



DIGITAL MARKETING ESSENTIALS

A short, practical guide for business growth

What is Digital Marketing?

Digital marketing uses online channels to attract the right audience, build trust, generate leads and convert customers through measurable campaigns.

CORE CHANNELS

- ✓ **SEO**
Improve visibility in organic search.
- ✓ **Social Media**
Build reach, trust and community.
- ✓ **Paid Ads**
Generate targeted traffic and leads.
- ✓ **Email**
Nurture prospects and repeat customers.
- ✓ **Content**
Educate, attract and convert audiences.

ESSENTIAL TRACKING

- ✓ **Website Traffic**
Users, sources and landing pages.
- ✓ **CTR**
Clicks compared with impressions.
- ✓ **CPC / CPL**
Cost per click and cost per lead.
- ✓ **Conversion Rate**
Visitors who complete the goal.
- ✓ **ROAS / ROI**
Revenue or value against ad spend.

5-STEP ACTION PLAN

- 1 Define your goal** Awareness, leads, sales or retention.
- 2 Know your audience** Identify needs, location, interests and intent.
- 3 Choose channels** Focus where your customers already spend time.
- 4 Create + launch** Use a clear offer, strong creative and CTA.
- 5 Measure + optimize** Track results and improve what works.