

White Paper

Digital Marketing 101 for Entrepreneurs: Where to Start, What to Skip, and How to Grow

Presented by General Media Consulting Co.

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Introduction: Digital Overwhelm is Real

As a new entrepreneur, the digital marketing world can feel like a maze. With countless platforms, tactics, and "must-dos," it's easy to feel paralyzed—or worse, to spend time and money on things that don't move the needle. This white paper cuts through the noise to help early-stage business owners make smart marketing decisions. We'll walk you through where to start, what to skip, and how to grow with clarity and confidence.

1. SEO Basics, Content Marketing, and Paid Ads

Why it matters: Organic visibility, value-driven content, and strategic paid media form the core of sustainable growth.

What to do: - **SEO Basics:** Start with on-page SEO—optimize your homepage, service pages, and blog content using tools like Yoast or Ubersuggest. - **Content Marketing:** Choose 3 content formats you enjoy (blog, video, email) and create around customer problems, FAQs, and testimonials. - **Paid Ads:** Don't jump into ads too early. If you do, start with retargeting and local awareness campaigns.

Quick Win: Optimize your homepage title tag and meta description to reflect your service and location.

2. Social Media That Converts vs. Distracts

Why it matters: Social media can attract leads—or waste your time. It's not about being everywhere; it's about being effective.

What to do: - **Pick 1–2 platforms max.** Go where your audience already is. - **Use CTA-driven content.** Invite people to book a call, read a blog, or join your list—not just "like" a post. - **Batch your content.** Save time and stay consistent by planning ahead. - **Track what works.** Use platform insights or tools like Metricool.

Quick Win: Turn your most frequently asked question into a 3-part content series on your top platform.

3. Creating a Simple Marketing Funnel

Why it matters: Without a funnel, you'll rely on luck. A basic funnel moves a cold lead to a paying client step by step.

What to do: - **Lead Magnet:** Offer a valuable free resource (e.g., checklist, guide, quiz). - **Landing Page:** Create a distraction-free page with one goal: get the email. - **Email Sequence:** Send 3–5 automated emails that introduce your brand and invite them to take action. - **Call to Action:** Book a call, join a webinar, or purchase a low-ticket offer.

Quick Win: Create one lead magnet using content you already have—turn a blog into a checklist or mini-guide.

4. Avoiding Common Pitfalls

Why it matters: Wasting time and budget can stunt your momentum in the most critical stage of business growth.

What to avoid: - **Chasing trends.** TikTok might be hot, but it's only helpful if your audience is there. - **Buying followers or engagement.** It kills trust and doesn't lead to sales. - **Spending without data.** If you don't know your CAC or CPL, don't scale ads. - **Trying to do everything.** Marketing is a marathon—focus on doing a few things well.



Quick Win: Review your last 30 days of marketing activity. Eliminate one task or channel that isn't producing ROI or traction.

Conclusion: Simplicity Scales

You don't need a massive budget or a full-time team to win at digital marketing. You need the right priorities, a repeatable system, and consistent messaging. Start simple, track what works, and build from there.

Need help creating a marketing strategy that fits your stage and budget?

Contact **General Media Consulting Co.** to map out a clear digital marketing roadmap built for real-world results.

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