

Why Digital Marketing Matters



- For business owners, professionals, students, and beginners



- Digital ad spend growing 13.5% in 2026 versus 2.5% for traditional



- Digital captures 69% of global media investment, exceeding \$700B



- Key outcomes: visibility, engagement, conversions, measurable ROI



The Digital-First Consumer: A New Reality



- Average consumer uses 3.6 platforms before making a purchase



- Over 53% of all purchases now happen via mobile device



- ChatGPT usage for product search jumped from 2% to 30% in two years



- 47% of online shoppers used AI in their most recent purchase journey

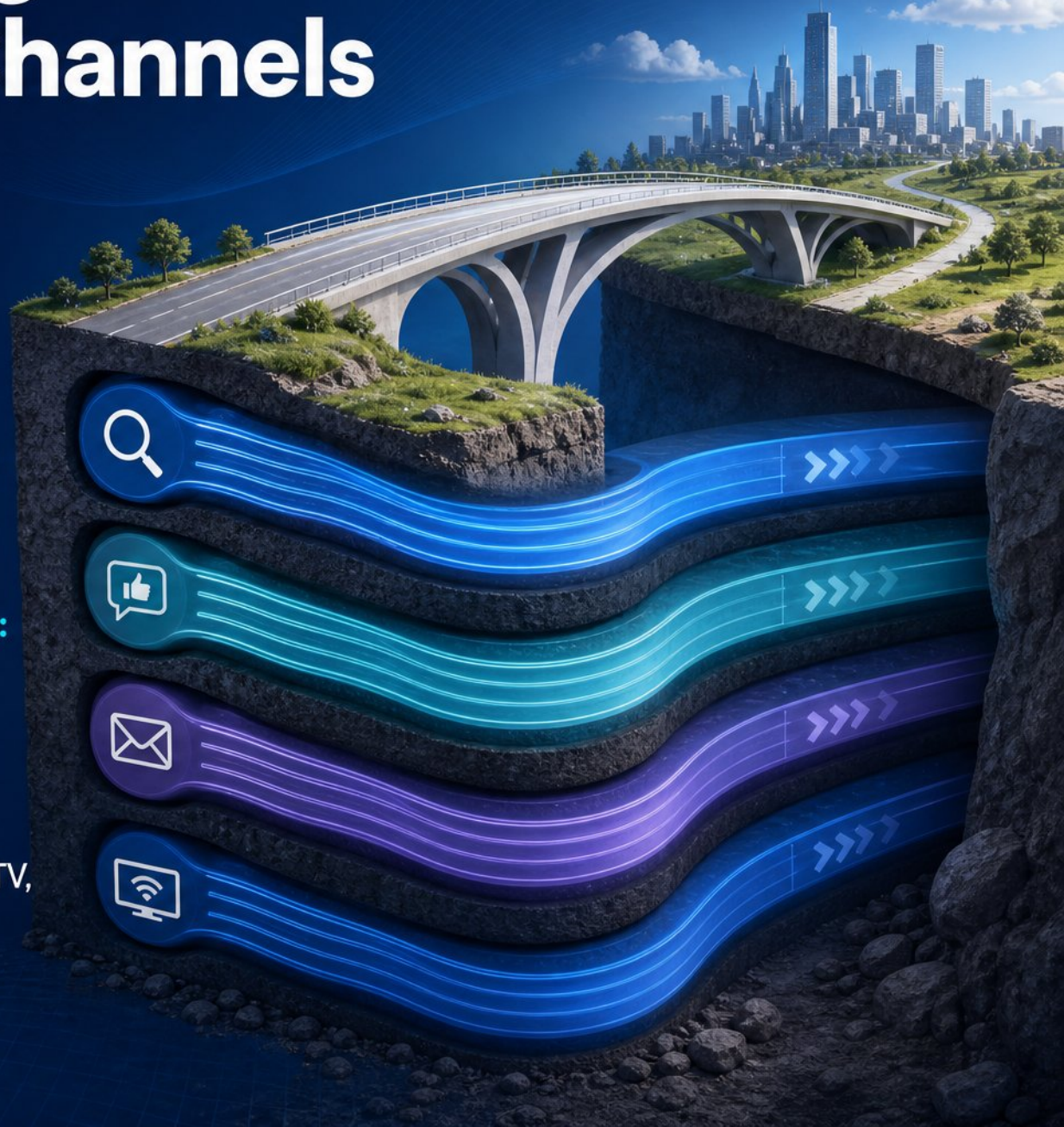


- AI tools and reviews now heavily influence buying decisions



The Core Digital Marketing Channels

-  **Search Engine Marketing:**
SEO for long-term reach and PPC for instant traffic
-  **Social Media Marketing:**
Organic content, paid ads, and influencer partnerships
-  **Email & Content Marketing:**
High-ROI channels that nurture and convert leads
-  **Emerging Channels:**
Programmatic ads, Connected TV, and retail media networks



Defining Success: Goals and KPIs



- **Align goals with business objectives:** Awareness, Consideration, Conversion, Retention



- **Use SMART criteria:** Specific, Measurable, Achievable, Relevant, Time-bound



- **Assign KPIs per funnel stage,** e.g., brand search volume for Awareness

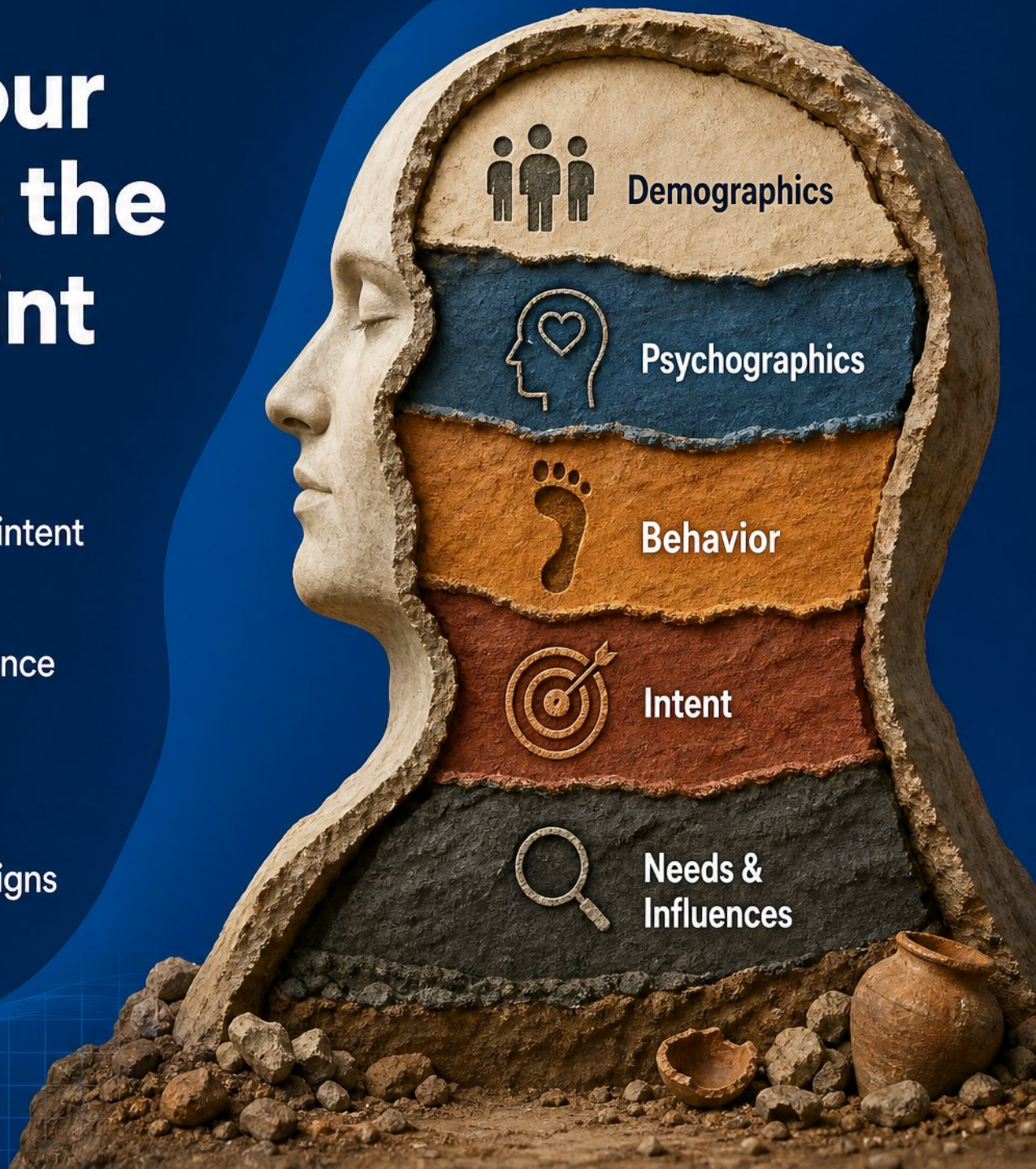


- **Use ROAS and CPA** as primary metrics for first campaigns



Knowing Your Audience is the Starting Point

- Segment audiences by psychographics, behavior, and intent
- Build buyer personas around needs, search timing, and influence
- Leverage GA4, social listening, surveys, and CRM data
- Target precisely with ad campaigns and tailored content



Crafting Your Digital Marketing Strategy

- Connect audience, goals, channels, budget, and timeline into one plan
- Paid ads deliver speed and testing; SEO and content build long-term returns
- Use the RACE framework: Reach, Act, Convert, Engage
- Allocate 70% of budget to proven channels, 20% to emerging, 10% to experiments



Measuring Success and Proving ROI

- GA4: The foundation for tracking conversions and user behavior
- Move beyond last-click to multi-touch attribution models
- $ROI = (Revenue - Cost) / Cost$;
 $ROAS = Revenue / Ad Spend$
- Build a one-page monthly dashboard linking activity to LTV



A Framework for Channel-Specific ROI



- **PPC & Social:** Target 200-500% ROAS, tracking CPA and conversion rates



- **SEO:** Measure rankings and organic revenue, expecting 300-1,200%+ ROI in 4-12 months



- **Email Marketing:** Consistently returns \$36 per \$1 spent via UTM-tagged GA4 data



- **Upper-Funnel:** Use brand search volume and direct traffic growth as proxy metrics





The Legal and Ethical Landscape in 2026

- ✓ Move to first-party data in a cookieless, consent-first world (GDPR, CCPA)
- ✓ EU AI Act Art. 50 & CA AI Transparency Act now mandate AI disclosure
- ✓ Disclose AI when it materially shapes authentic-looking people, places, or objects
- ✓ IAB framework: use a pre-launch checklist; avoid blanket AI labels
- ✓ Ethics still matter: clear influencer disclosures, no deceptive practices



Overcoming Common Pitfalls in Measurement

- ▶ Last-click attribution undervalues SEO and social media's role
- ▶ Ignoring agency fees, tools, and time inflates perceived ROI
- ▶ Evaluating campaigns too early leads to premature budget cuts
- ▶ Use UTM parameters, CRM-GA4 integration, and data-driven reallocation

Last-Click

Hidden Costs

**Premature
Judgment**

From Theory to Action: Your First 90 Days



1



FOUNDATION

Days 1-30

- Days 1-30: Set up GA4, UTM naming, Google Business Profile, top 3 personas

2



EXECUTION

Days 31-60

- Days 31-60: Launch a small PPC campaign, optimize for one keyword, set up email automation

3



OPTIMIZATION

Days 61-90

- Days 61-90: Build a monthly KPI dashboard, find lowest cost-per-lead, shift 10% of budget



QUICK WINS:

- Quick wins: Use free tools (Google Skillshop, HubSpot Academy, Canva, Mailchimp) to build momentum

A Beginner's Toolkit: Certifications and Free Resources

- **Google Skillshop:** Free certifications for Ads, Analytics, and AI-powered campaigns
- **HubSpot Academy:** Free certs in inbound, content, email, and SEO marketing
- **Meta Blueprint:** Free courses on Facebook & Instagram advertising strategy
- **Essential free tools:** GA4, Search Console, Keyword Planner, Canva, and Mailchimp
- Certifications prove hands-on tool familiarity and practical initiative to employers



EQUIP. LEARN. CLIMB.



Google Skillshop

Free certifications for Ads, Analytics, and AI-powered campaigns

HubSpot Academy

Free certs in inbound, content, email, and SEO marketing

Meta Blueprint

Free courses on Facebook & Instagram advertising strategy

GA4



Search Console



Keyword Planner



Canva



Mailchimp



The Future is Integrated: AI, Trust, and Connection

- - AI augments strategy, handling content and data while you direct
- - Only 5% buy directly from AI recs; most verify via search and reviews
- - A single journey now spans AI, social, reviews, and your website
- - The shift: from broadcasting messages to orchestrating trusted, multi-touch experiences





Key Takeaways and Your Next Steps

- Digital marketing delivers measurable ROI through precision targeting and global reach
- Core formula: Audience → SMART goals → Right channel mix → Measure and optimize
- Build trust by embracing AI transparency and data privacy best practices
- Start now: Get certified, audit your analytics, set one 30-day measurable goal



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