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GUIDE · BUSINESS

Grow Online

Digital Marketing Basics for Small Businesses

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Your Name

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Grow Online

Digital Marketing Basics for Small Businesses

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Examples, names, organisations and figures in this book are illustrative and should not be read as statistics.

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How to Use This Book

Each chapter covers one area of digital marketing in plain language, followed by a simple action you can take the same day.

You do not need a large budget — consistency and clarity matter most.

Inside every chapter

- A short list of what you will learn
- Clear explanations with examples and tables
- “Try this” activities to apply ideas straight away
- Key takeaways and practice questions
- Worksheets to complete in the book

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01 Marketing in the Digital Age

Customers now discover, compare and buy online. Even a small shop can reach new customers with clear digital basics.

In this chapter you will learn

- How customers find businesses online
- The main digital channels
- Setting marketing goals

The Customer Journey

People move from awareness to consideration to purchase and loyalty. Digital tools can support each stage.

Main Channels

Search, social media, messaging, email and marketplaces each play a different role. You do not need all of them.

Set Clear Goals

Choose one main goal for the next three months — more enquiries, more store visits or more online orders.

Try this

Search for your business name online and note what customers see.

Key Takeaways

- Understand the customer journey.
- Choose channels that fit your business.
- Set one clear goal.

Practice Questions

1. Describe your typical customer.
2. Which two channels suit your business best?
3. What is your main goal for the next three months?

Worksheet 1: Marketing in the Digital Age

Write your answers here, or print this page.

Describe your typical customer.

Which two channels suit your business best?

What is your main goal for the next three months?

Action Plan: Marketing in the Digital Age

Turn the ideas from this chapter into three concrete actions. Keep each one small enough to start this week.

#	Action I will take	First step	By when	Done
1	Understand the customer journey.			☐
2	Choose channels that fit your business.			☐
3	Set one clear goal.			☐
4				☐
5				☐
6				☐

Reflection

Looking back

What surprised me most in this chapter?

Where did I struggle, and what will I try differently?

Who can I share one idea from this chapter with?

02 Your Business Online: Listings and Website

A complete online presence makes it easy for customers to find and trust you.

In this chapter you will learn

- Setting up a business listing on maps
- Basics of a simple website
- Collecting reviews

Map Listings

A complete listing with address, hours, photos and phone number helps local customers find you.

A Simple Website

A one-page site with what you offer, prices or ranges, location and contact options is enough to start.

Reviews

Ask satisfied customers for honest reviews and reply politely to all of them.

Try this

Add five good photos and your opening hours to your business listing today.

Key Takeaways

- Complete your map listing.
- Keep the website simple and clear.
- Ask for and respond to reviews.

Practice Questions

4. List the information your listing must include.
5. Draft the headline for your website.
6. How will you ask customers for reviews?

Worksheet 2: Your Business Online: Listings and Website

Write your answers here, or print this page.

List the information your listing must include.

Draft the headline for your website.

How will you ask customers for reviews?

Action Plan: Your Business Online: Listings and Website

Turn the ideas from this chapter into three concrete actions. Keep each one small enough to start this week.

#	Action I will take	First step	By when	Done
1	Complete your map listing.			☐
2	Keep the website simple and clear.			☐
3	Ask for and respond to reviews.			☐
4				☐
5				☐
6				☐

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03 Social Media That Works

Social media is about consistency and usefulness, not going viral.

In this chapter you will learn

- Choosing platforms
- Planning content
- Engaging with followers

Pick Your Platforms

Go where your customers are. A café may focus on Instagram; a B2B service may prefer LinkedIn.

Content Pillars

Plan content around three or four themes such as products, behind the scenes, tips and customer stories.

- Products and offers
- Behind the scenes
- Helpful tips
- Customer stories (with permission)

Engagement

Reply to comments and messages quickly. Conversations build trust.

Day	Pillar	Post idea	Format
Mon	Products	New arrival of the week	Photo
Wed	Tips	How to choose the right size	Carousel
Fri	Behind the scenes	Packing orders	Short video
Sun	Customer story	Thank-you post (with permission)	Photo

Table 3: Sample weekly content plan

Try this

Plan a two-week content calendar with one post every two days.

Key Takeaways

- Choose platforms based on customers.
- Plan content pillars.
- Engage, do not just post.

Practice Questions

7. Which platform will you focus on?
8. List your content pillars.
9. How quickly will you reply to messages?

Worksheet 3: Social Media That Works

Write your answers here, or print this page.

Which platform will you focus on?

List your content pillars.

How quickly will you reply to messages?

Action Plan: Social Media That Works

Turn the ideas from this chapter into three concrete actions. Keep each one small enough to start this week.

#	Action I will take	First step	By when	Done
1	Choose platforms based on customers.			☐
2	Plan content pillars.			☐
3	Engage, do not just post.			☐

#	Action I will take	First step	By when	Done
4				☐
5				☐
6				☐

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04 Search Visibility Basics

Search engines connect people with what they need at the moment they need it.

In this chapter you will learn

- How search works in simple terms
- Choosing keywords
- Local search tips

Think Like a Customer

Write down the words customers type when looking for your products, including your city or area.

Use Keywords Naturally

Include these words in page titles, headings and descriptions, written for people first.

Local Search

Keep your name, address and phone consistent everywhere and encourage reviews.

Try this

Check that your address and phone number are identical on every listing.

Key Takeaways

- Use customer words.
- Write for people first.
- Be consistent locally.

Practice Questions

10. List ten keywords for your business.
11. Rewrite your website title using one keyword.
12. Where is your business listed online?

Worksheet 4: Search Visibility Basics

Write your answers here, or print this page.

List ten keywords for your business.

Rewrite your website title using one keyword.

Where is your business listed online?

Action Plan: Search Visibility Basics

Turn the ideas from this chapter into three concrete actions. Keep each one small enough to start this week.

#	Action I will take	First step	By when	Done
1	Use customer words.			☐
2	Write for people first.			☐
3	Be consistent locally.			☐
4				☐
5				☐
6				☐

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Looking back

What surprised me most in this chapter?

Where did I struggle, and what will I try differently?

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05 Messaging and Email Marketing

Direct messages and email reach customers who already know you, at low cost.

In this chapter you will learn

- Building a contact list with permission
- Writing messages people read
- Avoiding spam

Permission First

Only message people who have agreed to hear from you, and make it easy to opt out.

Useful Messages

Send occasional, relevant updates: new stock, festival offers, reminders. Keep them short.

Frequency

Too many messages lead to blocks and unsubscribes. Quality beats quantity.

Try this

Write a three-line message announcing a new product.

Key Takeaways

- Always get permission.
- Be useful and brief.
- Do not over-message.

Practice Questions

13. How will you collect contacts?
14. Draft a festival offer message.
15. What frequency suits your customers?

Worksheet 5: Messaging and Email Marketing

Write your answers here, or print this page.

How will you collect contacts?

Draft a festival offer message.

What frequency suits your customers?

Action Plan: Messaging and Email Marketing

Turn the ideas from this chapter into three concrete actions. Keep each one small enough to start this week.

#	Action I will take	First step	By when	Done
1	Always get permission.			☐
2	Be useful and brief.			☐
3	Do not over-message.			☐
4				☐
5				☐
6				☐

Reflection

Looking back

What surprised me most in this chapter?

Where did I struggle, and what will I try differently?

Who can I share one idea from this chapter with?

06 Paid Advertising on a Small Budget

Paid ads can bring quick results if they are targeted and measured.

In this chapter you will learn

- Setting a test budget
- Targeting basics
- Measuring results

Start Small

Begin with a small daily budget and one clear goal for each campaign.

Target Carefully

Use location, age and interests that match your real customers.

Measure

Track cost per enquiry or sale, not just likes. Stop ads that do not perform.

Try this

Run one test ad for a week and record the results in a table.

Key Takeaways

- Test with small budgets.
- Target real customers.
- Measure cost per result.

Practice Questions

16. Define the goal of your first ad.
17. Who exactly should see it?
18. What cost per enquiry is acceptable?

Worksheet 6: Paid Advertising on a Small Budget

Write your answers here, or print this page.

Define the goal of your first ad.

Who exactly should see it?

What cost per enquiry is acceptable?

Action Plan: Paid Advertising on a Small Budget

Turn the ideas from this chapter into three concrete actions. Keep each one small enough to start this week.

#	Action I will take	First step	By when	Done
1	Test with small budgets.			☐
2	Target real customers.			☐
3	Measure cost per result.			☐
4				☐
5				☐
6				☐

Reflection

Looking back

What surprised me most in this chapter?

Where did I struggle, and what will I try differently?

Who can I share one idea from this chapter with?

07 Measuring What Matters

Simple measurement shows what works so that you can do more of it.

In this chapter you will learn

- Key metrics for small businesses
- Using free analytics tools
- Monthly reviews

Choose a Few Metrics

Enquiries, store visits, online orders and repeat customers matter more than follower counts.

Free Tools

Platform insights and website analytics show where visitors come from.

Monthly Review

Once a month, review results, keep what works and change one thing.

Metric	This month	Last month	Change
Enquiries			
Online orders			
New reviews			
Repeat customers			

Table 7: Monthly marketing scorecard

Try this

Create a simple monthly marketing report with three numbers and one lesson.

Key Takeaways

- Track business results.
- Use free insights.
- Review monthly.

Practice Questions

19. List three metrics you will track.
20. Where will you record them?
21. What will you change next month?

Worksheet 7: Measuring What Matters

Write your answers here, or print this page.

List three metrics you will track.

Where will you record them?

What will you change next month?

Action Plan: Measuring What Matters

Turn the ideas from this chapter into three concrete actions. Keep each one small enough to start this week.

#	Action I will take	First step	By when	Done
1	Track business results.			☐
2	Use free insights.			☐
3	Review monthly.			☐
4				☐
5				☐
6				☐

Reflection

Looking back

What surprised me most in this chapter?

Where did I struggle, and what will I try differently?

Who can I share one idea from this chapter with?

08 Your 90-Day Marketing Plan

Bring everything together in a simple, realistic plan.

In this chapter you will learn

- Setting a 90-day goal
- Weekly actions
- Reviewing and adjusting

One Goal

Choose one measurable goal for the next 90 days.

Weekly Actions

List three to five actions each week across your chosen channels.

Review

Check progress every two weeks and adjust.

Try this

Fill in the 90-day plan table and stick it near your desk.

Key Takeaways

- One goal, weekly actions.
- Keep it realistic.
- Review every two weeks.

Practice Questions

22. Write your 90-day goal.
23. List actions for week one.
24. When will you review?

Worksheet 8: Your 90-Day Marketing Plan

Write your answers here, or print this page.

Write your 90-day goal.

List actions for week one.

When will you review?

Action Plan: Your 90-Day Marketing Plan

Turn the ideas from this chapter into three concrete actions. Keep each one small enough to start this week.

#	Action I will take	First step	By when	Done
1	One goal, weekly actions.			☐
2	Keep it realistic.			☐
3	Review every two weeks.			☐
4				☐
5				☐
6				☐

Reflection

Looking back

What surprised me most in this chapter?

Where did I struggle, and what will I try differently?

Who can I share one idea from this chapter with?

09 Weekly Marketing Tracker

Record your actions and results each week to see what works.

Week 1

Channel	Actions taken	Results	Next step
Map listing			
Social media			
Website			
Messaging			
Ads			
Reviews			

Week 2

Channel	Actions taken	Results	Next step
Map listing			
Social media			
Website			
Messaging			
Ads			
Reviews			

Week 3

Channel	Actions taken	Results	Next step
Map listing			
Social media			
Website			
Messaging			
Ads			
Reviews			

Week 4

Channel	Actions taken	Results	Next step
Map listing			
Social media			
Website			
Messaging			
Ads			
Reviews			

Week 5

Channel	Actions taken	Results	Next step
Map listing			
Social media			
Website			
Messaging			
Ads			
Reviews			

Week 6

Channel	Actions taken	Results	Next step
Map listing			
Social media			
Website			
Messaging			
Ads			
Reviews			

Week 7

Channel	Actions taken	Results	Next step
Map listing			
Social media			
Website			
Messaging			
Ads			
Reviews			

Week 8

Channel	Actions taken	Results	Next step
Map listing			
Social media			
Website			
Messaging			
Ads			
Reviews			

Week 9

Channel	Actions taken	Results	Next step
Map listing			
Social media			
Website			
Messaging			
Ads			
Reviews			

Week 10

Channel	Actions taken	Results	Next step
Map listing			
Social media			
Website			
Messaging			
Ads			
Reviews			

Week 11

Channel	Actions taken	Results	Next step
Map listing			
Social media			
Website			
Messaging			
Ads			
Reviews			

Week 12

Channel	Actions taken	Results	Next step
Map listing			
Social media			
Website			
Messaging			
Ads			
Reviews			

10 Glossary and Resources

Glossary

Term	Meaning
CTR	Click-through rate: clicks divided by views
Keyword	A word or phrase people search for
Listing	Your business profile on maps or directories
Conversion	A desired action, such as an order or enquiry
Content pillar	A recurring theme for posts

Further Reading and Resources

- Official help centres of the platforms you use
- Free website builders
- Free design tools for social media posts
- Morphiq social media templates

About the Author

Describe your marketing experience and the businesses you have helped.

Your notes

Use this space to write the three ideas from this book you will act on first, and the date you will start.