BHAVYA GYAN WORLD

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Future-Ready Digital Marketing for Beginners

Part I: Foundations and Strategy

A detailed beginner’s guide to digital marketing, customers, landing pages, and AI-assisted content

English Edition • Student Textbook

About This Book

This first part develops the thinking skills behind effective digital marketing. It is written for beginners who want to understand not only what to post or which tool to use, but why each activity should exist and how it supports a business goal.

The book follows four course modules: digital marketing and AI, the digital consumer, websites and landing pages, and content marketing. Every chapter combines explanation, a small-business example, a guided practice task, review questions, and an assessed assignment.

Running case study
Throughout Part I, you will work with **Sunrise Bakes**, a fictional neighbourhood home bakery. It sells celebration cakes, cupcakes, cookies, and small event dessert boxes. You may replace it with your own business idea.

Learning path

- Chapter 1: Understand channels, metrics, business goals, careers, and responsible AI use
- Chapter 2: Define a customer, create a buyer persona, and map a journey
- Chapter 3: Create a website plan and build a focused landing page
- Chapter 4: Plan useful content, write copy, and use AI as an editing assistant

Contents

Chapter	Title	Core output
1	Digital Marketing and the AI-Powered Marketer	One-page traditional vs. digital comparison
2	Understanding the Digital Consumer	Buyer persona and journey map
3	Websites and Landing Pages	Published one-page landing page
4	Content Marketing and AI-Assisted Creation	One-month calendar, graphic, and captions
Appendix A	Templates and worksheets	Reusable student tools
Appendix B	Glossary and formula sheet	Key vocabulary and metrics

Chapter 1: Digital Marketing and the AI-Powered Marketer

Chapter outcomes

- Explain how digital marketing differs from traditional marketing
- Use the terms CTR, CPC, ROI, and bounce rate correctly
- Identify practical career paths
- Describe useful and responsible uses of AI in daily marketing work

1.1 What digital marketing means

Digital marketing is the use of digital channels, data, and technology to help an organisation reach people, earn attention, create demand, and encourage a measurable action. That action may be a website visit, a phone call, a WhatsApp enquiry, a sign-up, a purchase, or a repeat order.

The word digital does not mean “social media only.” A complete digital marketing system can include a website, search engine visibility, email, online advertising, marketplace listings, messaging, analytics, and customer support. The best channel depends on the audience, the offer, the budget, and the goal.

Business first
A marketing activity is not successful just because it receives likes. Ask: What business result should this activity improve? For Sunrise Bakes, an Instagram post might aim to generate cake enquiries for the coming weekend.

1.2 Traditional and digital approaches

Traditional marketing uses channels such as flyers, newspaper advertisements, posters, radio, outdoor signs, and local events. These channels can build awareness, especially in a local area. Digital marketing adds targeting, interaction, speed of change, and measurement.

Neither approach is automatically better. A bakery flyer with a QR code can work well because the flyer reaches a local household and the QR code moves the person to a menu, WhatsApp chat, or order page. Strong marketing often connects offline and online touchpoints.

Question	Traditional example	Digital example
Where does it appear?	Leaflet near apartments	Instagram post shown to local food lovers
How quickly can it change?	New print run required	Caption, audience, and creative can be revised
How precise is targeting?	Area or publication audience	Location, interest, behaviour, search intent
How is response tracked?	Coupon, call, or estimate	Clicks, messages, forms, orders, tagged links
How does conversation happen?	Call or store visit	Comments, DMs, WhatsApp, email, forms

1.3 Goals, funnel thinking, and measurement

People rarely move from first seeing a brand to buying instantly. A simple funnel helps you match the message to the stage. At awareness, introduce a problem or benefit. At consideration, explain choices, proof, and value. At decision, make the next step simple: order, book, enquire, or visit.

For example, Sunrise Bakes could use a short video showing a birthday cake being decorated to earn awareness. A carousel comparing cake sizes can help consideration. A clear “Order for Saturday by Thursday, 6 pm” message can support decision.

1.4 Metrics without confusion

Metrics are signals, not trophies. They become useful only when they are connected to a question. If you want more enquiries, measure relevant actions such as message starts, form completions, calls, and qualified leads—not only views.

CTR (click-through rate) tells you what share of impressions led to a click. **CPC (cost per click)** is the average amount spent for each click. **ROI (return on investment)** compares the value gained with the amount invested. **Bounce rate** is commonly used to describe visits where people leave without meaningful engagement; platform definitions can differ, so always check the tool’s documentation.

Metric	Plain-English question	Simple calculation
CTR	Did the message persuade people to click?	Clicks ÷ impressions × 100
CPC	What did each click cost?	Spend ÷ clicks
ROI	Was the investment worthwhile?	(Return − cost) ÷ cost × 100
Bounce rate	Did visitors leave without engaging?	Use the platform’s definition

Worked example
An ad receives 4,000 impressions and 120 clicks. CTR = 120 ÷ 4,000 × 100 = 3%. If the spend was Rs. 600, CPC = 600 ÷ 120 = Rs. 5. A good or bad result depends on the objective, market, offer, and quality of subsequent leads.

1.5 AI in a marketer’s workday

AI tools can speed up first drafts, brainstorming, summarising notes, generating headline alternatives, organising a content calendar, and suggesting questions for research. They are not a substitute for knowing the customer, checking facts, obtaining permission, or applying judgement.

Use AI as a junior assistant: give it context, request options, review the output, verify claims, revise the tone, and ensure the final work reflects the brand. Do not paste confidential customer data into public tools. Do not publish generated claims about price, health, safety, availability, or performance until they have been checked.

Prompt pattern
Role + context + audience + goal + format + constraints. Example: “Act as a content assistant. Sunrise Bakes sells eggless celebration cakes in Pune. Write five friendly Instagram hooks for busy parents planning a child’s birthday. Avoid unsupported claims and keep each under 12 words.”

1.6 Careers and freelance paths

- Social Media Executive: plans, creates, schedules, and reviews social content

- SEO Executive: researches keywords and improves pages for search visibility
- Performance Marketing Associate: helps set up, monitor, and optimise paid campaigns
- Content Writer or Copywriter: writes useful, clear, action-oriented content
- Marketing Analyst: turns campaign and website data into decisions
- Freelance marketer: serves a defined niche with a limited, clearly described service

Practice lab: campaign thinking

For Sunrise Bakes, choose one goal for the next seven days: increase cake enquiries, collect menu downloads, or promote a weekend box. Write the audience, key message, channel, action, and metric. Keep the plan focused on one outcome.

Assignment 1

Write a one-page comparison explaining how a local business could market traditionally and digitally. Include three advantages of digital marketing, one case where traditional marketing is still useful, one AI use, and one metric you would track.

Review questions

- Why is a like not always a useful business metric?
- What is the difference between an impression and a click?
- Give one responsible use and one unsafe use of AI in marketing.
- How could a QR code connect a traditional campaign to a digital campaign?

Chapter 2: Understanding the Digital Consumer

Chapter outcomes

- Explain the difference between an audience segment and a buyer persona
- Create a practical persona
- Map a customer journey from awareness to decision
- Use trust and relevance to improve a customer experience

2.1 Consumers do not buy in a vacuum

A digital consumer is a person making choices in an environment full of information, alternatives, opinions, offers, and distractions. They may compare prices, read reviews, watch a video, ask friends, search on Google, send a WhatsApp message, and leave without buying. Your job is not to force a sale; it is to reduce uncertainty and make a suitable next step easier.

Start with observable needs. A parent ordering a birthday cake may care about delivery area, eggless options, price clarity, theme quality, reliable timing, and proof that the bakery can handle the order. These needs shape both your message and your website.

2.2 Segments and personas

A segment is a group with shared characteristics, such as “parents aged 28–45 in a five-kilometre delivery area.” A buyer persona is a realistic, evidence-informed portrait of one representative customer within a segment. A persona helps a beginner make choices about language, channel, offer, objections, and content.

> **Avoid stereotypes**
> A persona is a working hypothesis, not a fictional biography. Base it on conversations, reviews, customer questions, enquiry forms, and observed behaviour. Update it when new evidence appears.

Field	Sunrise Bakes example
Name	Asha, the planned-but-busy parent
Context	Works full-time; arranging a child’s birthday at home
Goal	Order a cake that looks special and arrives on time
Pain point	Cannot spend hours comparing vendors or guessing prices
Questions	Do you deliver? Are eggless options available? How early should I order?
Channels	Instagram, Google Search, WhatsApp
Trust signals	Clear photos, genuine reviews, menu, delivery details, fast reply

2.3 The customer journey

A customer journey maps the stages a person moves through while solving a problem. The labels can vary, but four stages are useful for beginners: awareness, consideration, evaluation, and decision. At each stage, ask what the person wants to know and which message or experience will help.

Stage	Customer thought	Useful response from Sunrise Bakes
Awareness	“I need a cake for next week.”	Short birthday-cake video; local search listing
Consideration	“What designs and prices are possible?”	Cake gallery, size guide, starting prices
Evaluation	“Can I trust this bakery?”	Recent reviews, delivery rules, response time, FAQ
Decision	“How do I place the order?”	Simple order form or WhatsApp CTA with required details

2.4 Trust, reviews, and engagement

Trust is created through consistency. A brand appears more dependable when its information matches across the website, social profiles, marketplace listing, and WhatsApp account. Details such as delivery area, reply times, prices, product photos, refund rules, and contact methods should be current and easy to find.

Reviews can reduce perceived risk, but they should be genuine. Do not invent testimonials, pressure customers, or hide important limitations. Thank customers for feedback, respond politely to fair criticism, and use recurring questions to improve the page or process.

Engagement means useful interaction, not merely attention. A comment asking about cake size is valuable because it reveals purchase intent. A short, accurate reply can move a customer forward; a vague response can create friction.

Small-business research plan
Interview five potential customers or read at least 20 relevant public reviews. Record exact questions, desired outcomes, objections, preferred words, and reasons people choose or reject a product. Do not collect more personal information than you need.

2.5 Turning insight into action

A persona only matters if it changes a decision. If Asha wants speed and certainty, the landing page should lead with delivery area, ordering deadline, clear price starting points, and a WhatsApp button. The content plan should answer common questions before a person asks them.

Practice lab: build your persona

Choose a real or fictional business. Complete a persona using the Appendix template. Then write one sentence for each stage of the journey: what the person needs, where they might look, and what your brand can provide.

Assignment 2

Submit a one-page buyer persona and a four-stage customer journey map. Include at least three pain points, three trust signals, and one content or message for each journey stage.

Review questions

- Why is a persona more useful than a broad target description alone?
- What is one difference between consideration and evaluation?
- How can reviews improve a marketing plan beyond serving as social proof?
- Which part of your customer journey currently has the most friction?

Chapter 3: Websites and Landing Pages Basics

Chapter outcomes

- Explain domains, hosting, and website pages in simple terms
- Distinguish a website from a landing page
- Choose and write a clear CTA
- Publish a basic one-page landing page

3.1 The web presence as a home base

Social-media platforms are useful rented spaces: they help you reach people, but the platform controls the rules, algorithm, and interface. A website or landing page is a more stable home base where you can organise information, show proof, collect enquiries, and guide visitors to one clear next step.

A **domain** is the memorable address people type, such as example.com. **Hosting** is the service that stores website files and makes them available online. A website builder combines templates, hosting, and editing tools so beginners can create a page without writing code.

3.2 Essential website pages

- Home: quick explanation of who you help and what to do next
- About: story, credibility, approach, or team context
- Products or services: clear offers, prices or starting points, inclusions
- Contact: phone, email, map, form, WhatsApp, and response expectations
- FAQ: answers to repeated questions
- Policy pages where appropriate: privacy, shipping, cancellation, or returns

3.3 What a landing page does

A landing page is built around one focused objective. Unlike a large website with many navigation choices, it reduces distraction and directs the visitor toward a single action: download, register, book, enquire, purchase, or start a WhatsApp conversation.

One page, one job
Do not make a landing page perform five unrelated tasks. A page for birthday-cake enquiries should not compete with a newsletter, job application, and unrelated product categories.

3.4 Anatomy of a useful landing page

Element	Purpose	Sunrise Bakes example
Headline	State the main value quickly	Custom birthday cakes delivered across select Pune areas
Support line	Add clarity and relevance	Eggless options, clear order timelines, and friendly WhatsApp support
Visual proof	Help visitors imagine the offer	Original photos of recent cake designs
Benefits	Explain why it matters	Theme options, delivery slots, and size guidance
Trust signals	Reduce doubt	Customer reviews, delivery zone, lead time, FAQ
CTA	Tell visitors what to do	Check availability on WhatsApp
Form or message path	Collect only needed details	Date, serving size, theme, location, contact

3.5 Calls to action

A CTA is the instruction that tells the visitor what to do next. Good CTAs are specific and lower uncertainty. “Learn more” can be acceptable when a visitor needs information, but “Book a free consultation” usually makes the next step clearer.

Match the CTA to the level of commitment. A person who has just discovered the brand may prefer “View the menu.” A person comparing options may be ready for “Request a quote.” A returning customer may be ready for “Order on WhatsApp.”

3.6 Build a one-page landing page

Use Carrd, Canva Websites, or Google Sites. Tool interfaces change, but the workflow remains stable: choose a simple template, replace placeholder text with your audience-focused message, add original or permitted visuals, include contact details, test on mobile, and publish.

Step 1: Define the page goal. Write one sentence: “This page helps [audience] to [action] because [value].”

Step 2: Draft the copy before designing. Start with headline, support line, three benefits, evidence, FAQ, and CTA.

Step 3: Build in blocks. Keep headings short, use readable font sizes, and leave enough white space. Avoid decorative clutter.

Step 4: Add a conversion path. Link the CTA to a form, email, booking page, or WhatsApp message. Test every link.

Step 5: Check on a phone. Buttons should be easy to tap; key information should appear before long paragraphs; images should not hide the message.

Accessibility and honesty
Use descriptive link text, readable contrast, meaningful image alt text where possible, and accurate claims. Do not use copied product images or testimonials without permission.

Practice lab

Build a basic page for Sunrise Bakes or your own idea. Use the landing-page outline in Appendix A. Ask one person to find the key offer, delivery area, and CTA in under 30 seconds; improve anything they cannot find.

Assignment 3

Publish a one-page landing page and submit the live link. Add a short rationale explaining your chosen audience, page goal, CTA, and one trust-building element.

Review questions

- What is the difference between a domain and hosting?
- Why should a landing page have one primary CTA?
- Name three elements that increase trust on a local-business landing page.
- What would you check before publishing a page?

Chapter 4: Content Marketing and AI-Assisted Content Creation

Chapter outcomes

- Explain how content supports a customer journey
- Choose suitable text, visual, and video formats
- Write clear headlines, hooks, CTAs, and brand-appropriate copy
- Use AI for drafting while retaining human review and accountability
- Create a one-month beginner content calendar

4.1 Content is help before it is promotion

Content marketing creates and shares useful material to attract, assist, and retain an audience. It can educate, answer questions, demonstrate a product, reduce uncertainty, build personality, and make the next action easier. A useful content plan does more than announce offers every day.

For Sunrise Bakes, “How to choose a cake size for 10, 20, or 30 guests” can help a customer in consideration. A short behind-the-scenes video can build confidence. A weekend-order reminder can support a decision. Each item has a different job.

4.2 Formats and their roles

Format	Best used for	Beginner example
Short text post	Quick idea, tip, announcement	Three questions to ask before ordering a cake
Image or carousel	Visual explanation or comparison	Cake-size guide with servings
Short video	Process, personality, demonstration	Decorating a themed cake in 20 seconds
Blog or long post	Searchable education and depth	Guide to planning a small birthday dessert table
Email	Relationship and repeat action	Weekend menu and early-order reminder
Story or status	Timely, informal update	Today’s pickup slots or a poll

4.3 Plan before publishing

A content calendar gives intention to your work. It records what will be published, where, when, why, and what action it should encourage. At beginner level, one primary platform and three posts per week are usually more sustainable than trying to be everywhere.

Create content pillars: repeatable themes that connect business needs and audience interests. Sunrise Bakes might use (1) celebration inspiration, (2) ordering help, (3) behind the scenes, and (4) customer proof. Pillars prevent a calendar from becoming random.

4.4 Copywriting fundamentals

Copywriting is writing designed to move a reader toward a useful action. It should be clear before it is clever. Start with the reader’s situation, show a relevant benefit, support it with proof or detail, and give a direct next step.

Headline: earns attention. **Hook:** makes the reader want the next line. **Body:** explains the value. **CTA:** tells the reader what to do. **Tone:** is the consistent personality of the writing—warm, expert, playful, direct, or premium.

Before-and-after copy
Weak: "We make cakes. Order now."
Clearer: "Planning a birthday next week? Choose a custom cake with eggless options and simple WhatsApp ordering."
The second version speaks to a situation, gives benefits, and indicates an easy action path.

4.5 A simple writing workflow

- Choose one audience and one content goal
- Write a rough first line that names a need, question, or outcome
- Add useful detail, proof, or a practical tip
- Remove vague phrases and unsupported superlatives
- End with one relevant CTA
- Read it aloud: would a real person understand it quickly?

4.6 Designing with basic visual discipline

Canva can help beginners create consistent graphics. Start with the correct platform size, a small set of brand colours, one or two readable fonts, a clear visual hierarchy, and enough empty space. Each graphic should communicate one main idea. If the message cannot be understood quickly, simplify it.

Use original photos, assets you have rights to use, or appropriately licensed resources. Keep text away from edges, check spelling, and preview the graphic on a phone before publishing.

4.7 Using AI responsibly

AI is valuable for ideation and drafting, but a first draft is not a finished post. Good marketers review every line for accuracy, relevance, clarity, brand tone, originality, and possible harm. AI can invent details or use generic language; your job is to correct it.

A practical three-version exercise is: write your own caption first, ask AI for an alternative, then edit a final human version. Compare them. What did the AI improve? What did it misunderstand? What words or claims needed to be changed?

Example prompt and revision

Prompt: "Write three Instagram captions for Sunrise Bakes' eggless chocolate birthday cake. Audience: busy parents in Pune. Goal: start WhatsApp enquiries. Tone: warm and practical. Include no price or health claims. Keep each under 70 words."

Human review: Check whether the caption has a specific benefit, an accurate delivery statement, a natural CTA, and language that matches the bakery. Replace generic phrases such as "unforgettable magic" with concrete details such as "share the party date and guest count."

AI safety checklist
Do not publish unverified claims. Do not share personal or confidential data. Do not copy another brand's voice too closely. Check image rights. Disclose or label AI use when required by your organisation or platform rules.

Practice lab: one month of content

Choose one primary platform. Create a four-week calendar with three posts per week: one helpful post, one proof or process post, and one offer or action post. Design one Canva graphic. Draft a caption manually, generate an AI-assisted alternative, and create an edited final version.

Assignment 4

Submit a one-month content calendar, one designed social graphic, and three caption versions: manual, AI-assisted, and edited final. Add a short reflection explaining at least three changes made to the AI draft and why.

Review questions

- What is the difference between content and an advertisement?
- Why are content pillars useful?
- What makes a CTA specific?
- Why should an AI output be reviewed before publication?
- How would you adapt the same idea for a carousel and a short video?

Appendix A: Student Templates

Buyer persona worksheet

Business / offer

Persona name and segment

Situation and goal

Pain points and objections

Questions before purchase

Preferred channels

Trust signals

Message or offer that may help

Customer journey worksheet

Stage	Customer need / question	Touchpoint or content	Desired action
Awareness			
Consideration			
Evaluation			
Decision			

Landing-page planning worksheet

Audience

One page goal

Headline

Support line

Three benefits

Trust evidence

Primary CTA

CTA destination

Frequently asked questions

Mobile test notes

Content calendar worksheet

Week / date	Platform	Pillar	Format	Hook / topic	CTA

Appendix B: Glossary and Formula Sheet

Term	Meaning
Audience	The group of people a marketing activity aims to reach.
Buyer persona	An evidence-informed profile representing a useful customer type.
CTA	Call to action: the instruction guiding the next step.
Conversion	A valuable completed action, such as a lead, sale, registration, or enquiry.
CTR	Click-through rate: clicks divided by impressions, multiplied by 100.
CPC	Cost per click: spend divided by clicks.
Impression	One recorded display of an ad or piece of content.
Landing page	A focused page built to encourage a primary action.
ROI	Return on investment: return compared with cost.
SEO	Search engine optimisation: improving a page's chance of being found through search.
UTM parameters	Labels added to a URL to identify campaign source and medium.

Formula reminders

CTR = Clicks ÷ Impressions × 100
CPC = Spend ÷ Clicks
ROI = (Return − Cost) ÷ Cost × 100

Continue learning
Part II will build on these foundations with social media marketing, SEO, paid advertising, email marketing, e-commerce and WhatsApp marketing, analytics, certifications, career readiness, and the capstone portfolio.