

Digital Marketing **101**:

a guide on where to start for small
Business owners and budding
Entrepreneurs

Delivered by Paul Gadd
Digital Educator, Coach and Aspiring Digital Nomad

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Introduction

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What we'll cover

- Introduction to Digital Marketing
- Setting Up Your Digital Marketing Strategy
- Building an Online Presence
- Content Marketing
- Social Media Marketing
- Search Engine Optimisation (SEO)
- Email Marketing
- Pay-Per-Click (PPC) Advertising
- Recap, Final Thoughts & Next Steps

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What is Digital Marketing?

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Digital marketing, also called
online marketing, is the
promotion of your business to
connect with potential customers
using the internet and other
forms of digital communication.



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Why should you be using Digital Marketing?

- **Global Reach:** 4.5 billion internet users worldwide.
- **Social Media Engagement:** 3.8 billion active social media users.
- **Cost-Effective:** Affordable - compete with larger businesses.
- **Targeted Advertising:** Reach your ideal customers.
- **Measurable Results:** Real-time analytics.

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TOP TIPS

Don't forget about Traditional Marketing

| Word of Mouth | Print | Events | Networking | Direct Mail |
| Cold Calling/Telemarketing | Outdoor Advertising like billboards |

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Setting Up Your Digital Marketing Strategy

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Your Digital Marketing Strategy Framework...

A complete Strategy should include:

- Goals & Objectives
- Audience Insight
- SWOT Analysis
- Strategy Roadmap
- Marketing Channels
- Tools & Tech Stack
- KPIs & Measurement

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Define Clear Goals...

Step 1 – Set SMART Marketing Objectives

- Establish goals that are Specific, Measurable, Achievable, Relevant, and Time-bound.
- Align your digital goals with wider business outcomes (e.g. more leads, improved brand visibility, increased sales).
- Use these as your guiding star – everything should map back to them.

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Know Your Audience...

Step 2 – Understand & Define Your Target Audience

- Use data to understand **who** your customers are (demographics, geography, behaviour, interests).
- Create **Buyer Personas** to bring your ideal customer to life.
- Ask: What problems are they trying to solve? Where do they spend their time online?

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Analyse Your Position...

Step 3 - Conducting a SWOT Analysis

- Identify **Strengths** to capitalise on the **Weaknesses** to improve.
- Spot **Opportunities** in the market and be aware of **Threats** that could disrupt plans.
- This lays the groundwork for informed channel and content decisions.



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- Don't overcomplicate.
- Focus on Your Audience.
- Do something every day (1% better each day).
- Create a "Marketing Power Hour" list.

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Building an Online Presence

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Why Your Business Needs a Website?

- **Brand awareness:** Stand out from competitors and reach beyond local markets.
- **Credibility and trust:** Show customers you're a legitimate business.
- **Lead generation:** Attract potential customers and showcase reviews.
- **Better Customer experience:** Provide easy access to info and reduce inquiries.
- **Full Control** - It's Your Baby manage it your way.

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Key Elements of an Effective Website:

- **Clear Branding:** Use a consistent logo, colors, and messaging.
- **Easy Navigation:** A simple, user-friendly layout.
- **Mobile-Friendly:** Works smoothly on all devices.
- **Engaging Content:** Speak to your audience's needs.

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Optimising for Performance

- **Strong CTAs (Call to Actions):** Guide visitors to take action.
- **Visible Contact Info:** Make it easy to reach you.
- **Fast Load Times:** Keep users from leaving.
- **SEO Ready:** Help people find you on search engines.

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Turning Visitors into Customers

- **Clear Value Proposition:** Show what makes you unique.
- **High-Quality Visuals:** Make your site appealing.
- **Trust Signals:** Use testimonials and reviews.
- **Simple Forms:** Reduce friction for users.
- **Continuous Testing:** Improve with data and insights.

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Getting Traffic to Your Website

- **SEO:** Optimise content to rank on Google.
- **Content Marketing:** Share valuable blogs, videos, etc.
- **Social Media:** Promote and engage with customers – use Share Buttons
- **Email Marketing:** Keep in touch with your audience.
- **Paid Ads:** Quickly reach more people.

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- Choose 3 of your top competitors and watch.
- Setup Google My Business & Bing Places for Business.
- Use Google Lighthouse or SEOptimer.
- Use Social Media Share Buttons

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Content Marketing

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What is Content Marketing?

Content marketing is about creating and sharing valuable content to attract and engage your audience.

By providing useful information, you build trust and encourage customers to take action.



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Why Content Marketing Matters

- Builds Trust** – Establishes credibility with your audience.
- Boosts Engagement** – Keeps customers interested and connected.
- Improves SEO** – Helps your business rank higher on search engines.
- Drives Sales** – Guides potential customers toward buying decisions.

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Steps to Create Valuable Content

- Know Your Audience** – Understand their needs and interests.
- Offer Solutions** – Provide helpful, actionable insights.
- Stay Consistent** – Post regularly to stay relevant.
- Prioritise Quality** – Keep content well-researched and engaging.
- Use Visuals** – Enhance with images, videos, and infographics.

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Content Types and Formats

- **Blog Posts** – Share insights and tips.
- **Videos** – Demonstrate and explain visually.
- **Infographics** – Simplify info with visuals.
- **eBooks** – Provide in-depth guides.
- **Podcasts** – Discuss topics through audio.
- **Social Media** – Short, engaging updates.
- **Webinars** – Live or recorded educational sessions.

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- Keep your existing content up to date.
- Add new content regularly.
- Quality over quantity.
- Use Trending Topics.

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Social Media Marketing

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How many Social Media
Platforms are there?

Over 100!

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Why use Social Media Platforms

- **Reach More People** – Attract new customers and grow your audience.
- **Engage & Build Trust** – Connect with existing customers and showcase expertise.
- **Boost Visibility** – Increase brand awareness and online presence.
- **Stay Informed** – Learn industry trends and keep up with competitors.
- **Always Connected** – Engage with customers anytime, anywhere.
- **Low-Cost Marketing** – It's free to use and can drive big results.

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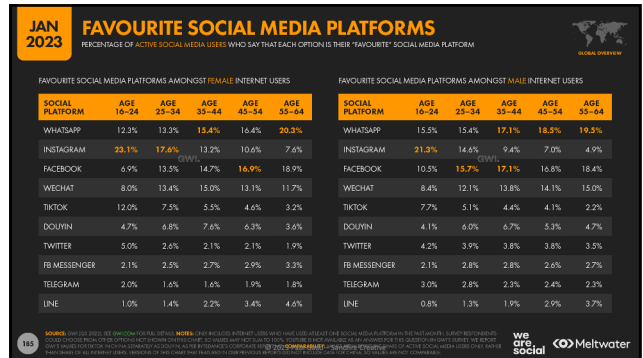
Choosing the Right Platform for Your Business

- **Facebook (3B Users)** – Best for broad audiences, customer engagement, and targeted ads.
- **Instagram (2B Users)** – Ideal for visually-driven brands, younger audiences, and stories.
- **X/Twitter (611M Users)** – Great for real-time updates, news, and customer service.
- **LinkedIn (310M Users)** – The top platform for B2B networking, industry insights, and leadership.
- **Pinterest (498M Users)** – Best for product-focused brands using visual content to drive traffic.
- **YouTube (2.5B Users)** – Perfect for brands using videos for tutorials, demos, and storytelling.
- **TikTok (1.5B Users, Fastest Growing)** – Engages Gen Z & Millennials with short, trend-driven videos.

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Your Social Media Strategy

- **Set Clear Goals:** Define what you want to achieve with your social media efforts.
- **Know Your Audience:** Understand who your audience is and what platforms they use.
- **Content Plan:** Create a content calendar outlining what, when, and where you will post.
- **Engagement Strategy:** Plan for interacting with your audience through comments, conversations, and user-generated content.
- **Analytics and Adjustments:** Regularly review your performance and adjust your strategy based on analytics.

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- Stay Consistent
- Create Engaging Content – Storytelling & Interesting Topics
- Optimise for Discovery – Use relevant hashtags
- Monitor & Adjust – Track and refine
- Don't recreate the Wheel

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Search Engine Optimisation (SEO)

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SEO (Search Engine Optimisation) improves your website's visibility in search results, helping attract more **organic (non-paid) traffic** by making your site more search engine-friendly.



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Google considers over 200 things which include:

1. High-Quality Content
2. Backlinks
3. Mobile-Friendliness
4. Page Load Speed
5. Secure Connections (HTTPS)
6. User Experience
7. Domain Authority
8. RankBrain
9. On-Page Optimisation
10. Social Signals



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There are 3 key SEO areas:

1. **On-Page SEO** – Optimising content, keywords, headings, and meta tags to improve rankings.
2. **Off-Page SEO** – Building backlinks and increasing domain authority through external efforts.
3. **Technical SEO** – Improving site speed, mobile-friendliness, and indexing for better search engine crawling.

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On-Page SEO Basics – Listed by Priority

1. **Keyword Research** – Identify relevant keywords with good search volume and low competition.
2. **Title Tags** – Use unique, keyword-rich titles to help search engines and users understand the content (60 characters).
3. **Meta Descriptions** – Write compelling descriptions with relevant keywords to improve click-through rates (160 characters).
4. **URL Structure** – Keep URLs short, clean, and descriptive (avoid long or random strings).
5. **Header Tags (H1, H2, H3, etc.)** – Structure content properly with headings for better readability and SEO.

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On-Page SEO Basics

6. **Content Optimisation** – Ensure your content is **high-quality, original, and valuable** to the reader.
7. **Internal Linking** – Link to relevant pages within your site to improve navigation and SEO strength.
8. **Image Optimisation** – Use descriptive filenames, alt text, and compress images to improve loading speed.
9. **Mobile Friendliness** – Ensure the website is responsive and provides a good user experience on all devices.
10. **Page Speed Optimisation** – Optimize images, enable caching, and use a fast hosting service to improve load times.

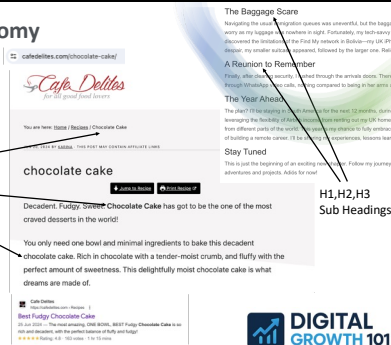
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Website Page Anatomy

- URL
- Page title
- First paragraph of content
- Repeated keywords
- Meta description
- Image name ALT TXT



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Off-Page SEO Techniques

- **Backlink Building:** Acquire high-quality backlinks from reputable website.
- **Social Media Marketing:** Promote content on social media platforms.
- **Guest Blogging:** Write guest posts for industry blogs.
- **Influencer Outreach:** Collaborate with influencers to promote your content.
- **Online Directories and Listings:** Submit your website to relevant directories.
- **Content Marketing:** Create and distribute high-quality content to attract backlinks.

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Technical SEO Basics

- **XML Sitemap:** Create and submit an XML sitemap.
- **Robots.txt File:** Control which pages search engines crawl.
- **Secure Website (HTTPS):** Use HTTPS encryption.
- **Mobile Usability:** Ensure good user experience on mobile devices.

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- Focus on High-Quality On Page Content.
- Use Google Lighthouse.
- Setup Google Search Console.
- Use Ubersuggest for Keywords.

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Email Marketing

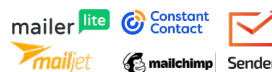
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80% of your future business will come from past customers.

Email marketing has the highest ROI (return on investment) of all forms of marketing, averaging for every £1 spent you'll generate £36.



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Other reasons to use Email Marketing

- **Cost Effective:** Cheaper than other marketing channels.
- **Direct Communication:** Reach your audience with tailored messages.
- **Measurable Results:** Track performance with analytics.
- **Targeted Messaging:** Send content to specific audience groups.

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How to Build Your List

- **Sign-Up Forms:** On your website, blog, social media pages.
- **Lead Magnets:** Offer incentives
- **Pop-Ups:** Use to encourage subscriptions.
- **Landing Pages:** Create dedicated landing pages.
- **Social Media:** Promote sign-up forms on social media.
- **Contests and Giveaways:** Run contests that require sign-up.

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Creating Engaging Emails

- **Compelling Subject Lines** – Grab attention.
- **Personalisation** – Address by name & tailor content.
- **Valuable Content** – Mix text, images, & videos.
- **Clear CTA (Call To Action)** – Guide recipients to take action.
- **Mobile Optimisation** – Ensure emails look great on all devices.
- **A/B Testing** – Experiment with different elements to improve results.

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Creating Engaging Emails

- Open Rate:** Measure the percentage of recipients who open your emails.
- Click-Through Rate (CTR):** Track the percentage of recipients who click on links.
- Conversion Rate:** Measure the percentage of recipients who take the desired action.
- Bounce Rate:** Monitor emails that could not be delivered.
- Unsubscribe Rate:** Track the percentage of recipients who opt out.
- List Growth Rate:** Measure the rate at which your email list is growing.

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Don't forget about GDPR

If you're unsure contact the ICO (Information Commissionaires Office) they are there to help.

<https://ico.org.uk/>

ico.
Information Commissioner's Office



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- Use an Email Marketing Platform.
- Provide Value-Driven Content.
- Craft Compelling Subject Lines.
- Use signup forms.

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Pay-Per-Click (PPC) Advertising

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Pay-Per-Click (PPC) is a paid online marketing strategy where you pay only when someone clicks your ad, driving targeted traffic to your site instantly.



FACEBOOK ADS



TikTok

Business

LinkedIn ads



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Benefits of PPC Advertising

- **Immediate Results:** Drive traffic to your website almost immediately after your ads go live.
- **Highly Targeted:** Reach specific demographics, locations, & Interests.
- **Cost Control:** Set daily or monthly budgets to control spending.
- **Measurable ROI:** Detailed analytics help measure campaign effectiveness.
- **Brand Exposure:** Even non-clicked ads increase visibility.

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Setting Up a PPC Campaign

- **Define Goals** – Choose what you want to achieve (sales, leads, traffic).
- **Choose a Platform** – Google Ads, Facebook Ads, etc.
- **Keyword & Audience Targeting** – Use Google Keyword Planner, Ubersuggest & demographic filters.
- **Create Engaging Ads** – Write compelling copy & design eye-catching visuals.
- **Set Budget & Bids** – Control spending & adjust as needed.
- **Track & Optimise** – Set up conversion tracking to measure success.

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Measuring & Optimising PPC Ads

- Key Metrics**
- **CTR (Click-Through Rate)** – % of people clicking your ad.
 - **Conversion Rate** – % of clicks leading to action.
 - **CPC (Cost Per Click)** – What you pay per click.
 - **ROAS (Return on Ad Spend)** – Profit from ad investment.
- Optimisation Tips**
- A/B test ad copy & visuals.
 - Use **negative keywords** to exclude irrelevant searches.
 - Adjust bids based on performance.
 - Schedule ads for peak times.
 - Improve landing pages for higher conversions.

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- Target the Right Keywords (Research).
- Refine Your Audience Targeting.
- Optimise Ad Copy and Landing Pages.
- Monitor and Adjust Regularly.

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Final Thoughts & Next Steps

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Final Thoughts for Digital Marketing Success

- **Stay Updated:** Keep up with latest trends, tools and best practices.
- **Be Consistent:** Consistency is key in digital marketing.
- **Quality over Quantity:** Focus on High-quality content and interactions.
- **Adapt and Experiment:** Evolve your strategies.
- **Engage:** Build relationships with meaningful interactions.
- **Set Realistic Goals:** Set achievable goals and celebrate your successes.
- **Don't Recreate the Wheel:** Learn from others!

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Next Steps...

DIGITAL GROWTH 101 WORKSHOPS & EVENTS ONLINE COURSES GROWTH VUELT BLOGS CONNECT

DON'T FORGET TO DOWNLOAD YOUR FREE COPY OF MY DIGITAL MARKETING 101 BOOK [DOWNLOAD THE BOOK](#)

WELCOME TO DIGITAL GROWTH 101




EMPOWERING SMALL BUSINESS OWNERS WITH PRACTICAL DIGITAL SKILLS

Digital Growth 101 is my passion project, created to help small business owners and entrepreneurs build confidence and capability in the digital world. With years of experience in digital marketing and technology, I've seen how overwhelming the digital landscape can be - but it doesn't have to be.

Many small businesses lack a strong digital foundation, and that's where Digital Growth 101 comes in. I've designed it to break things down into simple, practical steps to help you grow your business online.

Whether you're just starting out or looking to strengthen your digital presence, this is a supportive, no-fluff way to gain the tools and knowledge you need.

JUST 3 SIMPLE STEPS TO GET YOU STARTED...

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Thank you for listening

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