

# Introduction to Digital Marketing Fundamentals



- Digital marketing: attracting, engaging, converting customers via online channels



- Key 2026 shift: measurability, lower cost, precision targeting, and agility



- 65% of SMB budgets go digital;  
U.S. digital ad spend exceeds \$428B



- Beginner goals: awareness, leads, sales, and repeat customer retention



- Outcome: craft an actionable 90-day digital marketing plan



# The Modern Digital Marketing Ecosystem

- **Core channel categories:** Search, Social, Email, Content, Display/Video
- **Media types:** Owned (your website), Earned (reviews/shares), Paid (Google/Meta Ads)
- **Full journey:** Social/Content > Search > Website > Email
- AI drives discovery through social search; multi-channel presence is essential for small teams



# Your Audience and SMART Goal Setting

## AUDIENCE PERSONA



**DEMOGRAPHICS**  
who they are



**BEHAVIORS**  
what they do



**INTENT**  
what they want now

### DEMOGRAPHICS



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### BEHAVIORS



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### INTENT



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Build personas from demographics, behaviors, and intent data



Demographics: who they are;  
Behaviors: what they do;  
Intent: what they want now



Set SMART goals: Specific, Measurable, Achievable, Relevant, Time-bound



Example: "Increase quote requests from organic search by 15% in 90 days"



Track by funnel stage:  
Awareness (impressions) →  
Conversion (CPA, sales)

# Website and SEO Essentials



- Your website is the central hub you own — unlike rented social spaces, you control the data and conversion experience.



- SEO fundamentals: Crawling, indexing, and ranking pages by matching user intent (informational, commercial, or transactional).



- On-page SEO is your content and tags; technical SEO is site health and speed; off-page SEO is authority from backlinks.



- 2026 starter checklist: Verify Google Search Console, ensure mobile-first speed under 2 seconds, and claim your Google Business Profile.



# Content Marketing That Performs



- **Content is the fuel:** attracts via SEO, engages on social, nurtures through email.



- **High-impact, low-effort formats:** short-form videos, blogs, case studies, and FAQs.



- **Repurpose efficiently:** one 10-min video → a blog post, 3 Reels, an email, and social captions.



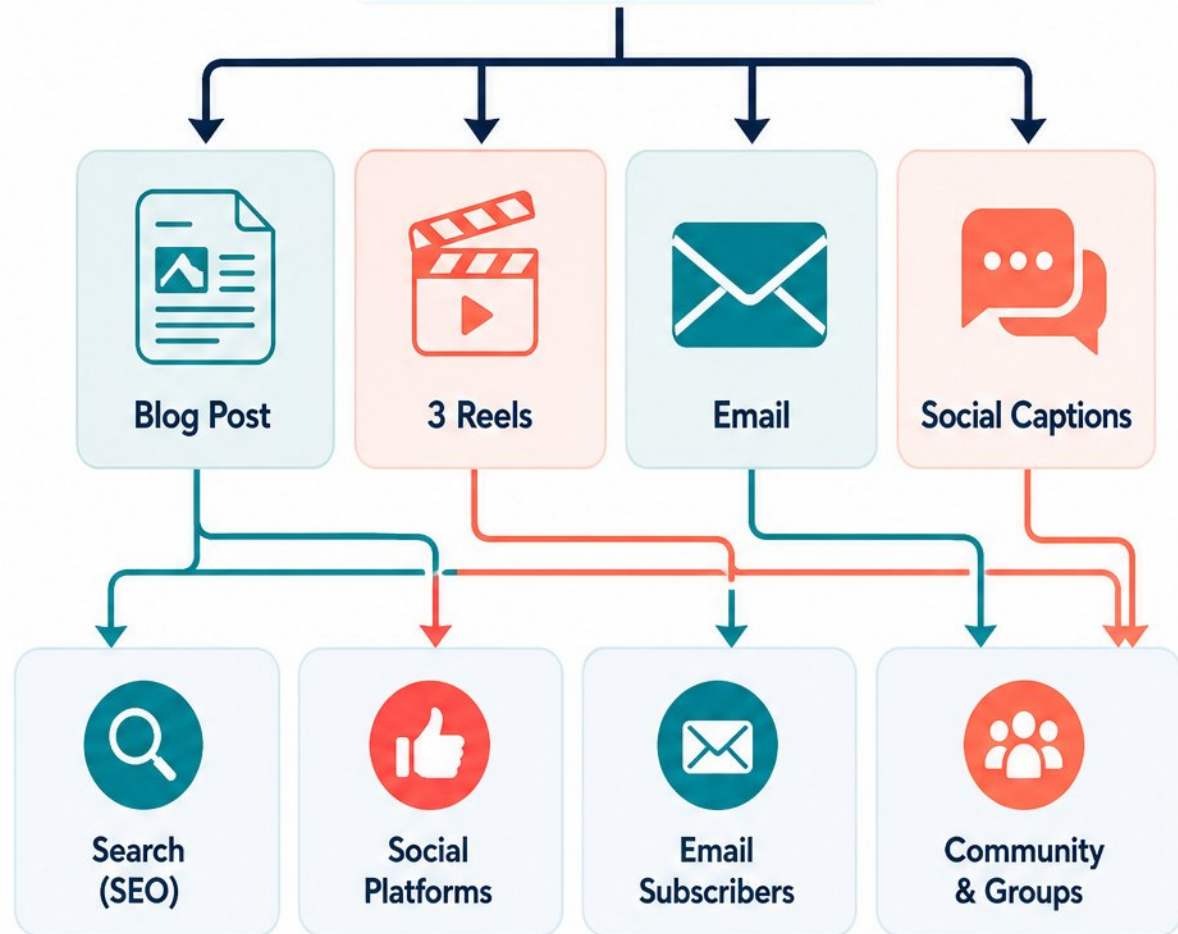
- **Plan with a minimalist calendar:** one monthly theme, one weekly asset, batch-create in dedicated blocks.



- **2026 trend:** Short-form video (under 90s) delivers the highest ROI; discovery is now social and video-first.



One 10-min  
Long-Form Video



# Social Media Marketing: Choosing and Creating



- **Select platforms by audience, not trends:** Facebook (25-65), Instagram (18-45), LinkedIn (B2B), TikTok/Shorts (video-first)



- **Organic social builds trust** over time; paid social delivers targeted, immediate reach



- **Create with a smartphone:** authentic, useful video outperforms expensive production



- **Community basics:** reply to comments, ask questions, track saves and shares



- **Free 2026 tools:** Meta Business Suite, native schedulers, Canva for graphics and captions



# Email Marketing and Lead Nurturing



- Email owns the customer relationship, bypassing algorithms to reach subscribers directly.



- Build a permission-based list with compliant sign-up forms and clear consent.



- Use welcome sequences, newsletters, and drip campaigns to automate nurturing.



- Keep subject lines under 60 characters; ensure mobile readability and one clear CTA.



- Target 20-40% open rate and 2-5% click rate; email earns \$36 for every \$1 spent.



# Introduction to Paid Advertising



- Search Ads capture active demand; Social Ads create interest; Display/Video Ads drive awareness.



- CPC, daily budgets, and Quality Score determine your ad costs and placement.



- Start testing with 5-10 phrase-match keywords, 2-3 responsive ads, and a dedicated landing page.



- A viable test budget is \$500–\$1,000/month; effective local-service range is \$1,000–\$3,000/month.



- Beginner pitfalls: skipping conversion tracking, no negative keywords, and sending traffic to your homepage.

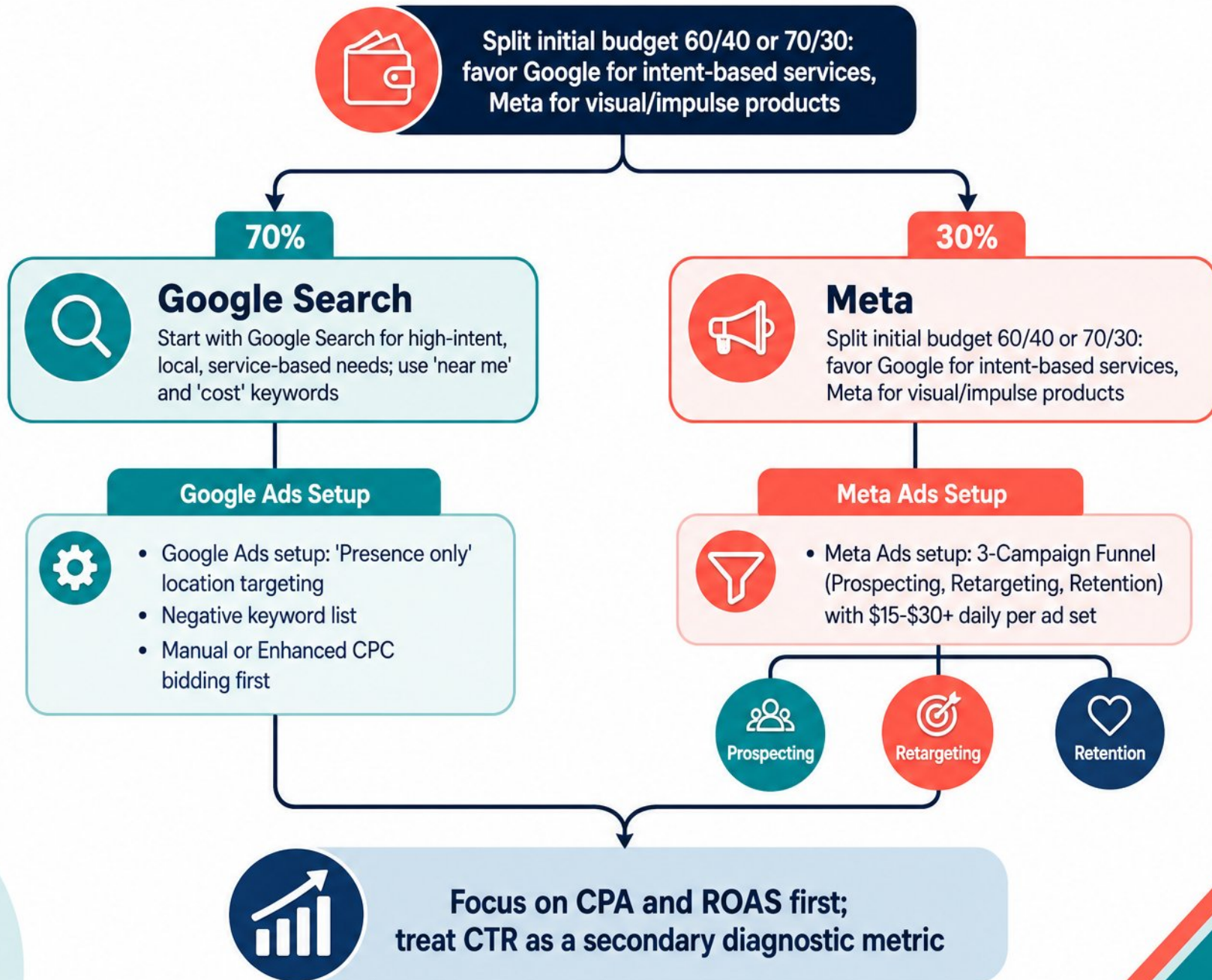


## AD AUCTION

Competing for Top Ad Placement

|                                                                                      | RELEVANCE SCORE                                                                       | BID AMOUNT                                                                            | AD POSITION                                                                           |
|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|    |    |    |    |
|   |  |  |   |
|  |  |  |  |

# Paid Advertising Deep Dive: Google and Meta



# Measuring and Analyzing Performance



- **Connect free tools:** GA4, Search Console, Meta & Google Ads insights.



- **Focus on 5 GA4 reports:** Acquisition, Engagement, Key Events, Demographics, Realtime.



- **Optimize loop:** Test a tactic → Measure (CTR, CPA) → Learn → Adjust.



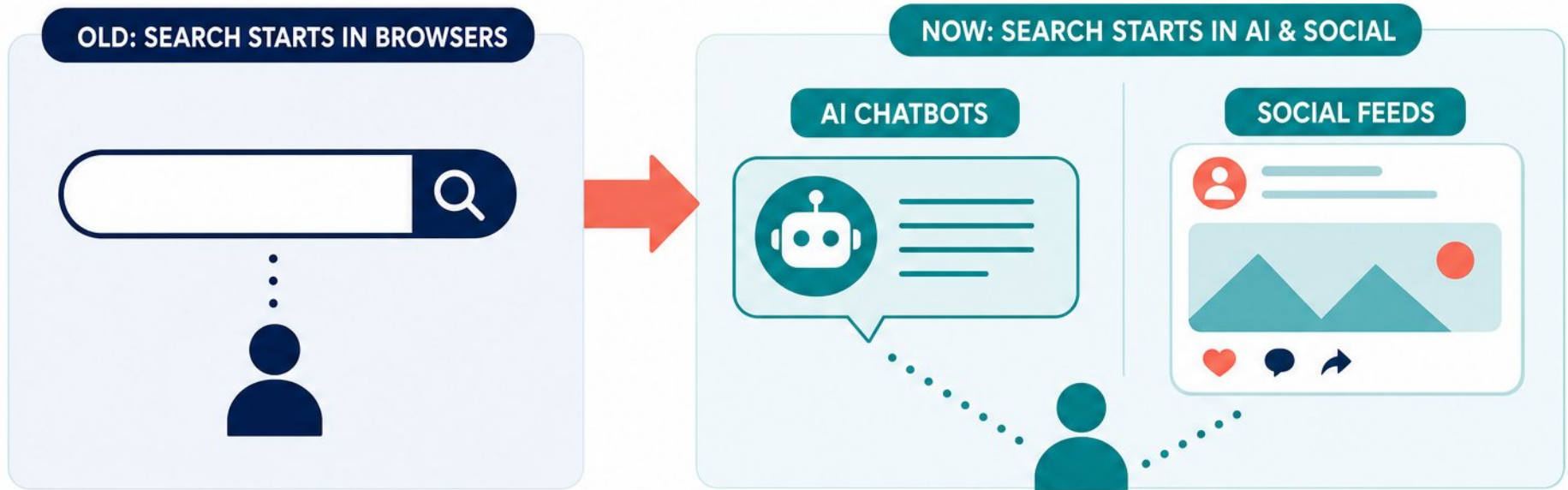
- **Vanity vs. Actionable:** Track leads & cost-per-lead, not just likes & views.



- **Lightweight dashboard:** weekly Google Sheets report with traffic, leads & costs.



# Designing for AI-Driven Discovery



- ✓ - Search now starts in social feeds and AI chatbots, not just browsers.
- ✓ - GEO structures content for AI citation: fast pages, clear headings, Q&A.
- ✓ - Schema markup is code that tells AI your business details clearly.
- ✓ - E-E-A-T signals (freshness, backlinks, consistency) drive source selection.
- ✓ - AI is a co-pilot: 60% of small businesses use it to save time and ideate.



# AI-Powered Marketing for Small Teams



- Use ChatGPT/Jasper for content drafts, CapCut for auto-captions, and Opus Clip to repurpose videos.



- AI automates repetitive tasks: automated bidding, audience targeting, and pausing underperforming ads.



- Human judgment remains essential for brand voice, emotional storytelling, and strategy.



- Start with one free AI tool, measure time and quality impact, then expand slowly.



# Career Paths and Skills for 2026 and Beyond

## T-SHAPED SKILL PROFILE

### BROAD DIGITAL MARKETING KNOWLEDGE

Content Marketing

SEO

Paid Media

Email Marketing

Social Media

Analytics

DEEP SPECIALIZATION  
(1-2 AREAS)



- AI fluency and strategic judgment are now the top career differentiators



- Entry-level roles: SEO Specialist (\$45-60K), Paid Media (\$45-65K), Generalist (\$42-58K)



- Adopt a T-shaped model: broad digital knowledge plus 1-2 deep specializations



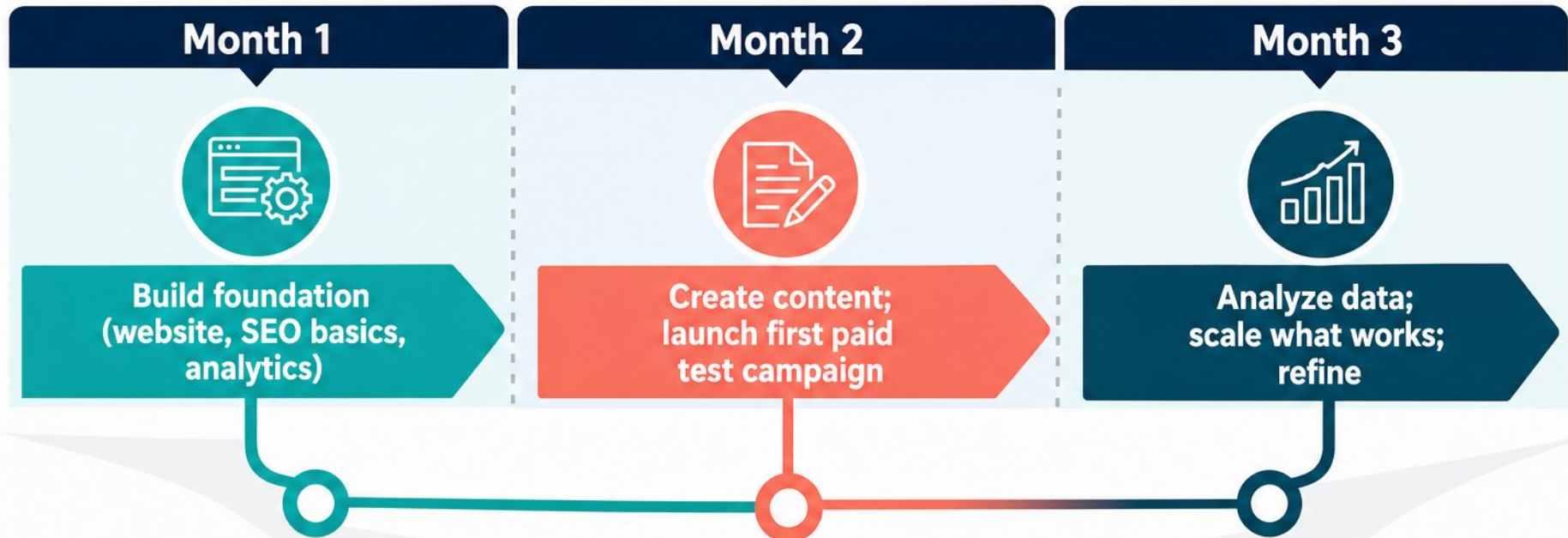
- Build a portfolio with real campaign results; it outweighs certs or resumes



- High-growth demand: AI strategists, GEO specialists, and marketing analysts



# Your 90-Day Digital Marketing Plan



• Month 1: Build foundation (website, SEO basics, analytics)



• Month 2: Create content; launch first paid test campaign



• Month 3: Analyze data; scale what works; refine



• Prioritize local SEO and one high-ROI channel first



• Certifications: Google Skillshop, HubSpot Academy, Meta Blueprint

# 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/6f64e58d/public](https://personwise.ai/t/6f64e58d/public)