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COURSE

Digital Marketing Course for Small Business

15 lessons to bring customers from Google Maps, Instagram, Facebook and WhatsApp, with a 30-day action plan and worksheets you fill for your own business.

MADE FOR

Shop owners, clinics, coaching centres, salons, restaurants, home businesses and freelancers who want more local customers without hiring an agency.

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How to use this course

You do not need a big budget to market a small business online. You need the basics done properly: people should find you on Google, trust what they see, and be able to contact you in one tap. This course covers those basics first, then social media and small paid ads.

How to use the course

- Read one lesson and do its worksheet task for your own business on the same day.
- *Digital_Marketing_Workbook.xlsx* has the worksheets: customer profile, Google profile checklist, 30-day content calendar, ad budget and a weekly results tracker.
- Follow the 30-day plan at the end.

PLATFORMS CHANGE

Menus and rules on Google, Meta and WhatsApp change often. The steps here describe how things work; if a button has moved, search the platform's help for the same feature name.

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MODULE 1

Foundations

1. Know your customer and your offer

Before posting anything, answer four questions in the workbook: 1. **Who buys from you?** Age, area, what they do, what they worry about. A tuition centre's buyer is the parent, not the child. 2. **What problem do you solve?** "Fresh home food delivered by 1 pm to offices in Baner" is clearer than "tasty food". 3. **Why you and not the shop next door?** Speed, price, quality, timing, a speciality, a guarantee. 4. **Where do they look?** Google Maps for "near me" searches, Instagram for food and fashion, Facebook groups for local services, WhatsApp for repeat buyers.

Write a one-line offer: *[what] for [whom] in [area], [why you].* Use it in your bio, Google profile and posts.

WORKSHEET · CUSTOMER PROFILE

Fill the Customer Profile sheet and write your one-line offer.

2. The free tools every business should set up

Tool	Why	Time
Google Business Profile	appear on Google Maps and local search	30 min
WhatsApp Business app	catalog, quick replies, labels, away message	20 min
Instagram professional account	posts, reels, insights, contact buttons	20 min
Facebook page	reviews, local groups, ads later	15 min
A simple website or link page	one place with everything	1 hour

Use the **same business name, address, phone and timings** everywhere. Google trusts businesses whose details match across sites.

ONE PHONE NUMBER

Put one number on every platform, ideally a WhatsApp Business number, so all enquiries come to one place.

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You have read the free preview of Digital Marketing for Small Business

Bring more local customers without an agency: set up Google Maps, earn reviews, post reels that work, use WhatsApp Business and run small ads, with a 30-day plan and worksheets.

- Course book: 15 lessons in 4 modules, PDF
- Workbook: 5 worksheets for your business
- 30-day plan: Day-by-day actions
- Templates: Review request message and post ideas

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