BEGINNER GUIDE

Digital Marketing Starter Guide

A simple roadmap for small businesses getting started online

If you are new to digital marketing, the options can feel endless. This short guide cuts through the noise. You will learn the main channels, what to set up first, how to choose where to start, and how to measure real results. No jargon, only practical steps for small businesses.

1 What digital marketing really is

Digital marketing means using the internet to get the right people to find you, trust you and contact you. For a small business, that comes down to six tools. You do not need all of them on day one. You need the right two or three.

Channel	What it does	Best for	Speed
Google Business Profile	Shows you on Google Maps and local search	Any local, walk-in or service business	Fast
Local SEO	Helps your website rank for searches in your city	Long-term, steady enquiries	Slow
Google Ads	Puts you on top when people are ready to buy	Services people search for urgently	Fast
Meta Ads	Shows your offer to the right people on Facebook and Instagram	Awareness, offers, lead forms	Fast
Website	Your home base where trust is built and enquiries are captured	Every business	One-time build
Social media and WhatsApp	Builds trust and keeps customers coming back	Every business	Medium

2 Build the foundation first

Ads and content only work when the basics are in place. Spending on ads while the basics are broken is the most common way small businesses waste money. Check these four things first.

1. **A clear, simple website or landing page**
   It should say what you do, who for and where, and show a call and WhatsApp button on mobile.
2. **A complete Google Business Profile**
   Correct name, address, phone, hours, categories, photos and a review link.
3. **One main contact route that is always answered**
   Pick a phone or WhatsApp number and reply fast. Slow replies lose customers who were ready to buy.
4. **Basic tracking**
   Google Analytics, Google Search Console and a way to count calls, forms and WhatsApp clicks.

3 Know your customer and your offer

Before choosing any channel, answer three questions in plain words. Write them down. Everything else follows from them.

- Who exactly is my best customer? Age, area, problem, and what they search or ask for.
- What is my best offer? One clear reason to choose you today: a free consultation, a first-visit discount, a free site visit.
- What is one action I want? Call, WhatsApp, book, or visit. Pick one.

> PRO TIP
> A clear offer beats a big budget. A strong offer with a small budget usually performs better than a weak offer with a big one.

4 Pick your first channels

Match the channel to how your customers actually decide.

If your business is...	Start with	Add next
Local and walk-in (salon, clinic, cafe, gym)	Google Business Profile, reviews, Instagram or Facebook content	Local SEO, Meta Ads for offers
High-value service (dentist, interior, real estate, coaching)	Google Ads or Meta Ads, plus a strong landing page	Local SEO, WhatsApp follow-up
Service at home (repair, cleaning, installation)	Google Business Profile and Google Ads (call ads)	Reviews, local SEO pages

If your business is...	Start with	Add next
Product or retail	Instagram and Facebook content, Meta Ads, Google Business Profile	Website, remarketing

5 A simple 90-day plan

1. **Days 1 to 30: Foundation**
   Fix your Google Business Profile, tidy your website, set up tracking, write your offer, collect your first reviews.
2. **Days 31 to 60: Start and test**
   Post consistently on social media. Launch one small ad campaign on one channel. Reply to every enquiry within an hour.
3. **Days 61 to 90: Learn and improve**
   Keep what brings enquiries, stop what does not, and raise the budget on the winner. Add the second channel.

6 Measure what matters

Likes and followers feel good, but they do not pay bills. Track the numbers that connect to customers.

- Enquiries: calls, forms, WhatsApp messages. Count them every week.
- Cost per enquiry: money spent on marketing divided by enquiries received.
- Enquiry to customer rate: how many enquiries become paying customers. This tells you if your follow-up works.
- Cost per customer: money spent divided by new customers. Compare it with what a customer is worth to you.

7 Mistakes to avoid

- Starting ads before the website, profile and phone number are ready.
- Trying every channel at once instead of doing two properly.
- Changing strategy every week before the numbers have time to show a pattern.
- Not following up on enquiries quickly. Speed wins customers.
- Not tracking calls and forms, so you cannot tell what is working.
- Judging success by likes instead of enquiries and customers.

Need help getting started?

Vision View 360 helps small businesses build a simple, working digital marketing plan with local SEO, Google Ads, Meta Ads and websites. Tell us about your business and we will suggest where to begin.

Get started: visionview360.com/form-get-started/