

# Digital Marketing 101

**Ademola Morebise**

Ademola Morebise is  
passionate about 3  
things: creating wealth,  
empowering others  
and.....



**WEALTHY**  
NETWORK

# What is Digital Marketing?



Digital marketing is  
any form of  
marketing products  
or services involving  
electronic Tech



Digital marketing can  
be done both online  
and offline.



# Hold on.



Marketing doesn't start from learning about digital marketing strategy.



Marketing starts by understanding your target audience and what they need.



You must know which level they are in the buying process and be able to relate and move forward.





You need to know  
that we have **cold**,  
**warm** and **hot**  
prospects 

All these are beyond the  
scope of this training!  
M., just tell us about  
digital marketing! Gosh!!



Now that we are clear... let's get back to class



# What does Digital Marketing entail?

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- Radio Marketing
- TV Marketing
- Mobile Marketing
- Online Marketing



# Mobile Marketing

Marketing Strategies using  
mobile technology

In the race for the attention and pockets of your target market... the mobile phone has a great role to play.

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# Cold or Warm Calling

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- Very effective
- Quite Expensive
- This is best used as a 2nd or 3rd step in the marketing process.(I prefer warm reception to cold reception)
- It is not easily scalable like social media, but it is quite effective in sealing the deal



# Sir, how do I get the phone numbers to call?

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- Don't buy phone numbers, its dumb. Unethical and would probably not make you any money.
- Craft special offers and have people text or call you... for example...



# Get 30% discount. Call or text 070xx

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An advert like this should make people text or call you... and they would be warmed already.



# Bulk SMS

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SMS is not dead. It is alive, well and many businesses keep using it as a key part of their marketing strategy.

- Understand your customers very well before using this channel
- Most text messages are always read by the recipient
- Do not spam people by sending messages everyday
- When you send your SMS, always make it clear what you expect the person reading it to do (CALL-TO-ACTION) and also make it urgent.





# Bulk SMS continued

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- To succeed in using bulk SMS, try offering discounts through coupons exclusively to only people on your SMS list.



Let's now talk about online marketing



# Online Marketing

Cheaper and better...

Everybody\* has moved  
online... We have to follow  
suit.

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Online Marketing is  
any form of  
marketing involving  
use of the internet



Thanks to online  
marketing, you can  
build a *YUGE* business  
from your bedroom.



# Hold it. 🖐️

— — —

I said it is cheaper and possible... I never said it is easier! To build a big business online will still require hard work.



# 7 major components of online marketing

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1. Search Engine Optimisation
2. Search Engine Marketing
3. Content Marketing
4. Social Media Marketing
5. Pay Per Click Advertising
6. Affiliate Marketing
7. Email Marketing (email?? Isn't email dead?)



Let us pick 3.





It is better to practice  
one kick 360 times  
than practice 360  
kicks once -Bruce  
Lee\*



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It is not about how many components we know... it is about how well we can use them.



# 3 major components of online marketing for a small business to focus on

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1. Content Marketing
2. Social Media Marketing
3. Email Marketing





I'm sorry... I just really need to make another side comment.



Before you can start effective online marketing, you need to know who you are looking for.... And exactly where to find them online.



# Content Marketing



“Content marketing is perhaps one of the most effective and yet underutilized ways for early stage startups to gain traction. We did content marketing with Buffer with zero knowledge or experience of blogging or getting press, and it is the single biggest factor that led us from zero to 100,000 users. What’s more, it’s totally free and only requires hard work and persistence.” – Joel Gascoigne, Co-Founder Buffer



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Content is critical to  
your online marketing  
efforts. Without quality  
and engaging content,  
no show for you!





Content is King. Period.



Properly plan ahead  
and create content  
that will resonate  
with your audience.  
Put in your heart.



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# Content Marketing. Doing it right.

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- Plan your content very well
- Decide which format works best: text, audio, video or graphics, slides etc
- Look for channels through which you can share them, starting a blog is a very popular way to share your content



Why do I have to share content?



This is the only way  
your target audience  
can be convinced you  
are an expert and  
that you can be  
trusted.



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# Hold it Sir!

— — —  
Many companies share content online and get nothing in return. Nothing!



Exactly! It is not just  
about creating  
content, we have to  
be strategic.  🤪



# Don't get it twisted.

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Content marketing **is not about shoving your products in the faces of people**, that is not content marketing.

Content marketing is somehow subtle...

You discuss about problems and challenges that are solved by the products and services you have at hand.

You have to offer timely and relevant value consistently while also patiently leading people through your process.





There is a way to write online. Learn about  
Copywriting.



# Writing for the internet

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- Write with the target audience in mind
- Keep it simple
- Your headlines count. It has to be able to generate interest.
- Discuss and focus on BENEFITS over FEATURES
- Tell us what you do better than the competition
- Practice makes perfect
- **You can learn more online: [morebise.com/ibe](https://morebise.com/ibe)**



# Social Media Marketing



*Finally! Please can  
you now tell us how  
we can get more  
followers on  
Instagram?*

***WRONG  
QUESTION.***

*Are you  
kidding  
me?*



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Don't be confused.  
Stay with me.



What is social media marketing *really about?*



# Social Media Marketing is about....

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- Connecting with your target audience on social media
- Making your way into their hearts
- Converting the audience into (paying) customers



There are many ways & gimmicks to get followers online, but does it give us higher ROI? Will it give us engaged followers?





# 100 followers is OK.

— — —  
If you know what you are doing. This is just the truth...



Social media is not about posting every hour and adding more followers. Be strategic.



Focus on attracting  
people you want  
through your social  
media activities....



....And repel people you  
dont need. You don't need  
every body to follow you.  
Work hard and grow your  
audience stage by stage.



Remember that social media is not a megaphone for shouting.... It is a telephone for conversations



# Email Marketing aka the power of building a list



Email marketing is a  
very powerful and  
silent money maker.



It is about collating the email address of people who are interested in what you do and then following them up





Its more intimate  
than social media.  
They are warm leads,  
they are ready to hear  
you out.



The bigger your email list, the more you can earn. Consistently.



There is always more to learn... but I'll just stop here. Cheers.



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