DIGITAL MARKETING STARTER GUIDE

A practical workbook for planning your online presence, attracting the right audience, and turning attention into action.

VERO DIGITAL MARKETING

Welcome

This starter guide gives you a simple framework for marketing a business, service, or digital product online. Use the worksheets to turn ideas into a repeatable plan.

1. Define your audience

Write down who you want to reach, what problem they need solved, what outcome they want, and where they spend time online. Specific audiences are easier to serve than everyone.

Quick worksheet

My ideal customer is: _____

Their biggest challenge is: _____

The result I help them achieve is: _____

2. Make your offer clear

A strong offer explains the benefit, what is included, who it is for, and the next step. Avoid vague claims. Be honest about results and never promise guaranteed income or outcomes.

Offer formula: I help [audience] achieve [benefit] through [product or service].

3. Choose your channels

Start with one or two channels you can maintain consistently. Examples include Instagram, Facebook, TikTok, LinkedIn, email, search-friendly blog posts, and partnerships. Choose based on your audience rather than trying to be everywhere.

4. Use a simple content mix

- Teach: answer a common question or share a useful tip.
- Build trust: show your process, values, or a customer story with permission.
- Engage: ask a relevant question or invite feedback.
- Promote: explain your offer and give a clear call to action.

5. A one-week content plan

Monday — helpful tip
Tuesday — answer a frequently asked question
Wednesday — behind the scenes
Thursday — customer problem and practical solution
Friday — offer or product spotlight
Weekend — recap, poll, or community conversation

6. Write a better call to action

Tell people exactly what to do next: download the guide, request a quote, join the mailing list, send a message, or visit your product page. Keep one main action per post.

7. Track what matters

Review weekly: reach, engagement, website visits, enquiries, conversion rate, and sales. Compare results over time. Repeat what works and change one variable at a time.

8. A simple 30-day action plan

Week 1: define your audience, offer, and primary goal.
Week 2: publish three helpful pieces of content and improve your profile or landing page.
Week 3: test one promotional message and follow up with enquiries.
Week 4: review results, learn from feedback, and plan the next month.

Final checklist

- ■ I know who my audience is.
- ■ My offer explains a clear benefit.
- ■ My profile or website has one obvious next step.
- ■ I have a realistic weekly content plan.
- ■ I track enquiries and sales, not just likes.
- ■ I review performance and improve regularly.

Thank you for choosing Vero Digital Marketing. This guide is educational and does not guarantee specific marketing or financial results.