

TOOLKITS FOR FREELANCERS & SELF EMPLOYED



# my little pink digital marketing toolkit



**SUPERCHARGE YOUR  
DIGITAL MARKETING  
WITH THIS DIY GUIDE  
FOR FREELANCERS  
& SELF EMPLOYED**

# SO, WHAT'S INCLUDED IN THE DIGITAL MARKETING TOOLKIT?



1. How to reach your target market guide
2. Customer Avatar
3. Brand Storytelling Workbook
4. Website Content Writing Cheat Sheet
5. Social Media Content Calendar
6. IG Weekly Planner
7. Lead Magnet Checklist
8. Sales Email Template *including* how to write a killer sales email
9. Press Release Template
10. FB Ads Cheat Sheet

***PLUS,* BONUS DIGITAL MARKETING ACTION PLAN & TASK LIST** for you to complete (see below)

## WHY MARKETING IS VITAL FOR BUSINESS SUCCESS

---

Marketing is essential for any business, because without marketing, your customers or clients are unlikely to find you.

You might have the most fabulous business idea on the planet, create the most amazing products and have outstanding customer service, but if nobody knows you exist you won't sell anything, and will go out of business!

### What is Marketing?

Marketing includes any activity that helps you to identify your customers and their needs, and then address those needs. It can include, but is not limited to social media, advertising, blog writing and publishing. You can also encourage customers to provide reviews and recommend you to their friends.

However, before you think about how you are going to market your business or yourself, you need to think about your target market. In other words, who is your ideal customer or client?

You need to think about who is most likely to buy your product or service. This does not mean who you would like to attract, but who is most likely to be attracted! You then need to work out where they are most likely to 'hang out'.

You should consider, for example, what social media platforms they use, how they use search engines, where they look for products/services like yours and so on.

When you have worked out where your target audience is likely to be, you can then start taking action to be there too, so that your name and your business become familiar to them.

The more detailed information you have about your target audience, the easier it will be to ensure that you are able to target your marketing efforts appropriately. This toolkit focuses on digital marketing.

## INTRODUCTION TO THE DIGITAL MARKETING TOOLKIT

---

Freelancers and self-employed can seldom afford to employ marketing professionals so I have written this toolkit to help you market yourself and your business effectively.

In this toolkit, **we will focus on content marketing** simply because it's the **ultimate type of digital marketing!** It mixes great content on your website, SEO, PR and Social Media Marketing in tandem. By using all these methods together, it can make your business a *serious* success.

To get your digital marketing strategy right, you need to understand your market and your target audience. This digital marketing toolkit, although not exhaustive, **will give you the main tools you need to nail your digital marketing.** Read through the headings below then work your way through the Digital Marketing Action Plan & Task List. All the resources you need are contained in the toolkit.