



A SIMPLIFIED GUIDE

# Social Media & Digital Marketing for Businesses

Your hands-on guide to building a successful organic brand from zero for your business without expending too much money or time.

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# Introduction



As a business owner, you know that high-quality products or services speak for themselves. However, in today's competitive market, relying on your offerings alone to generate leads and build your business is no longer enough. To thrive in the digital age, you need to focus on branding and social media marketing to stand out, attract your ideal customers, and grow your bottom line.

Why is branding important for businesses? Your brand conveys what makes you [unique](#), [memorable](#), and [valuable](#). It's what sets you apart from competitors in your industry. Investing time in developing a consistent brand helps potential customers understand what to expect when working with you. It builds trust and perceived expertise. In this saturated market, you need a brand that resonates and converts leads.

Social media is also essential for directly engaging with your target audience. With more consumers turning to platforms like Facebook, Instagram, and LinkedIn to find and vet businesses, having a strong social presence is critical for lead generation.

This guide will walk you through the key steps for building your brand and leveraging social media to promote your business effectively. Follow this practical blueprint to craft a compelling image, reach more potential customers, and establish your expertise. With the right branding and social strategy, you can win business and delight customers in your market!

# THE FOUR FUNDAMENTALS

In this chapter, we'll explore these four essential pillars and how they work together to strengthen your business.

Each element plays a crucial role in establishing your online presence and attracting your target audience. By understanding how these pillars interact, you'll create a cohesive and effective digital marketing strategy that drives growth for your business.

## 01 BRANDING

Your brand identity is the foundation for all other elements. A consistent, professional brand helps you stand out and builds familiarity and trust with potential customers.

## 02 WEBSITE & SEO

Your website is a core branding and lead generation tool. Optimizing it for search visibility provides opportunity for new customer acquisition.

## 03 SOCIAL MEDIA

Platforms like Facebook and Instagram let you directly connect with potential customers and demonstrate expertise.

## 04 CONTENT

Original digital content is what fuels and optimizes the rest. Valuable content is essential for brand building, SEO, and social media.

### 4 Fundamentals

# Branding

## DIY Branding

Crafting your own logo and branding can be a budget-friendly route. Here are some tips:

- Use free design tools like Canva to easily create a simple, professional logo. They have templates and design elements to choose from.
- Look at competitor logos for inspiration but make yours unique. Avoid copying.
- Incorporate your brand personality into the style. A classic serif font can represent professionalism while a sans serif font can feel modern.
- Opt for an easily recognizable, simple image or logomark icon to go with your business name.
- Use 2-3 colors max that coordinate well. Review color psychology principles.
- Save your logo files in high resolution PNG, JPEG, and EPS vector formats.

**Pros:** Total creative control, very affordable.

**Cons:** More time consuming, design skills required.

## Hiring a Freelance Designer

Look for these signs of good designers:

- Strong reviews and repeat clients
- A custom design process that involves working with you
- A portfolio showing logo design experience

Where to Find Designers:

- Freelance sites like [Fiverr](#), [Upwork](#), [99Designs](#)
- Local design studios
- Design schools and universities in your area
- Graphic designer groups on Facebook

Process Expectations:

- Design brief questionnaire to understand your business and needs
- Initial concept sketches or mood boards
- Round(s) of revisions until finalized
- Multiple file formats delivered (print, web, square)
- Copyright transfer and commercial rights.



# BRANDING

## Contracts and Agreements:

- Have an agreement on scope, timeline, payment terms, unlimited revisions, copyright transfer, etc.
- 50% deposit is common, with remainder due upon completion.

## Packages and Pricing:

- Logo only: \$100-\$500+
- Brand identity package: \$500-\$1500+
- Bundled packages for website design, business cards, etc. may offer savings.

## Tips for Success:

- Provide detailed answers in design brief
- Share examples of styles and designs you like
- Be clear and reasonable with revisions
- Communicate timeline needs and deadlines

**Pros:** Experienced designer, provide direction/feedback, variety of concepts to choose from.

**Cons:** Less control, moderate cost.



# Website & SEO

## Do **NOT** waste your money on an expensive website

As a business in the early stages, investing in an overly complex or expensive website can be **unnecessary**. Prioritize working on your portfolio, product/-service pages, and basic SEO even with a more budget-friendly site.

### Some things to keep in mind:

- SEO efforts take **time** to yield results, so hold off on paying premium fees for promised fast SEO packages. Focus on foundational on-page optimization first.
- Data shows most website traffic comes from organic search, not paid ads. So buying ads before you have SEO fundamentals in place provides limited value. Start with core SEO strategies first.
- Return on investment from high-end web design fees often takes significant time. A basic website that converts visitors into leads can be sufficient in the early days.
- Platforms like **Wix** and **Wordpress** offer professional templates, hosting, and built-in SEO features for much lower cost than custom-built sites.
- As you grow revenue and want to add more advanced functionality – then explore upgrading to a more robust custom site.

### Guide to building SEO-friendly, affordable, professional website.

**01**

Purchase your domain from GoDaddy, NameCheap, Hostinger.

**02**

Get affordable Wordpress hosting with EasyWP.com or Hostinger.

**03**

Hire a Wordpress Web Developer from Upwork, Freelancer.com or Facebook Groups for \$200-\$500 to design your SEO friendly website.

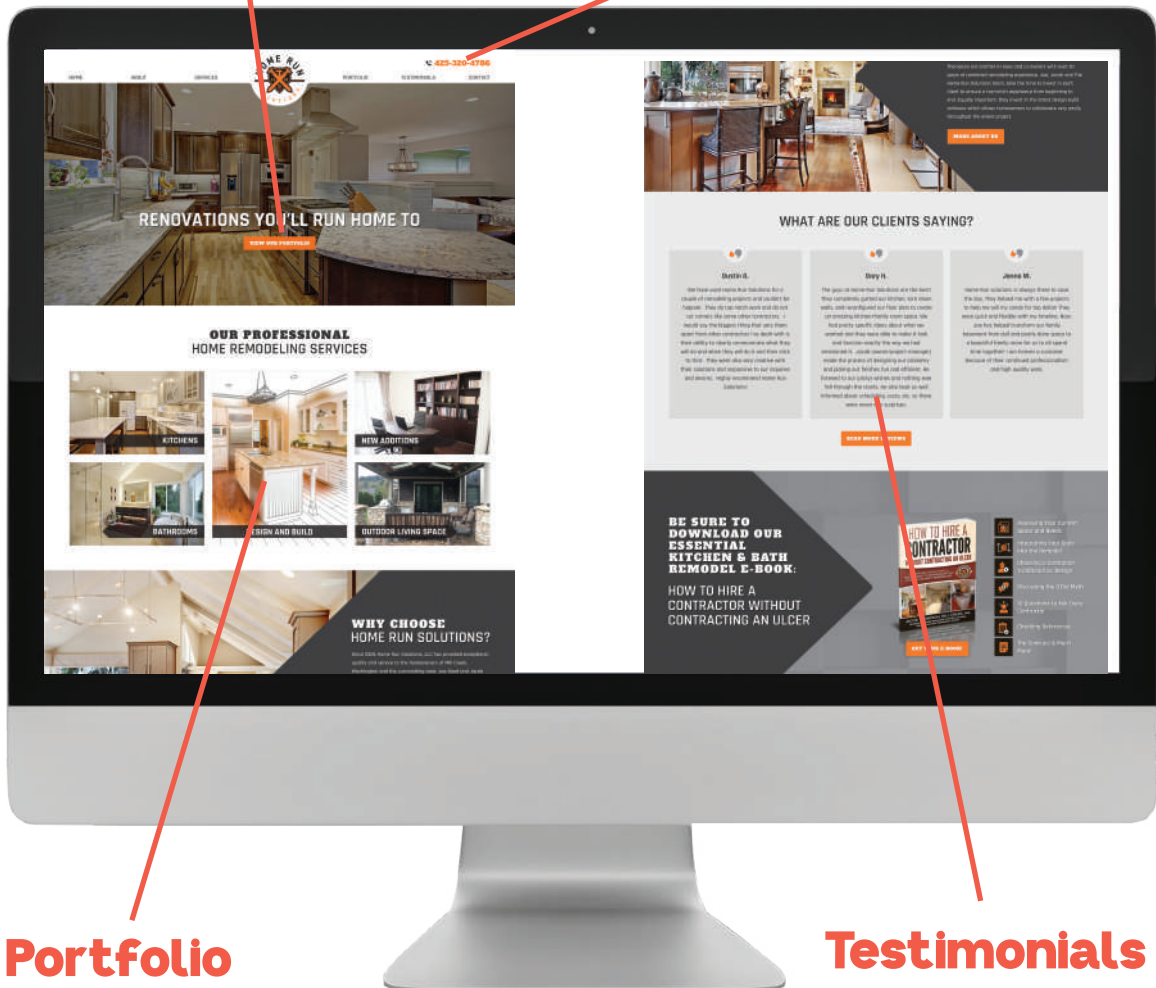
**04**

Get a Wordpress SEO specialist to build landing pages targetting your service areas and service keywords for \$150-\$500.

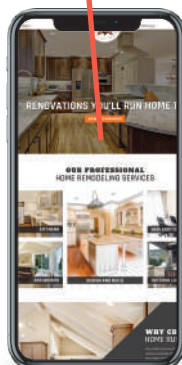
## Basic checklist for your website

### Visible Call to Action

### Contact info highlighted



### Mobile friendly





# Google Maps

## A Brief Guide on how to make your business noticable.

Having an optimized Google Business Profile makes it easier for local customers to find and connect with your business.

### Creating Your Listing:

If you don't already have one, go to [google.com/business](https://google.com/business) and click "Manage Now" to create your free business listing.

- Enter your complete business name, address and phone number.
- Select your business category like "Home Contractor" or "Handyman Service".
- Add your business website if you have one.
- Write a detailed description of your services offered.

### Verifying Your Business:

- Google will send a postcard with a PIN code to your address. Enter this code to verify your business and unlock all features.

### Completing Your Profile:

Upload the following to develop a complete, authoritative profile:

- A profile photo or your logo
- Cover photo featuring your work or team
- Photos of your past projects - at least 10 images
- Service area that you cover
- Business hours and any other operating details
- FAQs or Long-form descriptions of key services

### Additional Features

- Turn on the Quote option so visitors can instantly request project bids.
- Create posts to promote sales or events.
- Add a link to book appointments if you take them online.
- Upload videos like testimonials or project spotlights.



## W E B S I T E   &   S E O

### Instant Google Reviews with QR Code

Positive online customer reviews are crucial for convincing potential clients to hire you over competitors. Google makes it easy to get reviews by creating a QR code people can scan to leave feedback.

#### Follow these steps:

- Find your Google My Business “Place ID” number on Google Maps or in your GMB dashboard.
- Build a Reviews URL using your Place ID: [https://search.google.com/local/writereview?placeid=YOUR\\_PLACE\\_ID](https://search.google.com/local/writereview?placeid=YOUR_PLACE_ID)
- Go to a free QR code generator like [qrstuff.com](https://qrstuff.com) and enter your Reviews URL.
- Download the QR code image and print it out.
- Display the code on physical cards that you give to customers after finishing a job.

When customers scan your code, it will take them directly to the Google review page to leave feedback about their experience. This makes it fast and simple for them to share positive reviews and star ratings that will build your reputation.

Having great reviews influences buying decisions and drives more business your way!



# Social Media

Social platforms like Facebook, Instagram, YouTube, and TikTok have become key places potential customers go to discover and vet businesses. Having an active social media presence is essential for lead generation.

## Facebook

- Leverage friends, family, and existing connections first to start growing.
- Share your business page and ask for follows, likes, and shares.
- Engage with their content and comments.
- Facebook's algorithm rewards active participation.
- Join and post in relevant industry and local community groups.
- Run promotions like giveaways and contests to incentivize follows.
- Post videos and photos showcasing your products or services to grab attention.

## YouTube Shorts

- Create brief engaging videos showcasing your offerings and expertise.
- Use eye-catching thumbnails. Include branding.
- Use relevant industry hashtags to expand reach.
- Share Shorts links on your other social channels.
- YouTube can drive subscribers and website traffic.

## TikTok

- Post short-form videos of your products, services, tips, or behind-the-scenes content.
- Duet and stitch other accounts in your industry.
- Participate in viral TikTok challenges, trends, audios.
- Use hashtags to be discovered by a wider audience.

## Instagram

- Post consistently - Stories, Reels, and quality photos.
- Use maximum hashtags relevant to your industry and location.
- Engage with others' content and follow accounts in your niche.
- Run contests and set up collaborations to broaden reach.

Patience and consistency are key! It takes time to build an organic social media presence and followers. But by leveraging the right strategies for each platform, you can expand your brand's visibility and referral network.

## S O C I A L   M E D I A

After testing various strategies, we've realized that the easiest pathway to organic growth on social media for businesses is to leverage platforms like TikTok and YouTube Shorts that favor new creators. Then, build a following that you can redirect across other platforms like Facebook and Instagram.

### Guide to growing an organic, audience that can generate leads.

# 01

Use Tiktok and Youtube Shorts to generate an audience that you can leverage on other platforms.

Videos that generate traction across industries:

- Timelapse videos
- Interesting stories with clients
- Before and after
- Day in the life

# 02

Redirect the audience from Tiktok and Youtube to your Instagram and Facebook by linking those platforms.

# 03

Most potential clients are avid users of Facebook and Instagram – so retaining those followers is key. Therefore you must stay active on those two platforms.

# 04

Ensure that your audience have a clear pathway to your services. Your booking platform, whether that's your website or your social media inbox must be responsive and functional.

Optimally, you want to build a landing page that displays your previous work, testimonials and a booking or consultation form.

Engage with your audience to build relationships.

## S O C I A L   M E D I A

# Template for a weekly social media content schedule

■ Mon	■ Tue	■ Wed	■ Thu	■ Fri	■ Sat	■ Sun
Day in the life with trending music/sounds.		Timelapse of a job completed.		Worst/Best customer story.		Answering FAQ about the industry.

## General guidelines for platforms

### Facebook

- Best Times to Post: Weekdays 12-3 PM, Thurs & Fri 12-1 PM
- Image Size: 1200 x 628 pixels
- Video size: 1080 x 1920 pixels
- Ideal Text Length: 125-250 words
- Meta Tags: Audience, location tags

### YouTube Shorts

- Best Times to Post: Mon-Thurs 12-3 PM
- Vertical Video Ratio: 9:16 or 16:9
- Video Length: 60 seconds or less
- Title Length: 60 characters or less with one capitalised word and 2 emojis max
- Description Length: 150 characters or less
- Location tag

### Instagram

- Best Times to Post: Monday 10 AM-3 PM, Tue-Thurs 11 AM-1 PM
- Image Size: 1080 x 1080 pixels
- Video Size: 1080 x 1080 pixels or 1080 x 1920 pixels
- Caption Length: 2-3 sentences, include hashtags and emojis
- Meta Tags: Location, mentions

### TikTok

- Best Times to Post: Wednesday 9 AM, Friday 10 AM
- Vertical Video Ratio: 9:16
- Video Length: A mix between short form content (60 seconds) and long form content
- Caption Length: 150 characters or less

# Content

Your website content and social media posts are opportunities to demonstrate your expertise, build trust, and convey your brand identity. Developing a smart content strategy should be a core part of your digital marketing plan.

## **Website Content**

Your website content should focus on being helpful and educational for potential customers.

- Blog posts can showcase your knowledge on industry-specific topics relevant to your customers. Aim for 300-500 word posts. Alternatively, you can outsource this on Upwork or Freelancer for affordable prices.
- Web pages should explain your products or services in detail and highlight benefits. Include photos and testimonials.
- FAQ pages help answer common customer questions before they contact you.
- Portfolio pages with case studies or product showcases build credibility.
- About Us and Team pages introduce your business and key personnel.

## **Consistency Is Key**

Aim to publish:

- 1-2 new blog posts per week.
- Daily posts on Facebook/Instagram.
- Regular Shorts on YouTube and TikTok.
- Analyze performance to see what content resonates best with your audience and do more of that. Providing regular value-added content establishes trust and credibility.

# ENCYCLOPEDIA OF RESOURCES

## Branding & Design

- **Canva** - Graphic design platform with templates. Free version available.
- **Looka** - AI-powered logo maker. Free and paid versions.
- **BrandCrowd** - Logo maker and templates. Pay per logo created.
- **Hatchful** - Logo creator from Shopify. Free basic version.
- **FontSpace** - Free commercial use fonts. All are free to use.
- **Coolors** - Color scheme generator. Free online tool.
- **LogoMaker** - Logo creator with free basic version.
- **DesignEvo** - Logo maker with limited free version.
- **Tailor Brands** - Logo generator with free trial version.
- **Illustrator Alternative** - Open source vector graphics editor similar to Adobe Illustrator. Fully free.
- **GIMP** - Free advanced open source image editing tool. Fully free.
- **Inkscape** - vector graphics editor. Open source and free.
- **PicMonkey** - Online photo editor. Free version with limited features.
- **Polotno Studio** - Free open source Adobe Illustrator alternative for vector graphics. Fully free.
- **Pixlr** - Free online photo editor. Fully free to use.
- **Vectr** - Free vector graphics software. Fully free version available.

## Websites & SEO

- **Wix** - Website builder with free ad-supported plans.
- **Squarespace** - Website builder and hosting with free trials.
- **WordPress** - Open source website platform. Free version available.
- **Webflow** - Visual web design tool. Free for 2 projects.
- **MozBar** - Free SEO browser extension from Moz. Fully free.
- **Google Search Console** - Free site performance insights.
- **Google Analytics** - Free traffic and engagement statistics.
- **Google PageSpeed Insights** - Free website speed test.
- **Pingdom Website Speed Test** - Free website speed checker.
- **XML Sitemaps** - Free sitemap generator for search indexing.
- **Google Keyword Planner** - Free keyword research tool.
- **Ubersuggest** - Free keyword and SEO research.
- **Ahrefs** - SEO and keyword research tool with 7 day free trial.
- **SEMRush** - SEO and marketing toolkit with 7 day free trial.

## Social Media

- **Hootsuite** - Social media management platform with free plan for 1 user.
- **Buffer** - Social media scheduling with free plan for 1 account.
- **Canva** - Graphic design for social media. Free version available.
- **Pablo by Buffer** - Create social media videos. Free and paid plans.
- **Linktree** - Social media linking profile. Free version available.
- **Bitly** - Link shortener and tracking. Free version.
- **Social Blade** - Social media analytics. Free version available.
- **Sendible** - Social media marketing platform with free trial.
- **Iconosquare** - Instagram analytics. Free version available.
- **Buzzsumo** - Social media analytics and monitoring. Free trial available.

## Content Creation

- **Canva** - Graphic design platform with templates. Free version available.
- **Biteable** - Video maker for social posts. Free version available.
- **Animoto** - Video creation and editing tools. Free trial available.
- **Snappa** - Image creator with templates. Free trial available.
- **Pexels** - Free stock photos and videos. Fully free.
- **Pixabay** - Free stock images and videos. Fully free to use.
- **Unsplash** - Free high quality stock photos. Fully free.
- **Videvo** - Free stock videos. Fully free to use.
- **Coverr** - Free stock video clips. Fully free.

## Video & Audio

- **Kapwing** - Video editor and meme creator. Free version available.
- **Clipchamp** - Online video editor. Limited free version.
- **CapCut** - Video editor for social media. Free version available.
- **Kdenlive** - Open source video editing software. Fully free.
- **OpenShot** - Open source video editor. Fully free.
- **iMovie** - Video editing software by Apple. Free with Mac purchases.
- **DaVinci Resolve** - Advanced video editor. Free version available.
- **Garageband** - Audio editor by Apple. Free with Mac purchases.
- **Audacity** - Open source audio editor. Fully free.
- **Headliner** - AI generated audio clips. Limited free version.
- **Epidemic Sound** - Royalty free music. 30 day free trial.
- **YouTube Audio Library** - Copyright free music. Fully free.



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## ABOUT THE Author



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With over 5 years of experience with digital marketing and content creation. I have amassed a lot of knowledge around how to grow an online presence. With my agency, I help out businesses with all things digital marketing, AI, automation and content creation both organic and paid. Feel free to reach out if you have any questions around the topics addressed in this book and beyond.

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