



THE
DIGITAL
MARKETING
PLAYBOOK



@theredwoodbelles



Hi, I'm Alyssa

I help complete beginners create a profitable online business with one of the highest paying jobs according to Forbes - Digital Marketing!

I absolutely LOVE what I do, and I'm passionate about helping others monetise their interests on social media to build a life of complete freedom!

I'm so happy you want to learn how to earn an income this way and I hope you find this guide helpful.

@theredwoodbelles

CONTENTS

This playbook will give you actionable steps, tips and practical resources so you can navigate the digital marketing space and learn more about growing on social media!

What we'll cover:

- ⚡ Understanding Digital Marketing and it's benefits
- ⚡ Choosing your Niche + examples
- ⚡ Digital Products + ready-made products!
- ⚡ Getting started with a website
- ⚡ How to drive traffic to your site
- ⚡ Growing on social media
- ⚡ Building a following
- ⚡ Creating a personal Brand
- ⚡ Going Faceless
- ⚡ Types of content + content ideas
- ⚡ Posting tips
- ⚡ Resources & tools

Let's get started!..



UNDERSTANDING DIGITAL MARKETING

Simply put, digital marketing means using the internet, social media, email, and other online tools to promote products and services!

These products can be physical items, or digital ones that people can download to their device (like guides, ebooks, online courses etc).

You can promote your own products OR the products of other companies (this is known as affiliate marketing).

With digital products, you only have to create something ONE time, and you can resell it over and over again, earning 100% of the money you make from the sale!

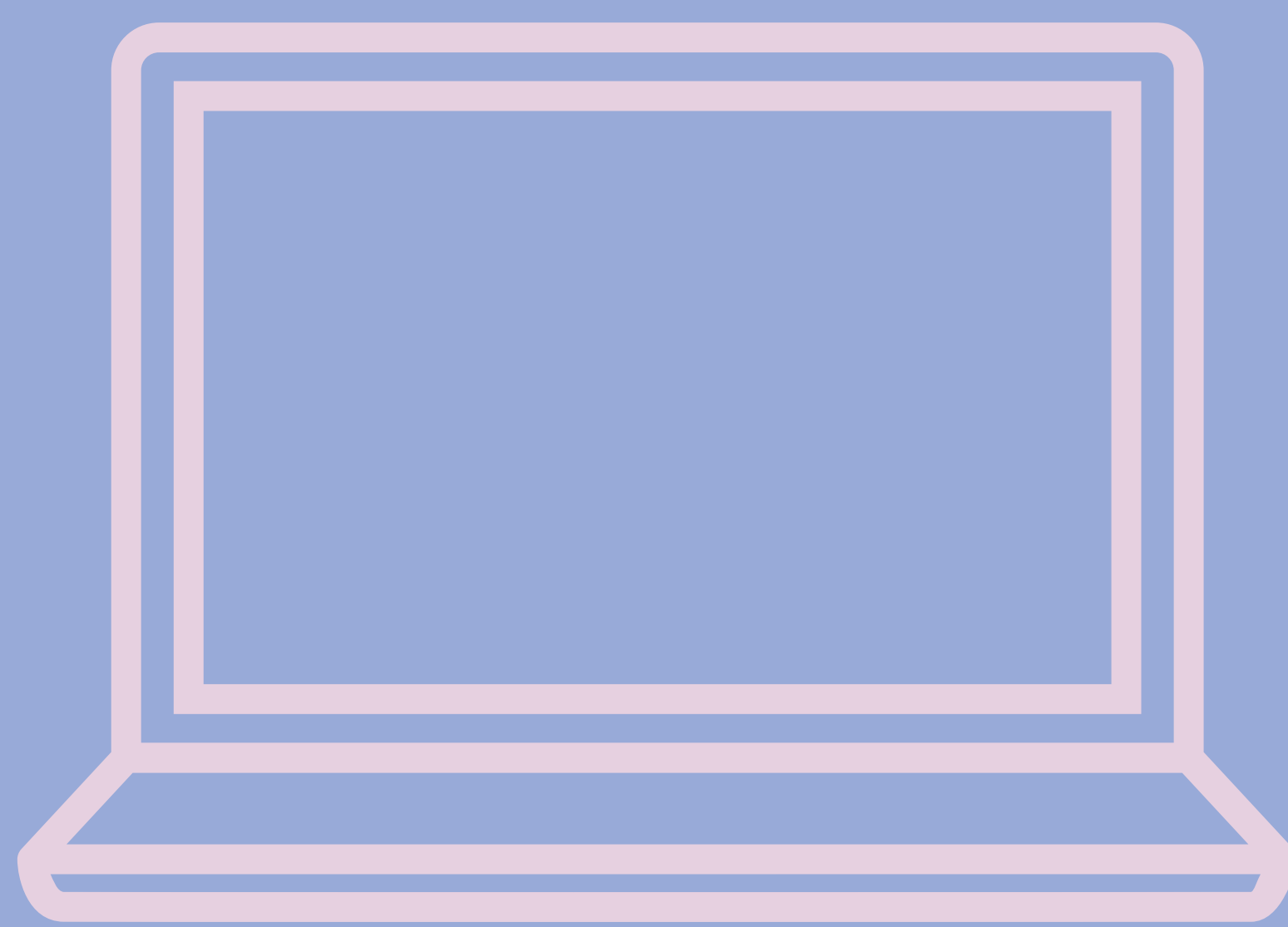
THE BENEFITS

Digital Marketing does **NOT** require:

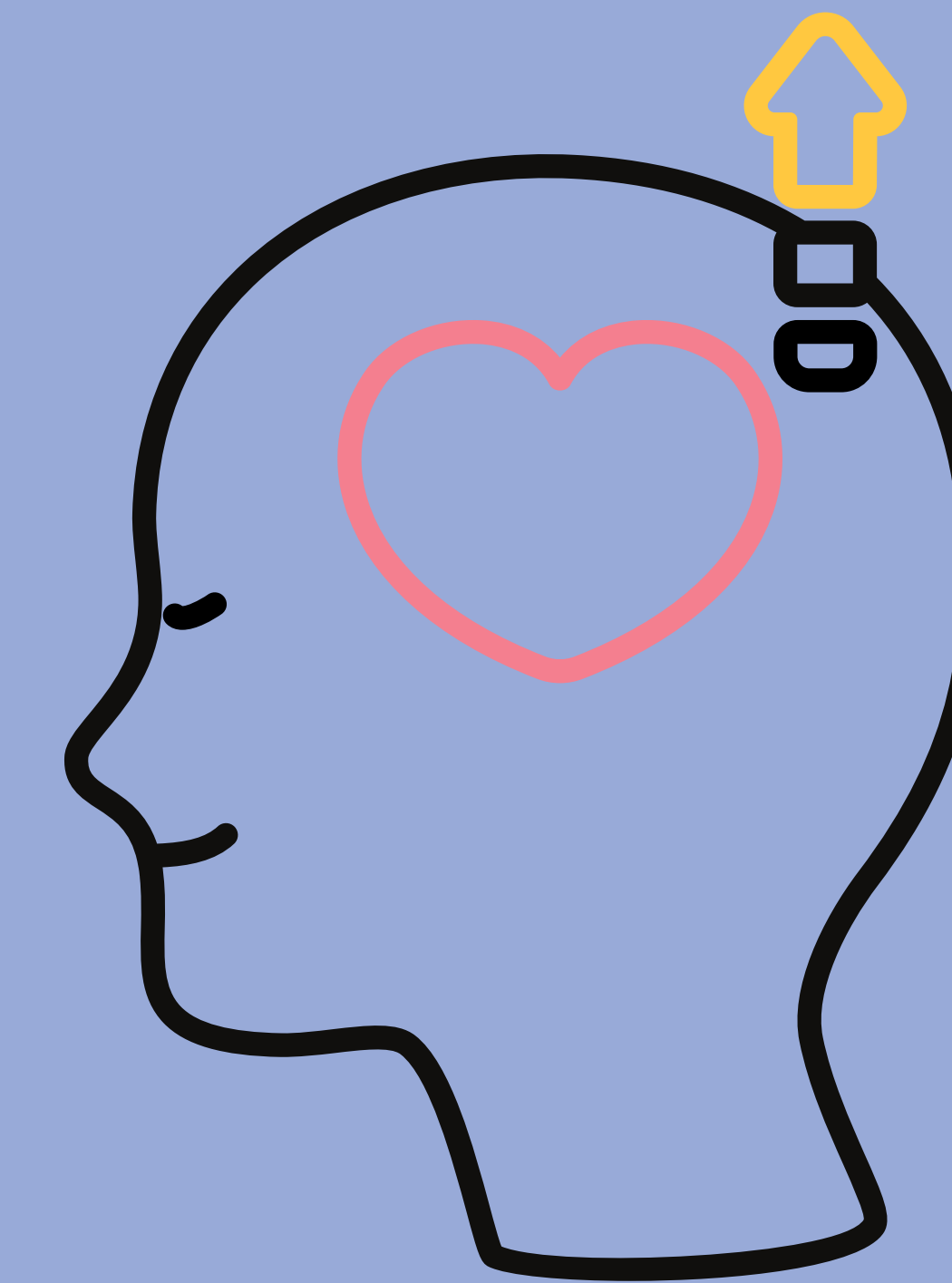
- Any prior experience or degree.
- Large following on social media.
- Dealing with shipping or inventory.
- Recruiting people

All you **NEED** to start:

- Phone + laptop
- Internet
- A few hours a day
- Learning mentality
- Consistency



STEPS TO GETTING STARTED



Step 1: Choose Your Niche

A niche is a small, specific topic or interest that a certain group of people really care about!

Imagine the topic of 'food'. Within that topic, there are smaller topics like 'natural products for the home' or 'hair styling products.' Each of these smaller topics is a niche!

It's so important to pick a niche that you're genuinely passionate about because you'll know more about the topic, understand your audience better, and be excited to keep learning and sharing. Plus, it would be no fun talking every day about something you don't actually enjoy!

NICHE TOPICS

Relationships

- Long-Distance Relationships
- Communication Skills for Couples
- Blending Families Successfully

Home & Lifestyle

- DIY home decor on a budget
- Home organisation
- Home cleaning

Pets & Animals

- Pet care and training
- Funny Pet Moments

Health & Wellness

- Easy fitness routines for beginners
- Mental health and self-care tips
- Stress management for busy people

Parenting & Family Life

- Parenting tips for toddlers
- Easy crafts and activities for kids

Wealth

- Side hustle ideas to earn extra income
- Money-Saving Tips
- Budgeting Personal Finance

Food & Nutrition

- Healthy home-cooked recipes
- Quick meal prep ideas for busy people
- Healthy snack ideas for kids



**THE TOP 3 MOST PROFITABLE NICHEs:
HEALTH, WEALTH, AND RELATIONSHIPS!**

@theredwoodbelles

STEPS TO GETTING STARTED

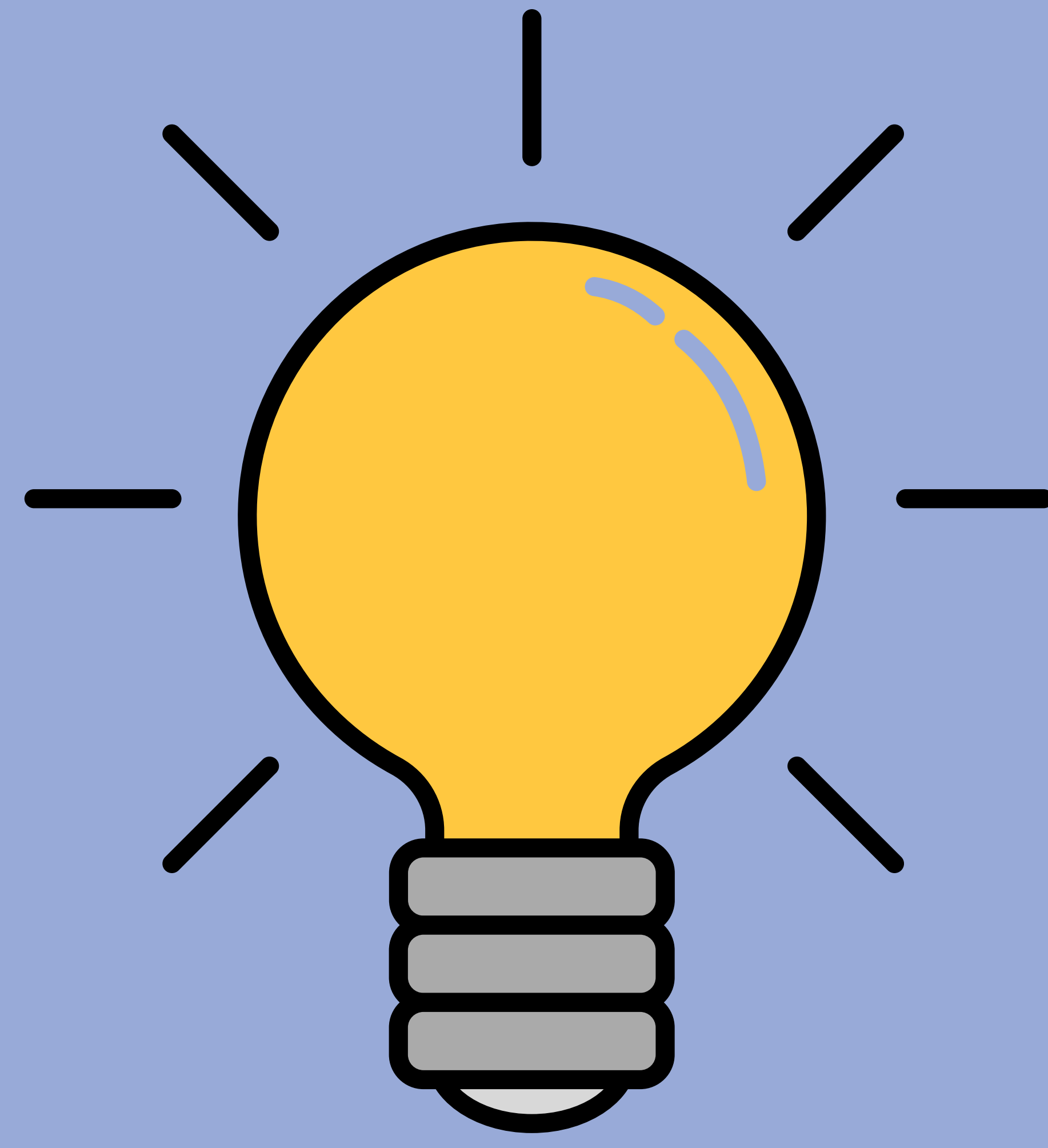
Step 2: Create your products or buy ready-made ones instead!

Digital products should always solve a problem for your target audience. You should do market research on what your target audience wants - you can do this by using [answerthepublic.com](https://www.answerthepublic.com) to find out what your audience googles, and create or buy a digital product that provides the solution!

Some examples of digital products:

- Online courses
- E-books
- Digital templates and tools
- Product photography
- Music, art, and entertainment
- Printable digital products
- Digital memberships





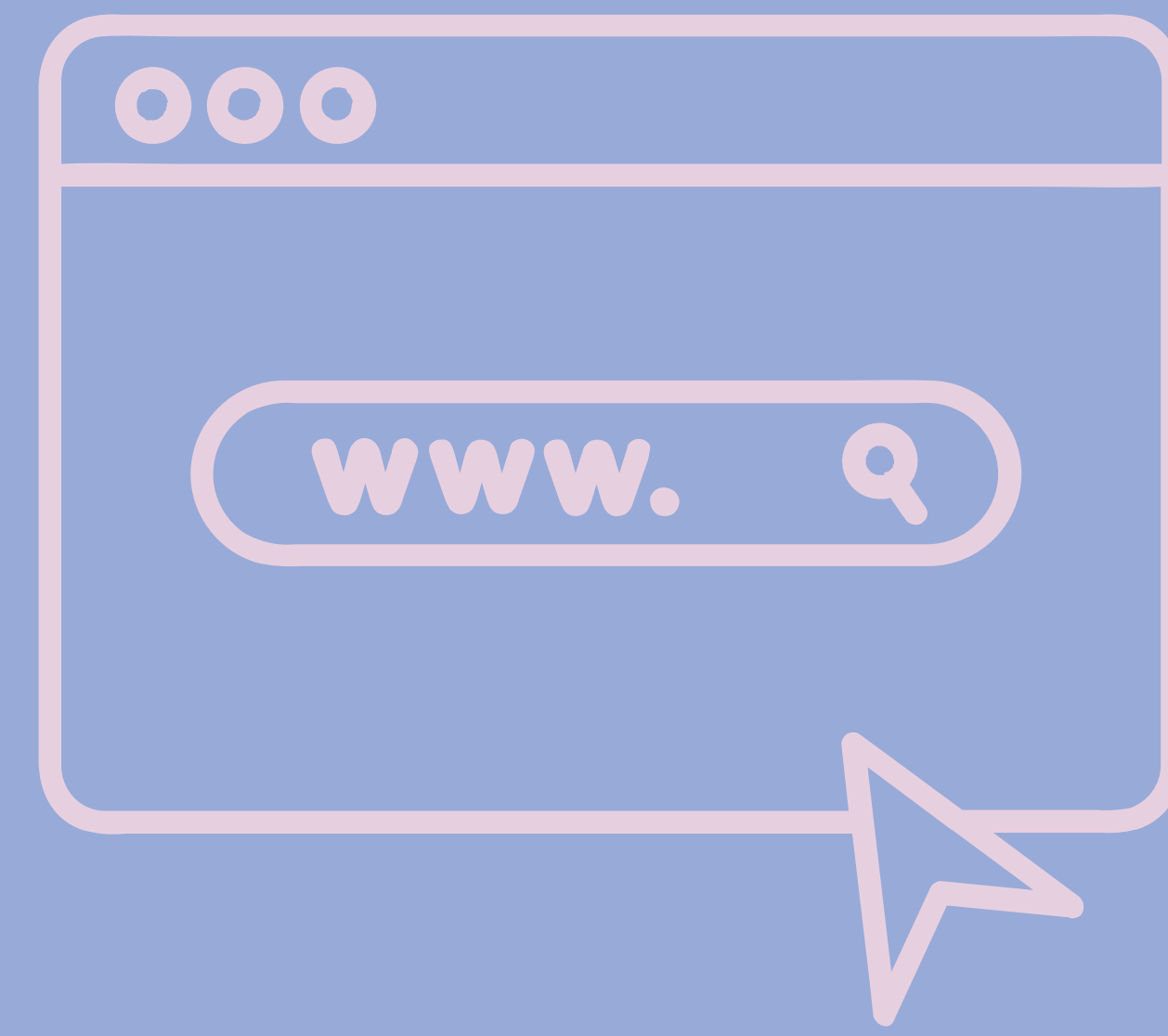
PRO TIP:

Not sure what kind of digital product to create but still want to earn an income with digital marketing? You can skip the creation process and buy *ready-made* digital products instead!

These are known as PLR products (Private Label Rights) which means you can edit, customise, rename and rebrand the product you bought and resell it as your own as many times as you want for 100% profits!

This is the SIMPLEST way for beginners to earn in this digital space. I have done-for-you digital products [HERE](#) if you want to check them out!

STEPS TO GETTING STARTED



Step 3: Create a website

Ok, this sounds way more daunting than it is! You don't have to actually build a website from scratch, there are platforms that have done the hard work for you.

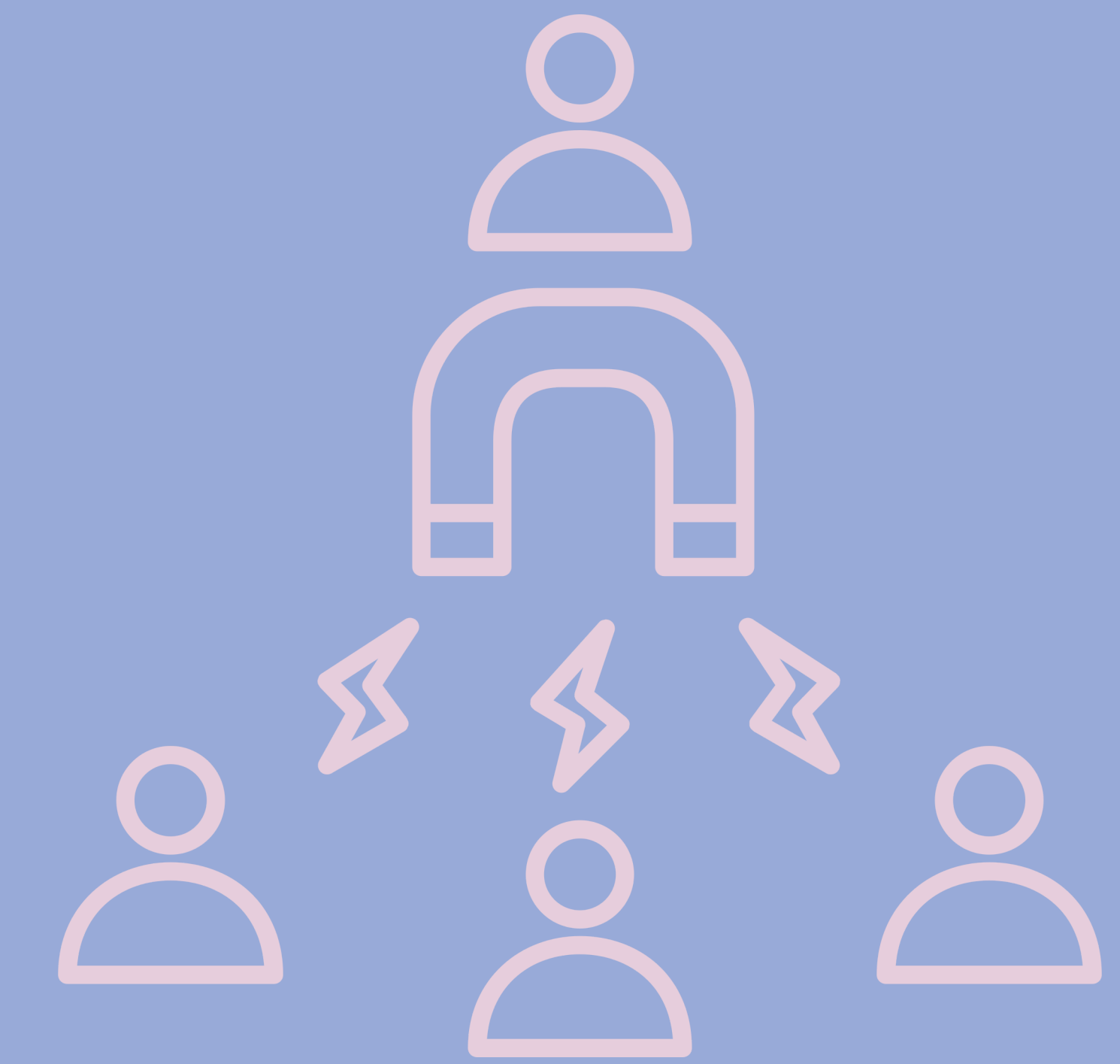
STAN STORE is a simple platform that does the hard work for you, and you can get a two week free trial

[Here](#)

STEPS TO GETTING STARTED

Step 4: Drive Traffic To Your Links

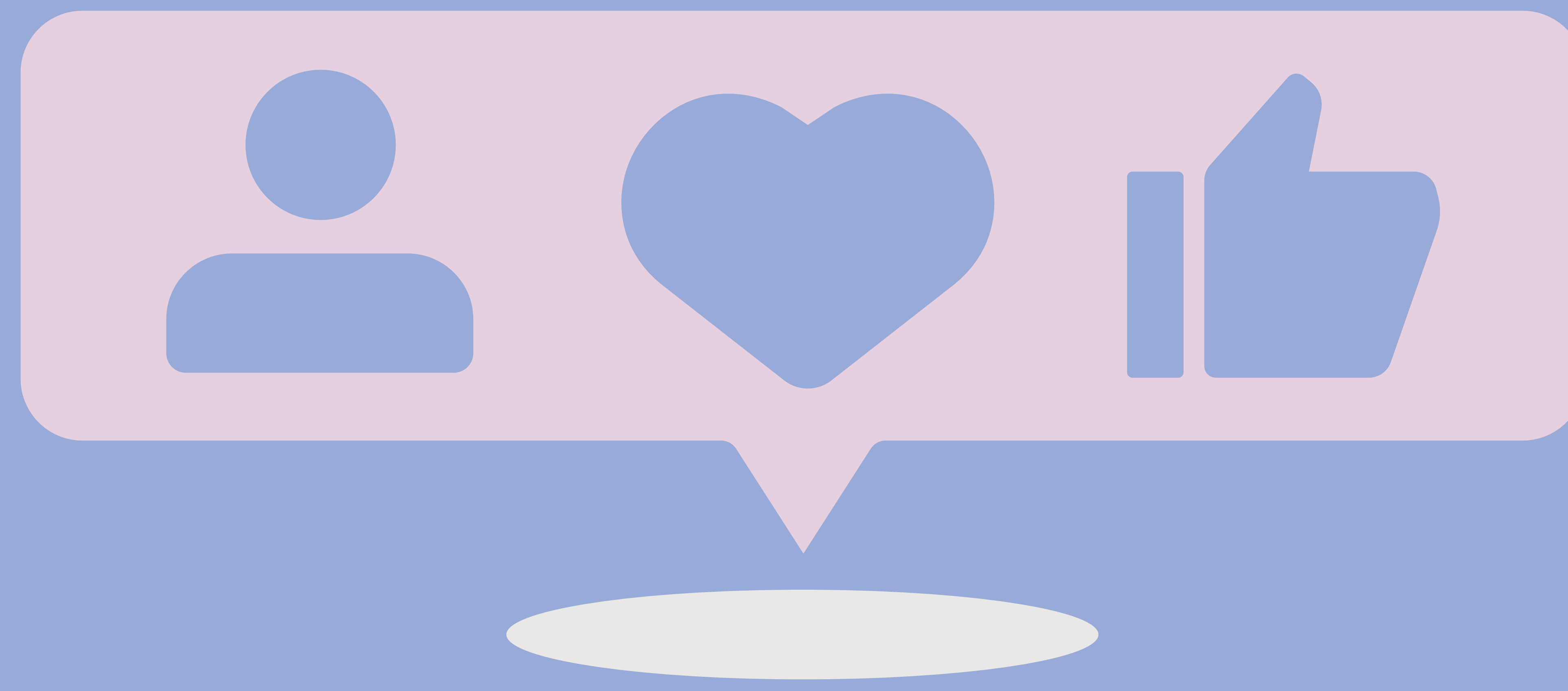
This is the fun part!



Now that you've found your niche, you know what products you want to sell and have your site set up, it's time to create engaging content to promote it!

Your content should revolve around the pain points people in your niche are experiencing, their desires, and how your product could solve or alleviate that problem!

The easiest and cheapest way to drive traffic to your link is by creating content on popular platforms like TikTok, Instagram, FaceBook etc. Traffic does NOT mean followers! You don't need to have lots of followers to promote products, that's the beauty of it!



LETS TALK ABOUT
**GROWING ON
SOCIAL MEDIA &
MAKING SALES**

@theredwoodbelles

WHY SOCIAL MEDIA

Social Media is used by over **5 billion** people, which is 65% of the global population! In today's digital age, social media has become *so much more* than just a platform for connecting with friends and family.

Not only are you able to reach a wider audience, but it's a cost effective way to market your products plus it helps your brand stay relevant, understand your audience better, and improve/refine your marketing tactics over time!

There truly has *never* been a better time to learn Digital Marketing skills so that you can use **free** platforms to generate an unlimited income!



BUILDING A FOLLOWING



Social media is one of the most amazing tools for any brand! Not only is it FREE, but utilizing it allows you to raise awareness about your brand, build a community around your business and drive sales. Yes yes and yes to all of these things especially when it's free, right?!

You need an audience if you're going to create and convert leads, and your engaging content is what will get you there. Follower count doesn't matter per se, you need to focus on the **content** you're producing and putting out as *that's* what can convert those eyeballs into sales. Content has the power to create a connection with your audience, which in turn builds trust. People want to buy from creators who they feel a connection with. It all starts with building a personal brand, which leads me to...

CREATING A PERSONAL BRAND

Branding yourself on social media is becoming more and more important. With the number of creators on social media, it's not enough to simply create videos and tell your audience to "buy this product." It starts with YOU.

How do you create a personal brand? Share what you stand for, your values, and tell your personal story - don't be afraid to get vulnerable, you'd be surprised just at how many people will relate to your story.

Make your content unique by being yourself and showing your personality. After all, there's NO ONE ELSE that is you and *that* is your power!

GOING FACELESS

I know you probably think that faceless marketing is some new trend that will die down, but it's actually been around for a while!

I'm sure you've come across quote pages, or accounts that post video recipes.. these aren't 'new' trends, and I can guarantee you that the individuals behind these accounts are monetising it in some way!

I get asked all the time where to find faceless videos, and I'm going to share my fave's with you!



PAID:

- The Content Cove
- Luxe Stocks
- Social Stocks
- Packsia

FREE

- Canva
- Coverr
- Pinterest
- Create your own!

TYPES OF CONTENT

To bring awareness to your brand and drive sales, you should focus on a mix of content that builds trust, highlights your products and engages your audience to convert them into buyers at some point.

Educational content:

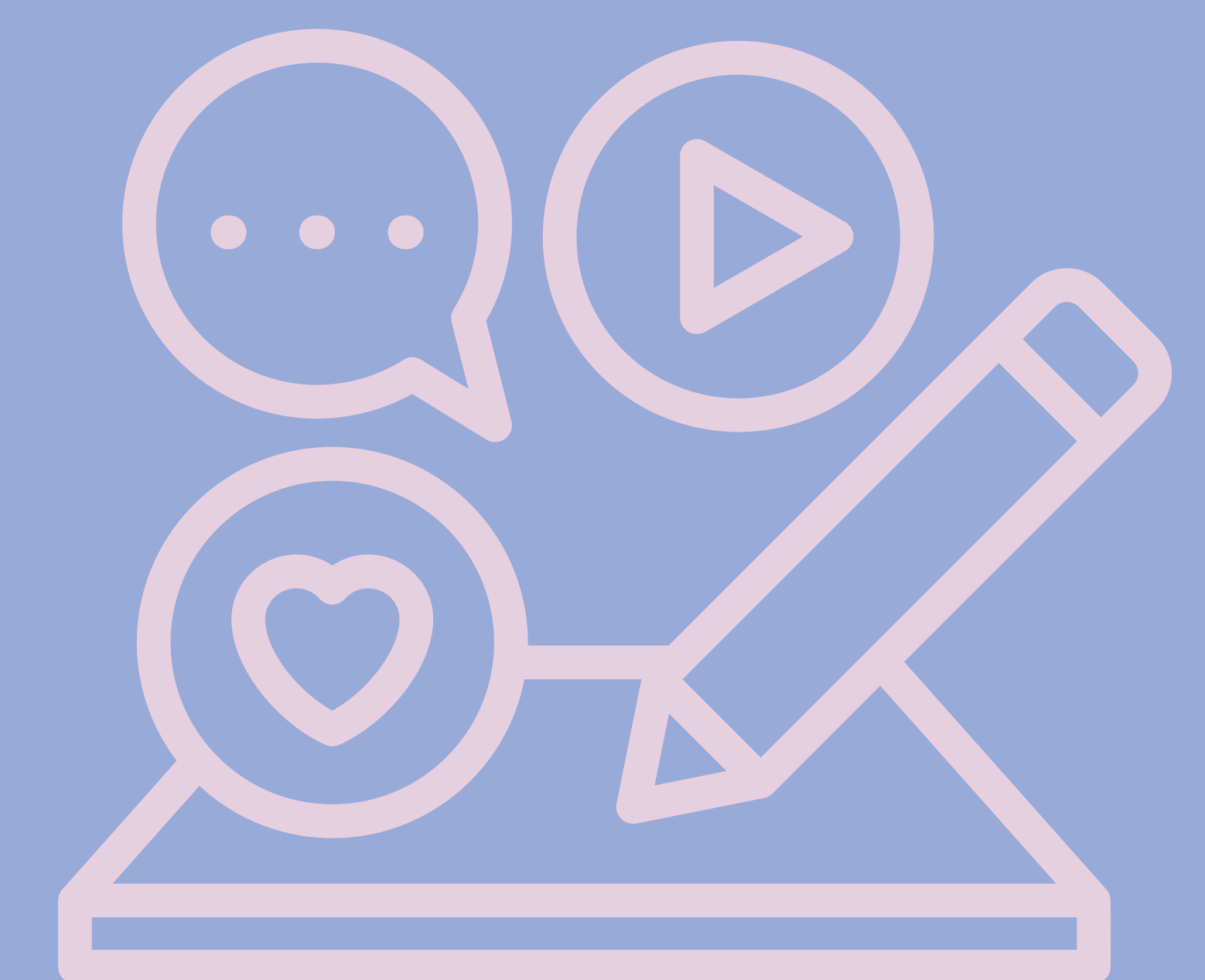
- Step by Step Tutorials
- Honest Product Reviews
- Tips & Tricks

Relatability / Engagement driven content:

- Funny videos
- “Day In The Life” posts
- Live Streams
- Q&A Polls / Interactive stories etc

Inspiring content:

- Success Stories / Your ‘WHY’ Story
- Motivational Quotes & Mindset Tips
- Share Your Goals & Ambitions



CONTENT IDEAS

- **Tips and Tricks:** Share quick hacks relevant to your niche.
- **Behind-the-Scenes:** Show how you create products or prepare content.
- **FAQs:** Answer common questions from your audience.
- **Inspirational Quotes & Videos:** Share motivational quotes related to your niche.
- **Polls and Surveys:** Engage your audience with interactive polls.
- **Challenges:** Start a challenge and invite followers to participate.
- **Testimonials:** Share customer feedback and reviews.
- **How-To's:** Create step-by-step tutorials.
- **Trending Topics:** Discuss current trends in your industry.
- **Live Q&A Sessions:** Host live sessions to interact with your audience.
- **Seasonal Content:** Tailor posts to upcoming holidays or events.
- **Resource Lists:** Curate lists of helpful tools or resources.
- **Motivational Stories:** Share success stories from your community.
- **Fun Facts:** Post interesting facts related to your niche.
- **Collaborations:** Partner with other creators for joint content.
- **Personal Story:** Share relatable personal stories.
- **Before and After:** Showcase transformations or improvements.
- **Bust Myths:** Share controversial myths/opinions!

POSTING TIPS

Many people make the assumption that all you have to do is post 3 times a day and you will immediately gain followers, get lots of views and make sales but there is a strategy that goes into growing your follower count, views and bank balance!

Here are my top tips:

- This seems like a given, but your content REALLY needs to be high quality. Bad quality videos with clumpy/large text is a no-no. Take time to look up 10 people in your niche who are doing really well, and see how they structure their content. I bet their videos aren't grainy, and their text is neatly placed.
- While you're at it, look at their top performing posts and use that as inspiration for YOUR posts! The theory is, if it went viral once it can go viral again. Don't copy their caption etc, just use/take inspo from the Hook in their post!
- Post at a time you know your audience is most likely going to be online. If your audience is 9-5'ers then posting at 4pm probably won't be seen by your audience. Some apps like IG have data to tell you when your audience is mostly online!
- Use trending audios. Is it crucial? No, but it can help!

RESOURCES & TOOLS

Every business owner needs some trusty tools to help run their biz, and here's some favourites that are FREE to use!

Canva: A must-have graphic design powerhouse that you will most definitely need! You can use this for just about everything when it comes to creating digital products (like this playbook!), logos, eye-catching graphics even video creation!

Notion: This is a versatile productivity tool that you can use as a personal , create to-do lists and. Think of it like iPhones 'Notes' app on steroids!

ChatGPT: This AI tool can help with things like generating ideas for social media content, drafting captions, creative writing and even helping with creating digital products.

Answerthepublic: This tool provides insights into what questions people are asking about specific topics, so if you need content ideas for your niche it can help you create content that people need answers to!

NEED HELP GETTING STARTED?

I know that this might be daunting and you may still be feeling unsure but don't worry, there's a simpler way to learn and earn!

I was in the same position not so long ago. I had no idea what Digital Marketing was, but as a busy mum, wanting to be around more for my children, I knew I had to learn the skills to be able to earn money and stay home with them.

I started with a self paced beginners digital marketing course that taught me with **all** of the skills that I needed to confidently set up, grow and scale my Digital Marketing business.

If you want to check out how it can benefit you too, you can access it by clicking the button below!

[JOIN HERE](#)



NEED HELP GETTING STARTED?

Or you can purchase my **DIGITAL WEALTH GUIDE FOR BEGINNERS** which includes everything a newbie needs to know to create, market and sell their own digital product to start earning a passive income.



[PURCHASE HERE](#)

