

GETTING STARTED GUIDE · ENTERPRISE · MULTI-CHANNEL

Digital Marketing Getting Started Guide

A full-funnel framework for building a coherent, measurable digital marketing system for your business.

WHAT IS DIGITAL MARKETING?

Digital marketing encompasses all marketing activity that uses digital channels – search engines, social media, email, websites, and paid advertising. Unlike traditional marketing, digital marketing is measurable at every step. You can track exactly how many people saw your ad, clicked it, visited your site, became a lead, and converted to a customer.

The power of digital marketing lies not in any single channel, but in building a connected system where each channel reinforces the others. A prospect might find you through Google, follow you on Instagram, read your blog, join your email list, and then become a customer 6 months later. Each touchpoint contributes to the outcome.

The businesses that win at digital marketing are not those who do everything – they are those who do fewer things consistently, measure everything, and improve systematically.

THE DIGITAL MARKETING FUNNEL

FUNNEL STAGE	WHAT IT MEANS	BEST CHANNELS
Awareness	Prospects discover your brand for the first time	Social media, content marketing, SEO, display ads
Consideration	Prospects research and compare options	SEO, Google Ads, email, retargeting, reviews
Conversion	Prospect becomes a lead or customer	Google Ads, landing pages, email, direct
Retention	Customer buys again or refers others	Email marketing, loyalty programs, social

STEP 1 — ESTABLISH YOUR MEASUREMENT FOUNDATION

Before spending on any digital marketing channel, set up the infrastructure to measure results. Without this, you cannot know what is working.

ESSENTIAL SETUP CHECKLIST

- Google Analytics 4 (GA4) – install on your website and configure key events
- Google Search Console – connect your website to monitor organic search performance
- Google Business Profile – claim and optimise your listing for local search
- Define conversion events – what counts as a lead or sale on your website?
- Set up UTM parameters for all links in emails and social posts
- Create a simple monthly reporting dashboard (even a spreadsheet is fine to start)

Measurement is not optional. If you cannot measure it, you cannot improve it, justify budget for it, or scale what is working.

STEP 2 – DEFINE YOUR CUSTOMER AND THEIR JOURNEY

Before choosing channels, understand who you are trying to reach and how they make buying decisions.

QUESTIONS TO ANSWER ABOUT YOUR CUSTOMER

- What problem are they trying to solve? (Not what product are they buying)
- Where do they search for solutions? (Google, Instagram, LinkedIn, referrals)
- How long is their decision-making process? (Same day vs months of research)
- What objections do they have before buying?
- What does an ideal customer look like demographically and behaviourally?

Your answers determine which channels to prioritise. A B2B software company needs LinkedIn and Google. A local restaurant needs Instagram and Google Maps. A home services business needs Google Ads and Google Business Profile.

STEP 3 – CHOOSE 2-3 CHANNELS AND DO THEM WELL

The biggest digital marketing mistake is spreading budget and attention across too many channels simultaneously. Choose the 2-3 channels most likely to reach your ideal customer and commit to doing them properly.

BUSINESS TYPE	RECOMMENDED STARTING CHANNELS
Local service business	Google Ads + Google Business Profile + SEO
B2B professional services	SEO + LinkedIn + Google Ads (branded)
E-commerce	Google Shopping + Meta Ads + Email marketing
B2C retail / hospitality	Instagram + Google Business Profile + Email
SaaS / Tech	SEO + Google Ads + LinkedIn + Content marketing

STEP 4 – BUILD YOUR WEBSITE FOR CONVERSION

Your website is the hub of all digital marketing activity. Traffic from every channel eventually arrives here. A website that does not convert wastes every dollar you spend driving traffic to it.

CONVERSION RATE OPTIMISATION BASICS

- Clear value proposition on the homepage – visitors should know what you do and who you help within 5 seconds
- Multiple, clear calls-to-action above the fold and throughout the page
- Social proof – testimonials, reviews, case studies, client logos
- Fast load time – every 1 second delay reduces conversions by approximately 7%
- Mobile-optimised – over 60% of web traffic is now mobile
- Simple contact forms – fewer fields = more submissions

Most businesses focus on getting more traffic. The faster win is usually improving what happens when traffic arrives. A 2% to 4% conversion rate improvement doubles your leads without spending more on ads.

STEP 5 – EMAIL MARKETING AS YOUR OWNED CHANNEL

Email marketing is the highest-ROI digital channel for most businesses, yet it is frequently neglected. Unlike social media followers or ad audiences, your email list is an owned asset that cannot be taken away by algorithm changes.

GETTING STARTED WITH EMAIL

- Choose a platform: Mailchimp (free to 500 contacts), Klaviyo (e-commerce), ActiveCampaign (B2B)
- Create a lead magnet to grow your list: a guide, checklist, discount, or free tool
- Set up a welcome sequence: 3-5 emails over 2 weeks that introduce your business and build trust
- Send a regular newsletter: monthly at minimum, weekly if you have consistent content
- Segment your list as it grows: different messages for leads vs customers vs cold subscribers

STEP 6 – CONTENT AS THE ENGINE OF YOUR DIGITAL PRESENCE

Content marketing (blogs, videos, guides, podcasts) fuels organic growth across every channel. It improves SEO, provides social media content, builds email sequences, and establishes your brand as an authority.

A SIMPLE CONTENT SYSTEM

- Create one substantial piece of content per month (a blog post, video, or guide)
- Repurpose it: turn the blog into social posts, an email, and short video clips
- Focus each piece on a specific question your customer asks during their research phase
- Optimise for SEO: keyword research, proper heading structure, internal links
- Measure: track organic traffic and leads generated by each piece over 6-12 months

BUILDING YOUR MONTHLY REPORTING ROUTINE

METRIC	WHAT IT MEASURES	REVIEW FREQUENCY
Total website sessions	Overall traffic health	Monthly
Sessions by channel	Which channels are driving traffic	Monthly
Conversion rate	How well your site converts visitors	Monthly
Total leads / enquiries	Lead generation performance	Weekly
Cost Per Lead (by channel)	Efficiency of paid channels	Monthly
Revenue from digital	Overall ROI on digital investment	Monthly
Email open and click rate	Email list health and engagement	Per campaign

WHEN TO GET PROFESSIONAL HELP

Digital marketing is a full discipline that encompasses strategy, creative, technical implementation, and ongoing optimisation. Most business owners do not have the time or specialised knowledge to do it all at a high level. Consider professional support when:

- You are spending money on channels without clear measurement of results
- Your website traffic is growing but leads are not
- You want to scale but are not sure which channels to invest in
- You need a coherent strategy rather than disconnected tactical activity

Jump Digital builds and manages full-funnel digital marketing systems for growth-stage businesses. From strategy through to execution and reporting, we help you build a digital marketing engine that delivers consistent, measurable results.

Ready to take the next step? Book a free strategy session at jumpdigital.com.au/contact