



Digital Marketing Basics

Quick Reference Card

The Fundamentals of Marketing

Marketing is an all-encompassing approach aimed at recognizing customer needs to ensure their satisfaction and convert them into brand advocates. It's about understanding your customers on a profound level and providing them with the best solutions.

Key Components of Marketing

Understand the Customer: Know your customer's likes, dislikes, values, motivations, and pain points. It involves using tools like market segmentation and buyer personas to identify key customer groups.

Craft a Marketing Strategy: Identify your unique value proposition, understand your competition, and differentiate your brand in the market.



Create a Marketing Mix: It is a combination of strategies used to bring your product or service to market.

Build Strong Customer Relationships: Make them feel valued by providing excellent customer service, engaging loyalty programs, or personalizing customer interactions.

Capture Value from Customers: Repeat purchases and brand loyalty and see returns on your investment. Involve strategies for customer retention, upselling, and cross-selling.

Master the Marketing Mix

The **four marketing 'Ps'** are explained here:

Cost the customer pays for the product.



Goods or services offered to the customer.

Location and methods of product distribution.



Communicate the product's features/benefits to attract target customers.

Market Strategy and Development

Use SMART Goals: Specific, Measurable, Achievable, Relevant, Time-bound—for focused, clear marketing objectives.

Create a Unique Selling Proposition

✓ Identify a 'hook', a specific need, desire, or problem that your business can address. Communicate the product benefits clearly. Utilize surveys, customer interviews, & social listening.
✓ Look at your competitors' product features, pricing, customer reviews, and marketing strategies. Seek areas where they fall short — these gaps are your opportunities.

Plan Your Marketing Budget

- ✓ It includes costs for advertising, public relations, direct marketing, social media, content production, and more.
- ✓ A well-planned marketing budget can help manage expenditures, measure effectiveness, and optimize return on investment (ROI).



Market Research and Brand Positioning

◆ **Identify Your Target Audience:** Know their demographics (age, gender, income), geographics (location), psychographics (interests, lifestyle), and behaviors (buying habits, product usage).

◆ **Craft Your Brand Identity:** Include brand elements like logo, color palette, typography, imagery, voice, and tone.

◆ **Create a Customer Journey Map:** Break down customer path into their: product awareness, consideration, decision, and reviews. Put yourself in your customers' shoes.

Marketing Channels and Tactics

Start a Strong Social Media Presence

Use the right channels for building a powerful social media presence:



Facebook: With over 2.8 billion active users, Facebook is excellent for reaching a broad audience and driving traffic to your website.



Instagram: This image and video-centric platform is popular with younger audiences and is ideal for brands with strong visual content.



Twitter: It is great for sharing quick updates, news, and engaging with your audience through conversations.



LinkedIn: This professional network is ideal for B2B companies, thought leadership, job postings, company news, and professional content.

Create a Content Marketing Plan

Conduct a Content Audit: Identify what's working & what's not to fill the gaps.

Choose Your Content Type: See what resonates with your audience: blog posts, videos, infographics, or podcasts.

Create a Content Calendar: Schedule when and where you'll publish upcoming content.

Develop and Distribute High-quality Content: Implement relevant keywords and adhere to SEO best practices. Promote it through social media campaigns, email marketing, or collaborations with other brands or influencers.

Navigate the World of SEO

Search engine optimization, or SEO optimizes a website or online content to increase its visibility in search engines for relevant queries.

- Keyword Research
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Local SEO
- Content Marketing

Measure Marketing Success

Some key marketing metrics you need to track are:

Reach: Number of visitors to your website.

Engagement: Likes, shares, comments, or click-throughs.

Conversion Rate: Percentage of people who make a purchase or fill out a form.

Use Google Analytics to monitor your website traffic: page views, bounce rate, average session duration, traffic sources (direct, referral, organic, social).

Analyze key **SEO metrics:** organic traffic, keyword rankings, backlinks.

Evaluate **social media metrics:** followers, likes, shares, comments, click-through rate (CTR), and audience Insights. Platforms like Facebook Insights, Twitter Analytics, or third-party tools like Hootsuite can help.

Keep an eye on your **email marketing metrics:** open rate, CTR, conversion rate, unsubscribe rate.



Stay Ahead with Marketing Trends

Failing to adapt can leave a brand outdated and disconnected. So, remember to:

- Subscribe to industry-leading magazines like "Marketing Week" and "Ad Age" and email newsletters.
- Engage in continuous learning through webinars and online courses.
- Follow influential marketers, thought leaders, and industry hashtags on LinkedIn, Twitter.
- Keep an eye on the competition.
- Set up Google alerts for specific marketing keywords or phrases.
- Once a trend passes the relevance and feasibility checks, integrate it. Start with small-scale trials, such as a pilot campaign or a beta test.
- Analyze engagement, conversion, feedback, and other KPIs.

You need marketing if you want business to grow!



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Compliance & Safety

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Harassment
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Customer Service

Customer Care
Customer Service Basics



Diversity

Bias
Diversity in HR
Inclusion



Google

Calendar
Chrome
Classroom
Docs
Drive
Forms
Gmail
Sheets
Slides



HR

Hiring
HR
Talent Management



Leadership

Leadership
Management
Project Management



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Access
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Sales & Marketing

Marketing
Sales



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Course Authoring
Instructional Design
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