



Digital Marketing

The 21st Century Gold Rush Anyone Can Join

Learn the Skills Businesses Need Today

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DIGITAL MARKETING MADE SIMPLE FOR BEGINNERS

Easy Digital Training

Learn the essential digital marketing skills tools and strategies to start promoting your business online.

INTRODUCTION

Why Digital Marketing Matters Today

Digital marketing helps individuals and small businesses promote products services and courses online using simple tools. You do not need to be a technology expert to start. This guide shows you what to learn first and how to begin step by step

CHAPTER 1

What is Digital Marketing

Digital marketing means promoting products or services using the internet.

Simple examples

- 1. Social media promotion**
- 2. Creating a website**
- 3. Sending email promotions**
- 4. Posting videos online**
- 5. Selling ebooks online**

These are all digital marketing activities.

CHAPTER 2

Core Digital Marketing Skills Beginner skills to focus on

- 1. Understanding customers**
- 2. Social media content creation**
- 3. Basic copywriting**
- 4. Simple website creation**
- 5. Email marketing**
- 6. Tracking results**

Start simple and improve gradually.

CHAPTER 3

Essential Digital Marketing Tools **Content creation tools**

- 1. Canva**
- 2. CapCut**
- 3. ChatGPT**
- 4. Website tools**
- 5. WordPress**
- 6. Hostinger Website Builder**
- 7. Google Sites**
- 8. Communication tools**
- 9. WhatsApp Business**

continue...

CHAPTER 3

Essential Digital Marketing Tools **Content creation tools (continue)**

10. Facebook Page

11. Instagram Business

12. Email tools

13. Mailchimp

14. Brevo

15. Analytics tools

16. Google Analytics

You do not need to learn all tools at once.

CHAPTER 4

Simple Digital Marketing Starter Plan

Step 1

Create a Facebook Page

Step 2

Design posts using Canva

Step 3

Create a simple website page

Step 4

Use WhatsApp Business

Step 5

Build an email list

This is enough to start promoting your services or courses.

CHAPTER 5

Learn with Easy Digital Training

Easy Digital Training is a referral platform connecting learners with trainers and course providers in digital skills business and marketing.

Courses are delivered directly by trainers.

Coach Iqbal

Founder of Easy Digital Training. Coach Digital literacy Canva AI tools ebook creation and online business basics trainer.

Coach Syahril

Business and digital marketing trainer focusing on practical marketing strategies.

Coach Zul

Digital tools and productivity trainer focusing on content creation and workflows.

Cikgu KB

Beginner digital skills and online selling trainer.

Fahmi Rais The Brand Wizard

Branding communication and personal branding specialist.

Founder of The Success Advocates.

CONCLUSION

Start Small Start Now

Digital marketing does not need to be complicated.

Simple tools simple actions and consistent effort can create real opportunities.

Learn Digital Skills Step by Step

Visit

www.easydigitaltraining.com



**COACH IQBAL: Digital Applications.
Founder of Easy Digital Training.**

Digital marketing is no longer only for big companies or technology experts. Today, anyone can learn simple online skills to promote products, services, courses, or ebooks.

This beginner-friendly guide introduces the most important digital marketing skills, tools, and steps to help you get started with confidence.

You do not need technical knowledge.

You just need to begin.

Visit

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