online foundation:

Professional Website:

Your website is your digital storefront. Learn to make it effective with user-friendly design and engaging content.

Engaging Social Media Profiles:

Craft compelling profiles across platforms, optimizing them for consistent branding and meaningful engagement.

Brand Consistency:

Maintain a cohesive brand image across all digital channels, ensuring a unified and memorable brand experience.

Trust Through Transparency:

Build trust with transparent communication, authentic storytelling, and showcasing customer testimonials.

User-Generated Content:

Encourage your community to share experiences. Leverage user-generated content for authenticity.

Monitor Online Reputation:

Protect your brand's success by effectively monitoring and managing your online reputation.

SOCIAL MEDIA MASTERY

Welcome to social media marketing, where connections thrive, brands flourish, and engagement is key. Let's dive into the essentials:

Choose the Right Platforms:

Select platforms aligned with your goals. Whether Instagram for visuals, Twitter for updates, or LinkedIn for networking, understand your audience for platform selection.

Content Creation Tips:

Craft engaging content with visuals, captions, and interactive elements. Explore storytelling and authenticity to resonate with your audience.

Brand Awareness on Social Media:

Boost brand visibility using hashtags, collaborations, and viral strategies. Expand your reach across social platforms.

Foster Engagement and Build Community:

Create meaningful connections through interactive posts, polls, and discussions. Turn followers into a loyal community around your brand.

Social Media Analytics:

Understand performance with analytics tools. Track metrics, measure campaign success, and adjust strategies based on data-driven insights.

Stay Relevant with Trends:

Explore emerging trends and features. From live video to augmented reality, keep your social media strategy fresh and engaging. As you navigate social media, remember authenticity and connections drive success

MASTER CONTENT MARKETING

Welcome to the world of Search Engine Optimization (SEO), where strategic efforts boost online visibility.

Understanding Search Engine Algorithms:

Learn how search engines use algorithms to rank pages. Explore the importance of keywords, relevance, and user experience in shaping search results.

On-Page SEO Strategies:

Optimize individual pages with keyword use in titles, meta descriptions, headers, and content. Create high-quality, valuable content aligned with user intent.

Off-Page SEO Tactics:

Boost online authority with off-page strategies like link building and social signals. Understand the impact of a strong online presence beyond your site.

Keyword Research and Implementation:

Explore the art of keyword research and strategic implementation for improved visibility in search results.

Local SEO for Targeted Visibility:

Discover strategies for local SEO to attract local customers. Learn about local keyword targeting, Google My Business optimization, and the importance of online reviews.

Staying Updated with SEO Trends:

Navigate the dynamic SEO landscape with insights into the latest trends. Embrace adaptability and continuous learning for a strong SEO strategy.

Patience and persistence are key in SEO. Get ready to climb the ranks!

SEO

ESSENTIALS

Welcome to the world of Search Engine Optimization (SEO), where strategic efforts boost online visibility.

Foundational Understanding:

You now grasp digital marketing basics, from channels to SEO, social media, email, content creation, and analytics.

Building a Strong Online Presence:

Establish a compelling digital presence through a professional website, engaging social media profiles, and brand consistency.

Effective Communication:

Master email marketing for direct and personalized communication, building and growing your list, crafting campaigns, and leveraging automation.

Content is King:

Content marketing is crucial—learned tools for blogging, video creation, and diverse formats to engage your audience.

SEO Mastery:

Navigate the search engine landscape with insights into algorithms, on-page/off-page strategies, keyword research, and local SEO.

Analytics and Optimization:

Understand analytics tools, key metrics, and the iterative improvement process for data-driven decisions.

ANALYTICS & OPTIMIZATION

Welcome to the analytics and optimization stage of your digital marketing journey.

Introduction to Analytics Tools:

Discover the importance of tools like Google Analytics, social media insights, and email analytics for assessing campaign effectiveness.

Key Metrics for Success:

Dive into crucial metrics like website traffic, conversion rates, and engagement to evaluate digital strategy success.

Iterative Improvements:

Translate data insights into actionable strategies for continuous improvement. Identify patterns and make iterative changes to optimize campaigns.

A/B Testing for Optimization:

Learn the power of A/B testing to refine tactics. Experiment with elements like ad copy and email subject lines to enhance performance.

Attribution Modeling:

Understand the customer journey with attribution modeling. Identify key touch points contributing to conversions and allocate resources strategically.

Custom Reports and Dashboards:

Create personalized reports focusing on relevant data points. Explore the benefits of visualization for understanding complex datasets.

The Feedback Loop:

Collect and analyze feedback from your audience through surveys, social media, and customer reviews. Use insights to refine your strategy.

RECAP & NEXT STEPS

Key Takeaways:

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RECAP & NEXT STEPS

Next Steps:

Implement and Iterate:

Put your knowledge into action across digital marketing channels.

Stay Informed:

Keep up with trends, updates, and emerging technologies for relevant strategies.

Engage with Your Audience:

Foster engagement, actively listen to feedback, and adapt strategies to meet evolving audience needs.

Continuous Learning:

Dive deeper into advanced topics, attend webinars, and consider advanced courses for expertise.

Network and Collaborate:

Connect with fellow digital marketers, join communities, and explore collaboration opportunities for new insights and partnerships.

The world of digital marketing is dynamic, and success comes from adapting, innovating, and delivering value.

Learn how to get started below.

HOW TO START MAKING \$\$\$ WITH DIGITAL MARKETING

Let's break it down step by step.

Step 1: Choosing Your Niche

Start by selecting a niche you're passionate about. We'll guide you through the process and provide examples to spark brainstorming.

Step 2: Creating a Digital Product or Sell a Done-For-You MRR Product

- Dive into digital product creation. Explore brainstorming ideas, outlining your product, and choosing the right format, whether it's an ebook, online course, or other digital offerings.
- To sell a Done-For-You Product with Master Resell Rights [CLICK HERE](#)

It'll also teach you in depth about digital marketing & has 3 other PLR products included which you can resell for 100% profit.

Step 3: Setting Up a Platform to Sell Your Product

Set Up Your Stan Store and customize it to your aesthetic. After you put your info in and connect your bank to get paid drop your link in your social media bio.

Step 4: Driving Traffic to Those Products

Driving Traffic Using Social Media Explore various social media platforms like TikTok, Instagram, Facebook, and YouTube to drive traffic to your products. Learn effective strategies for each platform to maximize visibility and engagement.

Pretty basic steps to creating online recurring revenue online. If you have any questions feel free to reach out.

25 LOW TICKET DIGITAL PRODUCT IDEAS

What Are Low Ticket Digital Products?

Low-ticket digital products are digital goods that you can create from scratch on websites like Canva. These products only have to be created once and can be sold forever. Which is the best part about them. Low ticket means the cost is relatively low, \$150 or less.



“Digital products are just that, DIGITAL, therefore you don’t have any production or inventory costs and you can easily sell them globally without worrying about deliveries.”

DIGITAL PRODUCT EXAMPLES

- **Ebooks:** Short niche-specific educational digital books on various topics.
- **Online Courses:** Starter or beginner courses that are low ticket.
- **Printable's:** Downloadable files such as planners, calendars, and templates.
- **Digital Art and Illustrations:** Artwork available for digital download or printing.
Lightweight
- **Software or Apps:** Tools or applications with limited features.
- **Templates:** Digital templates for presentations, resumes, and other documents.
- **Webinars or Workshops:** Short, basic online training sessions

25 NICHE SPECIFIC DIGITAL PRODUCT EXAMPLES

Social Media

- Reels Guide
- How to Grow Your Social Media
- Aesthetic Stories
- How to land Brand Deals

Fitness

- Gym Guide for Beginners
- Home Workouts without Equipment
- Meal Plan for Fat Loss
- How to Stay Fit as a Dad

Lifestyle

- Recipe and Cooking Ebooks
- Weekly and Monthly Planners
- Travel Guides
- Healthy Grocery Options

25 NICHE SPECIFIC DIGITAL PRODUCT EXAMPLES

Educational

- Fluent Language Guide
- Guide to Ultimate Discipline
- Photography Course
- Peaceful Meditation Course
- Guide for Optimal Studying habits

Finances

- Budget Tracker
- Bill Tracker
- Saving Plan
- Investment Strategies Course

Real Estate

- Investing in Real Estate 101
- Understanding Mortgages Guide
- Real Estate Negotiation Tactics
- Home Purchasing Guide

YOU CAN CREATE AND SELL THESE, IT'S EASIER THAN YOU THINK!

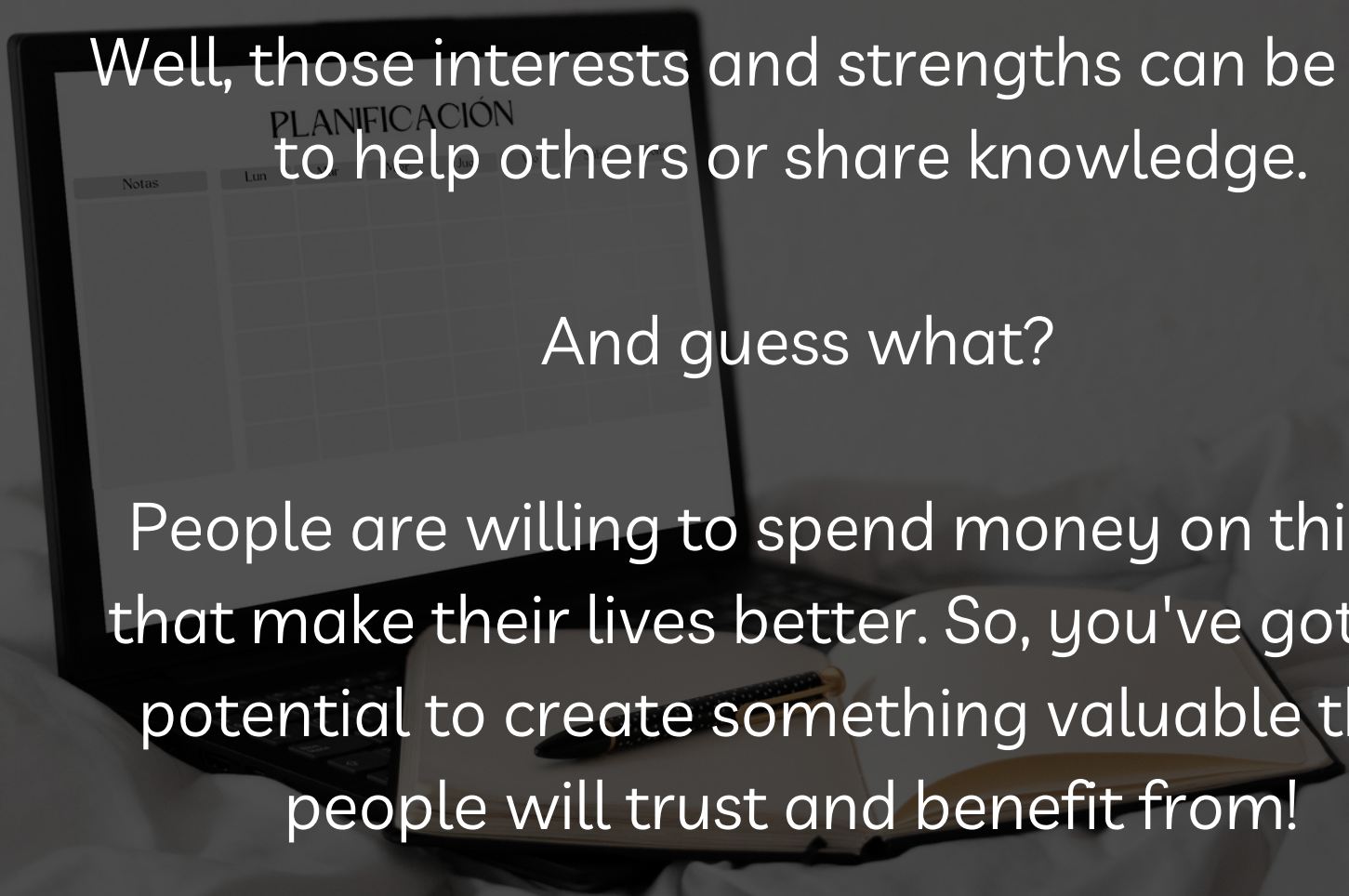
Good news! You don't need any special skills to create your own digital product. It's all about knowing how to do it, and trust me, it's not complicated at all. I'll guide you through every step, from making it to selling it successfully.

You can totally do this! We all have things we're interested in or good at, right?

Well, those interests and strengths can be used to help others or share knowledge.

And guess what?

People are willing to spend money on things that make their lives better. So, you've got the potential to create something valuable that people will trust and benefit from!



IMPORTANT TOOLS YOU'LL NEED

Canva:

For creating your Digital Products.

StanStore:

You will sell your digital products by creating a store here. Then put the link the give you in your bio.

Instagram:

Where you will promote your products and reach your target audience.

TikTok:

Another important platform you can use for marketing.

Manychat:

Automation tool used for responding to DMs and comments on Instagram from your Call To Actions.

SO WHATS NEXT?

Now you are thinking... where do I start?
What are my first steps? I got you. First things first, I have an in depth guide that walks you through a step-by-step process of setting up and selling your own digital products using this done for you template (resell rights included!) it has full Transferable Private label Rights (PLR)

GRAB YOURS HERE



WHAT IF I TELL YOU I HAVE A READY MADE DIGITAL PRODUCT FOR YOU?

YES, that's right. I have a Digital Marketing Course that teaches you everything about creating Digital Products, marketing them and setting up a sales funnel/store so you can be making sales in your sleep. It comes with Master Resell Rights (MRR) attached to it. Which means once you purchase it, you own it and can resell it for 100% profit as your first digital product. It enables you to start making money as quick as possible.

[LEARN MORE HERE](#)

The
MENTORSHIP
Course



STRATEGY | SUSTAINABILITY | SUCCESS

LETS KEEP IN TOUCH

Make sure you follow my journey on my social media channel. Would love to stay connected with you!



[@THEAMANDALWHITE](https://www.instagram.com/theamandalwhite)



Your journey is just beginning, and the possibilities are endless. Best of luck in your exciting venture into the ever-evolving realm of digital marketing!