

How to Start Digital Marketing: A Practical Workflow



- Build a repeatable system from zero to measurable campaign, designed for 2026 realities



- For founders, startup teams, and creators launching their first campaign with limited budget



- Focus on one channel, one offer, and one data loop to avoid the #1 beginner mistake



- Practical sequence: goal setting, audience, channel, assets, launch, review, and scale



Set Your Destination: Goals, KPIs, and Break-Even Math



- Define one primary objective: awareness, leads, sales, or retention — not followers



- Track 2–3 money KPIs per goal: cost per lead, conversion rate, ROAS, or CAC



- Know your break-even: a 3x ROAS only works if your margins support it



- Map KPIs to free tools: GA4 for conversions, Search Console for organic queries





Know Who You Are Talking To: The One-Page Audience Persona



- Build a 20-minute persona covering demographics, pain points, and buying triggers.



- Use low-cost research: competitor reviews, 3-5 customer interviews, or social listening.



- Translate insights to channel choice: Instagram Reels vs. LinkedIn vs. emergency search ads.



- Name your persona (e.g., 'Stressed Sarah') to write authentic, targeted copy.

Stressed Sarah



Who She Is



Pain Points



Buying Triggers



How We Reach Her

Pick Your First Channel:

Go Deep, Not Wide



- **Reach:** choose one channel where your audience already is



- **Fit:** match audience, budget, and speed-to-results



- 60-day deep focus beats spreading thin across five



- **Solopreneur sweet spot:** start with search or email



Design Your Minimum Viable Offer (MVO)



- Replace generic 'Contact Us' with a magnet: free audit, checklist, or \$1 trial



- Write a 3-line stack: problem you solve, your solution, key differentiator



- Match format to intent: discount codes for ecom; reports for B2B



- Translate the core value prop into one landing page headline and test it



Build the Only Digital Assets You Need Right Now



- One dedicated landing page, one pixel for tracking, one high-value creative asset



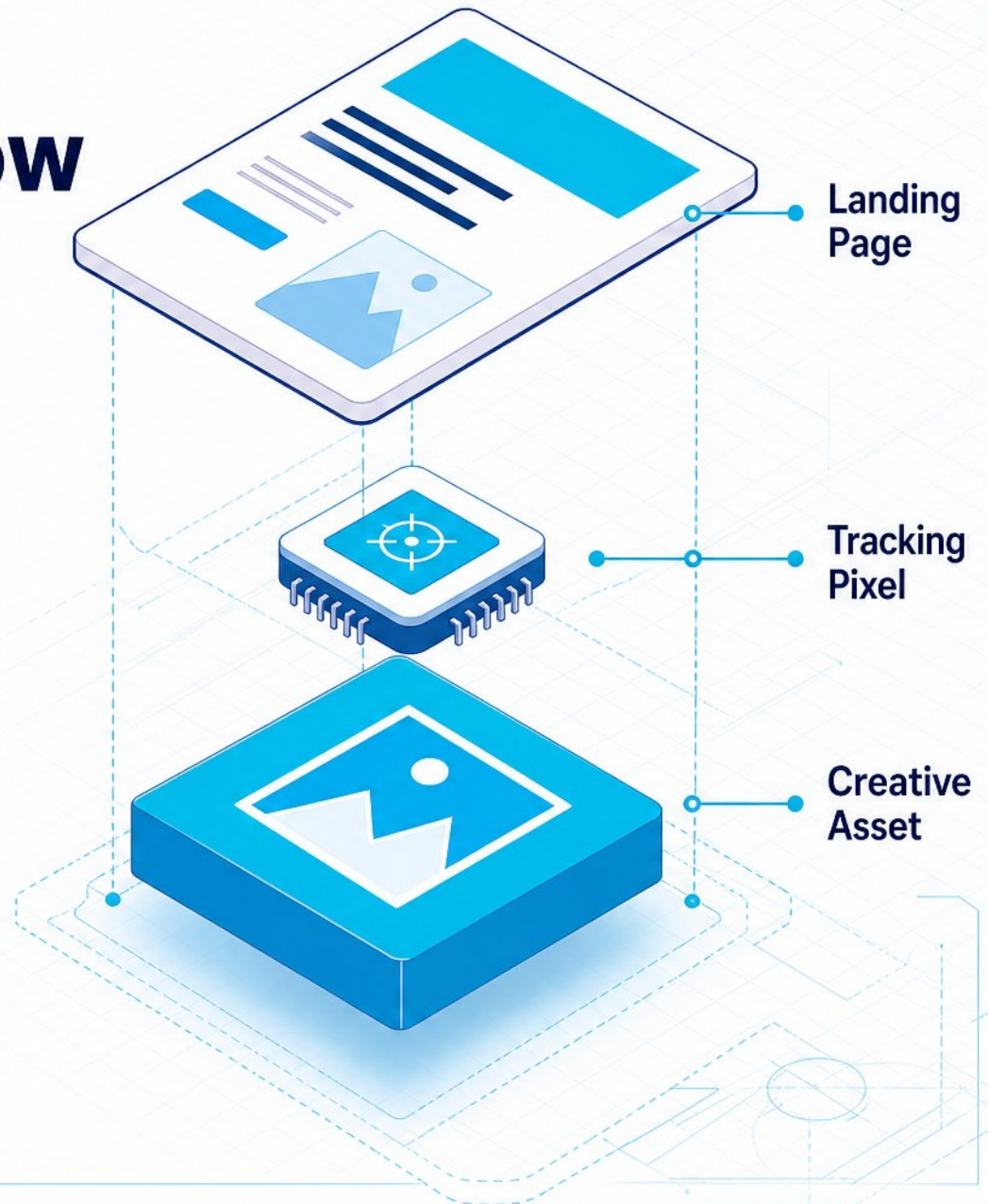
- Use Carrd for landing pages, Google Tag Manager for scripts, Canva for creative



- Implement privacy-first: Consent Mode v2 for EU/UK, first-party data via enhanced conversions



- Pre-flight check: GA4 event fires, page loads < 2.5s mobile, UTMs are standardized



Launch Your First Test Campaign: Micro-Scale Execution



- Start small: \$10–\$30/day on Meta or \$20–\$50/day on Google Search with a 7-day learning window



- Run one organic test (like a 3-video series) and one paid test, but not both cold at once



- Use correct campaign objectives (conversions, not traffic) and add negative keywords



- Avoid classic mistakes: broad audiences, missing pixel, wrong bidding strategy for new accounts



Read the Data: The Simple 3-Question Campaign Review



- Check UTMs in GA4's Traffic Acquisition report, not platform dashboards — Google and Meta often misattribute themselves.



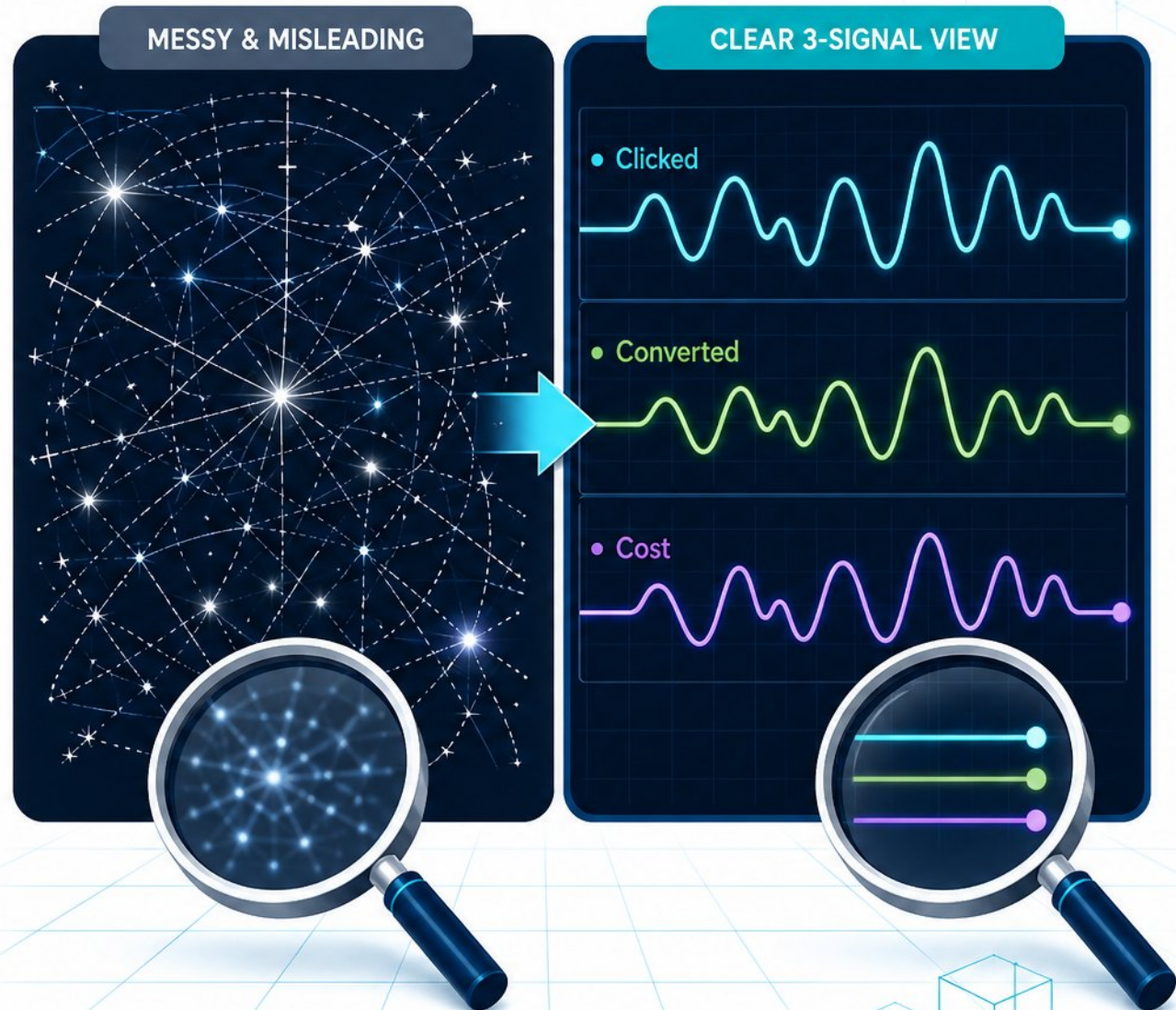
- Three questions: (1) Did they click? (2) Did they convert? (3) At what cost? Compare against your break-even target.



- Avoid judging early: wait for 50+ conversions or 7 days of stable trend before calling a result.



- Use a 'Campaign Autopsy' template to document baseline metrics, the one variable you tested, and next steps.



Iterate, Scale, or Pivot: The Decision Framework

- Scale if CPA is stable and below break-even for 7+ days
- Scale safely: increase budget 15-20% every 3-4 days
- Pivot with purpose: isolate the weakest variable (creative, audience, offer)
- Add a second channel only after your first reliably produces leads
- Map out a simple 3-month scaling itinerary





Your Marketing Engine: Habits, Tools, and SOPs



- Block 3+ hours weekly: review data, create content, and follow up.



- Use free/low-cost tools: Notion, MailerLite, Buffer, and Make/Zapier.



- Document processes in a simple SOP checklist to scale without chaos.



- Add a second channel only after mastering one with documented data.

Advanced Tracking Setup: Mastering UTM and GA4

Aa



- Use lowercase, consistent UTM names (source/medium/campaign) to avoid fragmented 'Unassigned' traffic.



- Mark form submissions, purchases, and phone clicks as Key Events in GA4 for Smart Bidding.



- Import cost data via utm_id to see true cost-per-lead, not vanity platform metrics.



- Structure pages with FAQ formats and natural-language titles for AI search engines.



Content Marketing Essentials for Beginners

- Build service, comparison, and local pages to capture high-intent commercial traffic.
- Batch weekly: one long-form piece → 3 social posts, 1 email, 1 short video script.
- Use free AI (Claude, Gemini) for outlines; edit with your voice and real examples.
- Install Microsoft Clarity (free) to watch recordings and see if content gets clicks.



Local Visibility: Owning Your Geographic Market



- Optimize your Google Business Profile: add weekly photos, respond to all reviews, and post regular updates.



- Keep your Name, Address, and Phone number (NAP) perfectly identical across all directories and listings.



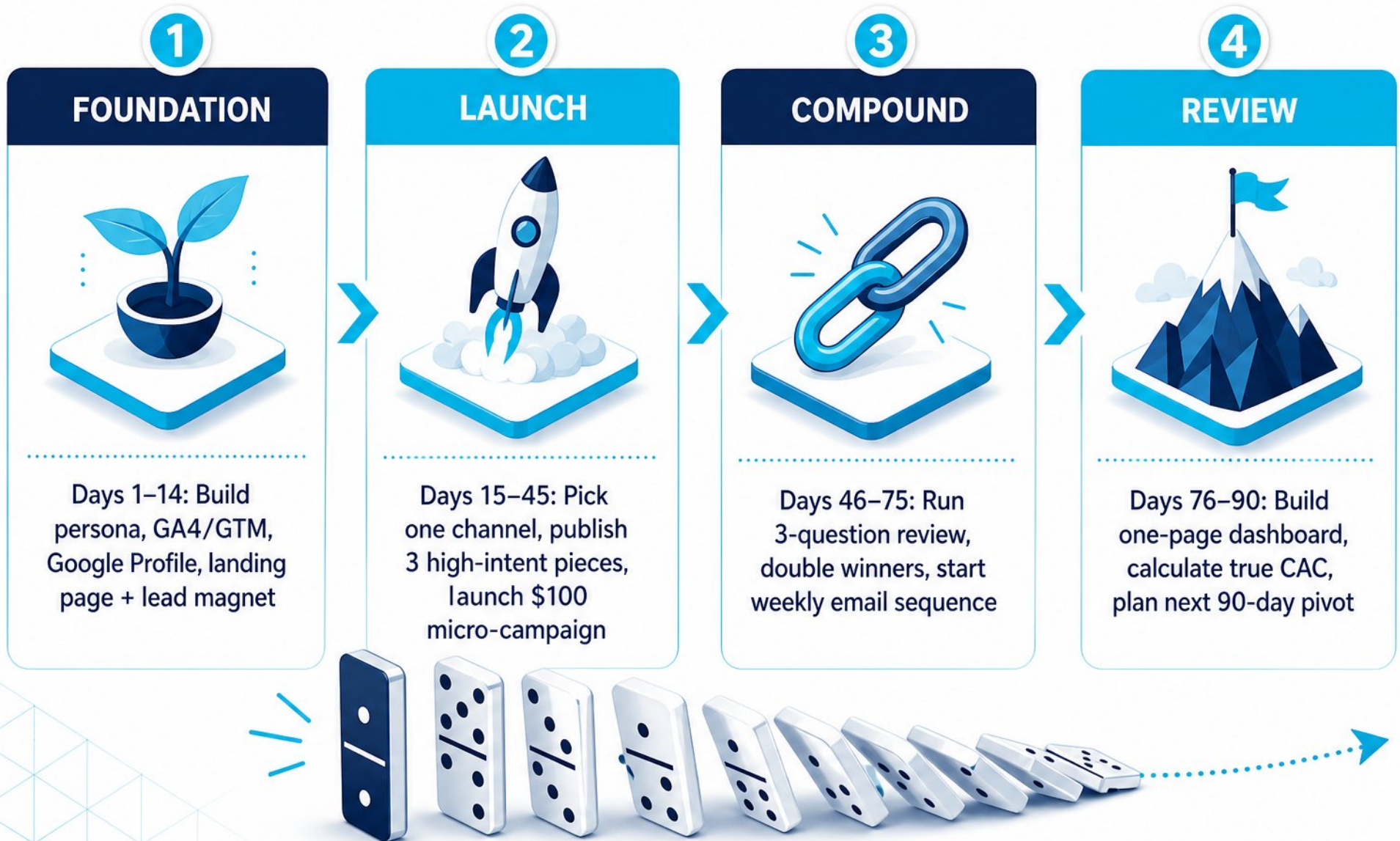
- Create location-specific service pages, like "Plumber in Williamsburg," to capture local search intent.



- Build a systematic review pipeline by requesting reviews via SMS or email to dominate the Map Pack.



Your 90-Day Digital Marketing Action Plan



PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/6962440f/public