

Digital Marketing Starter Guide

A step-by-step guide
on How to Start Your
Digital Product Business

CRK.DIGITALS
EARN PASSIVE ONLINE

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Thank you!

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INTRODUCTION

Hi, I'm Clark Reyes

I'm a virtual assistant specializing in the promotional industry. I support businesses by providing administrative assistance to help them achieve their marketing goals. Yes, I already have a FULLTIME job but the income/salary is not enough!

Enough ang income when you have sidelines pero kapalit naman non is burnout, stressed, and not getting enough rest . And I thought I would be stuck on the sidelines forever, watching people achieve what I hoped to but never getting there myself.

That's why instead of looking for another client na I will work with or sideline, I looked for a business na kahit may fulltime job ako, kayang kaya isabay at the same time no stress, no bosses, no burnout!

THEN I FOUND THIS DIGITAL PRODUCT BUSINESS! THE POTENTIAL INCOME IS REALLY GIVING! SOBRANG MALAKI!! And what I like about it, is sariling business ko na siya, no boss, no stress and I can earn kahit busy ako sa work or natutulog lang! PASSIVE INCOME!

AND I WOULD LOVE TO GUIDE YOU HOW YOU CAN GET STARTED!



WELCOME!

Welcome to the exciting world of digital products! We are thrilled to have you embark on this journey with our beginner's guide, designed to provide you with the knowledge and tools you need to navigate and succeed in the digital marketplace.

I know your mind is everywhere. Don't worry! This free ebook is your map to guide you to the world of the digital marketing industry.

We have carefully crafted each section to introduce you to essential concepts, practical strategies, and insider tips that will help you understand and leverage digital products effectively.

What is a Digital Product

A **digital product** is a type of product that exists in digital form and can be sold and distributed electronically over the internet. Unlike physical products, digital products are intangible and can be delivered to customers almost instantly.

The digital product market is expected to continue growing rapidly. With increasing internet penetration and the proliferation of digital devices, more consumers are turning to digital solutions for education, entertainment, and business needs.

The exciting part is that people are eager to benefit from your knowledge and skills, and they're willing to pay for it. All you need to do is package your expertise in an accessible and valuable way. It's like creating a treasure trove of valuable resources that people will gladly purchase. So, dive in and start sharing your expertise – there's a whole world out there waiting to learn from you.

Benefits of Digital Products

Low Overhead Costs:

Production and distribution costs are minimal compared to physical products.

Convenience

Customers can purchase and access digital products instantly from the comfort of their homes.

Passive Income Potential:

Once created, digital products can generate revenue repeatedly without the need for continual effort.

Global Reach

Digital products can be sold and delivered to customers worldwide without geographical limitations.

“Be willing to be a beginner every single morning.”

— Meister Eckhart

Examples of Digital Products:



ONLINE COURSES: EDUCATIONAL CONTENT DELIVERED THROUGH VIDEOS, AUDIO, AND WRITTEN MATERIALS THAT CAN BE ACCESSED VIA THE INTERNET.

EBOOKS: DIGITAL VERSIONS OF BOOKS THAT CAN BE READ ON ELECTRONIC DEVICES SUCH AS E-READERS, TABLETS, OR COMPUTERS.

SOFTWARE AND APPS: PROGRAMS AND APPLICATIONS DESIGNED FOR VARIOUS DEVICES, INCLUDING COMPUTERS, SMARTPHONES, AND TABLETS.

VIDEO CONTENT: MOVIES, TUTORIALS, WEBINARS, AND OTHER FORMS OF VIDEO THAT CAN BE STREAMED OR DOWNLOADED.

MUSIC AND AUDIO FILES: DIGITAL VERSIONS OF MUSIC TRACKS, ALBUMS, AUDIOBOOKS, PODCASTS, AND SOUND EFFECTS.

MEMBERSHIP SITES AND SUBSCRIPTIONS: ACCESS TO EXCLUSIVE CONTENT OR SERVICES PROVIDED ON A RECURRING BASIS, OFTEN BEHIND A PAYWALL.

DIGITAL ART AND GRAPHICS: ILLUSTRATIONS, PHOTOGRAPHS, TEMPLATES, AND DESIGN ASSETS THAT CAN BE USED IN CREATIVE PROJECTS.

DIGITAL TEMPLATES: PRE-DESIGNED FILES FOR DOCUMENTS, PRESENTATIONS, WEBSITES, OR GRAPHICS THAT USERS CAN CUSTOMIZE.

Identify Your Skillset

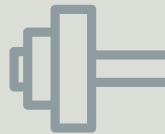
Start by brainstorming areas of interest or expertise where you have knowledge, skills, or passion. Consider your hobbies, professional experience, or personal interests that could translate into a digital product.



Consider the topics or activities that you enjoy engaging with in your free time. Your interests can range from cooking and fitness to technology and personal development.



By identifying your interests, skills, and expertise, you can narrow down your focus and choose a niche for your digital product that aligns with your strengths and passions. This will not only make the creation process more enjoyable but also increase your chances of success by leveraging your unique abilities to provide value to your audience.



Researching Market Demand And Competition

Before diving headfirst into creating a digital product, it's essential to conduct thorough ideation and market research to ensure that your product meets a genuine need in the market and resonates with your target audience.

This chapter will guide you through the process of finding your niche, conducting effective market research, and validating your idea before moving forward with development.

Researching Market Demand And Competition

IDENTIFY YOUR TARGET AUDIENCE:

DETERMINE THE SPECIFIC GROUP INTERESTED IN YOUR DIGITAL PRODUCT BASED ON DEMOGRAPHICS, INTERESTS, AND BEHAVIOR.



IDENTIFY YOUR IDEAL CUSTOMER PERSONA BY RESEARCHING DEMOGRAPHICS, INTERESTS, BEHAVIORS, AND PAIN POINTS RELEVANT TO YOUR NICHE. UNDERSTANDING YOUR TARGET AUDIENCE WILL HELP TAILOR YOUR PRODUCT TO MEET THEIR SPECIFIC NEEDS AND PREFERENCES.

ANALYZE COMPETITORS:

STUDY COMPETITORS TO UNDERSTAND THEIR STRENGTHS, WEAKNESSES, PRICING, AND MARKETING STRATEGIES.



ANALYZE COMPETING DIGITAL PRODUCTS WITHIN YOUR NICHE TO ASSESS THEIR STRENGTHS, WEAKNESSES, PRICING STRATEGIES, AND MARKETING TACTICS. IDENTIFY GAPS OR AREAS FOR IMPROVEMENT THAT YOU CAN CAPITALIZE ON TO DIFFERENTIATE YOUR PRODUCT.

CONDUCT KEYWORD RESEARCH:

IDENTIFY POPULAR SEARCH TERMS RELATED TO YOUR NICHE TO GAUGE DEMAND.



USE KEYWORD RESEARCH TOOLS TO IDENTIFY RELEVANT SEARCH TERMS AND TOPICS RELATED TO YOUR NICHE. THIS WILL HELP YOU UNDERSTAND WHAT YOUR TARGET AUDIENCE IS SEARCHING FOR ONLINE AND INFORM YOUR CONTENT STRATEGY.

Niche Worksheet



WHAT IS YOUR AREA EXPERTISE?

YOUR SKILL/STRENGTHS:

YOUR PASSION:

WHAT CHALLENGE DO PEOPLE FACE?

LIST SOME WAYS IN WHICH YOU CAN HELP SOLVE THEIR PROBLEMS.

GET YOUR FREE
NICHE IDEAS



What Is Branding?

Building Your Personal Brand

Branding means making your business stand out and memorable to customers. It's more than just a logo or name – it's about creating a consistent and special feeling that sets your business apart and connects with your audience.

Good branding shows what your business stands for and what makes it unique, which helps build trust and keeps customers coming back.

**CONSISTENCY
CREATES A
STRONG
BRAND
IMPRESSION**

What Is Branding?

Tips for Creating Your Business Brand

DEFINE YOUR BRAND IDENTITY:

CLEARLY STATE YOUR BRAND'S MISSION, VALUES, AND PERSONALITY TRAITS. HIGHLIGHT WHAT MAKES YOUR BUSINESS UNIQUE AND HOW YOU WANT TO BE SEEN BY YOUR AUDIENCE.

THE STYLE OF YOUR PRODUCTS AND SOCIAL MEDIA

(I.E. MANLY, FEMININE, MODERN, MINIMAL, LUXURIOUS, BOLD, BRIGHT, MOODY, ETC.)

KNOW YOUR AUDIENCE:

UNDERSTAND WHO YOUR TARGET CUSTOMERS ARE, WHAT THEY LIKE, AND WHAT CHALLENGES THEY FACE. CUSTOMIZE YOUR BRAND MESSAGE AND VISUALS TO CONNECT WITH THEIR NEEDS AND INTERESTS.

THE "TONE" OF YOUR MESSAGING

MESSAGING (I.E. SERIOUS, CASUAL, FUNNY, SASSY, PROFESSIONAL, INSPIRING, AUTHENTIC, ETC.)

TELL YOUR STORY:

SHARE A COMPELLING NARRATIVE THAT REFLECTS YOUR BRAND'S JOURNEY, VALUES, AND ENTHUSIASM. USE STORIES TO HUMANIZE YOUR BRAND AND ESTABLISH EMOTIONAL BONDS WITH YOUR AUDIENCE.

YOUR "BRAND STORY"

(I.E. YOUR PERSONAL STORY OR PARTS OF YOUR JOURNEY THAT WILL RESONATE WITH YOUR TARGET AUDIENCE)

CREATE CONSISTENT BRANDING ELEMENTS:

DEVELOP UNIFIED BRANDING ELEMENTS LIKE LOGO, COLORS, FONTS, AND IMAGES. MAKE SURE THESE ELEMENTS REMAIN CONSISTENT ACROSS ALL PLATFORMS, FROM YOUR WEBSITE TO SOCIAL MEDIA.

Product Creation

1

Choose a Simple Digital Product Idea.

Choose a Simple Digital Product Idea. Select a digital product idea that aligns with your expertise and interests. Start with something manageable, like an eBook, checklist, or template.

2

Plan Your Product:

Detail the content or features of your digital product, emphasizing its unique qualities and how it distinguishes itself from competitors. What sets it apart? Highlight specific functionalities, benefits, or elements that make it stand out in the market.

3

Create Your Digital Product.

Write or design your content according to your plan. Use professional tools or software that align with your product type. Ensure that your digital product is well-organized, visually appealing, and easy to navigate.

Canva is an excellent option for beginners as it offers user-friendly tools for creating various digital assets at no cost. If you require assistance during the creation process, take advantage of tutorials and courses available online to acquire the necessary skills and knowledge.

4

Test and Review Your Product.

Review your digital product thoroughly to check for errors, readability, and overall quality. Consider seeking feedback from a small group of testers or peers to gather insights for improvement.

Product Creation

TIPS FOR CREATION



Keep it focused: Stick to a specific topic or problem to solve to maintain clarity and relevance.

Prioritize quality: Ensure that your content is well-researched, accurate, and valuable to your audience.

Optimize for client experience: Make your digital product easy to use and navigate, with clear instructions and intuitive design.

Provide value: Consider including bonuses, extras, or exclusive access to enhance the perceived value of your product.

Keep it organized: Use project management tools or systems to stay organized throughout the creation process and meet your deadlines.

Starting with a simple digital product allows you to gain experience and confidence before tackling more complex projects. As you become more proficient, you can expand your product offerings and explore new opportunities within your niche.

Product Creation Worksheet



PRODUCT TYPE:

- EBOOK
- ONLINE COURSE
- TEMPLATE
- DIGITAL ART
- PODCAST
- MEMBERSHIP

ON WHICH PLATFORM WILL YOU CREATE YOUR
DIGITAL PRODUCTS?

HOW WILL YOU PRESENT YOUR PRODUCT?

WHERE WILL YOU SELL?

- WEBSITE
- E-COMMERCE PLATFORM
- COURSE PLATFORM
- OTHERS

KEYWORD RESEARCH (LIST 10-15 RELEVANT
KEYWORDS)

Pricing your Product

Investigate the current pricing landscape by analyzing what competitors are charging for similar products. Identify any common price ranges prevalent in the market.

Adopt a pricing model that aligns with your business goals, whether it's cost-based, value-based, or competitor-based pricing.

Additionally, **offer pricing tiers or bundles** to cater to different customer segments and maximize revenue.

Experiment with offering your product at different price points to gauge customer response and determine which price generates the highest conversion rates.

Remember to communicate the value proposition of your product effectively to justify the chosen price point and build trust with your customers.

**SETTING THE
RIGHT PRICE IS
CRUCIAL TO
MAXIMIZE
PROFITS FOR
YOUR DIGITAL
PRODUCT.**

Setting up your Systems

After creating your product, the next step is to select a platform where you can host and sell your digital product.

Top sales systems include:

Stan - Stan.store is an e-commerce platform designed to sell digital products effortlessly.

Shopify/systeme.io - is a popular platform for anyone wanting to set up their own online store. It has an easy-to-use interface, customizable themes, and a wide range of apps.

Etsy - One of the advantages of selling on Etsy is the access to a ready-made audience. The platform boasts millions of visitors each month who are there to find unique and handmade items.

Highly recommended for PH sellers

Raket PH - One of the rising e-commerce platform. It's perfect for anyone who makes and sells products & services. Freelancers, artists, streamers, writers, photographers, educators (and all in-between) can sell on Raket.PH to a worldwide audience.

TIPS

After selecting your preferred platform, it's time to create an account and establish your storefront. Ensure it reflects your brand identity and stands out uniquely.

Promoting Your Digital Products Across Platforms

Instagram

Instagram presents an excellent opportunity for creating and selling digital products! Currently, Instagram Reels are gaining popularity as a means of capturing your audience's attention.

Tips: Create visually appealing content that highlights the features and benefits of your digital products. Use relevant hashtags to increase discoverability.



TikTok

If you want to expand your reach past Instagram, then TikTok can also be really beneficial. Think TikTok is just for dance challenges and comedy skits? Think again! With its rapid growth and vast, diverse user base, TikTok offers a fertile ground to market and scale your digital products business.

Tips: Create authentic and entertaining videos that showcase your digital products in action. Use popular trends, challenges, or music to make your content more engaging and shareable.



Facebook

It is a versatile platform for promoting digital products through posts, ads, and groups. You can share product updates, customer testimonials, and behind-the-scenes content to engage your audience.

Tips: Utilize Facebook Ads to target specific demographics, interests, and behaviors relevant to your digital products. Join and participate in relevant Facebook groups to connect with potential customers and share valuable content.



Marketing your Product

Organic marketing is an excellent option, particularly for new ventures. It's cost-effective, low-risk, and has the potential to drive significant traffic and sales through consistent, quality content.

Craft marketing materials to promote your product:

Build a captivating sales or landing page to showcase your product's strengths, especially if it's an eBook or template. You can use [systeme.io](#) for FREE Use enticing mock-ups to highlight its key features and benefits.

Craft persuasive copy that emphasizes how your product addresses customer pain points. **Highlight its unique features and benefits**, illustrating how it solves problems and meets their needs. This is highly effective!

Create eye-catching promotional graphics or videos to grab attention. Utilize free tools like Canva or Capcut for FREE to design visually appealing graphics that effectively communicate your product's value proposition.

Marketing your Product

Here's how to improve your product and marketing efforts!

Seek Customer Feedback:

- Collect feedback to identify areas for improvement.
- Use insights to refine product features and enhance marketing strategies.

Encourage Reviews and Testimonials:

- Ask satisfied customers for reviews and testimonials.
- Display positive endorsements prominently in your marketing materials to build credibility and attract new buyers.

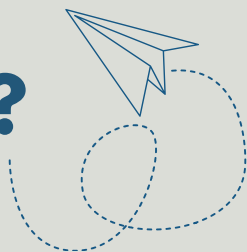
Analyze Sales Data:

- Identify bestsellers and emerging trends using sales data.
- Optimize product offerings based on consumer preferences and market demand.
- Bundle complementary items to create higher-value packages and expand your product line.

Streamline Business Processes:

- Use automation tools to improve efficiency and enhance the customer experience.
- Optimize operations to scale your business effectively and support sustained growth in the digital marketplace.

Are you Ready now?



It's time to take action and start creating your own digital products for a steady passive income! Use this guide to confidently navigate each step, and act now while you're motivated!

Let's break it down step by step.



REMEMBER, YOU DON'T NEED TO SEE THE ENTIRE PATH AHEAD; SIMPLY TAKE THAT INITIAL STEP! LET YOUR CREATIVITY FLOURISH FREELY ALONG THE WAY!

Final Word

Did you find this e-book helpful? I hope you did!

You've learned the fundamentals of digital products and digital marketing. I'm confident that if you follow the steps outlined here, you'll be pleasantly surprised at how capable you are of starting, creating, and launching your own digital products for free. That's a guarantee.

Now, I'm excited to introduce you to this 14-day challenge. I know you can do it! You're going to prove that you can build your own brand, and you'll be proud of the passive income you create.

Will you take the leap? I can't wait to hear from you in 14 days with your amazing progress and, even better, your new passive earnings.

I'm looking forward to that moment because as your guide, nothing will make me more proud and happy.

-Clark (crk.digitals)

PS

As you work toward your goals, you'll probably have questions along the way, I'd like to be able to help you with these so just leave me a message on my Instagram account if you have one.

I don't charge for the help, of course, and I answer questions from readers everyday. You can also share your progress with me.

If you haven't already, would you mind taking a moment to leave a review of this ebook on my Instagram account my simply messaging me? It doesn't have to be long, and I'd really appreciate it!

[CLICK HERE TO REVIEW THIS EBOOK ON INSTAGRAM](#)



WANT MORE?

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

Yes, that's right! There's a Digital Marketing Blueprint that teaches you everything about creating digital products, marketing them, and setting up a sales funnel/store so you can make sales in your sleep.

This blueprint comes with Master Resell Rights (MRR), meaning 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 quickly as possible.

If you've enjoyed this **FREE** version, I am sure you'll love the the **FULL COURSE!**

DIGITAL PRODUCT: COURSE CREATION

AN INTENSIVE COURSE ON HOW TO CREATE AND START YOUR DIGITAL PRODUCT BUSINESS! 100% DONE-FOR-YOU PRODUCT



@crk.digitals

[START YOUR YOUR JOURNEY HERE](#)



WANT MORE?

DIGITAL PRODUCT: COURSE CREATION

AN INTENSIVE COURSE ON HOW TO CREATE AND START YOUR DIGITAL PRODUCT BUSINESS! 100% DONE-FOR-YOU PRODUCT

- STEP BY STEP guide with video lessons and tutorials
- Learn how to make DIGITAL PRODUCTS FROM SCRATCH (online courses, templates, trackers, ebooks, etc.)
- Learn skills in FUNNEL CREATION, EMAIL MARKETING, DOMAIN SET-UP
- Learn about reselling this course (OPTIONAL)
- Learn how to sell and market your products effectively
- 10 Modules, 70+ videos
- Self-paced, pre-recorded videos course
- Actionable Step-by-step guide
- FREE Built-in website with Systeme.io
- Active Group chat (Community)
- One-time payment LIFETIME access
- FREE EXCLUSIVE E-BOOK: Financial Freedom with MRR
- FREE Tiktok Strategy
- FREE Cheat Sheet to Grow in Instagram
- FREE Sales Page Structure
- 100 Digital Products Ideas
- FREE Digital Products you can resell and rebrand
- 100% Profit of each sales is ALL YOURS
- You can offer the SKILLS YOU'LL LEARN in this course as a service to international clients (for aspiring freelancers)

limited offer
for only ₱2,499

SAVE
5,500
ORIGINAL
PRICE OF
7.999

CHECK OUT MY OTHER DIGITAL PRODUCTS COURSE THAT YOU CAN RESELL WITH 100% PROFIT!



Embrace Your Journey

Dear Future Digital Marketer,

I am excited to join you on your journey into digital marketing! Whether you're just starting or refining your skills, this path is full of opportunities for growth and success.

By embracing digital marketing, you'll learn to create digital products, market them effectively, and set up sales funnels that work for you even while you sleep. Imagine the excitement of waking up to new sales!

You are not alone on this journey. I am here to guide you every step of the way. The Digital Marketing Blueprint provides you with the knowledge and tools you need to succeed. With Master Resell Rights (MRR), you can start making money quickly by reselling the blueprint for 100% profit.

Utilize this blueprint. It's designed to help you build your brand and create a source of passive income. I believe in your potential and can't wait to see your progress.

Will you take this leap with me? I hope to hear about your amazing journey and achievements. Your success will be a testament to your dedication, and I am proud to support you.

Here's to your future success!

- CRK.DIGITALS



**MAKE SURE YOU
FOLLOW MY
JOURNEY ON MY
SOCIAL MEDIA.
WOULD LOVE TO
STAY CONNECTED
WITH YOU!**

@crk.digitals