

HOW TO START DIGITAL MARKETING

an Empower and Educate Publication

Empower
EDUCATE

Table Of Contents

What is Digital Marketing?	5
Steps to Get Started in Digital Marketing	7
The Faceless Approach	13
Frequently Asked Questions	16
Your Express Lane to Online Success	20
The Exact System I use to Work From Home	23



HOW TO START DIGITAL MARKETING

Hi! I'm Tonya.

Not too long ago, I found myself searching for opportunities to generate extra income without needing to clock into a traditional job. As a stay-at-home mom to two wonderful children on the autism spectrum, I also manage the responsibilities of homeschooling. Each day, I express gratitude for my partner, who works tirelessly to support our decision to remain at home. Despite our efforts, we faced significant financial challenges; we were struggling to make ends meet, and the burden of debt was becoming increasingly overwhelming. One day, I reached a turning point—I was determined to break free from the cycle of living paycheck to paycheck while still being present for my kids.

In this guide, you will not only discover the fundamentals of digital marketing, faceless marketing, and affiliate marketing, but you will also gain insights into the exact beginner's course that equipped me with all the knowledge I needed to succeed in this space. By following my journey, you will learn the same effective strategies that helped me navigate the world of digital marketing. The goal is to provide you with a comprehensive understanding that empowers you to take action and achieve your own success.

Find us on Instagram [@empowerandeducatedigitally](https://www.instagram.com/empowerandeducatedigitally)



01

What is Digital Marketing?



HOW TO START DIGITAL MARKETING

In simple terms, digital marketing refers to the use of the internet, social media, and various digital tools to promote digital products or services. I firmly believe that digital marketing is the best option for anyone looking to share their message, as everyone has a unique story to tell. Additionally, each individual possesses a certain level of expertise or knowledge that can benefit others. This is the beauty of the digital landscape—it allows us to connect and engage with a global audience.

So, what exactly are digital products? They encompass a wide array of offerings, such as ebooks, templates, guides, checklists, Lightroom presets, digital planners, podcasts, audiobooks, worksheets, and so much more! The possibilities are truly endless. With digital products, you can invest your time and effort into creating a valuable item once, and then sell it repeatedly without any additional work. If you doubt whether you have something worthwhile to share, let me assure you, you do! People are willing to pay for the knowledge and skills you possess; it's merely a matter of identifying the right market for your offerings.





02

Steps to Get Started in Digital Marketing

Turn your laptop into a
cash machine

HOW TO START DIGITAL MARKETING

Step 1: Choose Your Niche

Choosing a niche is the first crucial step in your digital marketing journey. A niche refers to the specific category of products you plan to promote, and it directly influences your target audience. It's important to select a niche that you are passionate about because this will not only make your work enjoyable but also help you feel comfortable promoting the products within that category. When you are genuinely excited about your niche, it becomes easier to build trust and credibility with your audience.

Some examples of profitable niches include health and wellness, wealth creation, relationships, self-improvement, beauty and fashion, travel, education, food and cooking, parenting, personal finance, and career development, among others. By focusing on a niche that resonates with you, you can effectively connect with your audience and establish a loyal following.



HOW TO START DIGITAL MARKETING

Step 2: Pick Your Products

Once you have chosen your niche, the next step is to select the products you want to promote. If you are interested in affiliate marketing, you can search for products from other companies that align with your niche. A simple Google search using the format "[your niche] + best affiliate programs + [your country]" can yield valuable results.

Alternatively, platforms like Clickbank, Digistore 24, JV Zoo, and CJ Affiliate can be great resources for finding affiliate programs to join. After applying to become an affiliate and receiving approval, you will obtain your unique links for promotion.

If you're inclined to create your own products, conduct market research to determine what your target audience desires. Utilizing tools like ChatGPT can help generate product ideas and outlines.

For designing visually appealing products, Canva is an excellent resource for creating PDFs, while Teachable can assist you in developing online courses. Another option is to purchase a Done-for-You product within your niche; this is a quick and straightforward method to get started.

Pro tip: Do not treat your business model as an "either-or" scenario. Instead, combine different approaches to diversify your income streams. For instance, I focus on done-for-you digital marketing while also venturing into affiliate marketing, promoting tools that have proven beneficial for me and my clients. This holistic approach can significantly enhance your potential for success!



HOW TO START DIGITAL MARKETING

Step 3: Drive Traffic to Your Links

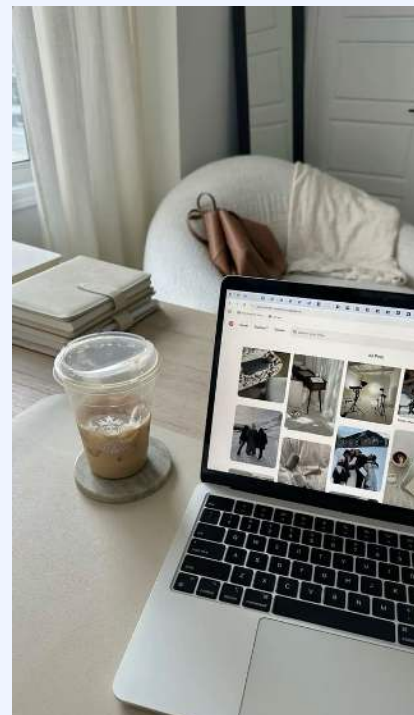
This is the exciting part! Now that you have identified your niche and chosen a product, it's time to focus on creating engaging content to promote it effectively.

Start by identifying the pain points that your target audience experiences and how your product addresses or alleviates those issues. With this understanding, you can begin to craft content that resonates with your audience, encouraging them to take action.

You can drive traffic to your links through various content formats, including Instagram reels, static posts, ebooks, blogs, TikTok videos, Pinterest pins, and more.

I recommend creating a dedicated Instagram page solely for your marketing efforts and aim to post 2-3 reels per day to maximize your exposure.

Additionally, consider employing my Kickstart strategy to boost your views, followers, leads, and sales. Utilizing a content bank can also be beneficial for creating aesthetically pleasing reels, especially if you prefer a faceless approach.



HOW TO START DIGITAL MARKETING

Step 4: Continue to Learn and Evolve

The journey does not end once you have established your digital marketing presence. It is essential to continue evolving and expanding your offerings by creating your own products that cater to your audience's needs. Commit to learning something new every day, as this will help you stay ahead in the ever-changing digital landscape. Mastering your mindset is equally important; approach each day with the belief that you are creating success, regardless of the challenges you face. Additionally, engage with people in your direct messages to learn more about them and discover how you can assist them.



03

The Faceless Approach



HOW TO START DIGITAL MARKETING

Faceless marketing is a popular and strategic approach that suits those who may feel shy or introverted. This method allows you to tap into your creativity while remaining anonymous. The benefits of faceless marketing are numerous; it enables rapid business growth, content creation, and the utilization of straightforward strategies to drive sales.

With faceless marketing, you have the opportunity to build your brand without revealing your identity. You can leverage engaging content, text, captions, and visual elements to enhance your brand's presence. The ultimate goal is to create a cohesive brand that resonates with your target audience and cultivates a compelling brand identity.

The benefits of faceless marketing are substantial. You can quickly establish your business and generate sales, create visually appealing content without needing to produce it yourself, and maintain your anonymity. Furthermore, it simplifies the content creation process by allowing you to utilize content banks for sourcing materials.



04

Frequently Asked Questions



HOW TO START DIGITAL MARKETING

Can I build a strong brand identity without showing my face?

Yes! The key to establishing a robust brand identity lies in maintaining consistency across your visual elements, including colors, fonts, and types of content, as well as your messaging and voice style.

How can I engage audiences without a personal influence?

Encourage interaction through polls, quizzes, and discussions relevant to your industry. Utilize social media platforms to foster community engagement surrounding your brand.

How can I foster trust when the brand lacks a face?

Always prioritize delivering value! Share your expertise and knowledge in your chosen topic. Additionally, showcasing customer testimonials, case studies, and reviews can significantly enhance your credibility.

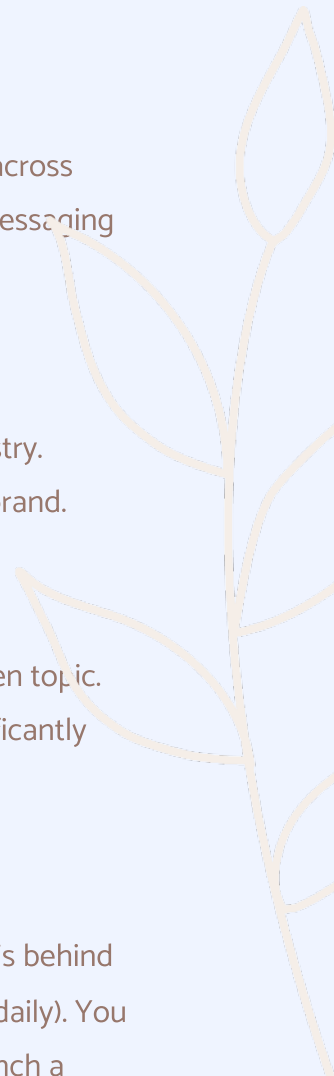
Can I still do this if I don't know how to create aesthetic faceless content?

Absolutely! That's one of the advantages of faceless marketing; no one knows who is behind the account, allowing you to utilize curated videos from content banks (I use these daily). You don't need a stylish home or the ability to film your own content to successfully launch a faceless account.

Can I find success if I create a new faceless account?

Yes! Instagram tends to favor new accounts, so if you wish to maintain your personal account while starting a new one for your faceless content, I highly recommend it! While it may take time to gain traction, staying consistent, focusing on adding value, and launching with a solid strategy will undoubtedly lead to growth!

Where can I learn the strategies needed to build a digital marketing business?



HOW TO START DIGITAL MARKETING

There are many free resources available online, but when you're just getting started it can be difficult to piece everything together on your own. The program that helped me understand how digital marketing actually works – from creating content and building an audience to setting up systems that generate income online – is Digital Wealth Academy.

It's a comprehensive training platform designed for beginners who want to build a real digital business step-by-step.

Inside the program you'll learn:

- how digital products and affiliate marketing work
- how to create content that attracts an audience
- how to build systems that generate online income
- how to grow your brand across social platforms

What I appreciate most is that the training is structured and constantly updated, which removes the confusion that many beginners face when trying to learn everything on their own.

If you decide to enroll through my link, I also provide four weeks of guided onboarding support to help you implement what you're learning with clarity and confidence.



05

Your Next Step in Digital Marketing



HOW TO START DIGITAL MARKETING

Starting a digital business can feel overwhelming at first.

There are countless platforms, strategies, and tools – and it's easy to feel like you're trying to figure everything out alone.

That's exactly why structured education can make such a difference.

The training that helped me understand how digital marketing really works is Digital Wealth Academy.

It provides step-by-step training covering:

- branding and positioning
- content creation strategies
- digital products and affiliate marketing
- automation, funnels, and email marketing
- multiple online income strategies

The program is designed for beginners and includes a large learning community where students share progress, ask questions, and support each other along the way.



HOW TO START DIGITAL MARKETING

My 4-Week Guided Onboarding Support

If you enroll through my link, I also provide four weeks of guided onboarding support to help you get started with clarity and confidence.

During your first month, I help you move from learning → implementation so you don't feel stuck or overwhelmed.

Week 1 – Foundation + Setup

- Getting familiar with the DWA platform
- Setting up essential tools and accounts
- Creating your starting strategy

Week 2 – Content + Visibility

- Creating your first platform and content plan
- Learning beginner-friendly content strategies
- Building confidence showing up online

Week 3 – Systems + Strategy

- Simplifying your workflow
- Organizing your content process
- Refining your action plan moving forward

Week 4 – Momentum + Next Steps

- Reviewing your progress
- Clarifying your next steps
- Continuing your digital marketing journey

Support may include:

- group onboarding calls
- email or DM support for questions
- occasional recorded guidance when helpful

This support is designed to help you stay focused, avoid overwhelm, and build momentum during your first month.



Ready To Take The Next Step?

Digital marketing can open doors to flexibility, creativity, and new income opportunities — but you don't have to figure everything out on your own.

If you're ready to learn the strategies that helped me build my own digital business, you can explore the training and support options I recommend inside Empower & Educate.

Whether you're just starting out or looking for guidance as you grow, I'm here to help you move forward with clarity and confidence.

[Explore Your Next Step](#)

HOW TO DIGITAL...

In "How to Digital Marketing," discover the essential strategies for building a successful online presence and achieving financial freedom, even if you're starting from scratch. Learn how to select a niche you love, engage your audience without personal influence, and leverage powerful tools like Private Label Rights to maximize your profits. With actionable insights and proven techniques, this guide empowers you to navigate the digital marketing landscape and transform your passion into a thriving business.

