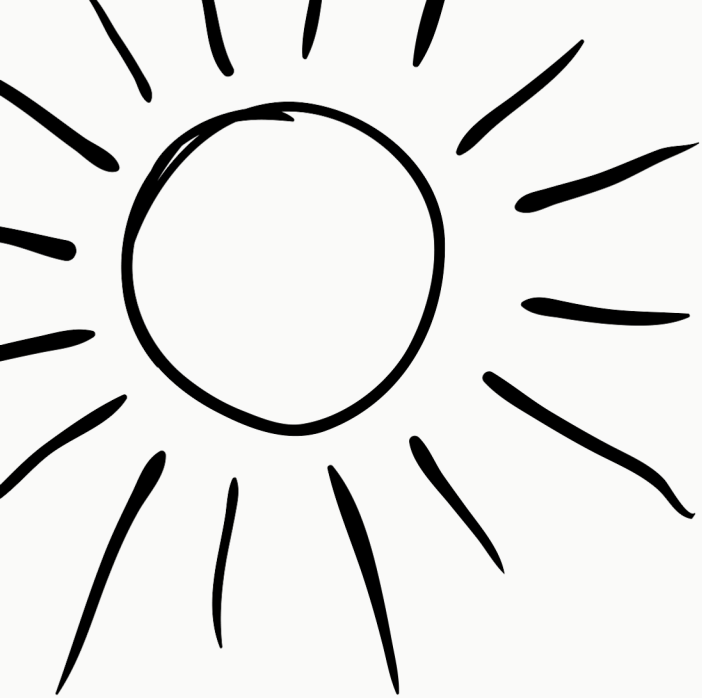




MASTERING THE BASICS: YOUR GUIDE TO PROFITABLE DIGITAL MARKETING STRATEGIES



A STEP-BY-STEP GUIDE
new to digital marketing? Find out where to
begin and how to achieve success.



THE AUTHOR

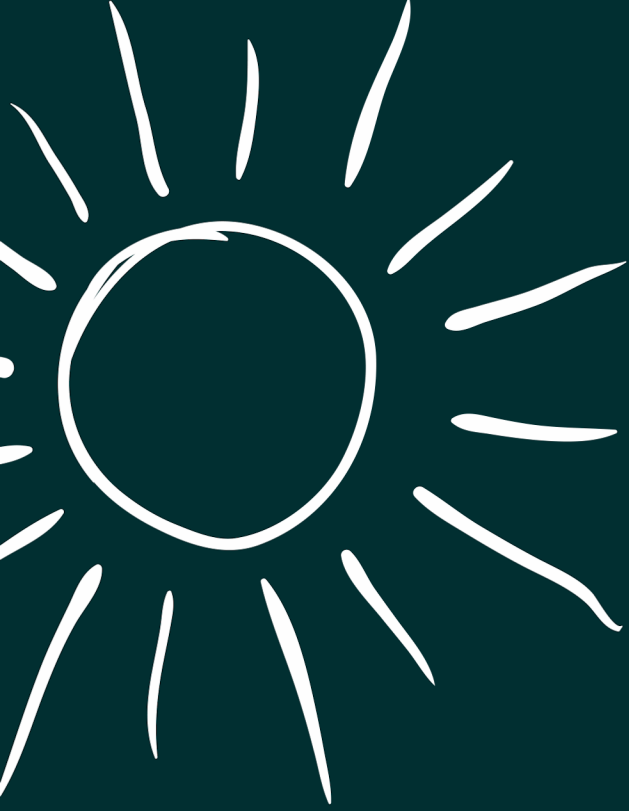
HELLO THERE! I'M ANDREW.

A seasoned digital marketing expert and proud owner of Freelance Crew, my successful digital marketing agency. My expertise lies in Facebook Ads, Google Ads, and Email Marketing, a combination that has been instrumental in my professional journey.

Before establishing Freelance Crew, I owned Coastal Playground. There, I combined my business endeavors with a passion for the environment, organizing over 100 beach cleanups. Earlier in my career, I served as a Business Analyst in the financial sector, an experience that sharpened my analytical skills and business knowledge.

On a personal level, I'm a dedicated husband and father to two beautiful daughters. I love spending time outdoors, whether I'm surfing, golfing, or training in jiu-jitsu. These activities not only keep me active but also allow me to spend quality time with my family.

Armed with my digital marketing skills and a passion for environmental conservation, I continue to push boundaries in my business while also ensuring a balanced and rewarding personal life.



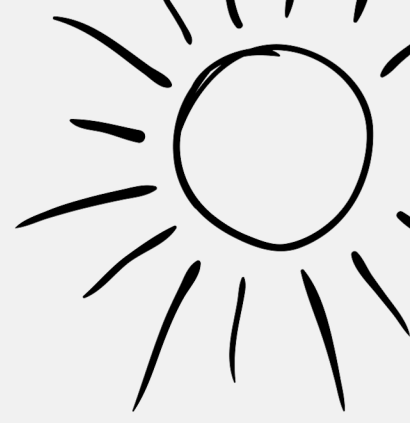
THIS GUIDE IS DESIGNED TO EMPOWER *YOU*, THE **BUSINESS OWNER**



A STEP-BY-STEP GUIDE

New to digital marketing? Find out where to begin and how to achieve success.

In this eBook, you'll discover...



This eBook is your guide to navigating the often complex world of digital marketing. It's designed to empower you, the business owner, to make informed decisions about your marketing strategies and ultimately drive your success.

01 | Why advertising is crucial for increasing sales and how it can effectively boost your business revenue.

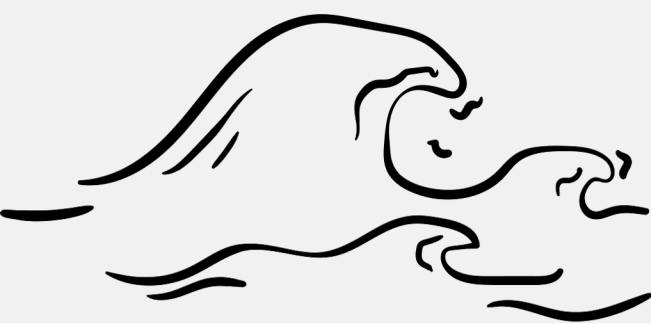
02 | Insights into the relationship between ad spends and sales increases, providing a realistic understanding of what to expect from your investment.

03 | An exploration of the effectiveness of paid ads and how they can be strategically utilized to maximize return on investment.

04 | An in-depth case study on how we generated \$2.5 million for our client, 5150 Whips, illustrating the power of strategic digital marketing.

05 | An overview of the key digital marketing platforms - Facebook, Instagram, Google, and YouTube ads, and e-marketing - and how mastering the basics on these platforms can dramatically increase sales.

So, buckle up and get ready for an enlightening journey through the world of digital marketing. This guide is your stepping stone to achieving predictable and sustainable business growth. Let's dive in!



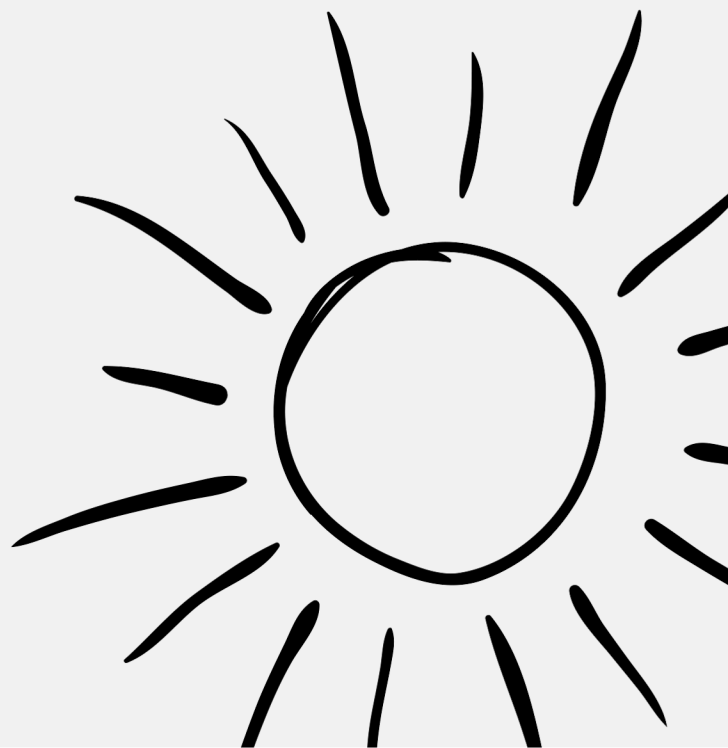
Introduction

Welcome to the bustling, ever-evolving world of digital marketing. As a small to medium-sized business owner, you might be juggling a plethora of tasks, striving to make your brand stand out in the crowd. You've dipped your toes in Facebook and Google Ads, perhaps with mixed results. You're using Shopify for your website and Klaviyo for your email marketing, but you're eager to level up your game. You're not alone, and this guide is here to help.

The world of digital marketing can seem overwhelming, even frustrating at times. The platforms are many, the strategies are endless, and the rules are constantly changing. But don't worry, we've got your back. This guide is designed to help you navigate the complexities of digital marketing and focus on what truly matters – the basics. It's time to step back from the shiny objects and the latest fads, and build a solid foundation that will carry your business to success.

So, buckle up! We're about to embark on a journey through the landscape of digital marketing, focusing on proven strategies and real-life success stories. By the end of this guide, you'll have a clearer understanding of how digital marketing can propel your business forward and how you can effectively use it to boost your sales.

Let's get started!



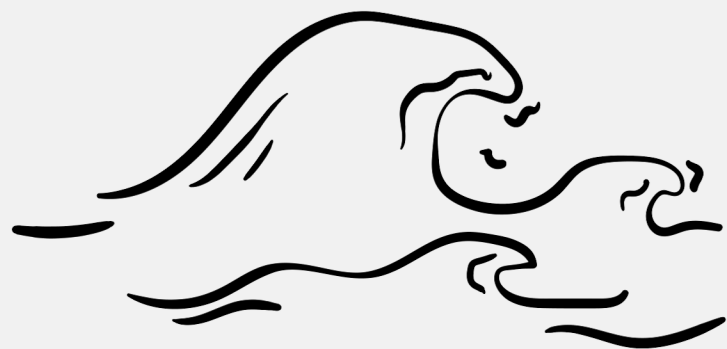
Understanding Digital Advertising

Let's start with the basics: digital advertising. You might have heard of Facebook Ads, Instagram Ads, Google Ads, and YouTube Ads, but how do they work? And more importantly, how can they help you increase your sales?

Digital advertising is all about reaching the right people at the right time with the right message. It's about catching your potential customer's attention as they scroll through their Facebook feed, search for a product on Google, watch a video on YouTube, or browse photos on Instagram. It's about presenting your products or services in a way that resonates with them and motivates them to take action – be it clicking on your ad, visiting your website, or making a purchase.

The power of digital advertising lies in its targeted approach. Unlike traditional advertising methods that cast a wide net, digital advertising allows you to narrow down your audience based on various factors such as their demographics, interests, behaviors, and more. This means that your ads are more likely to reach people who are genuinely interested in what you have to offer, leading to higher engagement and conversion rates.

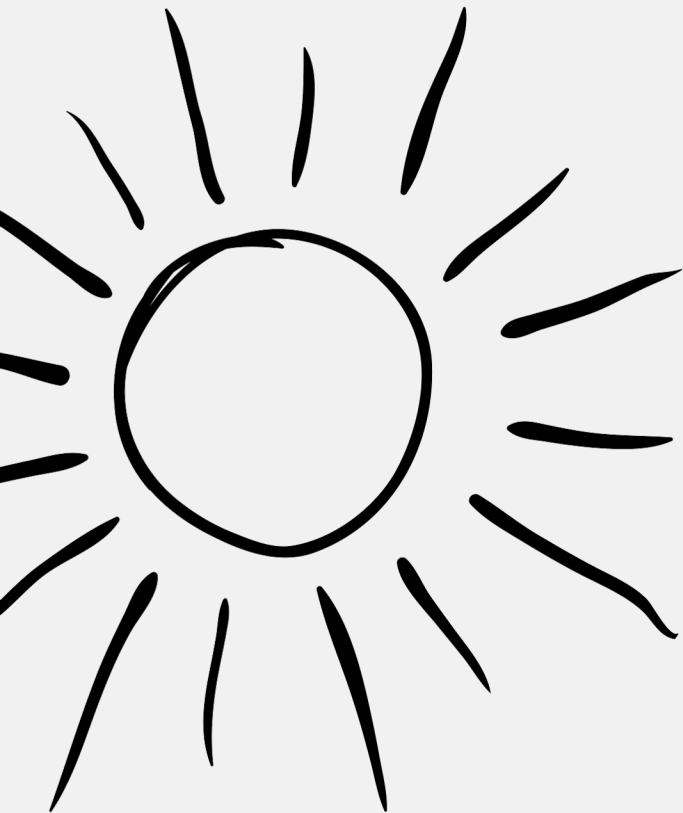
But how much can digital ads actually increase sales? Well, this is where it gets interesting...



The Impact of Digital Advertising on Sales

Why did the marketer get kicked off the trampoline? Because he had too many bounces! Just like a trampoline, your sales graph should ideally have less bounces and more spikes. And that's precisely what digital advertising can help you achieve. If you're wondering how much digital ads can increase sales, let's break it down with some real numbers.

Consider our client, 5150 Whips. They invested \$135,000 in Facebook Ads, and the return? A whopping \$1.3 million! They put \$1,500 into Google Ads and saw a return of \$15,000. Talk about a return on investment! This goes to show that when done right, digital advertising can significantly boost your sales



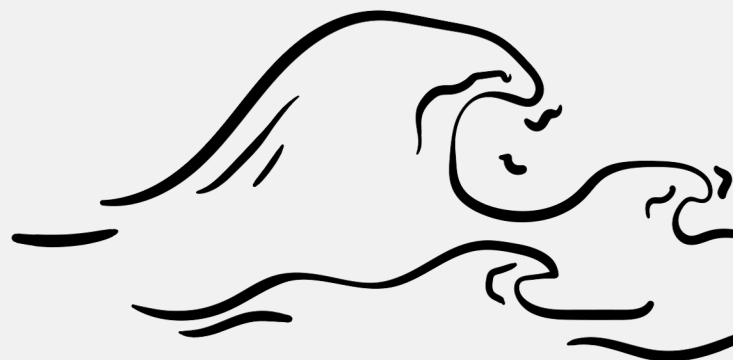
Paid Ads: A Worthwhile Investment?

Paid ads are like the espresso shots of the marketing world. They give your business a quick energy boost, helping it to be seen and heard amidst the online noise. But you might be wondering, "Are they really worth the investment?"

Well, the short answer is - yes! But let's delve into the 'why'.

Paid ads, when used strategically, can be highly effective in driving traffic to your website, increasing brand awareness, and ultimately, boosting sales. But here's the kicker - it's not just about throwing money at the platforms and hoping for the best. It's about understanding your audience, crafting compelling ads, and optimizing your campaigns for maximum results. It's about testing, tweaking, and trying again until you find the magic formula that works for your business.

Does it sound like a lot of work? Sure, it does. But remember that time when you assembled that IKEA shelf without reading the instructions, only to find out you put it together backwards? Just like that shelf, your digital advertising efforts need a clear plan and a step-by-step approach to be put together correctly.

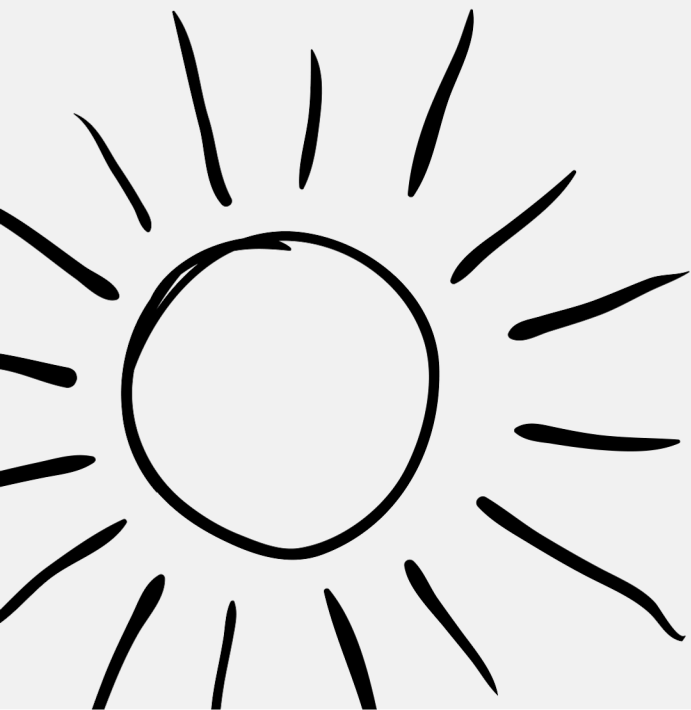


The Power of Basics: Paid Social Ads, and E-mail Marketing

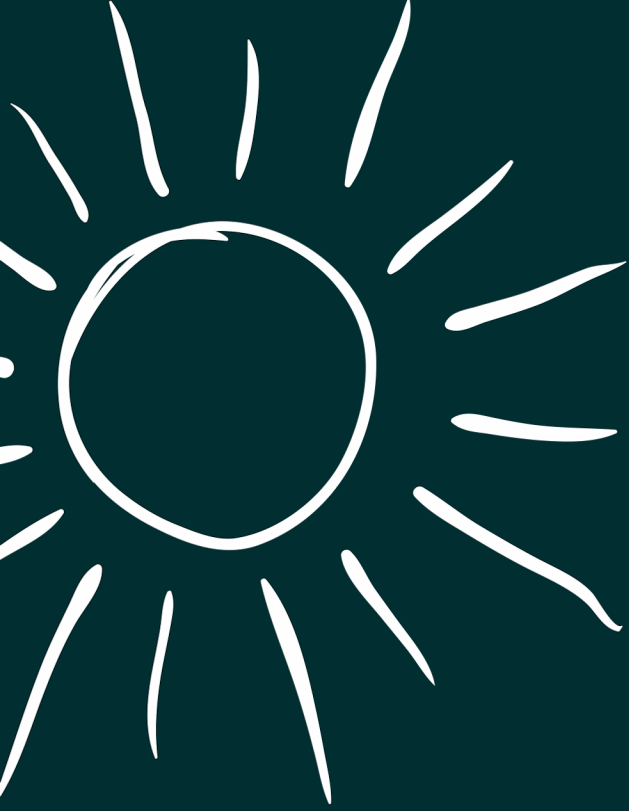
Why did the marketer go broke? Because he kept losing his 'cents' on bad ads! Don't let that be your story. Instead, let's talk about the basics.

Each digital advertising platform offers unique opportunities to reach your target audience. Facebook and Instagram ads, for instance, are great for visual storytelling and reaching a wide demographic. Google Ads, on the other hand, can help you capture the attention of people actively searching for what you offer. Meanwhile, YouTube ads provide a platform for engaging video content, and e-mail marketing allows for personalized communication with your audience.

But remember, it's not just about being present on these platforms; it's about using them effectively. It's like learning a new dance. You can't just step on the dance floor and start twirling around. You need to learn the steps, practice the moves, and sync with the rhythm. That's where we come in. We can help you craft effective strategies for each of these platforms, ensuring that you not only 'dance' but also 'shine' on the digital marketing dance floor.



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LET'S EMBARK ON THIS JOURNEY TOGETHER!



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Taking the Next Step with Freelance Crew

You know what's better than a one-man band? A crew! That's us, the Freelance Crew. We're here to help you fine-tune your digital marketing strategies and turn that frustrating noise into harmonious music.

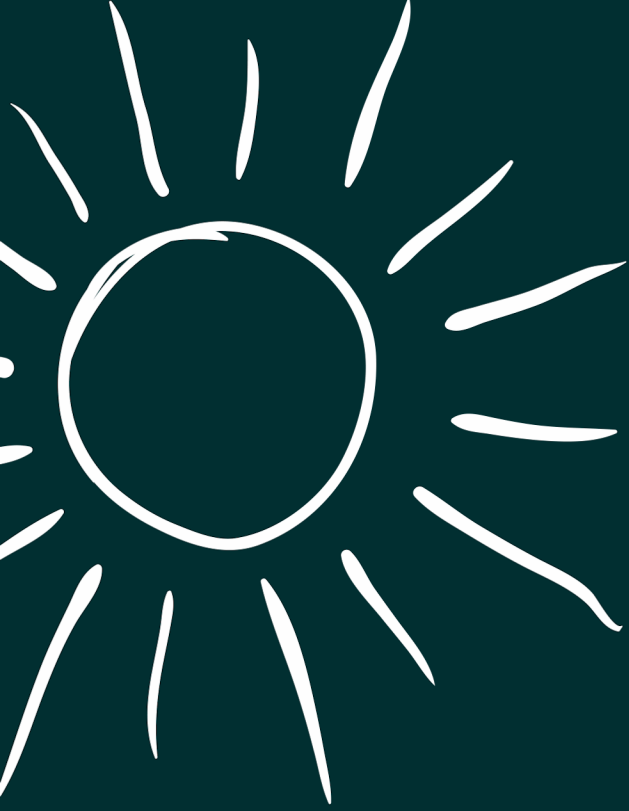
Our services range from website development to ads management, email marketing, and more. Our unique approach is designed to be predictable and affordable, especially for small businesses just starting to establish a marketing budget. And the best part? We're not just a one-hit-wonder. We're here for the long haul. Like the friend who always shows up when you need help moving, we're committed to helping you grow your business¹².

Let's Talk or Get a Free Account Audit

So, what's next? Two simple options. First, "let's talk" - let's discuss your business goals and see how our services fit your needs. Or second, opt for a Free Account Audit. We'll review your existing ad and e-mail efforts to see if there's room for improvement. It's like having a personal trainer for your business, but without the sweat!



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WRAPPING UP: YOUR JOURNEY TO SUCCESS



A STEP-BY-STEP GUIDE
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Wrapping Up: Your Journey to Success

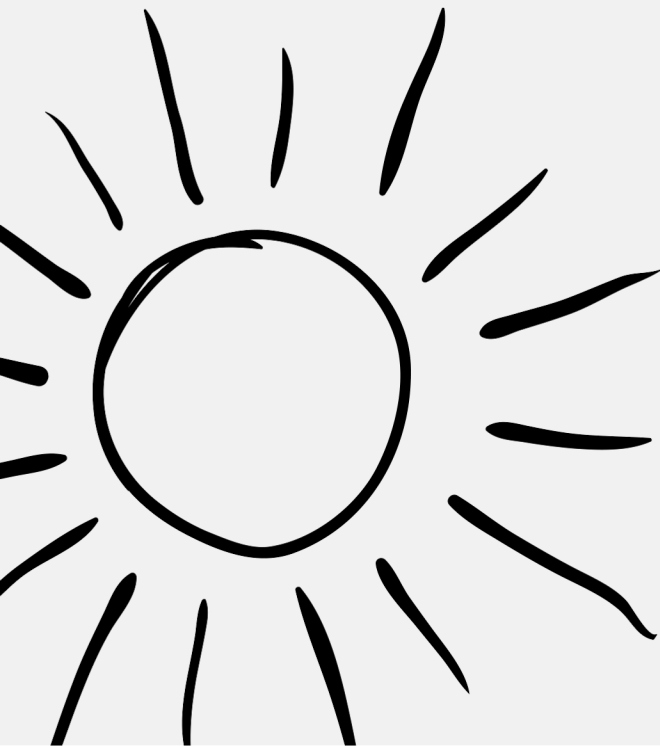
As we wrap up this digital journey, remember that the road to success is not always a straight line. It's more like a dance with many twists and turns, but always moving forward. And don't worry, we'll be here to guide you every step of the way.

Let's take a moment to remember our friend Dustin, the proud owner of 5150 Whips. His journey with us resulted in a surge in revenue to the tune of \$2.5 million, of which \$1.3 million came from ads and \$1.2 million from email marketing. All this from an initial investment of \$150,000. Now that's a dance worth learning![12](#).

But remember, every business dance is unique. What worked for 5150 Whips may not be the exact steps for you. But the principles remain the same: focus on the fundamentals, invest in the right strategies, and partner with a dedicated crew.

So, are you ready to join the dance floor and boogie your way to business success? If so, it's time to make your move. Let's Talk or opt for a Free Account Audit today. We can't wait to see what success looks like for your business!

To help you organize we created a Digital Marketing Basics Success Checklist that will walk you through all of the necessary steps to ensure your business is set up for success.



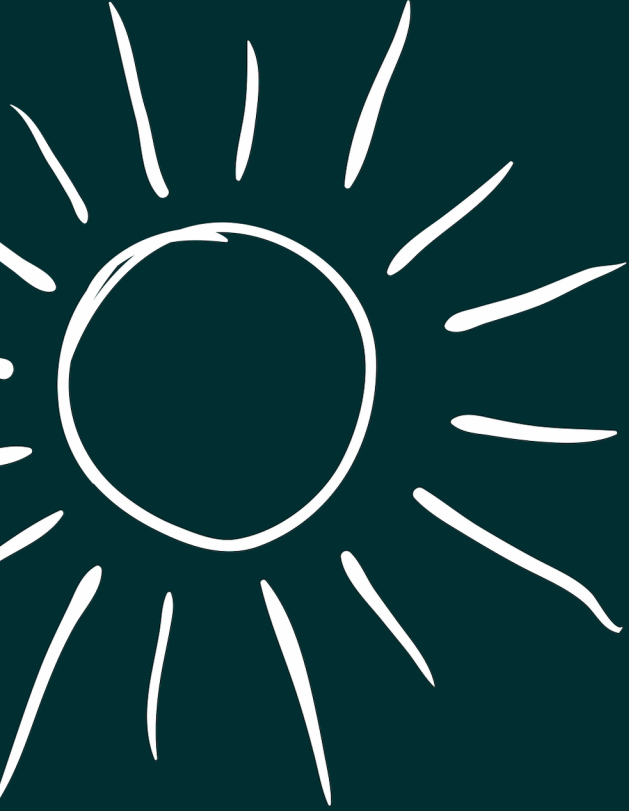
Your Digital Marketing Basics Success Checklist

This checklist provides a step-by-step guide for businesses to follow as they navigate their digital marketing journey. Each point is designed to help businesses understand what they need to do to succeed in digital marketing.

- Read Freelance Crew's Guide to Profitable Digital Marketing Strategies.
- Evaluate your current marketing strategies: What platforms are you currently using? What has been your return on investment? Identify what's working and what isn't.
- Set clear marketing goals: What do you want to achieve with your digital marketing efforts? More traffic, increased sales, higher customer retention?
- Establish a reasonable budget: How much are you willing to invest in your marketing strategies? Remember, a higher ad spend often results in increased sales.
- Understand your audience: Who are they? Where do they spend their time online? What are their needs and how can your product or service meet them?
- Master the basics of your chosen platforms: Whether it's Facebook, Instagram, Google, or YouTube ads, or e-marketing, make sure you understand the fundamentals of how to advertise effectively on each platform.
- Create compelling ad copy: Your ad copy should grab your audience's attention and clearly convey your unique selling proposition.

Your Digital Marketing Basics Success Checklist. Continued...

- Design engaging visuals: High-quality images and videos can significantly increase engagement with your ads.
- Implement tracking and analytics: Use tools like Google Analytics and Facebook Pixel to track the success of your ads and make data-driven decisions.
- Optimize your website for conversions: Make sure your website is user-friendly and encourages visitors to make a purchase or sign up for your mailing list.
- Leverage email marketing: Create automated email flows and newsletters to keep your audience engaged and encourage repeat purchases.
- Perform regular audits of your marketing efforts: Regularly review your ad performance and make necessary adjustments to improve your return on investment.
- Consider consulting with a digital marketing agency: Agencies like Freelance Crew can help optimize your marketing efforts and maximize your return on investment.



THANK YOU! ADDITIONAL FREELANCE CREW RESOURCES

- [ABOUT US](#)
- [SERVICES](#)
- [RESULTS](#)
- [OUR PROCESS](#)
- [LET'S TALK](#)
- [FREE ACCOUNT AUDIT](#)
- [FREQUENTLY ASKED QUESTIONS](#)

