

# Digital Marketing Channels

## 1. Paid Channels (PPC)

- [Search Ads](#): Google Ads, Microsoft Ads (Bing)
  - [Display Ads](#): Banner ads on Google Display Network, programmatic display
  - [Paid Social Media Ads](#): Facebook, Instagram, LinkedIn, TikTok, X (Twitter), Pinterest
  - **Video Ads**: YouTube Ads, in-stream and out-stream ads on video platforms
  - [Affiliate Marketing](#): Paying partners a commission for referred conversions
  - [Native Advertising](#): Sponsored content that blends with platform content (e.g., Taboola, Outbrain)
  - [Remarketing/Retargeting Ads](#): Across display and social channels
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## 2. Organic Channels

- [Search Engine Optimization \(SEO\)](#): On-page, off-page, and technical SEO
  - [Organic Social Media Marketing \(SMM\)](#): Content posting and engagement on platforms like Instagram, LinkedIn, etc.
  - [Content Marketing](#): Blogging, infographics, whitepapers, ebooks, videos
  - [Online Reputation Management](#): Reviews, forums, directory listings
  - [Community Management](#): Forums, Reddit, Quora engagement
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## 3. Email & CRM Marketing

- [Email Marketing to Existing Users](#): Newsletters, drip campaigns, transactional emails
  - [Cold Email Outreach](#): Prospecting and lead generation through personalized cold campaigns
  - [CRM Automation](#): HubSpot, Salesforce, ActiveCampaign, etc.
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#### 4. Direct Outreach

- [Cold Calling](#)
  - [SMS/Messaging Campaigns](#): WhatsApp, SMS, Messenger outreach
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#### 5. Partnership & Influencer Marketing

- [Influencer Marketing](#): Partnering with influencers on social platforms
- [Strategic Partnerships](#): Co-marketing with aligned brands

# Paid Marketing vs Organic Marketing: Simple Breakdown for Non-Marketers

When growing a business online, there are two main ways to bring customers: **Paid marketing** and **Organic marketing**. Let's go over what they mean, their pros and cons, and how key business metrics like GMV, marketing margin, and LTV are involved.

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## What is Paid Marketing?

This means **paying money to show your product or service** to people through ads — like Google Ads, Instagram ads, or YouTube ads.

### Pros:

- **Fast results:** You can start seeing traffic and potential sales right away.
- **Precise targeting:** You can show ads to very specific groups — by age, location, interest, etc.
- **Scalable:** If it's working, you can increase the budget to get more results.
- **Test quickly:** You can easily test new offers, messages, or products.

### Cons:

- **Costs money:** You must pay every time someone clicks or sees your ad.
  - **Not a long-term asset:** When you stop paying, the traffic stops.
  - **Can get expensive:** If not managed well, you can spend a lot and get little in return.
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## What is Organic Marketing?

This means **getting customers without paying for ads**, usually through free content and building your brand over time — for example, showing up on Google, posting on social media, or sending helpful emails.

### Pros:

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- **Free traffic:** You don't pay for each click or view.
- **Builds trust:** People often trust brands they find "naturally."
- **Long-term value:** Good content and SEO can bring traffic for years.

#### Cons:

- **Slow to start:** It takes time to see results (often 3–6 months or more).
- **Harder to track:** It can be tough to know exactly where people came from.
- **Needs consistency:** You need regular content, updates, and engagement.

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## Key Business Terms Explained Simply

### 1. GMV (Gross Merchandise Value)

This means the **total money from all sales** you made.

Example: If you sold 100 items for \$50 each, your GMV is \$5,000.

Why it matters: It shows the scale of your business. Paid marketing can help you **increase GMV quickly** by driving more sales.

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### 2. Marketing Margin

This is **how much of the sale you keep after paying for marketing**.

Example:

- You sell something for \$100.
- It costs \$30 to make it.
- You spend \$20 on ads.

You're left with **\$70 total profit**, but **only \$50 after marketing**.

That \$50 is your **marketing margin**.

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Why it matters: If your margin is too small, you might not be making enough money from paid ads. You must balance your costs, including ad spend.

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### 3. LTV (Lifetime Value of a Customer)

This is the **total money one customer brings over time**, not just from their first purchase.

Example: A customer buys once for \$100, then comes back 3 more times. Their LTV is \$400.

Why it matters:

- **Paid ads can seem expensive at first**, but if the customer comes back again and again, the investment is worth it.
  - That's why it's okay to **spend more on ads** if you have good customer retention.
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## Why Paid Ads Can Be a Powerful Start

Paid ads can help **attract first-time buyers quickly**. If you have a **great product, strong offer, and smooth experience**, those first-time buyers may return — and that's where the profit is.

But **ads alone are not enough**. To turn new customers into loyal fans, you need:

### What Makes Customers Stay:

1. **Strong Sales Process:** Clear steps from seeing the ad to completing the purchase.
2. **Attractive Offer:** Discounts, bundles, guarantees, or something that makes you stand out.
3. **Professional Branding:** A brand that looks trustworthy and memorable.
4. **Organized Processes:** Fast shipping, smooth communication, and good customer service.
5. **Great UI/UX (User Experience):** A website that's easy to use, loads fast, and works on mobile.

If all of these are done well, you'll not only **get customers**, but also **keep them** — and that's how you grow profitably over time.

## Paid Search Ads (Google Ads, Microsoft Ads)

### What is it?

Paid search ads are the short text ads that show at the top of Google or Bing when people search for something.

You pay to show up when potential customers type in specific words related to your product or service.

### Example:

If someone types “emergency plumber Paris,” you can show your ad right away — even if they’ve never heard of your business before.

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### Average Cost Range:

- **\$0.50 to \$5 per click** in most industries
  - In competitive fields (like law or insurance), it can go as high as **\$20–\$50 per click**
  - **What You Get for That Cost:**
    - With **\$500–\$1000/month**, you can test what works and get your first leads or sales
    - With **\$2000–\$5000/month**, you can expect steady results if the campaign is well-managed
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### Time Needed to Get Started:

- **2–5 days** to set up a basic campaign (keywords, ads, landing page, tracking)

- **1–2 weeks** for testing and adjusting (to start seeing which ads or keywords work)
  - **1–2 months** to reach a stable, optimized campaign
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### Software/Tools You Need:

- **Google Ads** (or **Microsoft Ads** if you want to show up on Bing)
- **Google Analytics** (to track what people do after clicking)
- **Keyword tools** (optional, e.g., **SEMRush**, **Ubersuggest**, **Ahrefs**)
- **Landing page builder** (optional: **Unbounce**, **Instapage**, or your own website)

## Paid Display Ads (Banner Ads on Websites and Apps)

### What is it?

Display ads are **image-based banners** that appear on websites, mobile apps, and YouTube — usually at the top, side, or in the middle of articles.

They help **build awareness** and keep your brand visible while people browse the internet.

### Example:

You're reading an article on a news site and see an ad for a travel deal or online course — that's a display ad.

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### Average Cost Range:

- **\$1 to \$10 per 1,000 views** (called CPM – cost per thousand impressions)
- For clicks, **\$0.20 to \$2 per click** on average
- **What You Get for That Cost:**

- **Good for brand awareness and retargeting** (reminding people who visited your site)
  - Not always the best for direct sales unless the offer is very strong
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### Time Needed to Get Started:

- **3–7 days** to design banners, set up campaigns, and configure targeting
  - **1–2 weeks** to start collecting useful data
  - **2–3 months** to refine targeting and improve performance
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### Software/Tools You Need:

- **Google Display Network** via Google Ads
- **Meta Ads Manager** (for Facebook/Instagram display-style placements)
- **Canva, Photoshop, or Figma** (to create banner images)
- **Google Analytics** (to track performance)
- Optional advanced tools: **AdRoll, Criteo**, or programmatic ad platforms for larger campaigns

## Paid Social Media Ads (Facebook, Instagram, LinkedIn, TikTok, etc.)

### What is it?

Paid social media ads are **sponsored posts** you see while scrolling on platforms like Facebook, Instagram, LinkedIn, TikTok, and others.



These ads blend into the feed and look like regular posts but are shown to people based on their interests, age, location, or behaviors.

**Example:**

You're browsing Instagram and see an ad for a new skincare brand that matches your recent Google searches — that's a paid social media ad.

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**Average Cost Range:**

- **Facebook & Instagram:**
    - **\$0.50 to \$2 per click**
    - **\$5 to \$15 per 1,000 views (CPM)**
  - **LinkedIn:**
    - More expensive: **\$5 to \$15 per click**
  - **TikTok:**
    - **\$0.50 to \$1 per click** (good for reaching younger audiences)
  - **What You Get for That Cost:**
    - Great for **both awareness and direct sales**, depending on your campaign setup.
    - Very strong for visual products (fashion, fitness, beauty, lifestyle).
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**Time Needed to Get Started:**

- **2–4 days** to prepare content (images or videos) and set up the ad campaign
  - **1–2 weeks** to start seeing early results
  - **1–3 months** to fully optimize and find the best audiences
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## Software/Tools You Need:

- **Meta Ads Manager** (for Facebook and Instagram)
- **LinkedIn Campaign Manager** (for LinkedIn ads)
- **TikTok Ads Manager** (for TikTok ads)
- **Canva, Photoshop, CapCut** (for creating visuals and videos)
- **Google Analytics** or **Meta Pixel** (to track actions on your site)

# SEO (Search Engine Optimization)

## What is it?

SEO means **making your website show up naturally (for free)** when people search for things on Google or Bing.

Instead of paying for ads, you work on your site's content and structure to rank higher.

## Example:

When someone searches for “best vegan recipes,” and your blog comes up first without you paying for it — that's SEO working.

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## Average Cost Range:

- **If doing it yourself:**
  - Mostly time investment (learning, writing, optimizing)
- **If hiring help:**
  - **\$500 to \$3000+ per month** for professional SEO services
- **What You Get for That Cost:**
  - It can take longer (months), but once you rank high, you get **free and consistent traffic** without paying per click.

- SEO has one of the **highest long-term returns** if done right.
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### Time Needed to Get Started:

- **4–5 weeks** to do basic setup (technical SEO fixes, keyword research, optimize pages)
  - **3–6 months** to start seeing real movement (depending on competition)
  - **6–12 months** to build strong positions and steady traffic
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### Software/Tools You Need:

- **Google Search Console** (free — to monitor your site's performance)
- **Google Analytics** (free — to track visitors)
- **SEO Tools** (paid or free):
  - **SEMRush, Ahrefs, or Ubersuggest** (for keyword research and tracking)
  - **Screaming Frog** (for technical audits)
  - **Yoast SEO** (plugin if your website is on WordPress)

## Brand Marketing

### What is it?

Brand marketing is about **building your company's identity and personality** so people remember and trust you — even before they're ready to buy.

It focuses on how your business **looks, feels, and communicates**, across all platforms — not just one campaign or product.

**Example:**

Think of how people instantly recognize Apple or Nike — their logo, style, message, and values are consistent everywhere. That's strong brand marketing.

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**Average Cost Range:**

- **Basic brand identity design (logo, colors, fonts):**
    - **\$500 to \$3000 one-time**
  - **Full brand development (voice, values, guidelines, storytelling):**
    - **\$3000 to \$20,000+**, depending on depth and agency level
  - **What You Get for That Cost:**
    - **A consistent and professional appearance** across ads, social media, emails, website, and packaging
    - Strong brand trust leads to **higher conversion rates and long-term loyalty**
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**Time Needed to Get Started:**

- **1–2 weeks** to define basic branding (logo, colors, messaging)
  - **1–3 months** for full brand development and implementation across channels
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**Software/Tools You Need:**

- **Canva or Adobe Illustrator** (for visuals and logo design)
- **Notion, Google Docs, or Figma** (to organize brand guidelines)
- **Branding agencies or freelancers** if outsourcing

- **Website builder or CMS** (to make sure branding appears everywhere — like on your website)

## Organic Social Media Marketing (SMM)

### What is it?

Organic SMM means **posting content on social media for free** to grow your audience, connect with followers, and build trust over time — **without paying for ads**.

### Example:

Posting daily tips, behind-the-scenes videos, product demos, or customer reviews on Instagram or LinkedIn — and interacting with your followers.

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### Average Cost Range:

- **Free if you do it yourself**
  - **\$300 to \$2000/month** if you hire a freelancer or agency to handle it
  - **What You Get for That Cost:**
    - Helps **build community**, show your brand personality, and **stay top of mind**
    - Slower than ads for direct sales, but important for long-term trust and customer loyalty
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### Time Needed to Get Started:

- **1–3 days** to set up profiles and content plan
  - **1–2 weeks** to begin posting and interacting consistently
  - **2–6 months** to grow a real following and community
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## Software/Tools You Need:

- **Scheduling tools:** Buffer, Later, Hootsuite, or Meta Business Suite (for Instagram/Facebook)
- **Design tools:** Canva or Adobe Express (for making graphics)
- **Content calendars:** Trello, Notion, or Google Sheets (for planning ahead)
- **Analytics tools:** Native platform analytics or Metricool (to track growth and engagement)

# CRM Marketing (Email to Database + Cold Email Outreach)

## What is it?

CRM (Customer Relationship Management) marketing uses email to **stay in touch with people** — either:

- **Existing contacts** (your current or past customers), or
- **Cold prospects** (people who've never heard of you, but match your target audience)

## Example:

- Sending a monthly newsletter to your customer list
- Reaching out to potential B2B clients with personalized cold emails

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## Average Cost Range:

- **\$20 to \$300/month** for CRM/email tools (depending on size of contact list)
- **If outsourced:**

- **\$500 to \$2000/month** for strategy + writing + sending
  - **What You Get for That Cost:**
    - **Email to existing contacts:** Great for upselling, retention, and customer loyalty
    - **Cold email:** Good for B2B lead generation if highly personalized
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### Time Needed to Get Started:

- **1–3 days** to set up the tool and email templates
  - **1–2 weeks** to collect contacts, plan email flows, and schedule first sends
  - **1–3 months** to build consistent performance and improve open/click rates
- 

### Software/Tools You Need:

#### For Email to Existing Customers:

- **Mailchimp, ActiveCampaign, Klaviyo, or MailerLite**
- **CRM system** like **HubSpot, Zoho CRM, or Pipedrive**
- **Google Analytics or UTM tags** to track email performance

#### For Cold Email Outreach:

- **Lemlist, Woodpecker, or Instantly.ai** (to send automated personalized emails)
- **Apollo, LinkedIn Sales Navigator, or Hunter.io** (to find and verify contacts)
- **Email warm-up tools** (like Mailreach or Warmbox) to avoid spam folders

# Cold Calling

## What is it?

Cold calling means **phoning people or businesses who haven't heard from you before** to introduce your service or product.

It's a direct and personal way to reach potential clients — mostly used in **B2B sales** or high-ticket services.

## Example:

Calling a restaurant owner to offer a new online ordering system, even if they didn't ask for it.

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## Average Cost Range:

- **If doing it yourself:** Just your time and phone bill
  - **If hiring a caller or agency:**
    - **\$500 to \$3000+/month**, depending on volume and location
  - **What You Get for That Cost:**
    - Fast, direct contact with decision-makers
    - Great for **generating qualified leads**, especially in B2B
    - Can feel intrusive, so quality of pitch matters a lot
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## Time Needed to Get Started:

- **1–3 days** to write a script, get phone numbers, and set up call tracking
  - **1–2 weeks** to make first calls and adjust based on feedback
  - **1–2 months** to build a repeatable cold calling process
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## Software/Tools You Need:

- **Call software/VOIP:** Aircall, CloudTalk, RingCentral, or even Google Voice
- **CRM system:** HubSpot, Zoho, or Pipedrive to log calls and follow-ups
- **Contact finding tools:** Lusha, Apollo, or ZoomInfo (for B2B phone numbers)
- **Call scripts and training templates** (can be built in Notion or Google Docs)

# Content Marketing (Blogs, Guides, Videos, etc.)

## What is it?

Content marketing means **creating helpful and valuable material** (articles, videos, podcasts, guides, etc.) that **attracts, educates, and builds trust** with your audience — without selling directly.

The goal is to **be useful first**, so when people are ready to buy, they think of you.

## Example:

A skincare brand writing blog posts like "How to Choose the Best Face Cream for Your Skin Type" — not pushing their product right away but becoming a trusted expert.

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## Average Cost Range:

- **If doing it yourself:** Just your time
- **If hiring freelancers:**
  - **\$50 to \$500 per blog post**
  - **\$300 to \$2000 per video**, depending on length and quality
- **Content marketing agencies:**
  - Packages from **\$1000 to \$10,000/month** (depending on volume and content types)

### What You Get for That Cost:

- **Long-term organic traffic** from search engines and social shares
  - **Stronger brand authority** in your industry
  - **Higher conversion rates** because customers trust you more
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### Time Needed to Get Started:

- **1–3 days** to create a content plan
  - **1–2 weeks** to produce first blogs, videos, or guides
  - **3–6 months** to build up enough content for strong traction
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### Software/Tools You Need:

- **Writing & editing tools:** Google Docs, Grammarly, Hemingway App
- **SEO tools:** SEMrush, Ahrefs, Ubersuggest (to find topics people search for)
- **Video creation:** Canva (for simple videos), CapCut, or Adobe Premiere
- **Website CMS:** WordPress, Webflow, or Squarespace (to publish blogs and resources)
- **Analytics:** Google Analytics (to track traffic and engagement)

## Online Reputation Management (Reviews and Mentions)

### What is it?

Online reputation management means **actively monitoring, responding to, and improving what people say about your business online.**

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It includes managing reviews on Google, Yelp, Trustpilot, social media comments, and even blog mentions.

**Example:**

Responding to a 5-star review saying "Thank you!" — or professionally handling a bad review to show future customers you care.

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**Average Cost Range:**

- **Doing it yourself:** Free (just your time)
  - **Hiring a freelancer or agency:**
    - **\$300 to \$1500/month**, depending on service level
  - **What You Get for That Cost:**
    - **Better trust and credibility**, since many people check reviews before buying
    - A chance to **fix negative perceptions** before they damage your brand
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**Time Needed to Get Started:**

- **1–2 days** to set up monitoring tools and claim profiles (like Google Business Profile, Yelp, TripAdvisor)
  - **Ongoing:**
    - **10–30 minutes per day** checking and responding to reviews or comments
  - **2–6 months** to see improvement in overall online reputation and trust scores
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**Software/Tools You Need:**

- **Google Business Profile Manager** (free, for managing Google reviews)

- **Trustpilot, Yelp, TripAdvisor, Facebook Pages** (depending on your industry)
- **Reputation monitoring tools:** Birdeye, Podium, ReviewTrackers
- **Google Alerts** (free — to track mentions of your brand on the web)
- **Social listening tools:** Brand24, Mention (for monitoring brand mentions on social media and news)

## Community Management (Forums, Reddit, Quora, Social Groups)

### What is it?

Community management means **joining online conversations where your target audience already spends time**, and **building trust by answering questions, offering advice, and participating** — not pushing sales directly.

### Example:

Answering a question like "What's the best laptop for graphic design?" on Reddit or Quora and naturally mentioning your brand or product if it fits.

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### Average Cost Range:

- **Doing it yourself:** Free (your time)
  - **Hiring a community manager:**
    - **\$500 to \$2500/month**, depending on how active and broad the coverage is
  - **What You Get for That Cost:**
    - **Authentic brand exposure** among people genuinely interested in your industry
    - Builds a **helpful and expert reputation** that can lead to organic sales over time
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## Time Needed to Get Started:

- **1–3 days** to create or update user profiles on forums, Reddit, Quora, and social media groups
  - **1–2 weeks** to identify relevant groups and communities
  - **Ongoing:**
    - **30 minutes to 2 hours per day** participating, answering, and building presence
  - **3–6 months** to establish authority and start seeing business benefits
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## Software/Tools You Need:

- **Reddit, Quora, Facebook Groups** (direct participation platforms)
- **Forum finders:** FindAForum.net (to discover niche forums)
- **Monitoring tools:** Google Alerts, Brand24 (to spot conversations mentioning your niche)
- **Content planning:** Trello, Notion (to organize which topics to answer each week)

# SMS and Messaging Campaigns (WhatsApp, SMS, Messenger)

## What is it?

SMS and messaging campaigns involve **sending direct messages to people's phones or apps** (like WhatsApp or Facebook Messenger) to share promotions, updates, or reminders. It's very personal — and because almost everyone checks their phone constantly, it can be extremely powerful.

## Example:

You get a text saying "Flash Sale: 20% off today only! Click here to shop."

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## Average Cost Range:

- **SMS:**
    - **\$0.01 to \$0.10 per text** (depending on country and volume)
  - **WhatsApp and Messenger:**
    - **Usually cheaper** if using approved business tools (some free up to a certain number of messages)
  - **What You Get for That Cost:**
    - **Extremely high open rates** (90%+ for SMS compared to about 20% for emails)
    - Perfect for **urgent offers, reminders, or time-sensitive deals**
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## Time Needed to Get Started:

- **1–3 days** to choose a platform, upload your contact list (with permission!), and create basic message templates
  - **1–2 weeks** to fully set up automated campaigns or create customer service flows
  - **1–3 months** to optimize timing, tone, and segmentation for better results
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## Software/Tools You Need:

- **SMS platforms:** Twilio, Klaviyo (SMS feature), SimpleTexting
- **WhatsApp Business API:** via Twilio, Wati, or Meta Business Manager
- **Messenger marketing tools:** ManyChat, Chatfuel
- **CRM integration:** Connect your messaging platform to your CRM (like HubSpot or Salesforce) to keep your customer info updated

# Native Advertising (Taboola, Outbrain, and Similar Platforms)

## What is it?

Native advertising means **placing ads that look like normal articles or videos** on news websites, blogs, or apps.

They **blend into the content** — so instead of shouting "this is an ad," they appear more natural and feel like part of the page.

## Example:

You're reading a news article, and at the bottom you see a section called "Recommended for You" with articles like "10 Tips for Saving Money" — but when you click, it leads to a company's website. That's native advertising.

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## Average Cost Range:

- **\$0.20 to \$1.00 per click** on average
  - **Minimum campaign budget:**
    - Around **\$500–\$1000** to start on platforms like Taboola and Outbrain
  - **What You Get for That Cost:**
    - **Massive reach** — your content can appear on top sites like CNN, Forbes, BBC, and more
    - Works best for **brand awareness** or **content promotion** (not usually direct sales at first)
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## Time Needed to Get Started:

- **2–5 days** to create ad copy, choose images, and get approval from the platform
- **1–2 weeks** to launch first campaigns and collect initial data

- **1–3 months** to optimize content headlines, images, and targeting for better results
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### Software/Tools You Need:

- **Native ad platforms:** Taboola, Outbrain, Yahoo Native
- **Landing page builder:** Instapage, Unbounce, or your own optimized blog
- **Content creation tools:** Canva (for ad images), Grammarly (for polishing ad copy)
- **Analytics:** Google Analytics, platform-native dashboards (Taboola Pixel, Outbrain Amplify)

## Remarketing / Retargeting Ads

### What is it?

Remarketing (or retargeting) means **showing ads specifically to people who already visited your website or interacted with your brand**, but didn't buy yet.

It's a way to **remind them** and **bring them back** to complete the purchase.

### Example:

You visit a website to look at sneakers but don't buy. Later, you see ads for the same sneakers while browsing Instagram or watching YouTube — that's retargeting in action!

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### Average Cost Range:

- **\$0.20 to \$1.00 per click** (cheaper than cold traffic because you're targeting people who already showed interest)
- **What You Get for That Cost:**



- Higher chance to **convert visitors into customers** because they already know your brand
  - **Lower advertising cost per sale** compared to new customer acquisition
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### Time Needed to Get Started:

- **1–2 days** to install tracking pixels (small pieces of code) on your website
  - **2–5 days** to design retargeting ads and set up campaigns
  - **2–6 weeks** to collect enough website visitor data and optimize ads
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### Software/Tools You Need:

- **Google Ads** (for Google Display remarketing)
- **Meta Ads Manager** (for Facebook and Instagram retargeting)
- **LinkedIn Ads** (for B2B remarketing)
- **Tracking tools:**
  - Google Tag Manager (to easily install pixels)
  - Meta Pixel (for Facebook/Instagram)
  - LinkedIn Insight Tag (for LinkedIn)
- **Creative tools:** Canva, Photoshop (to make retargeting ad creatives)

## Affiliate Marketing

### What is it?

Affiliate marketing means **partnering with other people or companies who promote your products, and you pay them a commission only when they generate a sale.**

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It's like building a sales team without hiring employees — they earn money **only if they bring you customers**.

**Example:**

A blogger writes about "Top 10 Running Shoes" and includes a link to your store. When someone buys through that link, the blogger gets a commission.

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## **Average Cost Range:**

- **Setup cost:**
    - **\$0 to \$500** to set up an affiliate program (depending on tools)
  - **Ongoing costs:**
    - You pay affiliates **10% to 30% commission per sale**, depending on your industry and margins.
  - **What You Get for That Cost:**
    - **Pay-for-results marketing** — no upfront ad spend required
    - Potential for **huge growth** if your affiliates are active and trusted
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## **Time Needed to Get Started:**

- **1–2 weeks** to set up an affiliate system, create promo materials, and recruit first partners
  - **2–3 months** to build a strong affiliate network and optimize the process
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## **Software/Tools You Need:**

- **Affiliate management platforms:**
  - Refersion, ShareASale, Impact, PartnerStack

- **Affiliate plugins (for Shopify/WordPress):**
  - GoAffPro, AffiliateWP
- **Tracking tools:**
  - Post Affiliate Pro, Tapiliate
- **Onboarding materials:**
  - Google Docs, Notion, Canva (to create guides, banners, affiliate instructions)

## Influencer & Partnership Marketing

### What is it?

This strategy involves collaborating with people or businesses who already have your target audience's attention — like influencers, content creators, or aligned brands. You “borrow” their trust and visibility to promote your offer.

### Example:

A fitness influencer reviews your protein bar on Instagram, or you do a co-promo with a yoga studio where both brands share each other's offers.

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### Average Cost Range:

#### Influencer Marketing:

- **Micro-influencers (under 10K followers): \$50–\$500 per post**
- **Mid-tier (10K–100K): \$500–\$5,000 per post**
- **Top influencers (100K+): \$5,000–\$100,000+ per campaign**
- **Barter options: Sometimes, small influencers accept free products instead of money**

#### Partnership Marketing:

- Usually free or low cost, based on mutual value exchange
- You might both promote each other's services to your audiences

#### What You Get for That Cost:

- Influencers bring immediate visibility and trust
  - Partnerships can open new audiences and build long-term collaboration
- 

#### Time Needed to Get Started:

- 1–2 weeks to find influencers/partners, pitch them, and agree on terms
  - 2–4 weeks to produce and launch content
  - 1–3 months to track results and build longer-term collaborations
- 

#### Software/Tools You Need:

- Influencer platforms: Heepsy, Upfluence, or Collabstr (to find creators)
- Manual search: Instagram, YouTube, TikTok (using hashtags or keywords)
- Partnership management: Email, Notion, or Google Docs (for tracking and collaboration)
- Analytics tools: UTM links, Google Analytics, discount codes (to track influencer ROI)



#### **Ready to Take Your Digital Marketing to the Next Level?**

You now know the key channels that drive online growth—**SEO, PPC, Social Media, Email Marketing, Content Strategy, and more**. But knowledge alone isn't enough.

[Digital Nexus Strategy](#)  
[info@digitalnexusstrategy.com](mailto:info@digitalnexusstrategy.com)

**Let's turn insights into action.**

👉 **Book a Free Strategy Call** to identify which channels will bring the best ROI for *your* business.

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Let's build a marketing strategy that actually works—**starting today.**