

MARKETING WORKBOOK



Beginner's Marketing Guide *+ Workbook*

A workbook designed to help you understand
how to start your marketing career.

Understand where you want to be

You probably thought about moving into marketing because everyone talks about the freedom it brings and the ability to work from anywhere in the world with digital marketing.

But what is digital marketing really, and how is it different from traditional marketing?

Traditional marketing usually refers to television ads, mail, print such as magazines and newspapers, out of home advertising, and anything that is not distributed digitally.

The truth is, even these traditional channels are now moving online and trying to become digital first. That is because digital marketing gives you access to billions of people at your fingertips without leaving your home, and it allows you to target very specific audiences.

If you want to jump start your career, you should focus on digital marketing because this is where the biggest opportunities are. It can give you the freedom you are looking for while still allowing you to earn money online, even when working with channels that started out as traditional.

Have you noticed those static billboards on a bus or at a bus stop? Think about it and decide if you would classify that as traditional or digital marketing and why.

Identify your personal strengths

Now it is time to pick your first weapon in the digital marketing arsenal. The truth is, even within digital marketing there are countless tools and skills to explore, but the best place to start is with what genuinely excites you. Not because someone told you content creation is the fastest way to get rich, but because you naturally feel drawn to it.

Here is a little quiz to guide you.

What do you believe you do well? Think back. Are you the kind of person who can easily convince your friends to read a book, watch a movie, or join you at an event? That is a sign you might have a natural talent for selling and persuasion. Or are you fascinated by creative ideas, always curious about why Apple manages to stay so desirable even when every other smartphone brand copies their features? That curiosity signals a talent for branding and storytelling. Maybe you are the type who loves counting numbers, analyzing patterns, or tracking money. That could mean you are made for the data-driven side of digital marketing.

Whatever your natural leaning is, there is a place for you in this field. And if you are unsure, here is a simple template you can use to ask friends, family, or teachers for feedback:

Template:

Hey [Name], I would really appreciate your feedback. What is one thing you consider me a go-to person for? Do you think I am more of a creative person or a numbers person? Your perspective will help me shape my career path, so the more detail you can share, the better.

Start an imaginary business

Time to pick an imaginary business idea (or use a real one) that will help you practice different steps of digital marketing. If you don't have one, use the example below:

Example:

A merchandise shop for your favorite singer, featuring fan-inspired designs.

Before you do anything with this business, you need to understand who you are talking to. Marketers call this the buyer persona. Essentially, you want to answer this question: Who are these people and why will they buy your product?

Use the next page to create a pen portrait of these people including their age, wants, needs, and what a typical day in their life looks like.

Tip: Use free tools like Reddit, Quora, or Twitter search to see how your audience talks about their problems. You can also run a simple Google Form survey with friends, colleagues, or small online communities to validate your assumptions.

Utilise social listening. Search hashtags on Instagram or TikTok, or use keywords in Reddit forums, and look for repeated complaints or desires. Next, do a quick competitor analysis. Visit your competitors' Instagram accounts and see which posts get the most comments and what people are asking for. You can also use free tools right now:

- **Google Trends** to see what topics are gaining interest;
- **AnswerThePublic** to find the exact questions people are asking;
- **Meta Ads Library** to check what ads your competitors are currently running.



Buyer Persona

Basic Demographics

☐ Age

☐ Income

☐ Gender

☐ Family Information

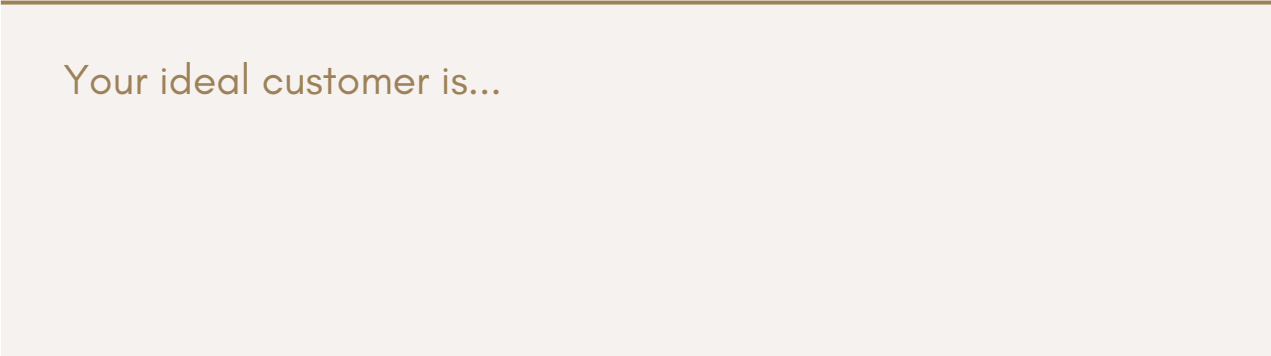
Their wants and aspirations

What they really think or feel

Their fears, frustrations, pains, and urgencies

(What are their biggest problems?)

Your ideal customer is...



Practice creating a killer brand

Once you know your audience well, you should create a **mission statement** that speaks directly to their pain points. This will be something you use everywhere, especially on your landing page and ads, though you may tweak it slightly to fit each platform.

Use the formula below:

We help [specific audience] achieve [desired result] without [big pain point].

This is how you want to be seen in the market. It answers: Why should someone choose you over competitors?

Bad Positioning (too vague and weak).

"We sell T-shirts and hoodies with cool designs."

Problem: This doesn't explain who it's for, why it's different, or what value it brings.

Anyone could say this, so it doesn't stand out in a crowded market.

Good Positioning (specific and audience-focused).

"We help fans of [Singer's Name] express their love through exclusive, fan-inspired merchandise they can't find anywhere else."

Strength: Focuses on the audience (fans) and their emotional driver (expressing love for the singer).

Clear value proposition: unique, exclusive designs tied to fandom.

Differentiates from generic "cool T-shirts" by tying to a strong identity and community.

Turn your strengths into skills

Based on the personal strengths you identified earlier, build a marketing strategy around them. If you are more creative, start by outlining the creative parts of marketing. Think about what kind of landing page would work best for this brand and plan everything down to the colors. If you are more data-driven, begin by estimating the marketing budget needed to build your brand's assets. Create an Excel table, mock some results, and build charts to visualize your plan.

Example for Creative Strengths

If you lean toward creativity, focus on design and storytelling. Use Canva to mock up a landing page, experiment with fonts and color palettes, and design simple social media posts that reflect the brand's personality. Try sketching ideas for ad visuals in a notebook before recreating them in Canva or Figma. Explore tools like Coolers to generate color schemes or Pinterest to collect visual inspiration. This helps you practice turning ideas into a brand identity.

Example for Data-Driven Strengths

If you lean toward numbers and strategy, focus on research and testing. Use Google Keyword Planner to explore search volumes for relevant products. Check Meta Ads Library to see what kinds of ads competitors are running. Research benchmarks for your industry, for example average cost per click or cost per conversion, and build a simple Excel model to estimate how much budget you would need to test ads. Try simulating results by asking what would happen if you spend \$200 and the average cost per purchase is \$20. You could expect 10 sales. Use free dashboards like Looker Studio, to practice visualizing this data.

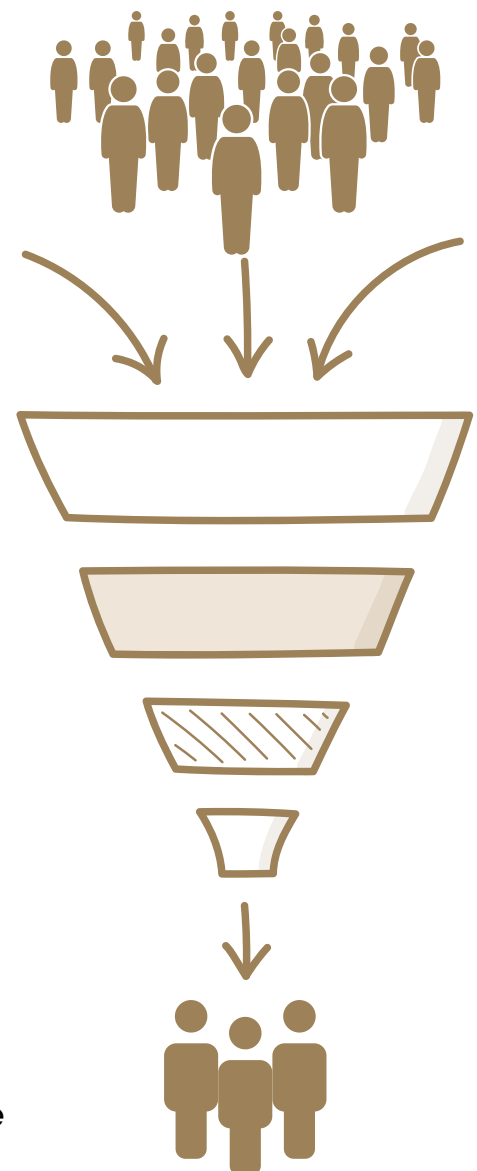
Get familiar with the marketing funnel

The marketing funnel is one of the most important parts of marketing, whether it is traditional or digital, because it shows the different touchpoints with a customer.

You can think of it as a real funnel where many people enter at the top but only a smaller number come out at the bottom because they drop off along the way. The same thing happens in marketing. You might attract a lot of people who first become aware of your brand, but only some of them will keep moving down the funnel to the next stages until they finally make a purchase.

On the next page you will be able to practice thinking about how to retain customers so fewer people drop off before they reach the bottom of the funnel. Retention is all about keeping customers engaged and giving them reasons to stay with your brand.

For example, let's come back to a merch shop for a singer. At the top of the funnel, fans discover the shop through TikTok or Instagram posts. Some of them click through and browse the products, and only a few decide to buy a T-shirt. To reduce drop-off, the store can offer a discount code for first-time buyers, send emails with new design launches, or encourage fans to post pictures wearing the merch and tag the shop. This way, more people move down the funnel and existing customers are more likely to come back and buy again.



Map Your Marketing Funnel

- Read each stage and think about what your customers would want.
- Look at the channel examples and pick the ones that make sense for your business.
- Write your own ideas in the last column.

<i>Buying Cycle</i>	<i>Examples of marketing channels to use</i>	<i>Your Ideas</i>
Aware <i>(They notice they have a need or discover your brand)</i>	<i>TikTok videos, Instagram Reels, influencer shoutouts, blog posts</i>	
Search <i>(They start looking for solutions)</i>	<i>Google Search ads, YouTube tutorials, SEO blog posts, Pinterest</i>	
Evaluate <i>(They compare different brands or products)</i>	<i>Website with testimonials, product comparison pages, Instagram highlights, email with case studies</i>	
Decide <i>(They are ready to buy)</i>	<i>Landing page with discount, cart reminder email, retargeting ads on Facebook/Instagram, free shipping offer</i>	
Evangelize <i>(They become loyal and spread the word)</i>	<i>Instagram reposts, referral programs, loyalty rewards, exclusive drops via email</i>	

Keep Learning and Growing in Digital Marketing

Digital marketing is huge. There is always more to learn, and this guide gives you a foundation that not many people understand. You now have a unique way of looking at marketing that can be applied to any business. Whenever you feel lost, always think back to the marketing funnel.

Keep learning the digital platforms like social media and paid ads. These are the most powerful and low-cost tools every business should be using.

You can practice by setting up a Facebook Business Page (you don't need a registered business to do it) and creating an Ads Manager account. Doing this right now will give you an advantage and a monetizable skill. Think about how many business owners don't have time to figure this out and are looking for help. If you start here, you already have the foundation to jumpstart a career in marketing.

Influencers to Follow for Inspiration and Learning

Here are some of the most famous digital marketing voices to keep you motivated and up to date:

- Gary Vaynerchuk (Gary Vee) – Social media, brand building, motivation
- Neil Patel – SEO, content marketing, digital tools
- Rand Fishkin – SEO, branding, startup growth
- Ann Handley – Content marketing and storytelling
- Vanessa Lau – Social media strategy, personal branding
- Seth Godin – Marketing philosophy and consumer behavior