

DIGITALSEW

DIGITAL MARKETING QUICKSTART: YOUR FREE COURSE GUIDE

ROADMAP

3.0

LEARN ABOUT THE KEY TOPICS AND
SKILLS YOU'LL GAIN TO PROPEL YOUR
MARKETING CAREER FORWARD

CHECK OUT MORE!



ABOUT ME

*Turn 'impossible' into
'possible'; your potential
is limitless!*

Hi there, I'm Severina! Originally from Lithuania, I've made the UK my home for nearly a decade. Recently, my husband, our puppy, and I moved from the busy life in London to the calmer surroundings of Milton Keynes.

I studied Business & HR Management, but quickly realized the traditional 9-to-5 wasn't for me. Eager to follow my own dreams, I started my own digital marketing business and a mobile picnic service. These ventures allow me the freedom to work from anywhere, which is perfect because I love traveling. Digital marketing today is full of incredible opportunities, and I'm passionate about using my experience to guide others looking to enter this dynamic field.

SO WHAT IS THAT DIGITAL MARKETING

Digital marketing is the art of using online platforms to promote products, services, and brands to a global audience. It encompasses a wide array of tactics and tools, such as social media, email marketing, search engine optimization (SEO), and content creation, to engage with potential customers where they spend a significant amount of their time: online.

This field is continually evolving, driven by changes in technology and consumer behavior, offering endless possibilities for creativity and innovation. Whether you're looking to increase brand awareness, drive traffic to your website, or boost sales, mastering digital marketing can provide you with the skills to achieve these goals effectively and efficiently.

It's an exciting area with great potential for growth, making it an ideal career path or business strategy for those ready to dive into the digital world.



WHAT IS MRR

Master Resell Rights (MRR) allow you to purchase a product once and then sell it multiple times, keeping 100% of the profits.

This type of license is particularly beneficial in the digital marketing space, where products such as eBooks, software, and courses can be resold. The primary advantage of MRR is that it enables you to start a business quickly without the need to create your own products from scratch. This not only saves time and resources but also allows for immediate market entry with established products that are already proven to attract customers.

Additionally, having MRR means you can leverage the product's existing marketing materials and sales copy, further simplifying the process and potentially increasing your return on investment.



ROADMAP 3.0

The Roadmap 3.0 Digital Marketing Course is an invaluable resource for individuals seeking to master the intricacies of digital marketing and online entrepreneurship.

This comprehensive program covers everything from the fundamentals of digital marketing to advanced strategies for building and scaling successful online businesses. What sets this course apart is its hands-on approach; it goes beyond theoretical concepts by providing step-by-step guidance on practical tasks such as creating sales funnels, developing effective email marketing campaigns, and crafting compelling brand identities.

By offering actionable insights and real-world examples, the course ensures that students not only understand the principles of digital marketing but also learn how to implement them effectively in their own ventures. This blend of theory and practical application makes the Roadmap 3.0 course an invaluable asset for anyone looking to thrive in the competitive world of online business.



MODULES:

- *Introduction to Roadmap
- * Digital Entrepreneurship
- * Business Fundamentals
- * Building a Solid Business Foundation
- * Tailoring a Business to Your Vision
- * From Idea to Market-Ready Product
- * Branding Essentials
- * Business Automation
- * Legal Documents
- * Bypass Funnel with Stan Store
- * Build Your Own Funnel with Systeme.io
- * Prebuilt Funnel with Systeme.io
- * Using Stan Store and External Systems Together
- * How to Test Funnel



- *Email Marketing Mastery
- * Email Marketing with Stan Store
- * Email Marketing with Systeme.io
- * Blogging for Success
- * Online Marketing
- * Business and Content Optimization Tools
- * Navigating Business Challenges
- * Customer Service Excellence
- * Sustaining Business Momentum
- * Facebook Mastery
- * TikTok Mastery
- * Instagram Mastery
- * YouTube Mastery
- * Pinterest Mastery
- * LinkedIn
- * Affiliate Marketing
- * Video Editing with CapCut
- * How to Use Kajabi to Build Your Own Course
- * Organization and Importance of Customer Lifetime Value
- * Access to Downloads

MODULE 16

MODULE 16 - BLOGGING FOR
SUCCESS

MODULE 17

MODULE 17 - ONLINE
MARKETING

MODULE 18

MODULE 18 - BUSINESS AND
CONTENT OPTIMIZATION
TOOLS

MODULE 19

MODULE 19 - NAVIGATING
BUSINESS CHALLENGES

MODULE 20

MODULE 20 - CUSTOMER

MODULE 21

MODULE 21 - SUSTAINING

MODULE 22

MODULE 22 - FACEBOOK

MODULE 23

MODULE 23 - TIKTOK

BENEFITS OF THE COURSE

1. **Comprehensive Curriculum:**

Covering digital

entrepreneurship, branding, email marketing, and more, the course offers a diverse skill set applicable to various online business ventures.

2. **Lifetime Access:** Students enjoy unlimited access to course materials, ensuring continuous learning and growth.

3. **Master Resell Rights (MMR):** With MMR included, students can resell the course and create their own digital products, opening up additional income streams.

4. **Continuous Updates:** The course is regularly updated to reflect the latest trends and strategies in the digital marketing landscape.

1. **Practical Application:**

Modules provide actionable insights and step-by-step guidance for implementing strategies in real-world scenarios.

2. **Community Support:** You will get access to 45k+ like-minded members community.

3. **Opportunities for Growth:** Whether launching a startup or expanding an existing business, the course equips students with the tools and knowledge needed for success.

OPPORTUNITIES WITH DIGITAL MARKETING

1. Diverse Revenue Streams:

Digital marketing provides a plethora of pathways to generate income. From affiliate marketing, where you earn commissions by promoting other people's products, to selling your own digital products like eBooks, courses, and templates. Each method caters to different skills and interests, making digital marketing an inclusive field for professionals from all walks of life.

2. Low Ticket Digital Products:

For those starting with a small budget, creating low-ticket digital products is a fantastic way to enter the market. These products are relatively inexpensive to produce and can include anything from downloadable guides to mini-courses. They provide immense value to your audience at an affordable price, creating a win-win scenario for both the creator and the consumer.



3. High Ticket Consulting and Services:

If you possess specialized knowledge or skills, digital marketing offers the platform to sell high-ticket consulting services. Whether it's providing strategic advice, managing advertising campaigns, or offering personalized coaching, these services can dramatically increase your earning potential.

4. Faceless Content Marketing:

For those who prefer privacy or wish to operate behind the scenes, faceless content marketing allows you to build a brand without revealing your personal identity. This approach focuses on the quality and value of the content rather than the persona behind it, making it ideal for introverts or those who wish to keep their private life separate from their business endeavors.

THE ROLE OF MINDSET IN ACHIEVING SUCCESS

Understanding Mindset and Success:

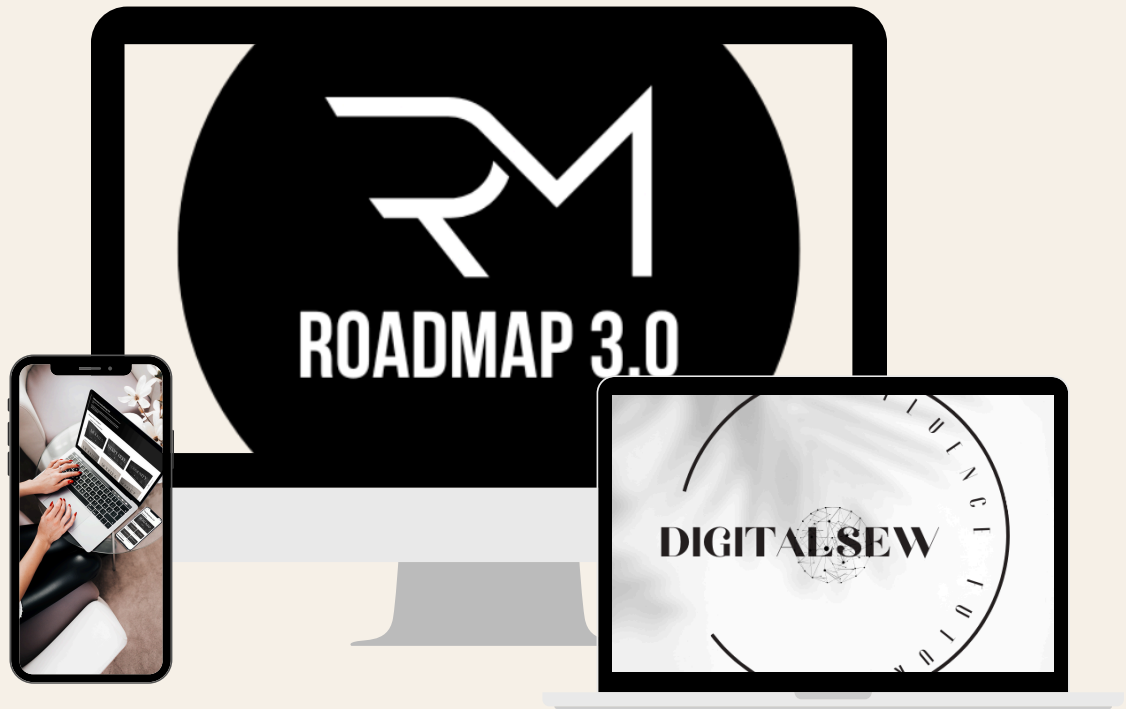
Mindset is often the determining factor between failure and success. A successful mindset in digital marketing involves persistence, the willingness to learn continuously, and the resilience to face setbacks without losing enthusiasm. For entrepreneurs, developing a growth mindset—where challenges are seen as opportunities to improve—is crucial.

Discipline and Consistency:

The journey to establishing a digital marketing empire is paved with discipline and consistency. It's about setting daily goals, adhering to a strategic plan, and consistently executing your marketing campaigns. These practices help maintain a steady growth trajectory and ensure that every effort aligns with the larger business objectives.



TAKE THAT FIRST STEP!



The best time to start your journey in digital marketing was yesterday; the next best time is today. Begin by exploring courses that align with your interests and career goals.

Look for programs that offer not only theoretical knowledge but also practical applications, community support, and continuous learning and earning opportunities.

Get to know more!

[Check my store](#)