



DIGITAL AGE FULL THROTTLE

DIGITAL MARKETING PORTFOLIO

Grow your business with me.
A portfolio for Dawn-Marie Nesbitt.



Hi, I'm Dawn-Marie

DIGITAL MARKETER

I've worked with hundreds of small business owners to help them reach more of their ideal clients and start to build their community so they can work on developing their brand awareness.

I've done all of this using digital marketing strategies, including Facebook and Instagram Ads, sales funnels and email marketing.

My clients and I have accomplished AMAZING goals together.

Goals such as growing email lists by the thousands, getting new leads in almost any niche for less than \$1 and generating sales for programs and courses.

My best campaign generated over \$20k in sales with a 310% ROI.

In the next few pages, I am sharing with you the work I have done for my clients' and their feedback.

I understand that seeing other clients' outcomes will help you make the right decision, whether I am the best digital marketer to help you with your digital marketing strategy.

And if you're a coach, consultant or ecom store owner and you're ready to let the world know about your amazing product or service, I would love to chat with you.

[Click here to schedule my time](#)

Dawn-Marie

A Digital Marketing Strategy Report For Jason ~~XXXXXX~~

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Digital Marketing Strategy Report

Advisor:

Dawn-Marie Nesbitt is a digital marketing strategist. I help small businesses develop and implement a digital marketing campaign that will drive traffic, leads and sales to their offer.

Client Focus:

The client is Jason ~~xxxxx~~ who wants to engage in book marketing for his ebook ~~xxxxxxx~~, a course that teaches people how to "get off the hamster wheel and take control of [their] career on [their] own terms".

Jason's objective is to help food and beverage professionals, hospitality entrepreneurs, etc build a business and brand, automate their business using systems and tools and essentially set and achieve personal and professional goals.

The purpose of this digital marketing strategy report is to provide clear and specific guidance to Jason, to help direct and guide the business objective by making recommendations as to the types of digital marketing strategies that he can implement.

The reason why digital marketing strategies work today is because we are in a time when our audience spend as much as 5 hours online, therefore to ensure that they can see our products and offers, we need to promote them where they are engaged the most.

In this report, I will focus my attention on three elements to digital marketing. This includes traffic generation using social media marketing, SEO, blogger outreach, lead generation using landing pages and sales funnels, sales generation using email marketing and remarketing.

Defining Your Customer Avatar

Before you start thinking about the steps of digital marketing, it is important that you have a clear understanding of who your ideal audience is.

Your strategy must be tailored to your audience. You must research and develop a

Competitor Research

When I researched competitors in the same niche – food and beverage branding experts – I analysed their SEO marketing strategy to give some guidance on other measures you can implement to help your SEM campaigns.

I investigated three competitors, ~~XX~~ Roadmap. These competitors have sufficient data to comment on.

~~XX~~

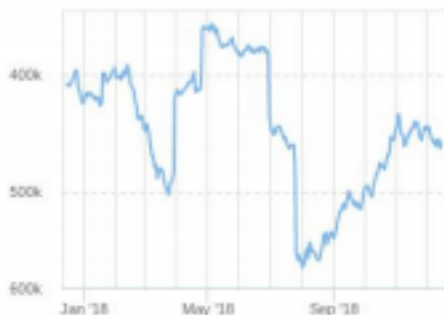
~~XX~~

This company has a website category rank of 247,453 and a global rank of 456,403.

How popular is ~~XX~~

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank ⓘ

 456,403 ▲ 51,000

Rank in United States ⓘ

 247,453

When I typed in the keyword ~~XX~~ on Google, they appeared as number 1 in the search results.

Target Audience Challenges/Pain Points:

When creating products for your target audience, recognise their pain points or challenges and focus on providing a solution. Here are some pain points of your target audience:

- Don't understand how to brand oneself
- Don't understand how to transition from employee to entrepreneur
- Do not have entrepreneurial skills
- If they have started as an entrepreneur, are lost in the entire business building process
- Don't know the options there are to marketing their business
- Don't know the tools and systems needed to streamline their business
- Have no clear guideline on how to build marketable products or services
- Do not have a trusted advisor in their journey to entrepreneurship
- If they have already started in entrepreneurship, do not know how to find the right talent to create a team
- Don't know how to create sustainable, viable businesses
- Don't know how to raise capital from external sources
- Difficulty managing work/life balance
- Difficulty managing their mental health
- Do not have a unique selling proposition (what helps them stand out)
- Have the fear of failing
- Have little support or a safe community to start their journey
- Have no clarity for their short or long term goals
- Have a limiting mindset and belief

Objections to the sale:

- Hospitality entrepreneurs/professionals know that starting a business is an option but may be reluctant to do so because of the fear of not being successful and the investment they will have to put into building that business. It is important that when designing your online assets that you consider this and outline the benefit of entrepreneurship and how it can help them.
- Hospitality entrepreneurs/professionals may have had a bad experience from other branding/marketing experts that they are not open to considering alternative mentors. It is therefore in your interest and the prospect's, to provide a unique selling proposition that helps you stand out from your competition. What else can you offer to your prospects? Consider the above pain points to define this. Demonstrate your success rate by displaying client satisfaction.
- Hospitality entrepreneurs/professionals may not have the budget to afford your product/service. It is important to make sure that your price remains competitive



READY TO GET STARTED WITH YOUR DIGITAL MARKETING?

If you're a coach or consultant, I would love to speak with you to see how I can help you.

I work with small business start ups, to help them build brand awareness using various digital marketing strategies.

When you work with me, I will help you get more visibility to your brand, attract more visitors and convert them into leads who become eager to buy your products or services.

If you are ready to get started, click the button below to schedule a time to chat with me.



SCHEDULE YOUR FREE STRATEGY SESSION