

# Digital Marketing For Young Entrepreneurs

*03/19/2025*



**SHAWN LIVENGOOD**  
— Consulting —

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# Introduction

Why we're here today

# Today's Agenda

**01 Introduction**

Why we're here today

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# About Shawn Livengood

- Digital marketing professional for 16+ years
- Subject matter expert in SEO, SEM, web analytics and user experience
- Based on the Oregon Coast
- Learn more at [www.shawnlivengood.com](http://www.shawnlivengood.com)



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# Why Digital Marketing?

What it is and what it does

# What Is Digital Marketing?

“Digital marketing is the use of websites, apps, mobile devices, social media, search engines, and other digital means to promote and sell products and services.”

- **Investopedia**

# What Is Digital Marketing?

“Unlike traditional marketing—which is static and often referred to as “one-way” communication—digital marketing is an ever-changing, dynamic process. Stated otherwise, customers cannot interact with business through a billboard or print ad, whereas digital marketing provides an avenue for two-way communication between a business and its actual or prospective customers.”

- **American Marketing Association**



Digital marketing is about connecting people to the information and services they need, *at the precise moment they need them.*



# Digital Marketing Meets Customers Where They Are At



Google



TikTok

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# The Digital Marketing Landscape

Digital marketing channels overview

# Website Experience

A website acts as a home base - a hub for your company's identity, branding, and information.

## Key Concepts

**User Experience** - Can your users find what they are looking for? Is your website a good experience?

**Responsive Design** - 62% of global web traffic comes from mobile devices. Design for mobile devices first, and make sure your website works on all screen sizes.

**Conversion Rate Optimization (CRO)** - The art and science of getting more users to perform a desired action on your website (a conversion).

## Key Players



WORDPRESS



SQUARESPACE

WIX

# Tools For Website Experience



Identifies Issues That Are Slowing Your Site Load Times:

<https://pagespeed.web.dev/>



Tracks user behavior and takes screen recordings to identify UX issues:

<https://clarity.microsoft.com/>

# Social Media

Social media *is* the Internet for many people. Starting a presence is easier than ever, but standing out is harder than ever.

## Key Concepts

**Organic Social** - Can be free advertising for your business, but it takes a long time to build an audience and expand reach. Consistency is key.

**Paid Social** - Offers a shortcut to get in front of customers, but requires an investment.

**Post Formats** - Text, image, and video are all popular formats. Short-form video is the hot thing right now, but this is always subject to change.

## Key Players



# Search Engine Optimization

Getting in top spots in non-paid (organic) search results can help you reach high-value customers, but getting to those top spots is highly competitive.

## Key Concepts

**Technical SEO** - Does your site work? Is it free of technical errors? Is it a good experience for users?

**Content Optimization** - Semantic analysis by search engines is less about keywords and more about topics. Is your site content relevant to what you want to rank for? Is it 10x better than what is currently available?

**Backlinks** - Links from other websites are a powerful ranking signal. Quality > quantity. Get links from reputable and relevant sites.

## Key Players





# Search Engine Marketing

Paid search advertising is faster and more controllable than SEO. But costs can really add up if you don't stay focused.

## Key Concepts

**Search Advertising** - Target specific keywords that customers are searching for to find your product.

**Shopping Campaigns** - Use a product data feed to show rich ads to searchers that include product images, prices, and ratings.

**Location Targeting** - Limit your search ads to locations that you service - zip codes, cities, metros, states, or countries.

## Key Players

The logo for Google Ads, featuring the word "Google" in its multi-colored font followed by "Ads" in a grey sans-serif font.The logo for Microsoft Advertising, featuring the four-pane Microsoft logo icon followed by the text "Microsoft Advertising" in a grey sans-serif font.



# Email Marketing

Email marketing can be highly effective if you have a contact list of customers who opted in and get value from your communication.

## Key Concepts

**Building A List** - Create a mailing list from people who consent to be contacted. Existing customers, newsletter signups, etc.

**Deliverability** - Emails don't do any good if they're in a spam folder. Use a reputable ESP (email service provider).

**Open Rates** - Craft a compelling subject line and first 1-2 lines of your email to increase the number of times people open your email.

## Key Players



INTUIT  
mailchimp

HubSpot

klaviyo

**04**

# **Your \$50 Digital Marketing Plan**

Getting started on the cheap

# Getting Started On The Cheap

- Digital marketing can get really expensive, but skill and creativity can help you outperform your competition.
- Here's an example of how to get started with minimal investment.



# The \$50 Digital Marketing Plan

Action Item	Cost
Register a domain and get web hosting	\$36-\$50
Install Wordpress.org on your web hosting	\$0
Use free Wordpress templates and plugins to build your site	\$0
Claim your local business listing in Google, Apple, and Bing	\$0
Create good SEO content	\$0
Claim social media profiles for your business and post	\$0
Get the free tier of Mailchimp and start a newsletter	\$0

# Getting A Website

- A website goes a long way in making your business appear professional.
- Building a website takes two components:
  - *Domain registration* - the right to use a specific URL
  - *Web hosting* - the server space where your website files are stored
- Most hosting companies will also handle your domain registration.
- Some platforms (like SquareSpace or Wix) sell you hosting plus their own website editor. A cheaper and more flexible option is using Wordpress.

## Basic

Made for a simple website or blog

**\$2.95/mo**

Save 75%

For 12 month term

Renews at \$11.99/mo

**Pro Tip:** Hosting companies will offer a great introductory rate, often with a free domain registration. However, these costs go up significantly upon your first annual renewal.

# Building With Wordpress

- Wordpress is an open-source website development platform. You install it on your web hosting.
- Many hosting companies offer a default or one-click Wordpress installation.
- Once Wordpress is installed, you can install a theme to change your design, use page kits to create page templates, and utilize plugins to improve the functionality of your website.
- Get some practice at <https://playground.wordpress.net/>



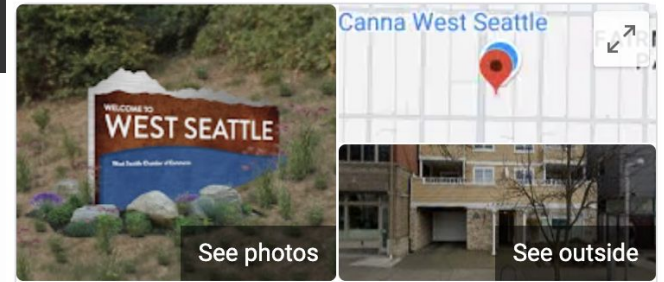
**Pro Tip:** There is a Wordpress.com web page builder platform that is a paid website development/hosting service. Wordpress.org is the free open-source software.

# Building With Wordpress

- Find Wordpress themes:  
<https://wordpress.org/themes/browse/new/>
- Find Wordpress plugins: <https://wordpress.org/plugins/>
- Block editors (not required, but can make building pages easier):
  - <https://elementor.com/products/page-builder-plugin/>
  - <https://wordpress.org/gutenberg/>

# Claiming A Business Listing

- Business listings are free for businesses, and help you get more visibility in local search results.
- Before you can optimize your listing, you need to claim it.
- Go to <http://business.google.com/add> or Google your business and click the “Own this business?” link in the listing.
- You’ll need to verify that you own the business by doing a video recording, phone call, or email.
- Once your business ownership is verified, you can make edits to the profile.



## West Seattle Chamber of Commerce

Website

Directions

Save

Call

5.0 ★★★★★ 8 Google reviews

Chamber of commerce in Seattle, Washington

**Address:** 5450 California Ave SW STE 101, Seattle, WA 98136

**Hours:** Closed · Opens 9 AM Mon ▾

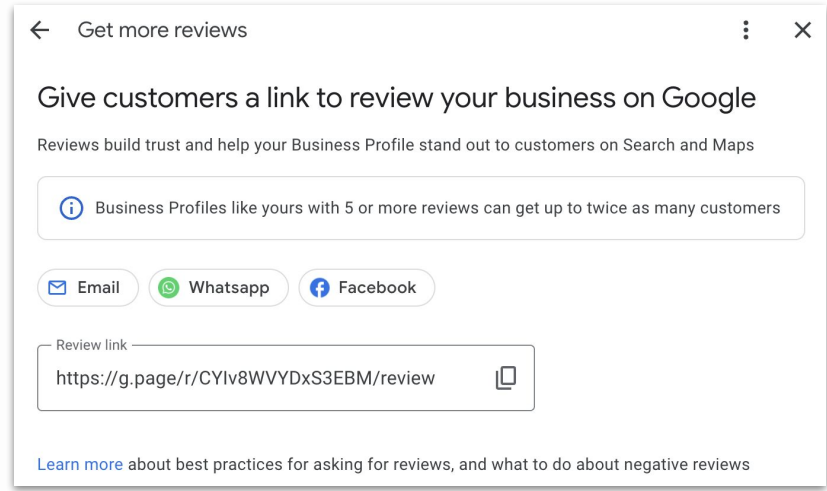
**Phone:** (206) 932-5685

Suggest an edit [Own this business?](#)



# Optimizing Your Business Profile

- Make sure all of the essential data (address, phone number, hours, and website) are complete and correct.
- Choose a primary business category that is the best fit for your business. Choose secondary categories that are also relevant.
- Add keywords about your products and services in your description and services sections.
- Fill out all the fields that are applicable to your business.
- **GET REVIEWS!!!**



**Pro Tip:** Add a Google Review link to your follow-up communication to customers, and ask for a review.

# Other Business Listings

- **Apple Maps** - <https://businessconnect.apple.com/>
- **Bing Places** - <https://www.bingplaces.com/>
- **Yelp** - <https://biz.yelp.com/claim>
- **Chamber of Commerce member listings**
- **Industry-specific directories (i.e. Healthgrades, Google Partners)** - varies by industry

**Pro Tip:** Claim your free listing on Yelp, but don't pay for their advertising. They inflate their traffic numbers in reporting and will withhold positive reviews that you earned unless you pay Yelp.

# Creating SEO Content

If you want to rank well in organic search results, you need strong content that is relevant to user's queries.

Search technology has evolved beyond keywords. Think about creating content about a topic as a whole instead of just inserting keywords into your text.

Before creating content, see what is in search results for the query you want to target. Then, try to create a page that's 10x better than what is currently available.

## SEO Content Resources:

- [Google Guide To Creating People-First Content](#)
- [Creating 10x Content](#)
- [AnswerThePublic](#) - find topics to write about
- [Google Trends](#) - discover trending topics

# Creating Social Content

Good content isn't just for your website - social media content matters too.

At the very least, you should claim profiles for your business on all major social media channels, create a good description of your business and add a link back to your site.

Some businesses find a lot of success creating content on social media that gets them in front of customers. Be helpful, engaging, and entertaining.

## Social Content Resources:

- [Creating Engaging Social Media Posts](#)
- [Creating A Social Media Content Plan](#)
- [How To Create Content For Social Media](#)

# Email Marketing

You can use email marketing methods to directly engage with customers. Mailchimp has a free tier for up to 500 contacts - enough for many businesses who are just starting out.

It's important that you have people opt in to your email list so that you're not spamming people. Gain subscribers by offering a free newsletter, or free downloadable content (a whitepaper, checklist, buyer's guide, etc.) that you can give away in exchange for an email address.

Don't do a hard sell right away. Focus on providing value in your email communications first, and include an option for customers to reach out if they want to buy from you.



# How You Succeed

There are two ways to succeed with this process:

- Your digital marketing efforts help your business take off.
- After a year, you will have learned how to work across multiple digital channels - skills that will serve you well in future endeavors.



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# Conclusion

Wrapping it up

# Wrapping It Up

- Digital marketing is about meeting your customers where they are at, at the precise moment they need your product or service.
- There's an infinite combination of channels and strategies that might work for your business - experiment to find what works for you.
- You can do a lot with free tools - creativity and dedication can often outmaneuver big budgets.
- Digital marketing is constantly changing. Your best assets are curiosity and a willingness to learn new things.



# Find Me On The Internet

**Website:** [www.shawnlivengood.com](http://www.shawnlivengood.com)

**Email:** [shawn@shawnlivengood.com](mailto:shawn@shawnlivengood.com)

**LinkedIn:**

<https://www.linkedin.com/in/slivengood/>

**Download a copy of this presentation:**

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LIVENGOOD**  
— Consulting —

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# Q&A

Question and answer time

# Thanks!

Do you have any questions?

shawn@shawnlivengood.com

+1 214 460 3328

shawnlivengood.com

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