

Digital Marketing 101 – Workbook & Action Planner

Your Guided Workbook to Build a Digital Strategy that Works

Created by Paul Gadd – www.justbloglife.com/digital-growth-101

1. Set SMART Goals for Your Digital Marketing

Without clear goals, it's easy to waste time and money. Setting SMART goals gives you a direction and lets you measure your progress.

What is a SMART goal?

- **Specific** – What exactly do you want to achieve?
- **Measurable** – Can you track progress or outcomes?
- **Achievable** – Is it realistic based on your resources?
- **Relevant** – Does it align with your business goals?
- **Time-bound** – When do you want to achieve it?

Exercise: Set your top 3 SMART goals

Goal	SMART Breakdown	Success Measure

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2. Define Your Target Audience

You can't market to everyone. The better you understand your ideal customer, the more effectively you'll reach them.

Buyer Persona Template:

Attribute	Details
Name	
Age	
Job Title	
Location	
Hobbies/Interests	
Challenges	
Online Habits	
Preferred Content Type	
Notes	

Example Persona:

Name: Sarah, 35, runs a local handmade gift shop. She struggles with promoting her products online. She uses Instagram and Pinterest daily, and prefers how-to content and customer stories.

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5. Email Marketing Planner

Plan Your List-Building Funnel:

1. What incentive (lead magnet) will you offer?

e.g., 10% discount, free guide, checklist

2. Where will people sign up?

e.g., website, pop-up, Facebook post

3. What will your welcome email include?

What will your welcome email include?

Welcome Email Draft:

Hi [First Name],

Thank you for signing up! Here's your free [offer]. We'll be sending you helpful tips, offers, and news to help [solve their key problem].

— [Your Name/Brand]



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9. Reflect & Revisit

What's one thing you learned that surprised you?

Which strategy feels most doable right now?

What support do you need next?