



eGuide

A Comprehensive Guide to Everything *Digital Marketing*

An Easy Step-by-step tool book for you to get started
with Digital Marketing **AND**
The Art of developing the Right Mindset.

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A woman with long dark hair is smiling warmly at the camera. She is seated at a table with a white tablecloth. In front of her is a white plate with a fork and knife, and a tall glass of water with a slice of lemon. The background is a blurred indoor setting. The entire image is overlaid with a semi-transparent purple filter. White decorative leafy branches are in the top-left and bottom-right corners.

Section 1

INTRODUCTION & MY WHY'S

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My Journey from a First-Generation Immigrant to an Aspiring Digital Marketer

As a first-generation immigrant, I came to the US to pursue a Master's in Marketing, fueled with dreams and hopes for a brighter future. After graduation, I worked for a few top advertising agencies in NYC, got married, and had two wonderful kids. Prioritizing my family, I chose to be a stay-at-home mom, temporarily putting my career on hold. We briefly moved back to India for a few years with our kids, but soon realized that US felt more like home and this is where we want to raise our family and so we settled in beautiful California.

Now that my kids are a bit older and more independent, I decided to return to work with two part-time jobs to maintain a flexible schedule. However, it wasn't enough to sustain the lifestyle I wanted for my family. Even though I am constantly amazed by the beauty this state has to offer, it doesn't come without a price! In early 2024, I discovered Digital Marketing through social media and saw its potential. Believing everything happens for a reason, I started my Digital Marketing journey in March 2024, skeptical but hopeful, despite my limited time due to my two jobs.



My Why's on Starting my Digital Marketing Journey:

- I want to be completely and entirely financially independent. This is one of my personal goals for 2024
- Travel is very important for me, and I want to be able to travel the world with my kids
- Buying my dream home. This has been a lifelong dream of mine and I will make it come true
- Save money for my kids' college and our retirement
- Be able to buy things and spoil my mom just like the way she's always done for me
- Enable my husband to take a break from work when he wants to and not feel the pressure of always having to work
- Ability to buy things without having any kind of guilt or running calculations

Section 2

DIGITAL MARKETING ESSENTIALS

159

ümit- vâr.

Gerçekleşmesini istediği şeye dâir beklenti duyan. Umutlu. Dilimize Farsçadan geçmiştir. Ümit kelimesiyle, sâhiplik mânâsı veren -vâr kelimesinden oluşmuştur.

“

Ümitvâr görünmeye çalışarak, içimde mahşer kabarıken bir taş sükûneti tahtına onu uyutmaya çalıştım.

Halide Edib Adıvar
İstanbul

Overview of Digital Marketing



In today's digital age, with the rise of the internet and advancements in technology have fundamentally changed how businesses operate and interact with customers.

Traditional marketing methods like print ads, billboards, and TV commercials are no longer sufficient to capture the attention of the modern consumer.


The E-commerce boom and the social media growth has has given rise to a more dynamic and measurable approach to marketing known as digital marketing.

Digital Marketing is using the internet to promote and sell products or services. Instead of putting up billboards or printing flyers, businesses use websites, social media platforms like Facebook, Instagram, TikTok, email, and other online tools to reach and engage with people that will ultimately lead to sales.

Here are some key reasons why it's vital for businesses today:

1. Wider/Global Reach
2. Cost-Effective
3. Targeted Marketing
4. Measurable Results
5. Increased Engagement and Interaction
6. Adaptability





Affiliate marketing is a specific type of digital marketing that involves partnering with individuals or other businesses to promote their products or services for a commission.

The business rewards affiliates (partners) for driving traffic, leads, or sales to their website through the affiliate's marketing efforts and the unique link that is provided to them. If a sale does happen using the unique link, the affiliate gets a commission.

- ✓ In today's times 80-85% of all the companies have an affiliate program. Think of some of your fav brands like maybe a Nike, Lululemon, Crate and Barrel, Amazon, Target etc. ALL have Affiliate programs.

Chapter 3: Difference between Digital Marketing & Affiliate Marketing?

- Digital Marketing refers to promoting products that are your own or that you have created in the online space
- In Digital Marketing, you earn 100% on the sales
- In Digital Marketing, you may need to create your own product or sell PLR (Private Label Rights) and MRR products (Master Resell Rights)
- Affiliate Marketing refers to promoting someone else's products and services in the online space for a commission
- In Affiliate Marketing, you earn a certain percentage of the sales as your commission
- In Affiliate Marketing, you are not creating your own product.



Understanding Niches

A **niche** is a specific segment of a market that has its own unique needs, preferences, and characteristics.

Some examples of niches can be Parenting, Gardening, Health & fitness, Photography, Wine Connoisseurs, Travel, Beauty, Relationships etc.

The top 3 most profitable niches are:

- Health & Fitness
- Wealth and
- Relationships

○

Chapter 5: How to Pick Your Niche

Selecting the right niche for your digital marketing efforts is crucial for your success. The first step in this process involves understanding your interests, hobbies, or passions. You should think about the topics that you are genuinely interested in, enjoy discussing and potentially have experience or expertise in.

Choosing a niche, you are passionate about and knowledgeable in makes it easier to create content, engage with your audience, and maintain long-term motivation.

E.g If you're passionate about leading a healthy lifestyle, you exercise often, you're aware of what a good diet needs to consist of etc., then Health & Fitness and can be your niche





CHAPTER 7: STEP BY STEP GUIDE TO CREATING YOU OWN DIGITAL PRODUCTS

01

Pick A Topic

This can be something you are passionate about or have some experience/expertise in. For e.g. Health, Wealth, Food, Pets, Travel, beauty etc. You can talk about your experience with a problem and a solution that worked out well for you and you would want to share with your audience.

02

Head to ChatGPT and write an outline of the product.

You can try this prompt: "I want to create an ebook on the topic <your topic here>. I want to solve <the problem you can solve>. It will be a step-by-step guide and I want your help to create the chapters for me." Start here and refine your chapter for what you want and can elaborate on it too

03

Head to Canva and format and design your ebook

On the homepage search bar, type "ebook template". Pick one you like and add your own photos, graphics and texts to modify

04

Download and save it as a PDF

Your ebook or a readable digital product is ready. Now it's time to automate your sales



CHAPTER 7: STEP BY STEP GUIDE TO CREATING YOU OWN DIGITAL PRODUCTS

06

Open a Stan Store account

Stan has a 15-day free trial and subscriptions starts from \$29/month - \$99/month in 2024. This is the easiest website to navigate and extremely beginner friendly. systeme.io is completely free to get started with.

07

Create your account, integrate your bank account

Now, go to “host a digital product”. Write the description and upload your ebook. Once done, the product will show on your store and the link is your unique link for sales

08

Promote

Promote your product on your choice of Social Media Platform.

Click [HERE](#) to learn more in-depth about each of these steps and so much MORE!



Section 3

MINDSET & ENTREPRENEURSHIP

What is **MINDSET**?

Mindset is the way you think and feel about yourself and the world around you. It is the set of attitudes, beliefs, and thoughts that shape how you interpret and respond to situations. It influences your outlook on life, your behavior, and your ability to achieve your goals.



People have a mix of positive and negative thoughts that influence their actions and outcomes. How we handle these thoughts and train our minds to overcome obstacles can lead to different results.

Starting a business brings many challenges and obstacles. During tough times, you might feel discouraged and tempted to give up because it's easier to stay in your comfort zone. However, just like life, running a business is unpredictable. You must be ready for the unexpected and learn to adapt.

Having the right mindset is crucial for entrepreneurial success as it empowers you to navigate the complexities and uncertainties of starting something new.

A **positive** and **growth-oriented mindset** fosters resilience, enabling you to view challenges as opportunities for learning and improvement rather than insurmountable obstacles. This perspective keeps you motivated and focused on your goals, bolstering self-confidence and a clear sense of purpose. Additionally, a **flexible mindset** enhances your adaptability, allowing you to embrace change and pivot strategies when necessary. It also promotes effective communication and networking, essential for building strong relationships with your team, partners, and customers.

MAKE MOST OF THE OPPORTUNITIES,
LEARN FROM SETBACKS AND KEEP
MOVING AHEAD UNTIL YOU ACHIEVE
YOUR GOALS.