

THE BEGINNER'S GUIDE TO

DIGITAL MARKETING

FOR SMALL BUSINESSES





If you're a small business owner curious about digital marketing, then this is the checklist for you.

First of all, what is digital marketing and why do you need it?

Essentially it is a digital or online version of advertising and marketing, whether that is for a person or a business.

Over the years it has begun to replace more traditional methods such as paper-based leaflets, posters and magazine/newspapers, as well as physical business spaces like shop fronts.

Can your customers find you online?

What impression do they have of you from what they find?

These are good questions to begin with when deciding how to move forwards with your digital marketing strategy.

I'm going to share with you the key elements of digital marketing, so that you can work out what you already have and what you might want to put into place.

1

Your business branding

This is what sets you apart and makes you unique within your industry or field.

It includes your name and your logo.

Where possible, it should contain 'clues' that someone unfamiliar with you can use to understand what you represent. These can be visual (such as a pawprint for a vet) or textual (including keywords such as 'consultancy' or 'yoga teacher')



TIP: do a quick search online to ensure there isn't someone else out there that is too similar or that might challenge you over copyright issues

2

Your website

This is the central hub of all information about you and your business.

You will need a domain name, which is the address people type into the search bar to find you. You will also need a hosting package, which provides the digital 'space' that your website is stored in.

Most websites have a Home page, which is the one people land on when they enter your domain name, and which usually summarises what the website is about. Beyond that, you can have as many pages as you want showcasing you and your business, but most begin with Services, About and Contact pages. You can design these yourself or you can get a website designer to do it for you.



3

Social media

This is how people can find you and connect with you online.

You can have multiple social media accounts, which are for creating and sharing content linked to you and your business.

These can include:

Facebook
Instagram
YouTube
Pinterest
LinkedIn
and more

Social media is a great way to connect with people, to advertise your business visually, to showcase upcoming events or new products... anything you can think of that will inform potential customers about what you do.



TIP: link your social media page and your posts back to your website, ensuring that people can always find the most and the best information about you at all times

4

Email marketing

This is when targeted emails are sent out to potential and existing customers to inform them about you and your business.

People can subscribe to your email newsletters (or e-letters) to ensure they are well-informed and sometimes the first to know about what is going on with your business.

You can build a list of email subscribers through your website, by having a landing page or call-to-action button. This allows people to fill in their contact details to join the list. Then you create your e-letter, personally or by using a dedicated company such as MailChimp, and send them out regularly.



Hopefully you've found this Beginner's Guide to Digital Marketing useful and you're ready to take things forwards.

There is plenty more support and information on the internet and on social media to inspire you so do take a look.

But more importantly, **take action!**

Your future customers are waiting...

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