

BEGINNERS GUIDE



Becoming a

DIGITAL MARKETER

BUILD YOUR PASSIVE INCOME

AND GROW YOUR BRAND

DEE DIGITALS

The background is a dark, moody photograph of a workspace. It features a laptop with a visible keyboard, a glass, and some dried, fan-like plants. The overall tone is professional and creative.

QUICK START GUIDE

THE ULTIMATE GUIDE FOR
BEGINNERS ON CREATING
AND SELLING DIGITAL
PRODUCTS.

Deedigitals.ph



Hello! I'm Daniel, but my friends call me Dee. I'm 24 and graduated last year. I work full-time at digital marketing. It's tough but worth it!

In college, I tried side hustles like freelancing and drop shipping, appointments setting which taught me valuable lessons. After graduating, I returned to freelancing and discovered my passion for digital marketing.

Learning digital marketing can be challenging, but with the right guidance, dedication, and discipline, you can succeed. I started a few months ago and am already earning a decent income.

It's important to know your goals and purpose. If you're eager to enter the digital marketing space, this guide is for you. Whether you want to earn extra income or start as a beginner, this guide will help you on your journey.

STEP 1

INTRODUCTION TO DIGITAL PRODUCTS

“Understanding Digital Products”

Digital products are non-physical goods or services that are provided electronically, typically in formats like downloadable files, online access, or software applications.

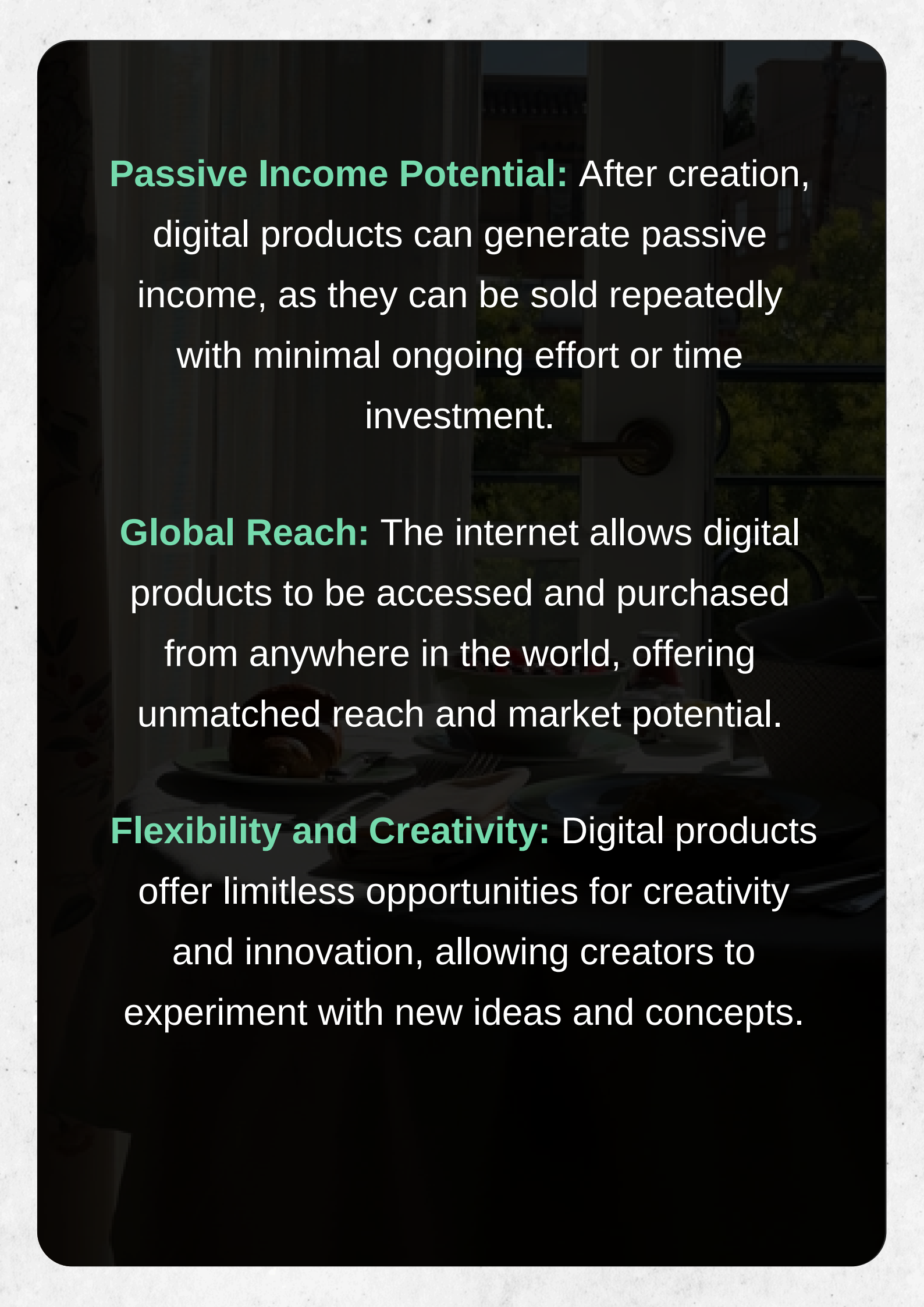
Unlike physical products, they can be easily replicated and distributed at a low cost, making them highly scalable and cost-efficient for both creators and consumers.

WHY DIGITAL PRODUCTS ARE LUCRATIVE

Digital products have become increasingly lucrative for several reasons:

Scalability: Digital products can be replicated and distributed endlessly without extra production costs, enabling creators to reach a global audience with minimal overhead.

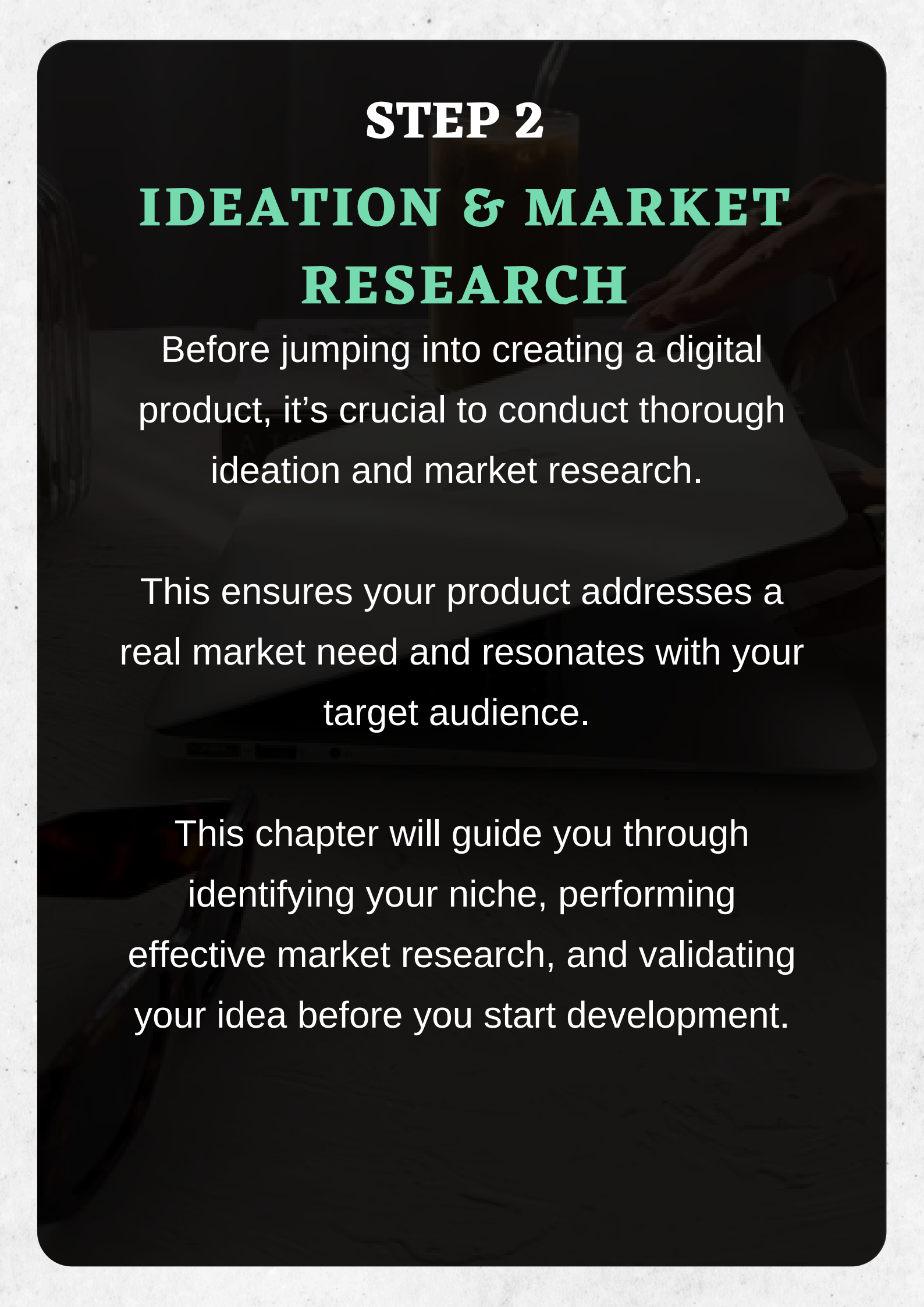
Low Overhead Costs: Digital products have much lower overhead costs compared to traditional businesses, as they require no physical inventory or shipping expenses.



Passive Income Potential: After creation, digital products can generate passive income, as they can be sold repeatedly with minimal ongoing effort or time investment.

Global Reach: The internet allows digital products to be accessed and purchased from anywhere in the world, offering unmatched reach and market potential.

Flexibility and Creativity: Digital products offer limitless opportunities for creativity and innovation, allowing creators to experiment with new ideas and concepts.



STEP 2

IDEATION & MARKET RESEARCH

Before jumping into creating a digital product, it's crucial to conduct thorough ideation and market research.

This ensures your product addresses a real market need and resonates with your target audience.

This chapter will guide you through identifying your niche, performing effective market research, and validating your idea before you start development.

FINDING YOUR NICHE

Identify Your Interests and Expertise: Begin by brainstorming areas where you have knowledge, skills, or passion. Reflect on your hobbies, professional experience, or personal interests that could be turned into a digital product.

Research Market Demand: Investigate existing digital products in your areas of interest to assess market demand and competition. Identify gaps or underserved niches where you can provide unique value or meet specific audience needs.

Narrow Down Your Focus: Refine your niche using market research and audience feedback. Consider factors like target demographics, pain points, and opportunities for differentiation to establish a unique position in the market.



WHAT IS YOUR NICHE WORKSHEET

01

What is your expertise

02

Skill & strength

03

Passion

04

What challenge do people face

05

List some ways in which you can help solve their problems.

CONDUCTING MARKET RESEARCH

Define Your Target Audience: Determine your ideal customer persona by researching demographics, interests, behaviors, and pain points related to your niche. Understanding your target audience will help you tailor your product to address their specific needs and preferences.

Competitor Analysis: Examine competing digital products in your niche to evaluate their strengths, weaknesses, pricing strategies, and marketing tactics. Identify gaps or areas for improvement that you can leverage to differentiate your product.

Keyword Research: Utilize keyword research tools to find relevant search terms and topics related to your niche. This will help you understand what your target audience is searching for online and guide your content strategy.

STEP 3

PLANNING YOUR PRODUCT “BRANDING”

After establishing your branding, the next key step is to create your product.

Here's how to ensure your product design aligns with your brand identity and boosts its overall appeal:

For your brand, consider the following elements:

Tone of Messaging: Decide on the tone of your communication (e.g., serious, casual, funny, sassy, professional, inspiring, authentic, etc.).

Style: Determine the style for your products and social media (e.g., masculine, feminine, modern, minimalistic, luxurious, bold, bright, moody, etc.).

Values: Identify the values you want to convey through your content and decision-making (e.g., ambition, gratitude, family, success, motivation, freedom, adventure, joy, etc.).

Brand Story: Craft a brand story that includes personal experiences or aspects of your journey that will resonate with your target audience.

PRODUCT CREATION

Plan Your Product:

Outline the content or features of your digital product, focusing on what makes it unique and different from competitors. Highlight the specific functionalities, benefits, or elements that set it apart in the market.

Creating Your Digital Product:

The platform you choose for creating your product should align with your project type and expertise level. Canva is a great choice for beginners, offering user-friendly tools for creating a variety of digital assets for free. If you need help during the creation process, utilize online tutorials and courses to gain the skills and knowledge you need.

STEP 4

PRICING YOUR PRODUCT

Setting the Right Price Choosing the right price is essential for maximizing profits from your digital product.

Here are some tips

Research Market Pricing: Analyze the current pricing landscape by looking at what competitors charge for similar products. Identify common price ranges within the market.

Price Based on Value, Not Effort: Don't base your pricing solely on the time or effort it took to create the product. Instead, focus on the value it provides to customers and the problems it solves.

Consider Production Costs: Factor in any costs incurred in creating the product, such as tools, software, or services. Remember that production costs for digital products are generally low compared to physical goods.

Test Different Prices: Try offering your product at different price points to see how customers respond and find the price that yields the highest conversion rates.

PRICING YOUR PRODUCT

Offer Tiered Pricing: Implement tiered pricing with a lower-priced introductory version and a higher-priced premium version. This gives customers options that best fit their needs and budget.

Think Recurring Revenue: Consider a subscription-based model instead of relying only on one-time purchases. Subscriptions provide ongoing access to your product or service, creating a steady income stream over time.

Use Pricing Psychology: Apply pricing psychology techniques to influence buying decisions. For example, use charm pricing by setting prices just below round numbers (e.g., \$37 instead of \$40) to make them more attractive.

By using these pricing strategies, you can effectively position your product, maximize revenue potential, and offer value to your customers while ensuring long-term profitability.

STEP 5

SETUP YOUR SYSTEM

Once your product is ready, the next step is to choose a platform to host and sell your digital product.

Here's a quick overview of some platforms you can use to host and sell your digital products:

Stan.store: Stan is an e-commerce platform designed for selling digital products effortlessly. It supports memberships, digital downloads, and coaching, and provides a customizable one-click link for your social bio.

Shopify/Systeme.io: These platforms are popular for setting up online stores, offering user-friendly interfaces, customizable themes, and a wide range of apps.

Etsy: Etsy gives you access to a large, ready-made audience, with millions of visitors each month looking for unique and handmade items.

Raket PH: This emerging e-commerce platform is ideal for freelancers, artists, streamers, writers, photographers, educators, and more. It allows users to sell their products and services to a global audience.

STEP 5

MARKETING YOUR PRODUCT

Organic marketing is a great choice, especially for new ventures. It's cost-effective, low-risk, and can drive substantial traffic and sales through consistent, high-quality content.

Keep it simple and avoid unnecessary complexity in your offerings. Your authenticity is a powerful asset that can strongly connect with your audience.

Create marketing materials to promote your product, including:

Build a Captivating Sales or Landing Page: Design a compelling sales or landing page to showcase your product, especially if it's an eBook or template. Use engaging mock-ups to highlight its key features and benefits.

Craft Persuasive Copy: Write convincing copy that focuses on how your product addresses customer pain points. Emphasize its unique features and benefits, and demonstrate how it solves problems and meets their needs.

Create Eye-Catching Promotional Graphics or Videos: Design visually appealing promotional materials to capture attention. Use free tools like Canva to create graphics and videos that effectively convey your product's value proposition.

SELLING ON SOCIAL

Instagram

Instagram offers a fantastic platform for creating and selling digital products. Instagram Reels, in particular, are becoming increasingly popular for capturing your audience's attention.

Tips for Instagram

Monitor trending topics, challenges, and hashtags in your niche. Create Reels that incorporate these trends to boost their visibility and attract a wider audience.

Capture your audience's attention right from the start of your Reel. Use eye-catching visuals, vibrant colors, and engaging captions to stand out as users scroll.

Showcase your personality and authenticity. Infuse your Reels with your unique traits, humor, or storytelling to create a deeper connection with your audience, encouraging more engagement and shares.

Take advantage of Instagram's direct messaging (DM) feature to build a sense of community and foster personal connections with your followers.

TikTok

If you're looking to broaden your reach beyond Instagram, TikTok can be highly effective. While it's often associated with dance challenges and comedy skits, TikTok's rapid growth and diverse user base make it an excellent platform for marketing and scaling your digital products business.

Pinterest

Pinterest is more than just a platform for beautiful images and dream boards; it's a powerful tool for promoting and growing your digital products business. As a visually-driven search engine, Pinterest is used by millions to discover new ideas and products.

Tips for Pinterest:

Optimize Your Profile: Complete your profile with a clear description of your business and relevant keywords. Use a high-quality logo or brand image and include a link to your website or online store.

Create Relevant Boards: Organize your boards around topics and themes that align with your target audience's interests and your business niche.

Pin Consistently: Regularly add content to your boards to keep your profile active and engage with your audience.

RECAP & NEXT STEP

NEXT STEPS:

Tips for Pinterest:

Implement and Iterate: Apply your knowledge across various digital marketing channels and refine your strategies based on performance and feedback.

Stay Informed: Keep up with trends, updates, and emerging technologies to ensure your strategies remain relevant and effective.

Engage with Your Audience: Foster engagement by actively listening to feedback and adjusting your strategies to address evolving audience needs.

Continuous Learning: Deepen your expertise through advanced topics, webinars, and specialized courses.

Network and Collaborate: Connect with other digital marketers, join relevant communities, and seek collaboration opportunities to gain new insights and form valuable partnerships.

Success in the digital products world relies on constant adaptation, innovation, and delivering ongoing value.

DIGITAL PRODUCT EXAMPLES

Ebooks:

Short, niche-focused educational books on various topics.

Online Courses:

Introductory courses that are affordably priced.

Printables:

Downloadable files like 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:

Brief 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

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

Let's break it down step by step.

Step 1: Choosing Your Niche

Begin by selecting a niche that excites you. We'll help you through this process and offer examples to inspire your brainstorming.

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

Immerse yourself in the creation of your digital product by brainstorming ideas, outlining your content, and selecting the appropriate format, such as an ebook, online course, or another digital offering. Alternatively, consider selling a ready-made MRR (Master Resell Rights) product.

To sell a **Done-For-You Product** with Master Resell Rights, [**CLICK HERE.**](#) This resource will provide in-depth insights into digital marketing and includes 5 additional MRR products that you can resell for **100% profit**.

Step 3: Setting Up a Platform to Sell Your Product

Create and customize your Stan Store to match your brand's aesthetic. Once you've entered your details and connected your bank for payments, add the link to your social media bio.

Step 4: Driving Traffic to Your Products

Utilize social media platforms such as TikTok, Instagram, Facebook, and YouTube to drive traffic to your products. Implement effective strategies for each platform to boost visibility and engagement.

These are the fundamental steps for generating recurring online revenue. If you have any questions, feel free to reach out.



YOU CAN CREATE AND SELL THESE PRODUCTS 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 the process, and it's simpler than you might think. I'll guide you through each step, from creation to successful sales.

We all have interests and strengths, and these can be used to help others or share knowledge.

Plus

people are willing to spend money on things that improve their lives. So, you have the potential to create something valuable that people will trust and benefit from!

WHAT'S THE NEXT MOVE?

**WHAT IF I TOLD YOU I HAVE A
READY-MADE DIGITAL PRODUCT
JUST FOR YOU?**

Yes, that's right!

I have a Digital Marketing Blueprint that covers everything from creating digital products to marketing them and setting up a sales funnel. With this guide, you can start making sales even while you sleep.

It comes with Master Resell Rights (MRR), meaning that once you purchase it, you own it outright and can resell it for 100% profit as your first digital product.

It allows you to start earning money as quickly as possible.

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EXPLORE MY EXACT PROCESS



Thank you!

For choosing this digital marketing FREE guide! I'm thrilled to share the strategies and insights that have been key to my success. Your dedication to mastering digital marketing is inspiring, and I hope this guide helps you achieve your goals. If you have any questions or need support, feel free to reach out. Best of luck on your journey!

Stay in touch!

DEE DIGITALS

www.instagram.com/deedigitals.ph