



SMALL BUSINESS  
KNOWLEDGE AND  
TRAINING PORTAL

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# DEVELOPING AN ONLINE MARKETING STRATEGY

## LESSON TOPICS

### 1. What is Digital Marketing?

Digital marketing is also known as online marketing. It is used on the internet and different forms of digital communication (email newsletters, social media, Google Ads, YouTube, text advertising).

### 2. Google

Google captures more than one third of the global digital ad spending. Facebook and Amazon are the other leaders in this category. In order to participate in Google Ads, you must have a website or at least a landing page. Once you have a website, you can create a free Google My Business page. This will help you get noticed when potential customers are searching for your product or service. Here, you can post your business hours, photos of new products; this is where Google reviews for your business show up. When you are ready, you should set up Google Ads. They are easy to set up, and Google offers free, simple courses to understand and get started with your ads. Once your ad is running, Google gives you an optimization score and lets you tweak your ad to reach 100% optimization.

### 3. Email Marketing

Email marketing is extremely important. Whenever possible, gather emails from customers or potential customers. Always get permission to add people to your email list; otherwise, when you send out an email newsletter, you will get many unsubscribes or reports of your email as spam. Most email platforms offer a free trial or charge a nominal rate for subscriber lists under a certain number. They all have easy-to-use templates, so they do not require design skills or coding. Email marketing has one of the best returns on investment in the marketing world. Make sure your website has a link to sign up for your business' email list.

### 4. Social Media Marketing

Social media is another big component of digital marketing. If you are offering a product or service, you should be on Facebook. Instagram attracts younger people, and offers less sales. Twitter has a large following, but is not quite as user friendly for advertising. TikTok has gained a lot of popularity in the past year, but you do not need to make TikToks unless you want to reach a younger crowd. It is necessary to boost at least some of your social media posts, but also take your target audience in consideration.