



**DESIGN  
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**Digital Marketing for Beginners:**

# 5 Steps To Take Before You Spend Your First Dollar

## DIGITAL MARKETING FOR BEGINNERS:

### 5 STEPS TO TAKE BEFORE YOU SPEND YOUR FIRST DOLLAR

# 1 Set measurable goals

Are you aiming for brand awareness, lead capture, or growth from existing customers? Don't try to multitarget too much when it comes to marketing goals. Ambition is all very well, but you'll go farther sprinting one step at a time! Here are examples of measurable goals:



#### BRAND AWARENESS

Let at least 100 people know you exist.



#### LEAD CAPTURE

Have at least 50 people inquire after your services.



#### GROWTH FROM EXISTING CUSTOMERS

Let all your customers know that you are offering a new service.

### Pro Tip:

Tools like [BuzzSumo](#) help you find out if you are indeed getting these results from your campaigns.



# 2 Determine your audience

An easy way to think of your audience is group them into buckets and give each bucket a persona — and even a name. Let's say you're a sit-down cafe and pastry shop and you have the following customer personas.



## PERSONA A

Persona A is Kim, a mother, father, or guardian. Since your shop is near a school, you get lots of adults coming in for coffee and a snack for themselves and their kids. You're also the go-to place for adults who are waiting for their kids to finish up with school or extracurricular activities. Kim is your main source of income.



## PERSONA B

Persona B is John, a middle-school student and your second most common customer. Though John doesn't usually sit down to eat and drink at your place, he usually brings a whole group of friends and they all get a snack to go.



## PERSONA C

Persona C is Vicky, a college student from the nearby apartment complex. Vicky loves to sit down and study in comfortable, affordable cafes like yours. However, college students from your area aren't quite aware of your cafe yet, because it's not immediately accessible from their complex. You want to be discovered by college students like Vick. You're marketing to them next.

## Pro Tip:

These are multiple audiences, and can be reached best with multiple ad campaigns. These different personas may each be using different social media platforms. You can use tools like [Hootsuite](#) or [Buffer](#) to manage social media ad campaigns across multiple platforms.



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## Establish your brand identity

If your customers have personas, your brand must have one too. What values and ideas do you most stand for? How do you show them in your aesthetics, your messages, and your product? What problems do you solve, and what do you promise your loyal customers?

These days, the best way to present yourself is online, through social media. Let the world know of your brand identity through Facebook, Instagram, Twitter, or via a WordPress-built website.

## Know your competition

It's not spying, it's just intelligent marketing. But if you're iffy about where to start, here are a few ways to find out more about your rivals:

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- ▶ Follow similar brands on social media.
- ▶ Ask your customers about them — what they like, what they don't.
- ▶ Try out rival products. Experience your competitors like a consumer.
- ▶ Use competitor analysis tools like [Ahref](#) or [Alexa](#) to take a peek into your competitors' web performance and traffic.

## Pro Tip:

Leave a lasting impression on your customers and clients through cohesive and consistent visual brand identity. Establish your brand's logo, imagery, fonts, and colors — then send them to a [Design Pickle designer](#) to create on-brand marketing materials.



# 5

## Understand the metrics

Before diving into the numbers, define your KPIs (Key Performance Indicators). They vary from business to business; what defines success for one business may not necessarily reflect the same for you. Examples are:

### Monthly new prospects

The number of new leads acquired in the past month.

### Monthly web traffic

The number of visits to various pages such as your homepage, pricing page, blog, etc.

### Average conversion time

Calculate the average time between becoming a lead and converting into paying client.

### Attrition/Churn

The percentage of customers no longer buying your products or services.

### Retention rate

The number of clients who keep using your product over an extended time period and make repeat purchases.

### Social media traffic

See the widely used social media KPIs to keep track of your marketing performance.

### Engagement rate

The number of people who have actively engaged with social media posts (shares, likes, clicks, etc.).

### Cost per lead

The cost of acquiring a new prospect.

## Pro Tip:

There's a whole load of data that comes with reporting. Tools like Captain Growth can spot growth opportunities and help you make decisions about what metrics matter most.

