

AN E BOOK BY
HOLISTIC SALES SOLUTIONS

GROW YOUR BUSINESS IN 7 DAYS



**SMALL
BUSINESS
GUIDE**

**Digital
Marketing
plan**

GROW YOUR BUSINESS IN 7 DAYS

First, congratulate yourself for taking your time and reading this. We are sure; you would be satisfied after reading this Ebook. As a small business, you might have just invested heavily in your business and allocating money to advertise your products at this stage might be near to impossible. We understand this, and this Ebook covers seven crucial digital marketing techniques which involve zero cost (yeah! you read it correctly). It does not require any digital marketing professional to implement it. This DIY (do it yourself) guide will help to understand your business more and show a significant change in its growth trajectory.

How to use this Digital marketing Plan



This digital marketing guide is organised in a particular sequence in terms based on our 15 years of experience in managing the business from various industries at various capacities, so we recommend you to follow the progression and enforce it. Still, it is absolutely up to you if you decide to

directly jump into any of the specific areas which need your attention immediately.

The organisation of this digital marketing plan

Each day of a week, You will be solving one problem from the list above using highly effective but free digital marketing tools. There will be a step by step guide on how to use those tools by yourself, Pro tips, recommended list for further reading if you want to advance.

All the best for a productive seven day ahead, and we love to see your business grow. Share your thoughts, feedbacks with us. Also, let us know if you wish to know more about any of the tools discussed.

Happy growth.

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Day 1: Making your business known in the market

Introduction:

If you are in the business for quite some time or a new business, your digital presence is significant, and it is vital to be present when your customer searches you as a brand or the products you offer. Today people perform at least three online searches before they decide to buy a product or sign up for a service. In that scenario, You and your product should have proper digital visibility to getting accepted by your target audience.

Problem addressed:

Creating and optimising digital presence of a business to make the market and your customers to know about your product or services. Driving the right audience to your social media page or website.

Tools:

Google my business listing, Bing Places for business G suite, Local [SEO](#), Google, my business.



Start by logging in to [GoogleMyBusiness](#); If you are an existing business, then you might find your business from the list. You should claim from your company from there, after a set of verification, you will get access to your business listing.

Add or create a new listing for your business if you don't find your business on the list.

Listing business in online directories is crucial

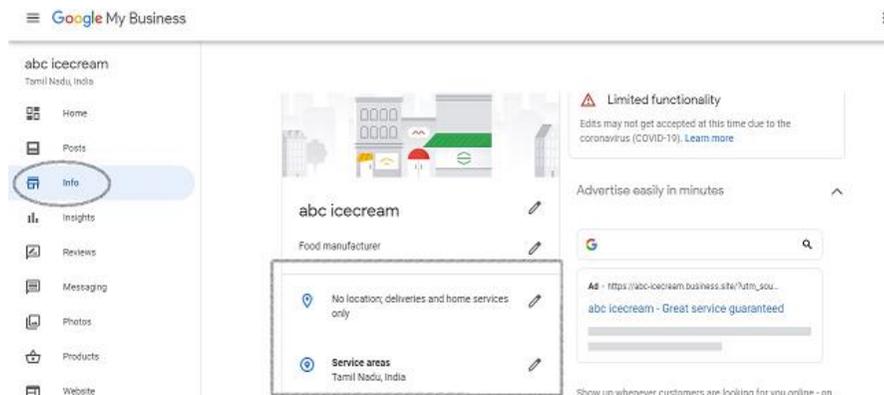
Once you enter necessary details like your phone number, address etc., you will be there on the dashboard of GMB.

Using GMB Dashboard

You can use this link to add more information about you in the [dashboard](#).

Critical information like services or products you are offering, photos, logos, and your website address to be added here. That will ensure a seamless experience for your customers.

Have marked the crucial tabs in the dashboard for your reference in the image below.



Google My Business dash board screen shot

You can also activate additional features from here itself, and it will help both you and your customers to interact effectively, for example, you can

activate the messaging tab, which allows you to answer your customers via messages directly,

Once you finish your business profile setup, you can start post content using the post tab. You can use this post to about an offer, running a promotional campaign or informing an event your doing.

The best thing about these posts is the CTA buttons you can add. These buttons will motivate the users to engage with your posts. "signup", "buy" are some of the critical CTA buttons available here to use.

To maximise the benefit out of googling my business, you should share your business profile with every platform (Facebook, Twitter, or WhatsApp) and ask for reviews about your product or services.

Gsuite

If you are a new business or have budget constraints to buy your business mail, an office suite for presentation, spreadsheet, then you should check out the link of Gsuite which offers everything you need to manage your business effectively.

Moreover, you get a free trial for every service they offer, so go ahead and sign up. If it doesn't suit your needs, then you can cancel at any time within the trial period.

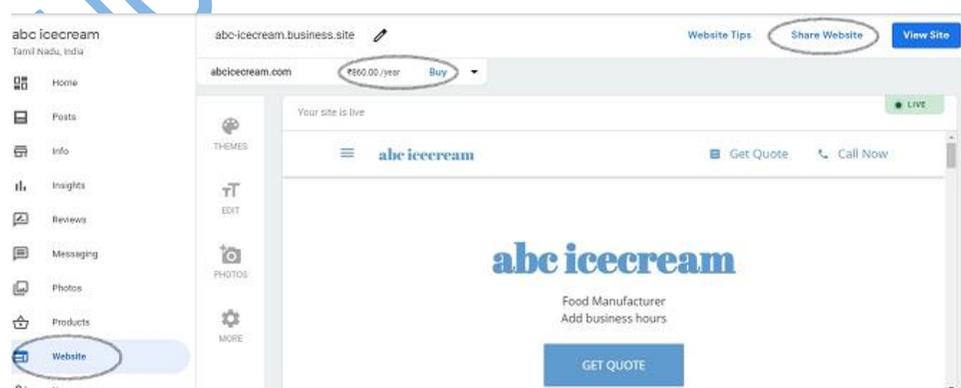
Check out here [Gsuite features](#).

Website creation with GMB

The most significant advantage of listing your business GMB is, you can create your online presence even if you don't have your website.

But there is more to it; you can create your website within minutes and without any cost in GMB itself.

On the same tab on the left-hand side in the dashboard, choose the website tab to create your site.



GMB screen shot – Creating your website from GMB itself.

Google my business offers handful themes for you to pick it, select the one you like and fill the necessary information like phone no, price of your

products service timing, that is it your website is ready. You don't need coding skills for creating your website.

TIPS for your Website creation

- website header can have a maximum of 80 characters, and the description can have 140 characters.
- If you want to have a domain name in your company name, then you can directly purchase from there. The average prices start at 900 per year on an average

Pro tip

- 1) You can add additional users to manage your business in following capacities owner, manager, site manager. So you can be an owner, and you can add your employee as a site manager.
- 2) By signing up in GMP, you will get Rs.2000 as AdWords credit, which you can use it to advertise.
- 3) List your business in bing places for business. You need not go through the entire process again. Login with the same Gmail id you used above, and you can import all the details from Google my business List in [Bing](#). Here.
- 4) Also, search in google as Directory "your product or service", you will get a list of directories or association details relevant to your business. Go ahead and list your business. It will help you to get business as well as can help in your SEO ranking too.

Advanced tools

If you already own a website want to try something sophisticated check out the links below

- 1) Check the current [google ranking](#)
- 2) Check [mobile responsiveness](#) of your site and technical errors.

Conclusion

Creating your digital presence in industry-related online directories and optimising it with standard NAM is crucial is making your business known in the market. Google my business is free, but all in one place tool, you can start.

Day 2: Buyer Persona analysis

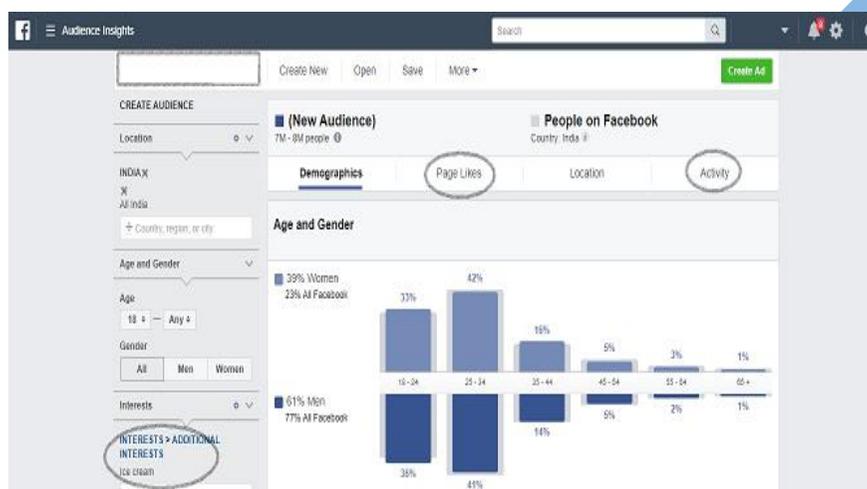
Introduction

Buyer persona analysis is crucial in understanding who is your actual customer, his needs, interests, how does he decide something etc. It also helps you to optimise the product, services, brand communications and everything about your product to resonate with your target audience.

Problem addressed:

Identifying and defining your target audience clearly, implementing relevant changes in your existing properties as per the TG analysis

Tools: Face book audience insight, colour psychology, Face book ad library, persona analysis



Screen shot - Face book audience insight

Goto [facebook audience insight](#), log in with your business account, select your country/region and on the interest tab fill in your product or service. Once you saved the details, you will get the details as shown in the image on the left.

Leave the age tab to the default setting (18 –any), later you can change it to any group to analyse further.

Deep down analysis with additional filtering

- relationship status single or in relationship
- Life events like recently married moved to a new city, or unmarried to target

Insights you would have to look in to as per priority

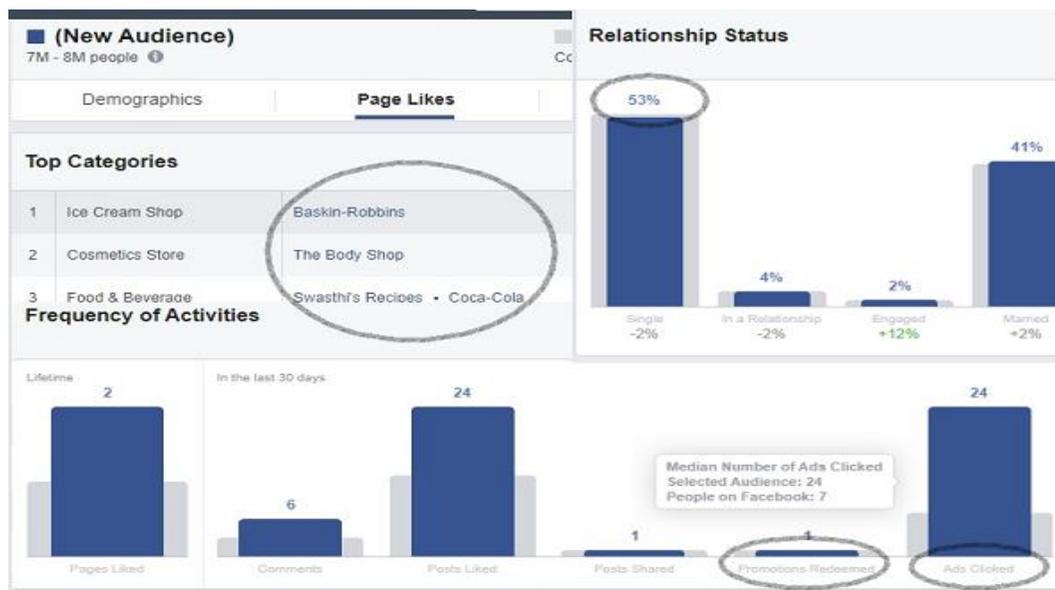
- 1) Page likes tab, click brands/pages from every single category (interest of your TG) in the segment, analyse their page to understand your audience.

You will have to look into the following, what the photos on the website shows, colours they use, kind of economic segment (value for money or premium pricing) they target—tonality of the content, age of the models they use in photos.

Persona creation

After analysing the above pages, create your TG audience (persona) profile. Ideally, it should include

- A Fictional name
- Demographics – Age, sex, location, Relationship status, Profession
- Economic Segment – Premium or value for money
- Affinity – Socio-political and any other possible association.



Screen Shot- Audience Insight. Activities, Pages liked by your audience

Implementation

Once you mapped your TG start optimising your website, Facebook page and every other customer touch base point to your audience's liking

Other areas to look for

- Opportunity to tie up or co-branding with some of those pages your audience liked.
- Activity tab – How active they are in Facebook, no of advertisements they click, or they redeeming promotional coupons are crucial area to look in to, which will help you to design your campaigns.
- From which device they are accessing, this will help you decide whether to use mobile marketing techniques like location-targeted or call ext Ads.
- Using persona analysis for content creation, for example, My TG for ice cream is aged 25-34 and single, signed up for matrimony services and holds at least one college degree. I use this understanding to write a blog about How ice cream helps you to get your soul mate and include actual photos of my ice creams with a description of the same article.

Pro tip

- Instead of using your product or service in the interest tab, you can use your industry leader, which will help you to get inspirations and ideas on how to optimise your brand guidelines.
- You can save this audience and give a name and use it directly for your Facebook advertisements.

Further, read for advanced users

- Good read on [colour psychology](#) to suit your audience
- Check the link below to understand how top competitors from the industry using [Facebook advertisements](#). You get to see the actual ad copy to practice yours.

Conclusion

Persona analysis is a crucial step in optimising marketing efforts, but most companies skip this step because of the complexity and cost involved. The Facebook audience is a useful but more straightforward tool to create your audience persona without which your marketing efforts will be directionless like shooting in the dark.

Day 3: Product optimisation

When you create or launch a product, you need to analyse following things like, what is the kind of demand is there for that product, features of the product, packing of the product, product positioning etc. Its complex process and this chapter are to simplify that process as much as possible with digital marketing tools.



Product Optimisation with Google trends

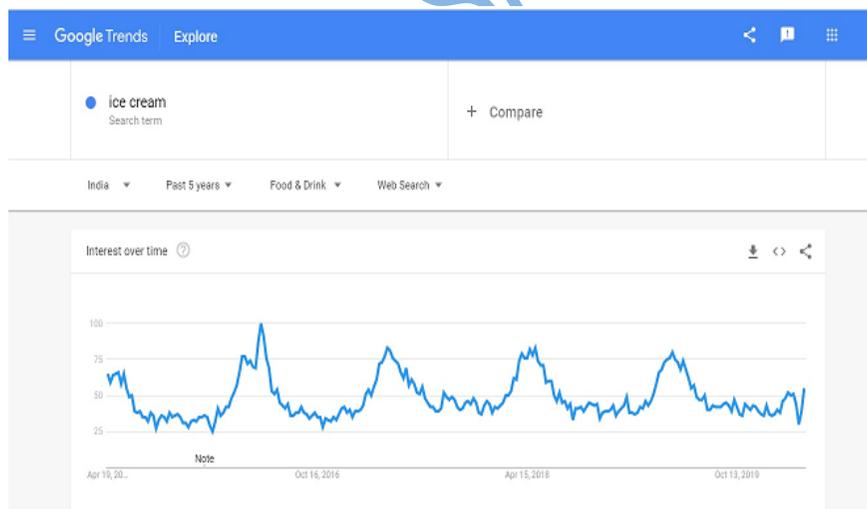
Tools: Google Trends, Keywords everywhere, keywords research

The problem addressed: Understanding product preferences, demand analysis before new product launch, finalising product package and communication

Google trends

Login with your Gmail account in google trends and enter your niche and category, click search

You will get interested in the product over various periods, and you can search for custom periods too



Screen shot - Google trends for the search term Ice cream

- Check year to year. You could predict the trend of whether demand is increasing or declining over a while. For example, our search term ice cream has given me the following insights.

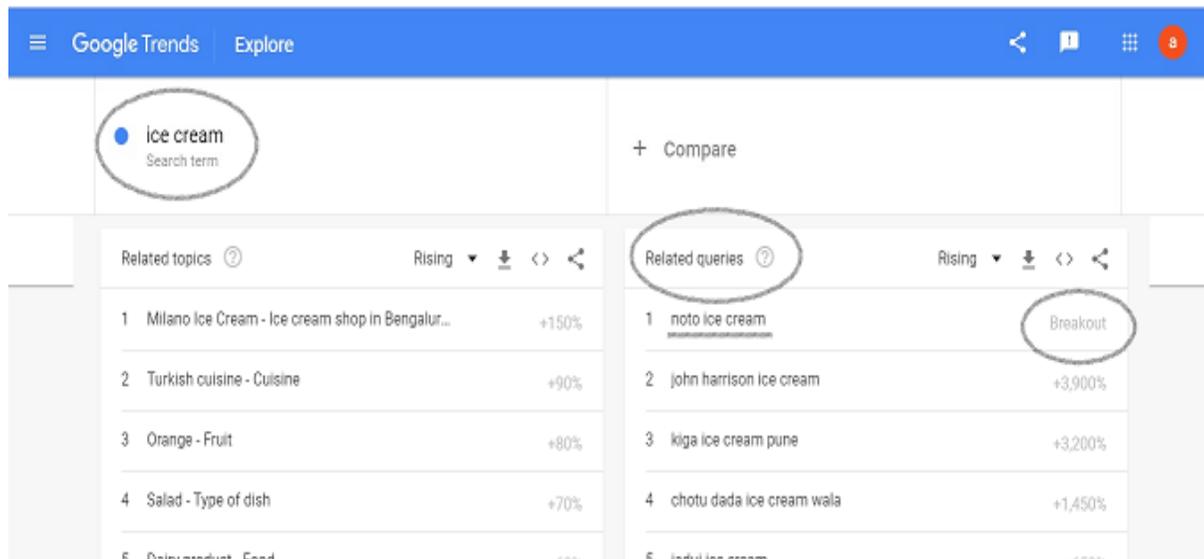
- There is a rise in new search term nitrogen icecream but drop in searches for the term icecream

We might be already selling that type ice cream, after seeing the rising demand for that name, we will change our package or brand communications to mention the word nitrogen icecream instead of merely ice cream.

Implementation: Demand/Trend analysis for new product launch

Go to related searches section and click rising you see that there is more than a 5000% increase in the search term "**noto**", which is a low-calorie ice cream that's a product idea

You will get emerging demands related to the product you are offering



Screenshot: Using related queries (rising) from google trend

Either you introduce a new product or optimise or revamp the closest product you already have.

Implementation: Product communication

You can also filter basis the type of search and compare, for example, for ice cream, youtube search has increased compared to a web search. Means people want more content as video from you instead of everyday offer related posts.

Check out here for any doubts on google trends [features](#).

Pro tip

Most important of all you could track a couple of searches you want to have held so that you can free alerts.

Go to subscription click + button, add your favourite search topic and receive updates weekly monthly etc.

You can download free [keyword everywhere](#) chrome extension here, once you install it gives related searches. You get more ideas

Down load associated keywords and searches in an excel and use it for your SEO keyword research which is covered in the free search advertisement using google credits

You will receive an activation link in the mail once you do that help you to understand how people interact with a particular product, expand the idea. How to promote, what are all associated, content idea everything

Conclusion

It is crucial to analyse market demand before launching a new product or making changes in your current offers, traditional full-scale market research involves enormous cost, and it requires quite a workforce to execute it. Google trends is a simple and most cost-effective tool, which helps you to get a real sense of market demand.

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Day 4: Optimising content for your audience

Content marketing is relatively a new term which uses quality content as a tool of marketing. Compared to traditional marketing which uses sales-driving activities like offers and discounts to promote products which in turn would affect negatively on your ability to price premium and profitability. This chapter is a step by step guide on choosing the right content which would complement your marketing efforts.

Problem addressed:

Identify content to resonate with the audience, increasing the audience base, avoiding discounts.

Tools: Answer the public, Google features - related searches, people also ask for



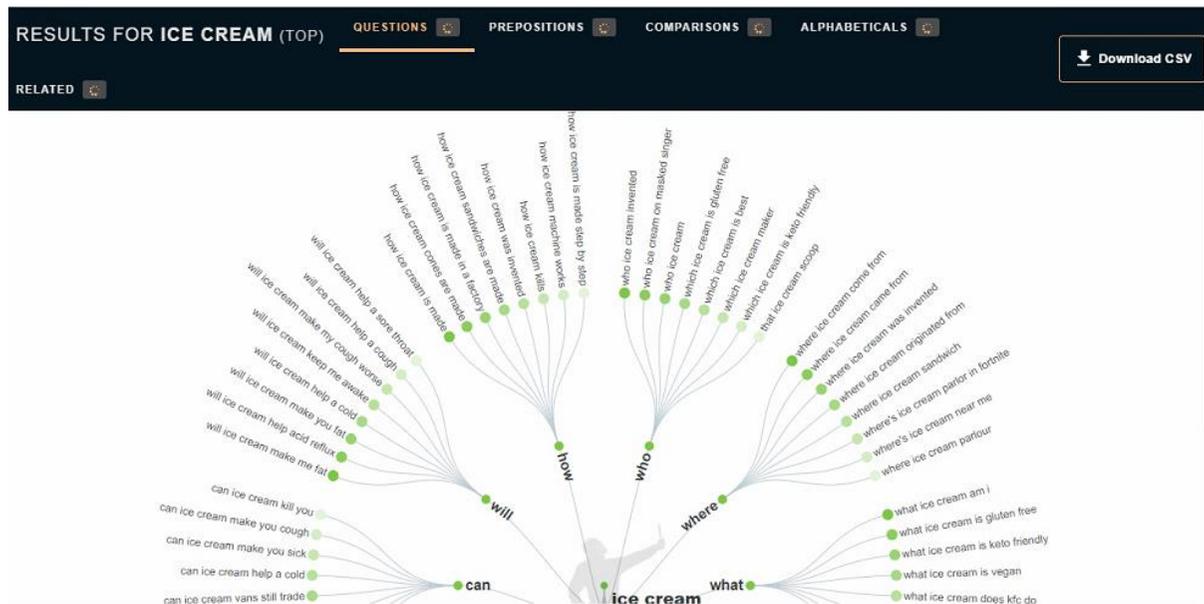
You would have seen most of the businesses sharing irrelevant or sales promotions on their social media pages and everywhere else digitally. It is not their mistake and were misled by amateur marketers who would try to tab that bottom of the funnel.

Yes, it might convert into sales a few times. Still, it has two adverse effects 1) it would create stickiness with your brand or differentiate from your competitor 2) you might not be sharing the content what your audience is looking for and eventually lose the sales.

So if you want to build the base and create repeat sales out of it, then you need to change your marketing strategies, and we decided, in the beginning, itself that you don't need to spend a penny for that. Content marketing is using varied content to target your audience throughout the funnel.

Answer the public

Answer the public. It is a great tool, key in your niche or service or product it will give you every possible combination of searches (by real people) associated with it. You can use it to understand the customer search intent



Screenshot The answer the public result page for the search term "Ice cream."

The first section of the results contains questions like **what, why, how, can, will with your search term.**

For example, My search term ice cream has given me the following items, and if I answer those questions in my social pages, it becomes the most relevant content my TG wanted to know

- 1) will ice cream help a sore throat
- 2) why ice called 99

The second section - Prepositions: for, with, with plus your search term,

Our search term ice cream gave me the following results

- ice cream without egg, without cream ice cream with espresso ice cream with bubble gum

It gives us new product ideas. And it is not random fig. these are real demand from real people

Third section Comparison X vs our search term

- Our search term ice cream requires clarification or comparison like "icecream vs gelato."

Implementation

- Do this exercise then and there, and you will get content ideas for a month with a single search, which can complement your [social media marketing](#) efforts
- For example, I would write a full form article for my website blog which might be 2000 words and will split into multiple short quotes for twitter.
- Images with a brief description from the report will share on Instagram,
- An abridged version of the same material can be shared on Facebook with a link to read the full article on my website that way; I create quality traffic to my site too. It will help in SEO also.

If you can't invest in creating a blogging site, you can also use "**blogger**" service from Google (free blogging which allows you to run your free online blog to share content and you too can answer for content gaps online).

You can target your customer from the very moment they wanted to know something about your niche, later when they move along the funnel their search intents change and you can target them with sales offers along the way.

Instead of putting up a seasonal greeting, a good article would gather a lot of organic social share, make people sign up and when they sign up you can give them coupons to redeem when they walk into your store.

Other tools

If you don't want to go to answer the public and going through all the list of people searches, you can still create quality content with Google search itself.

Start with a search term in Google search and along with the results, and it will also show you two areas which you can focus on to get content ideas.

- 1) Related searches
- 2) People also ask for

These two features are your mine of content ideas; every time you click a question, it further expands into additional search queries related to that.

Pro tip

- 1) Instead of doing a general search, do an image search of your keyword or search, it will give all the related terms associated with your search term, which is a good idea to include when you write the article.
- 2) In answer, the public results page the search term with a bright green colour was the search with the highest volume, and it reduces further as the colour becomes dimmer.

Additional read

An excellent read on [success stories](#) using social media platforms from your industry.

You can understand how various businesses use social media platforms to create store walk-in, increase sales etc.

Conclusion

Content marketing is the most efficient way to promote your product as the content you create from, is the ones, what people wanted to know and understand. It makes you empathise your audience's real concern. Once you make your customer aware that you are genuinely trying to solve their problems, they will stick with your product, and they would become advocates of your product.

Day 5 Promoting business to increase sales

Once you have a fair understanding of your audience via persona analysis and created a customer-centric content basis that, now you need to start focusing on promoting your product and business through innovative marketing campaigns. This chapter focuses on helping you with a relatively new concept called Gamification and how to optimise your existing marketing efforts using that strategy

Problems addressed: avoiding marketing fatigue, result-oriented low-cost marketing activity

Tools: Gamification for marketing, [Growth hacking](#).



Before starting, please read this article about the Gamification of the marketing strategy used by [Kia](#) motors. It will not take more than 5 minutes, but you will get a fair idea of using Gamification to launch their new model and promote its pre-launch booking.

Gamification for product launch by KIA

Image credit: KIA Motors

Challenging or poke people to do something is a great way to create brand awareness. Earlier, we saw unmarried people are the target audience for the product ice cream.

Implementation ideas



Using Comic characters for Gamification



and rules can be another way around. You will ask your audience to identify who are married.

- 1) On your social media page, share a simple photo of a group of comic characters, celebrities, like the one in the left. Ask your audience to mention all the characters who aren't married and tag one of their unmarried friends by doing this; they will get discount coupons of your product.
- 2) You can do use the same game, and rules can be another way around. You will ask your audience to identify who are married.
- 3) We will simply challenge people to share their fun stories happened, when they tried to find their superhero friend who is not married. Also, ask them to share fun tips with their friends to get married.

Things to note

Don't do it for the sake of doing. Through Gamification is a fun way of doing marketing, but your social media platform can not be a gaming platform, it should relate to your business and TG.

You should adhere to primary brand guidelines like tonality; colour etc. should be in line with your TG

Don't: it should not be so easy, or so hard, it should not be complicated.

Free Tools

Use [Canva](#) to get free fun designs; it has every single format template for online platforms, which are ready to customise and publish it immediately. You don't need to know specifications or technical skills to design.

[Woobox](#) allows you to create forms, contest on your Facebook page, the free subscription will help you to analyse and automate winner selected based on their engagement of your posts.

Check Here for all the [features](#) available with "woobox", and most of these features are free to use too

Protip

Generate [personalised QR code](#), when your games on Facebook or website, instead of revealing the game, share the QR code, people can scan and go to the designated place you want them to. The fun starts from the very first step itself, like a rabbit hole where your audience won't know where they are going. It creates a thrill. It's completely free and quite easy to create too.

Additional Read

[Read here](#) on more case studies about how brands have successfully implemented Gamification and grown their business exponentially.

Conclusion

Traditional marketing strategies create fatigue in the mind of customers due to its inherent tedious nature. Gamification is a low cost and creative way of promoting your product; it also can help you grow your business exponentially.

Day 6: Advertising to cut competition

You would have optimised your marketing and content for your audience. Still, your competition is spending money on advertising. However, your content marketing efforts will help you to get slow but permanent wins; you also need a quick win by advertising your products. That's where google ads will help you out.

Problems addressed: low cost Targeted advertisement for the result. Get people directly call your business

Tools used: Google search ads ([Pay Per Click](#)) with call extension and [mobile marketing](#).



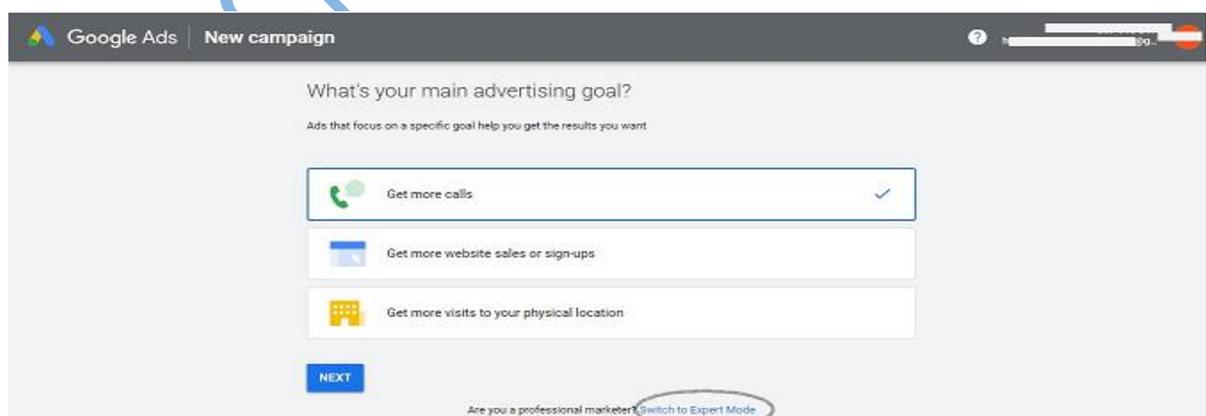
Listing your business in "Google my business" will get you a free credit of Rs 2000 to launch your first advertisement campaign. In this section, we will focus on google ads with a mobile extension for driving local business.

Isn't it costlier, yes it can be, but it will be dependant on the keywords you choose?

Google ads help you to place your ads just above your competitors in the search results. You don't need the support of a technical person to launch your first ad. On the same page (home) of google my business, you get the access of google ads.

But as we committed earlier this digital marketing plan is to make you use sophisticated tools on your own without spending money, so we recommend you to sign in [google ads](#) here.

Once you log in, skip the guided AD setup and choose expert mode link below the objectives, if not, you don't get to access a secret weapon which is very important not only for advertisements but also for entire marketing efforts

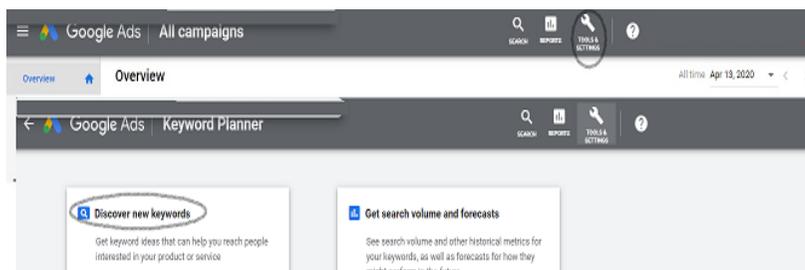


Screenshot: Google Ads, Starting with Expert mode

Once you reach your Google ads dashboard, click tools and setting (one with the tool icon) – and select keywords planer from planning tab within.

The keyword planner has two sections

- 1) search volume and forecast 2) Discover keywords and start your keyword research by clicking option 2.



Screen shot : Google adwords – Keyword planner section

Keyword Research

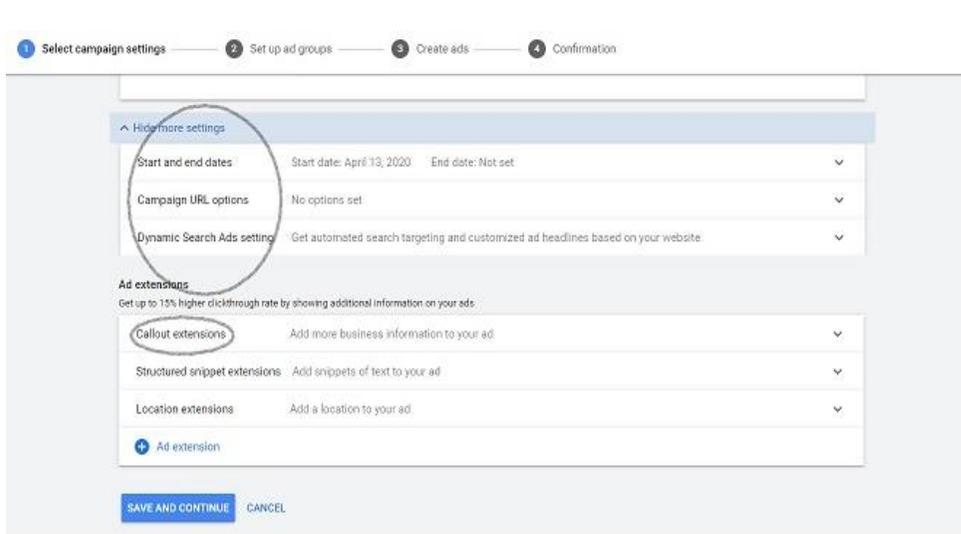
- Start by entering a keyword on the place given in the next screen.
- You will get various related ideas for that search term including the

volume (no of searches), and competition for that keyword.

- You will also get the cost per keyword, compare this data for various periods you would want to check.
- You should be selecting a keyword which has a good search volume with low price. Also, you should use a keyword with the right search intend (to buy)

AD group creation

- After selecting keywords include them in an ad group by clicking a group tab and give your ad group a name, then select add keywords.
- That would lead to the forecast of your advertisement plan, where you can get what is the chance people can see and click your ads and the kind of conversion you can expect.



Campaign creation

- Then you can add areas (targeted locations) you want to target with this advertisement campaign.

- Then click create the campaign, here you can set the budget you want to use, then give a

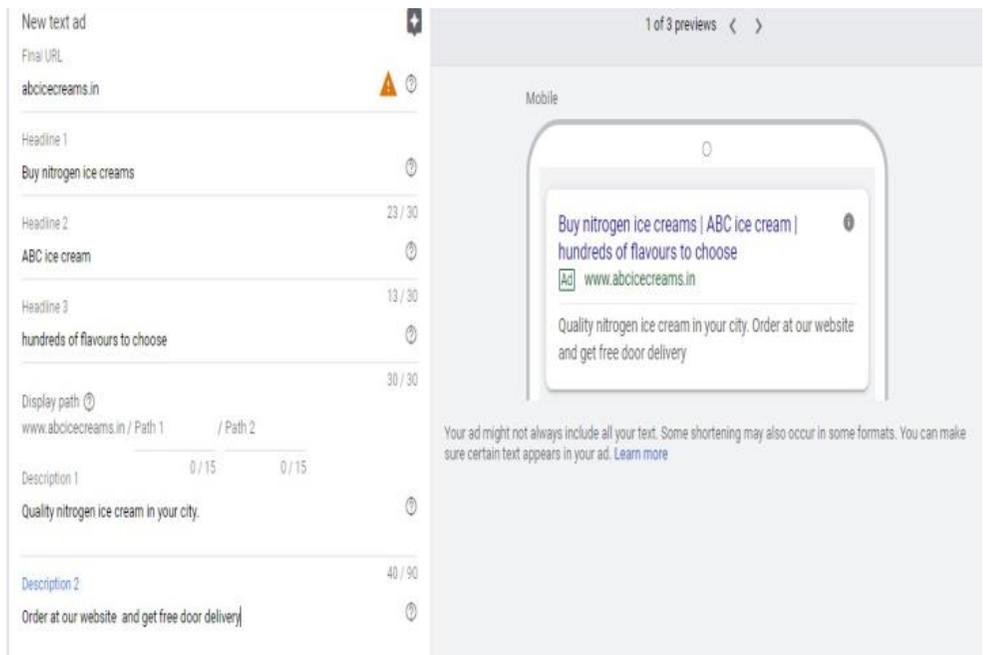
name to your campaign and

save it. If you wish to your customers call your business directly, it is the place you can add your business numbers.

- The other controls like scheduling your ads, start date, end date etc. are available in setting tab on the left.

AD creation

- That would lead to creating AD section where you can create your ads. It is a user-friendly process, and you get to view your ads (right-hand side) as and when you type every single line (left-hand side) of it. Refer the image



Screen shot : Google ads – Ad creation Section

- Here you need to key in 3 inputs, your headline, description of the ad and your website URL (the one you created with google my business) and on the next tab you can add your phone number as call extension which enables your customer to call your business directly

That's it. From here, you can allow your ads to run.

Pro tip

Instead of trying new keywords, you can use competition websites to get keyword ideas to use in the keyword planner. You have to click, "**use website**" option in the discover new keyword section and enter the website domain name you want to target.

Additional reading

Clarify all your doubts on search engine marketing here [google ads](#).

Summary

Advertising is a great way to cut the competition and convince the customer that you are the right person to choose when they compare. Still, most of the traditional form of advertising has inherent problems in terms of targeting the right audience and measure the conversion from your customer. Google Ads solves both these issues with a large number of targeting options and the kind of data available to measure the success of your campaign.

Day 7 reviewing the progress you have made



Reviewing progress with Google business insights

Problem: You keep doing marketing activities but don't understand whether you are making progress by your marketing efforts, if so, what are the parameters you want to measure

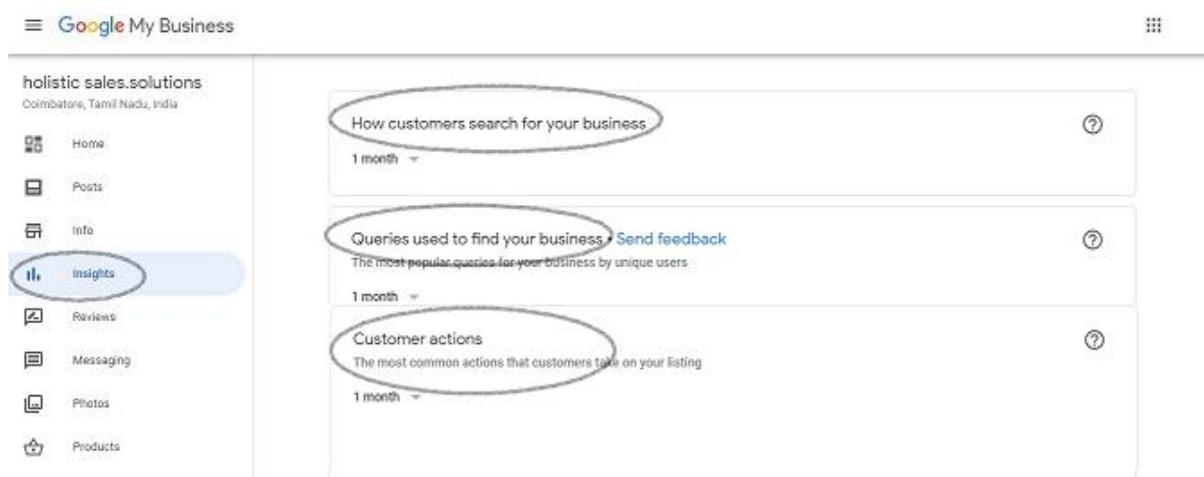
Tools: Google business insights, Face book insights

Google Insights

From google dashboard, go to [GMB insights](#) and start reviewing your progress, but you need to verify your business by Google.

Use info tab adds info and gets your business verified. Or you can check it from your GMB dashboard or (home page) itself. Usually, it is done through text message to phone, Email or for few cases you will get a postcard with a pin to verify your business in the above tab.

Your insights page and areas to look in to are shown in the image below.



Screenshot: Google my business - Insights

There are many measures, but these four elements are essential in measuring your online success.

- 1) How customer searches your business – Helps to measure the brand awareness, if more and more people are using your business name vs other search queries like near me, higher the better, helps you in SEO too. That's y it is essential to implement strategies from day 3 –day 5.
- 2) How many times they call compare it with how many people viewed vs call, higher the difference, higher the opportunity to optimise the business information and services you provide. Ideally, those people wanted to buy your niche, but for some reasons, they dropped in between before completing the action

Contd

- 3) Queries used to find you – Helps you to identify search intents of the audience as well as your page information, ensure that your page doesn't show up for irrelevant queries. What is the benefit of getting traffic to your website but without conversion
- 4) actions they took etc. – this is very important where they click, are they performing the task you want them to do it on your page.

Facebook Insights.

Since we have made a lot of content marketing effort on your social media pages, it is better to measure the success there too. Though you can not measure the sales performances, it is highly essential to measure the kind of engagement you are getting. The popular measures like no of people following the page or like your post are no longer relevant as both Facebook and Instagram are doing away with these metrics and wouldn't be visible to your audience. What is the benefit of getting 2000 followers with an age group of 18-24 if our actual TG is only 25-34

Parameters to look in to in Facebook

Go to top of your business page, select insights and you get regular info like no of followers, like etc. but check these to measure your marketing campaigns effectiveness here.

Select page views tab, following are the key parameters to look for in that tab

Age and gender: check if your intended TG forms the maximum

City: you want to dilute your efforts beyond the service area

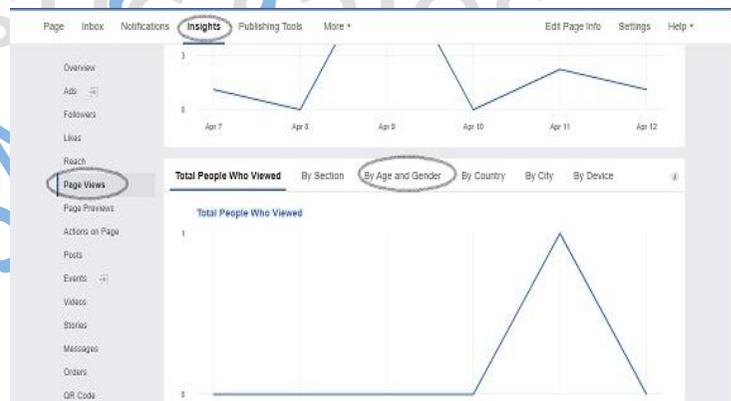
Source: this very important to understand how you are getting traffic to your Facebook page

Device: critical to optimise content to show the best viewing experience and target specific devices

The section they saw: Rework if it is not happening as per your plan

Action on the page (On the same tab on the left side in the image) Check how many website click and CTA clicks occurred. Divide these actions further to show demographic details. Use that to analyse if the people who performed the activities are within your targeted demographics (age, city, etc.)

Followers – Net followers check this after you post one targeted content. It gives new followers added for a specific period.



Screen shot : Facebook insights – page views tab

Protip

QR Code on Facebook

- 1) Create your QR code on Facebook and share it across. It will be fun for people to scan and bring it to your website, but it also acts as a tracking tool. you can track how many people scan the QR code, from there how many people visited your site and their details

Further, read for advanced users

- Use Facebook [QR code](#) feature.
- [Use and share](#) the QR code facility on Facebook.
- Read about advanced [digital analytics](#) techniques and the advantages of using it.

Conclusion

Whenever you change your existing marketing strategies, as we did in the last six days, it is necessary to review your progress. Identifying the right metrics to look in to and tools to help you in doing so is the objective of this chapter. Google business insights and facebook insights are two simple but useful tools for starters.

Summary – Infographic for quick reference

Use this infographic as a quick summary or use it as a sticky note on your cubical as a quick reference guide of what you should be doing in these seven days to solve the most crucial problems you face and grow your business.

<https://holisticsales.solutions/>
Step by Step DIY Guide

GROW BUSINESS IN 7 DAYS

With Digital Marketing tools

Day 1: Making your business known in the market

- List your business in Google My Business and industry related online directories.
- Name Address Mobile should be same
- Create free website by yourself with GMB

Day 2 : Buyer Persona analysis

- Face book audience insights to create audience
- Analyse pages liked by them
- Create persona of your target audience

Day 3 : Product optimisation

- Use Google trends to past trends and raising trends related to your niche.
- Keywords everywhere tool to identify related searches
- Subscribe to get regular update on your niche

Day 4 : Optimising content for your audience

- Answerthepublic for getting all dimensions of a search term
- Create articles, blogs and social media post which answers your customers queries

Day 5 : Promoting business to increase sales

- Gamification is a low cost but effective marketing strategy
- Avoid dependency on offers and discounts

Day 6: Advertising to cut competition

- Google ads offers wide variety of targeting and measuring options
- Using mobile call Extn and location Extn ads are best suited for local business

Day 7 Reviewing the progress you have made

- Google business insights to review your search performance
- Facebook insight to review social media engagements.

Road Ahead



The above process is the iteration. You can not just leave once implemented. It has to be optimised again and again based on the results you are getting and with the help of fundamental analysis tools suggested on day 7

Dos

- 1) Keep your social media pages, websites etc. with fresh and relevant contents. That's the only way you can maintain your audience base engaged.
- 2) [SEO](#) is a straightforward process. You need to keep two things in mind 1) you should have a well-defined USP for your niche, and have relevant contents explaining your niche in every possible customer touch base.

Don'ts

- 3) Not putting contents or just sharing random materials like season greeting, bluntly sharing offering or sales information alone
- 4) Paying inexperienced digital marketing agencies for creating fake reviews
- 5) building an audience irrelevant to your TG just for the sake having numbers.
- 6) Targeting lower part of the funnel only (focusing sales only instead of targeting the entire funnel) then you are restricting yourself
- 7) Don't fall prey for agencies who claim to make you number 1 in search results or rank for 5 or 6 particular keywords. There is no such thing.

Closure

We wish to congratulate you for this first step towards optimising your online presence with free, simple do it yourself processes, which will help you to increase sales and grow your business if implemented in its true spirit.

Please refer our glossary section if you don't understand any of the technical terms used in this free Ebook.

Glossary

These are the few industry-specific words used in various places of this Ebook. The definitions given below are only in the context of (digital) marketing and simplified for the understanding of the readers.

1. Digital marketing - collectively refers to the marketing strategies, tools and activities you use to promote your products online
2. G suite –It has collective tools offered by Google to manage your business. It includes mail, docs, slides, forms, sheets, drive etc.
3. call extension ads – Its form of search-based advertisements, which also has a portion to call businesses directly (clickable) by customers
4. CTA button – Its clickable button, used in website or Facebook page, which makes the user do specific or desired action on that page like sign up for services or buying a product etc.
5. Domain (name): Is the address used by the users on the internet to reach a website.
6. TG: Refers to the primary group of audience (subset) out of the whole universe, you would target for your marketing activities
7. Persona analysis: Activities involved in analysing your existing customers or prospects so that you will Get to know your TG and Understanding their preferences in detail.
8. Colour psychology: It refers to how colour influences the decision-making process of customers.
9. Google trend numbers: it is not an absolute number, it is a relative number between 0-100, 0 means low searches and 100 means the particular search term has peaked
10. Keywords: it's a phrase used by a searcher to search something he wanted to know or buy.
11. keyword research: Refers to analyse particular search term for its popularity and various other parameters associated with it by using a digital marketing tool
12. Niche (in marketing): A product or service which caters to a specific section of the market.
13. Content (in marketing): is useful information or experience shared with your target audience, aimed at making a long-lasting relationship.
14. Content marketing: using a compelling piece of information to amplify the effect of marketing activities compared to traditional sales-driven marketing activities.
15. Gamification: adopting your marketing activity to mirror one or some form of gaming, so that participant doesn't get fatigued compared to the regular marketing activities.
16. Growth Hacking: Is a process of using creative, low-cost digital marketing techniques to grow your business exponentially.
17. QR code: Quick response code, allows user to access hidden information using mobile etc.
18. Iteration: repeat a process, again and again, to optimise towards desired results
19. SEM: simply refers to advertisements placed on the search page of a search engine.
20. SEO: Optimising your website so that you get found by the intended users with the help of search engines
21. Competition (for keywords): Refers to the level difficulty involved to rank for a search term in search page or advertisement by a company. Higher competition usually means higher advertisement cost in terms of digital ads.
22. Brand guideline: it's a basic rule by which your brand runs, it covers vision, personality and key values of a brand
23. Campaign: All the activities you do to promote and sell your product or service
24. Marketing funnel: stages a consumer goes through in the process of buying a product, it has four stages, i.e. Awareness, consideration, conversion and loyalty
25. Ad group: different ads are driving (sale of) single theme or product.

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“A small business is an amazing way to serve and leave an impact on the world you live in.”

-Nicole Snow

