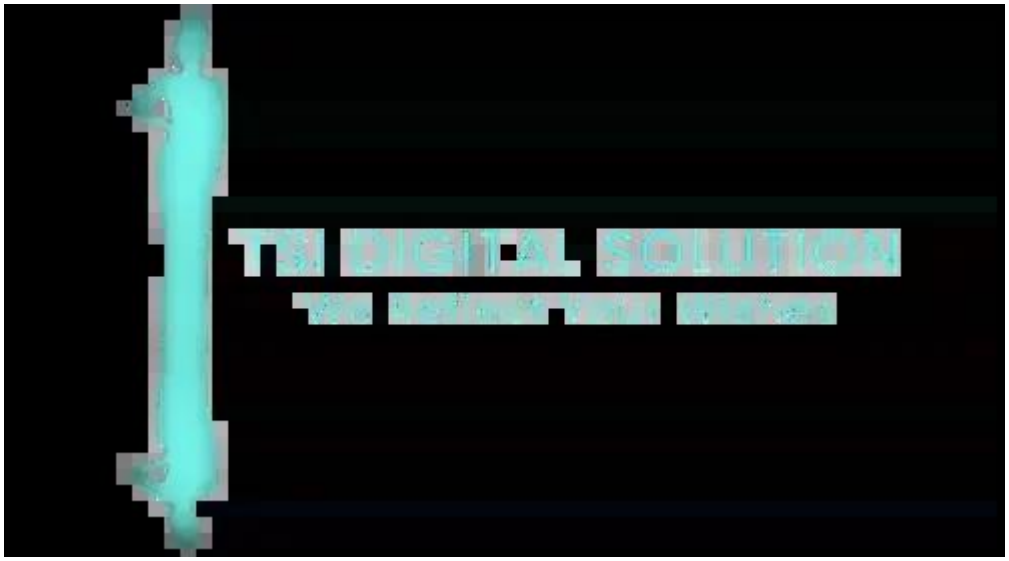
How to start with Digital Marketing: A Beginner’s Guide

Category: Blog at TSI Digital Solution
August 2, 2024





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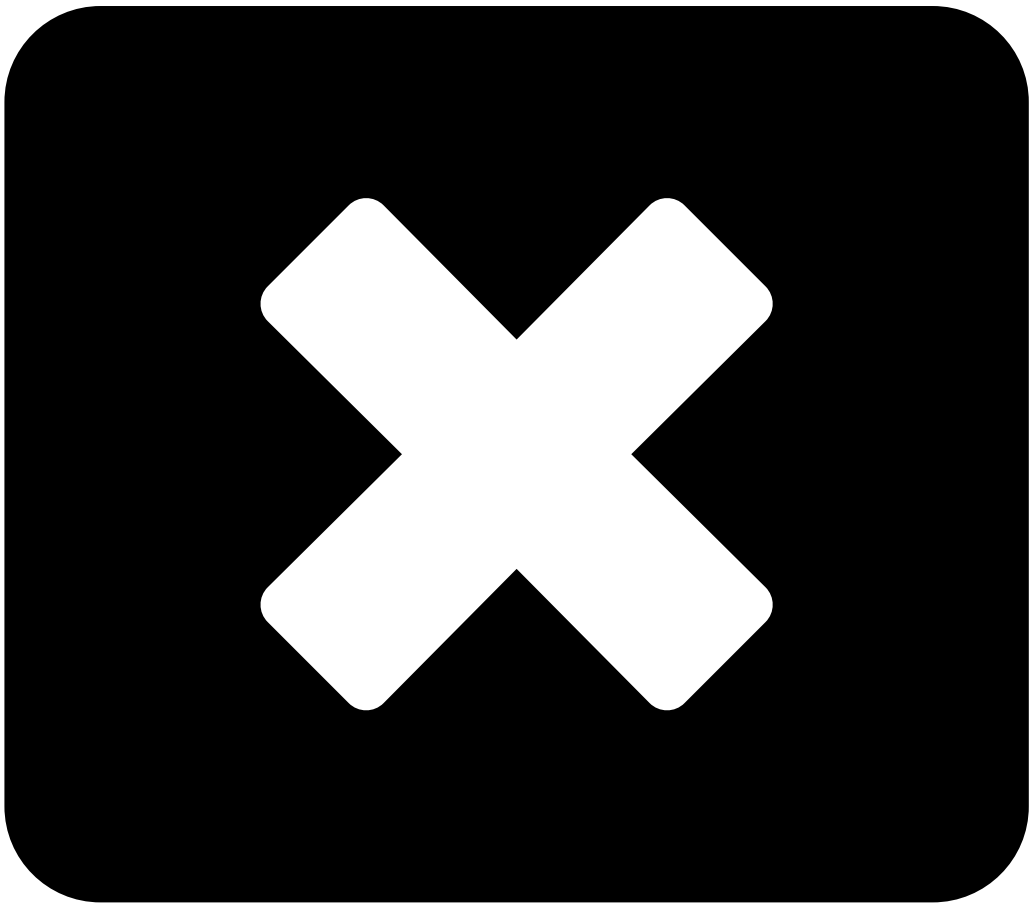

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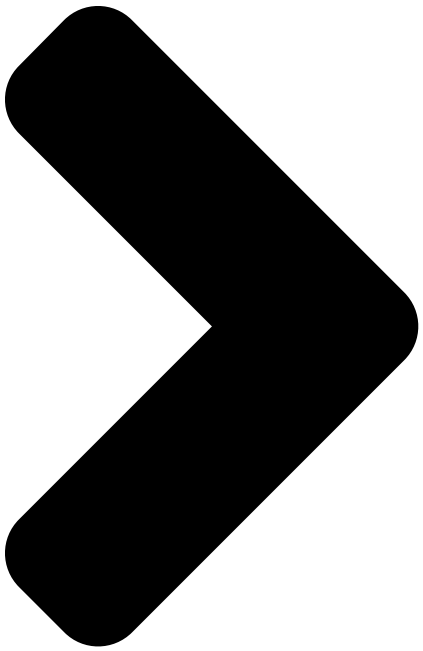

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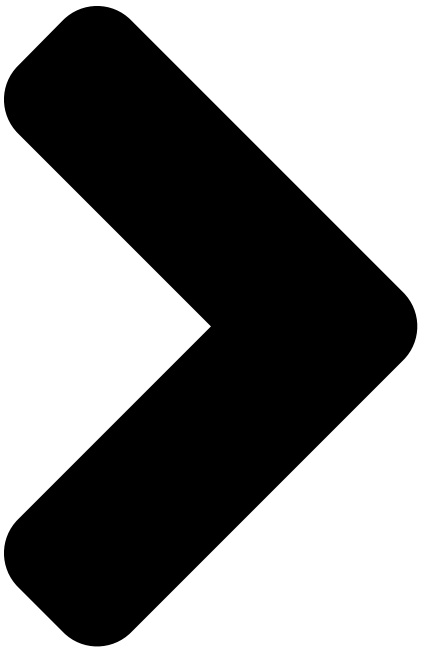

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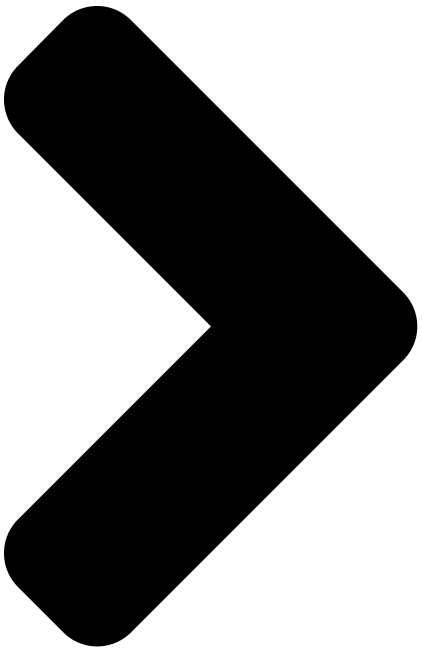

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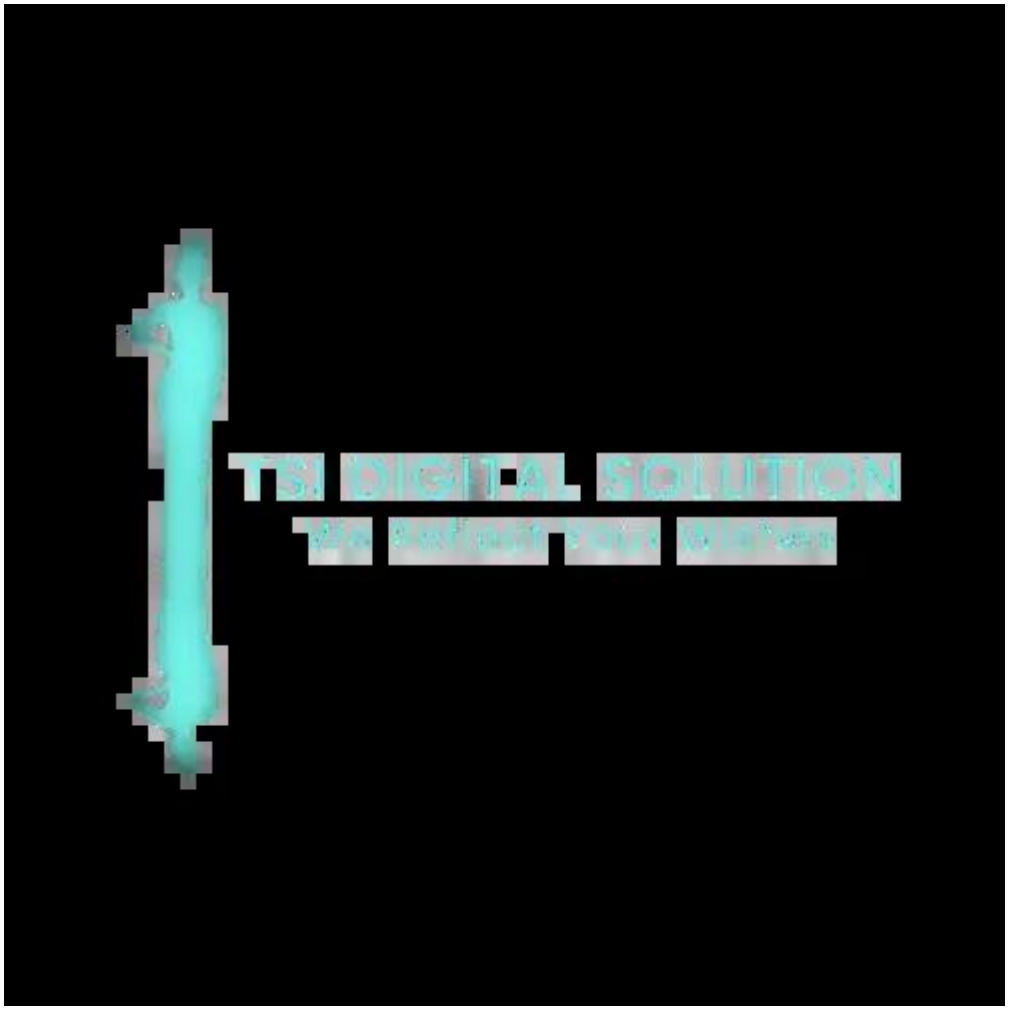
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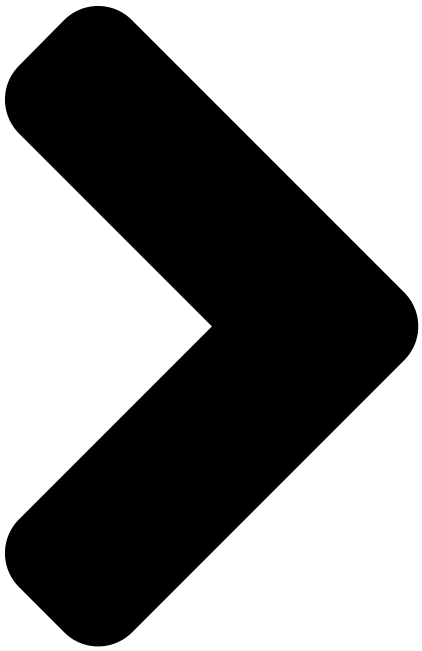

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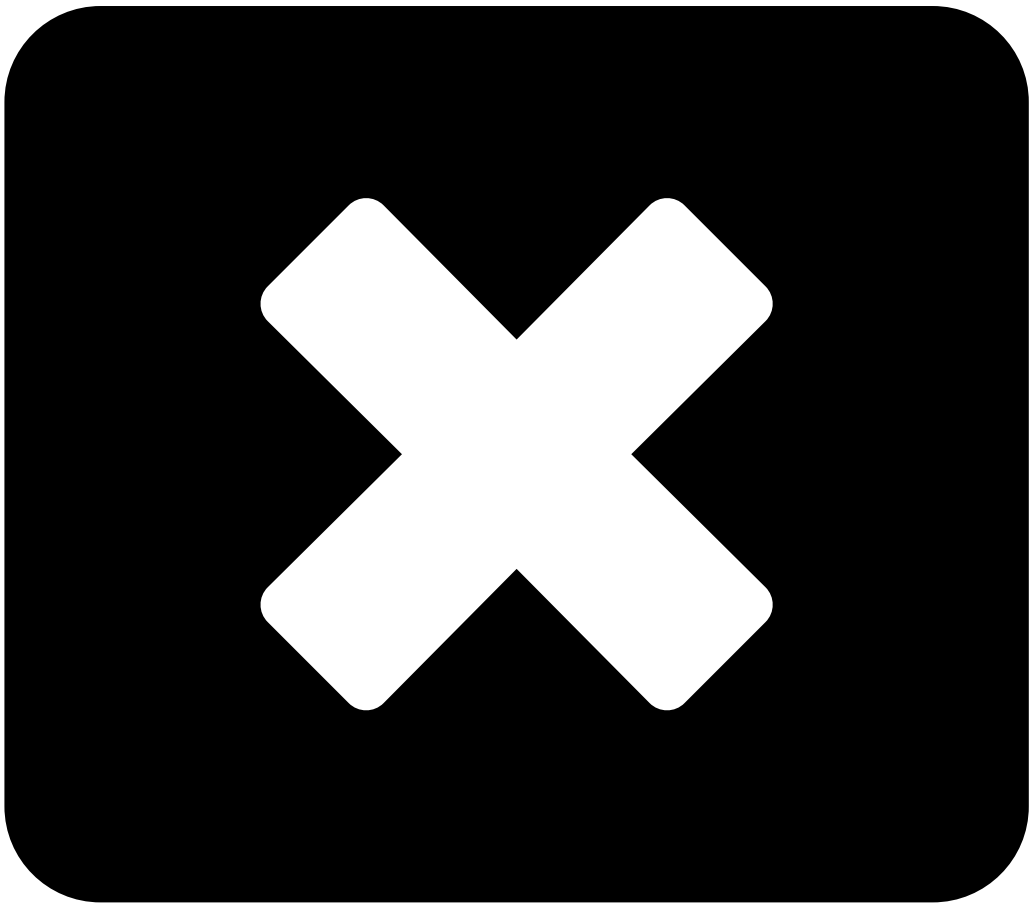

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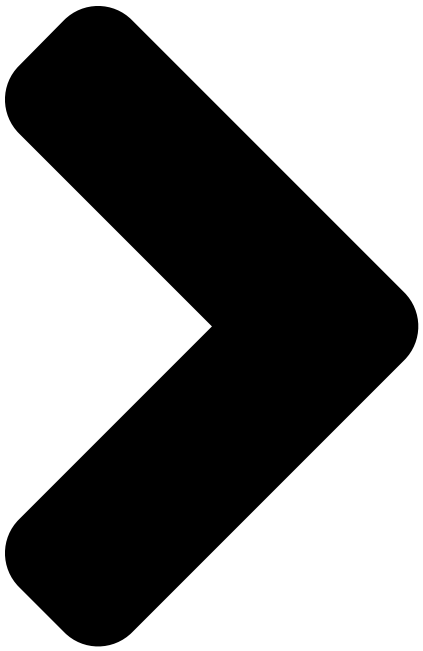

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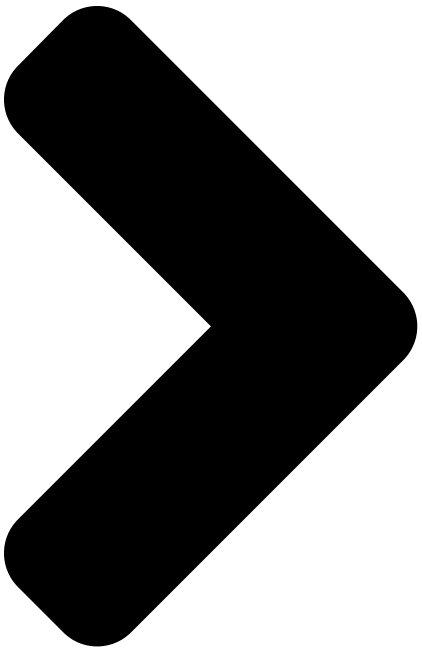
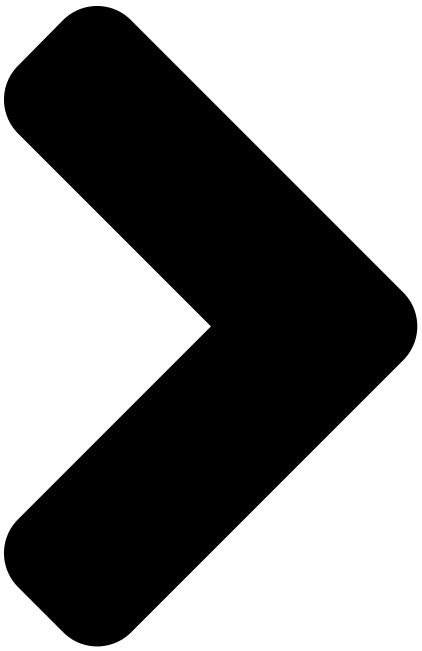
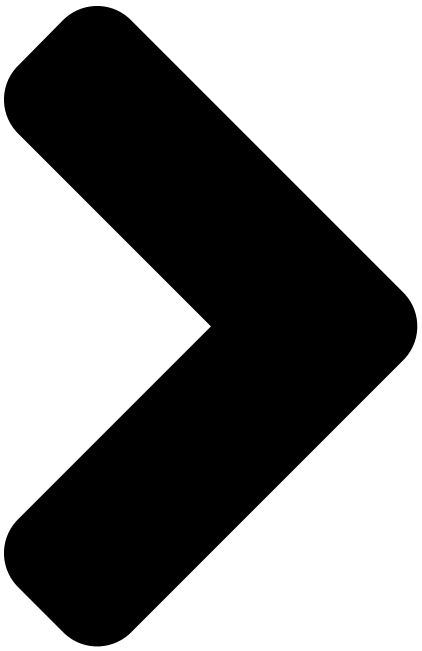


Web Design & Development



- Hosting



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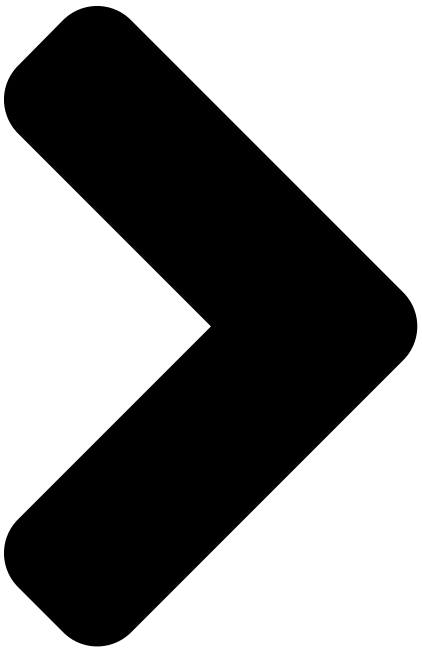
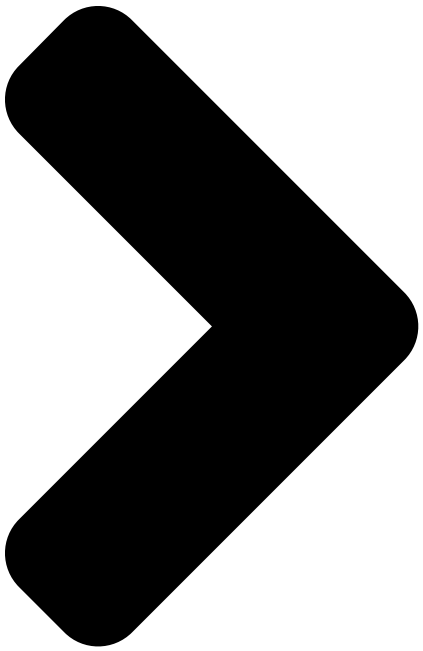


App Design & Development



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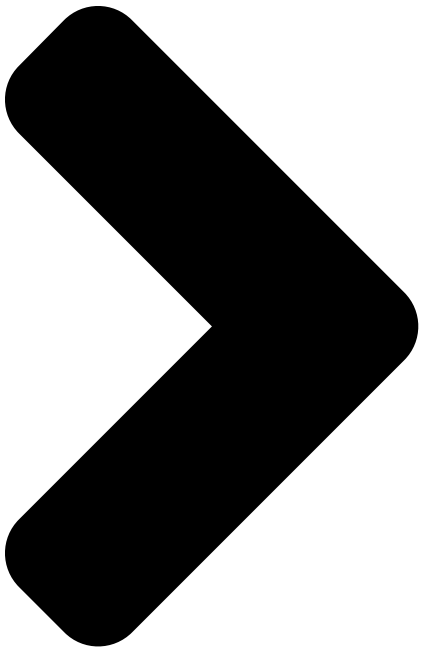
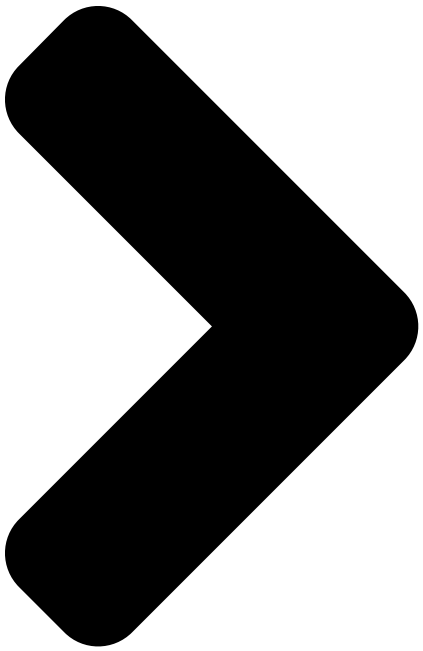
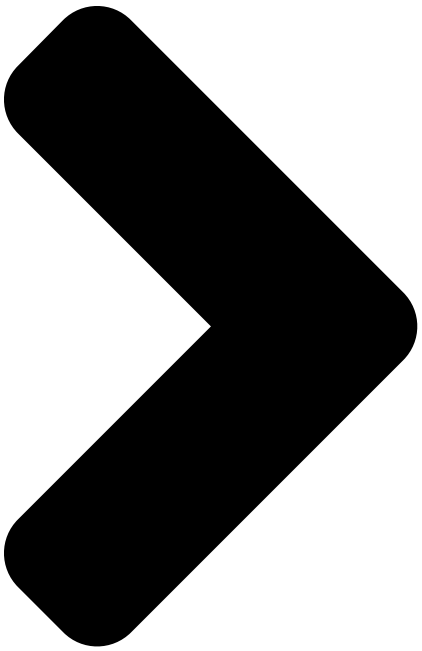


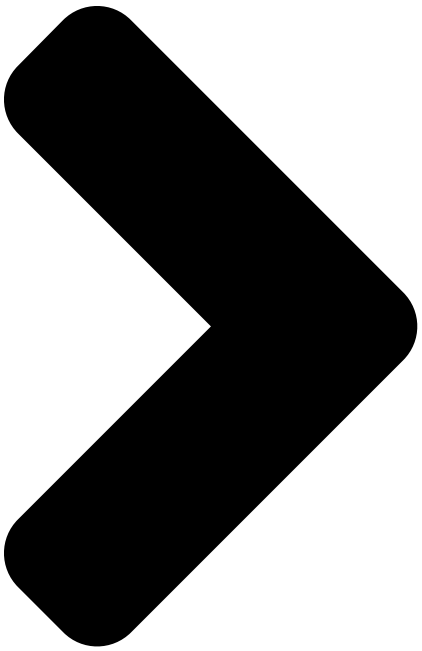
e-Commerce



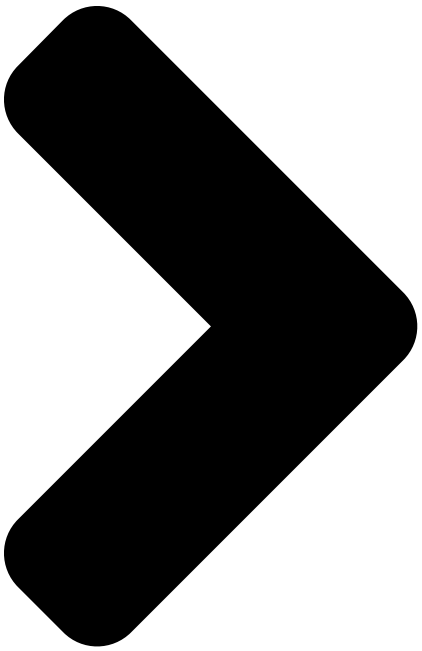
- Branding



Social Media & Content Creation



- Graphic Design



- Copywriting & Translations

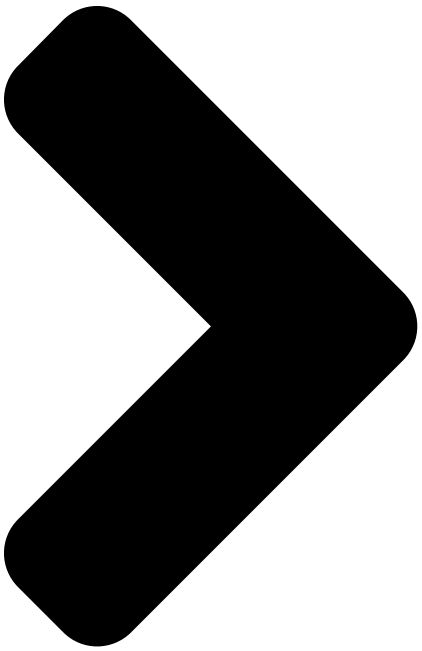
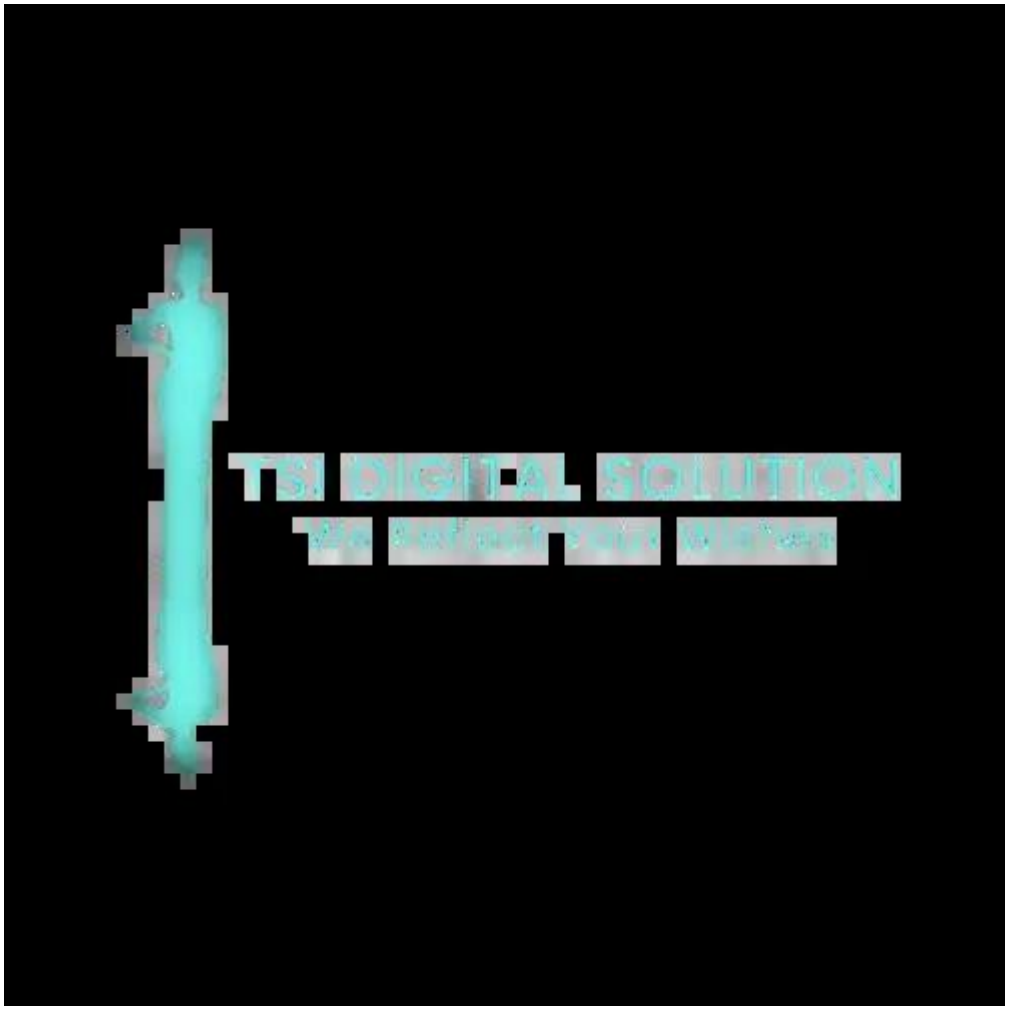


Photo- & Videography

Calculate the price online yourself

The way we work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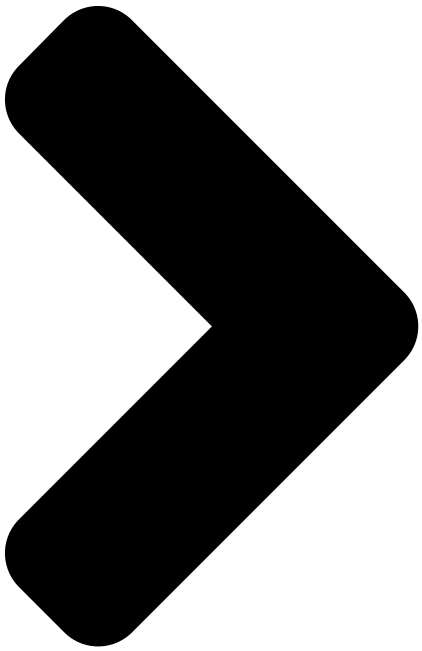

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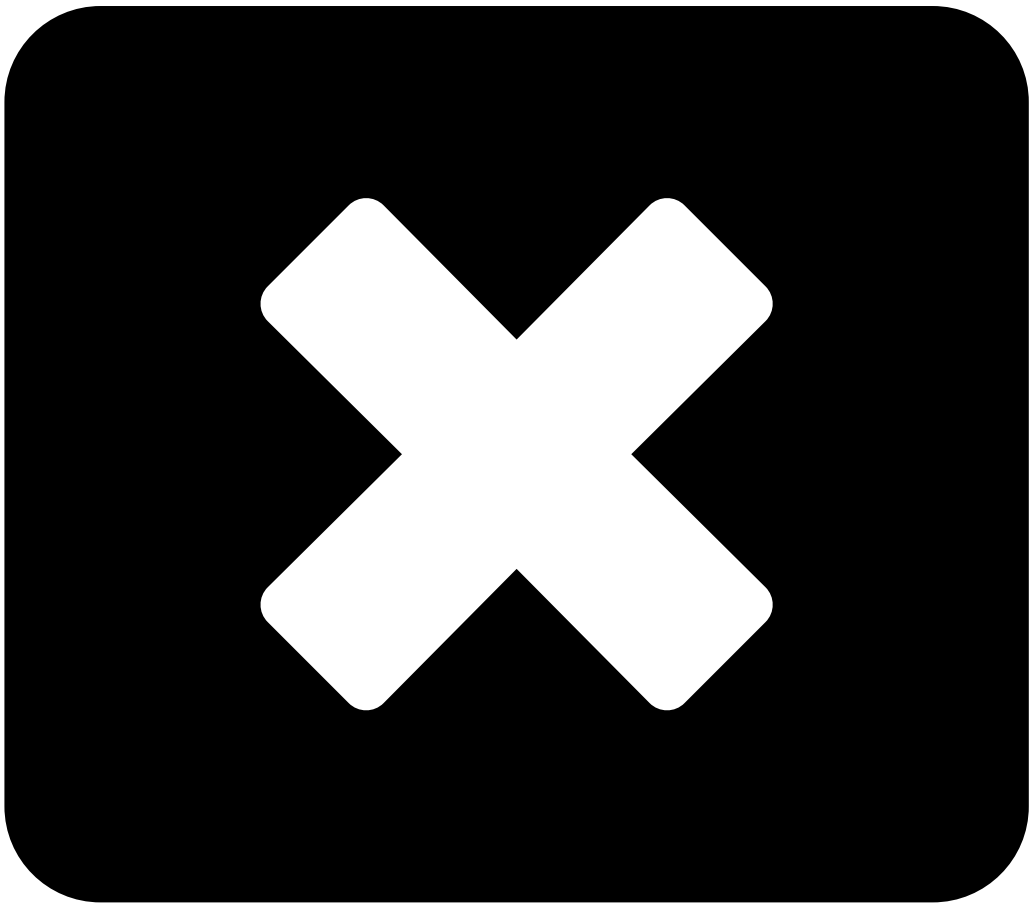

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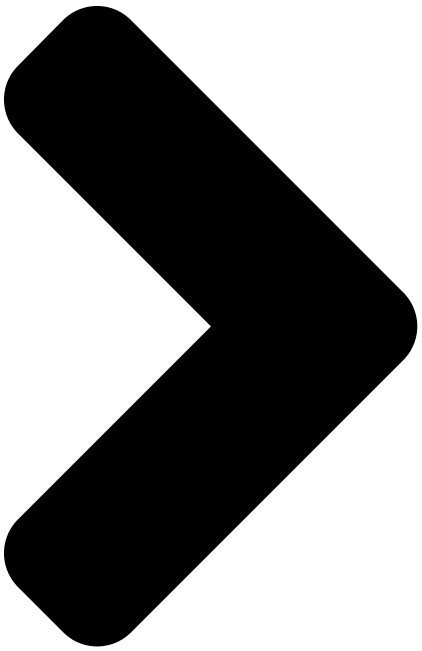

Realized projects

Calculate an estimate of your project costs directly online

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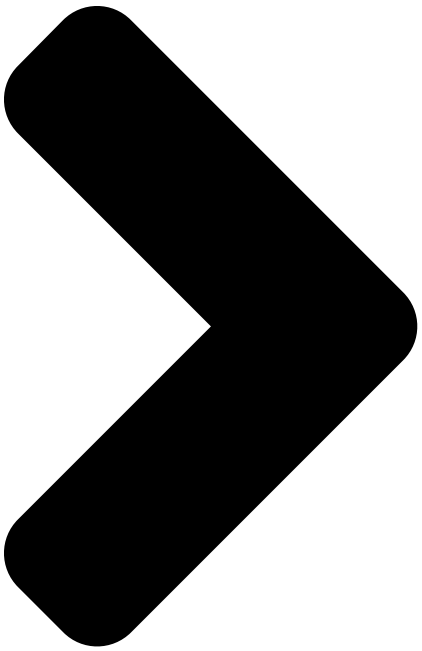
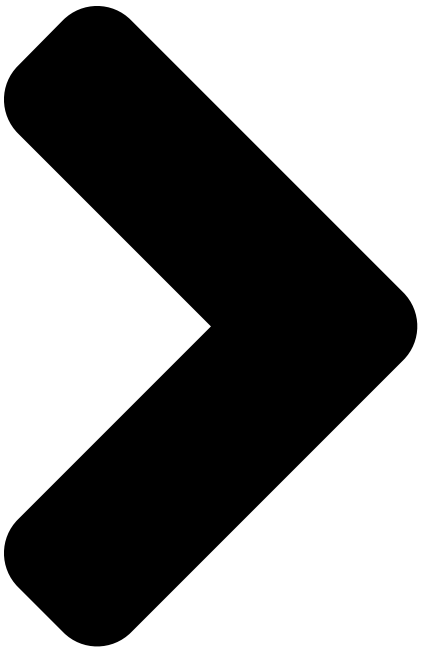
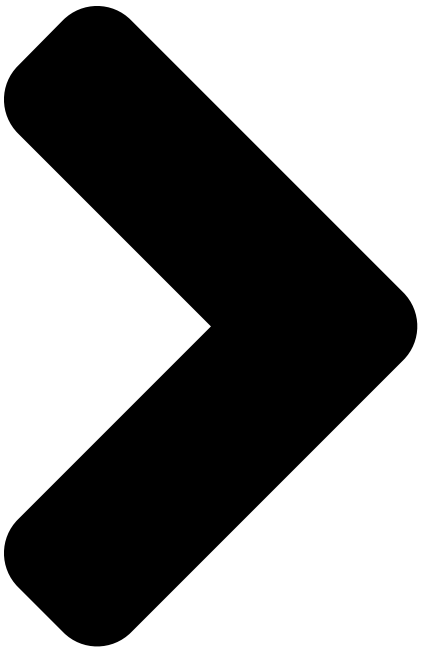


- Cost calculation for my website



- Cost calculation: SEO/Ads/MGB/Speedup/Technical



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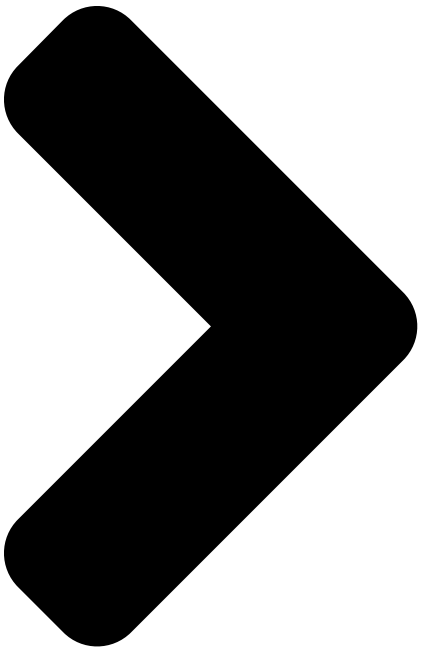
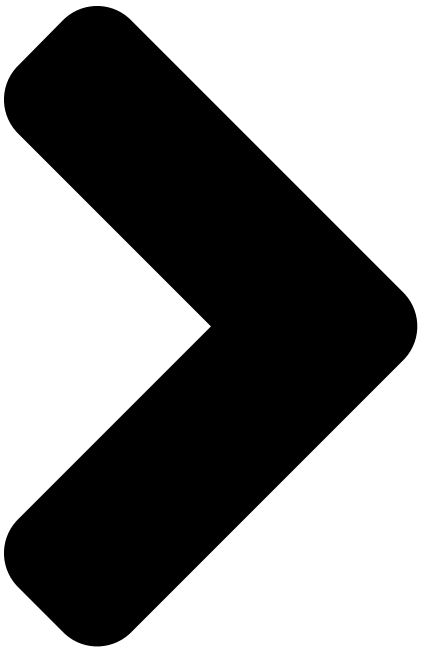
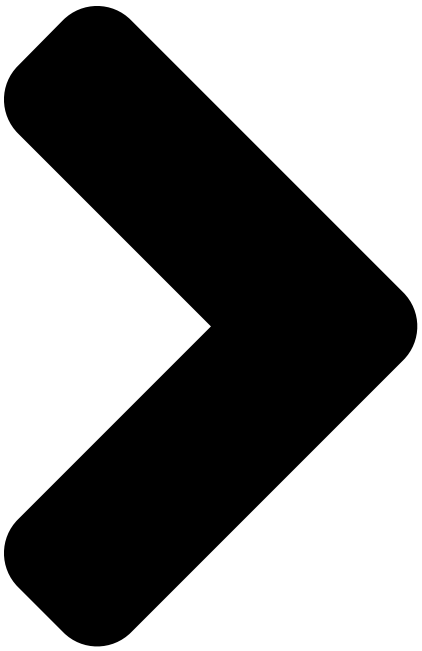


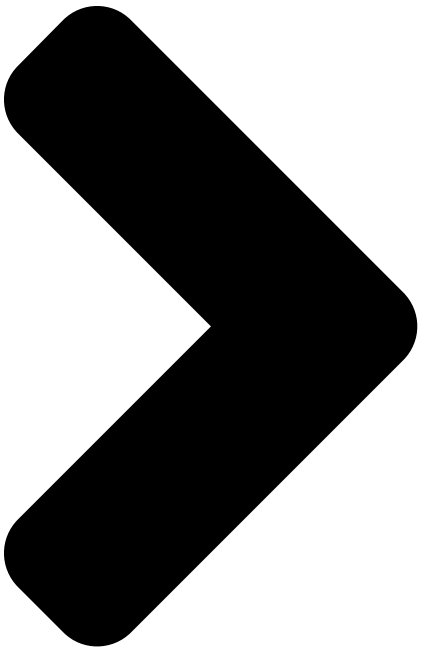
- Contact us for your AI Agent



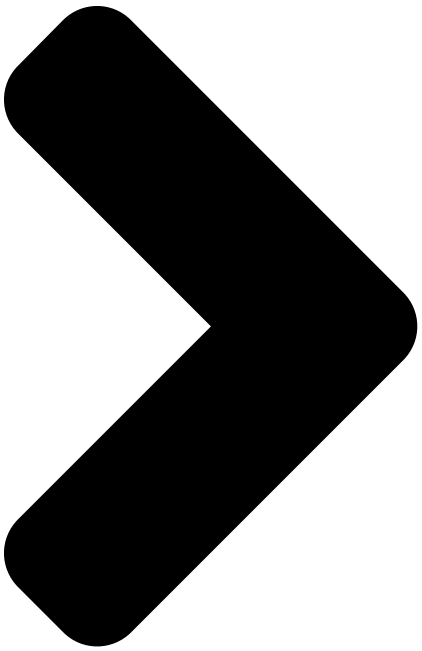
Cost calculation for an e-commerce shop



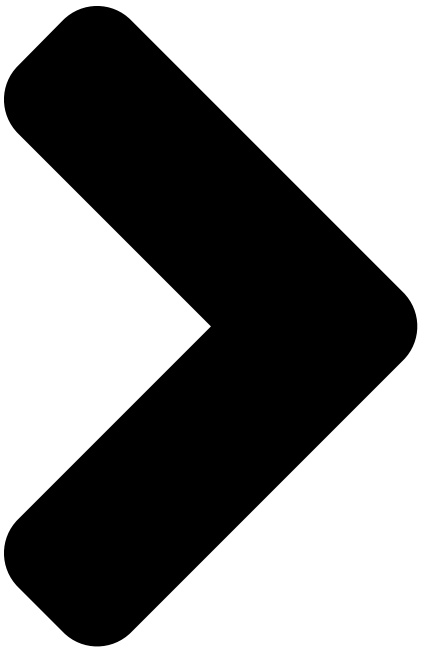
- Contact us for branding



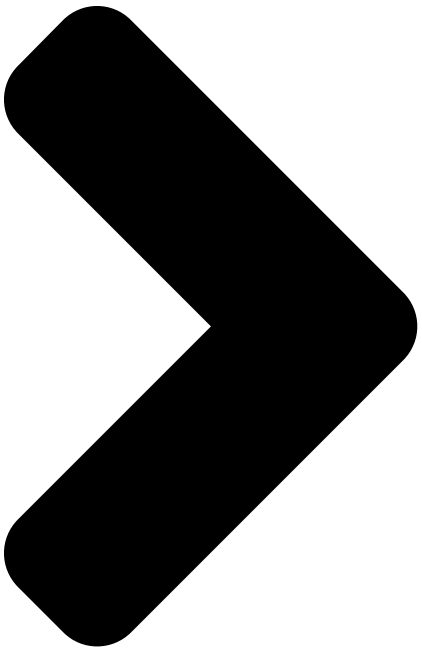
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



Cost calculation for Copywriting & Translations



Cost calculation for Photo- & Videography

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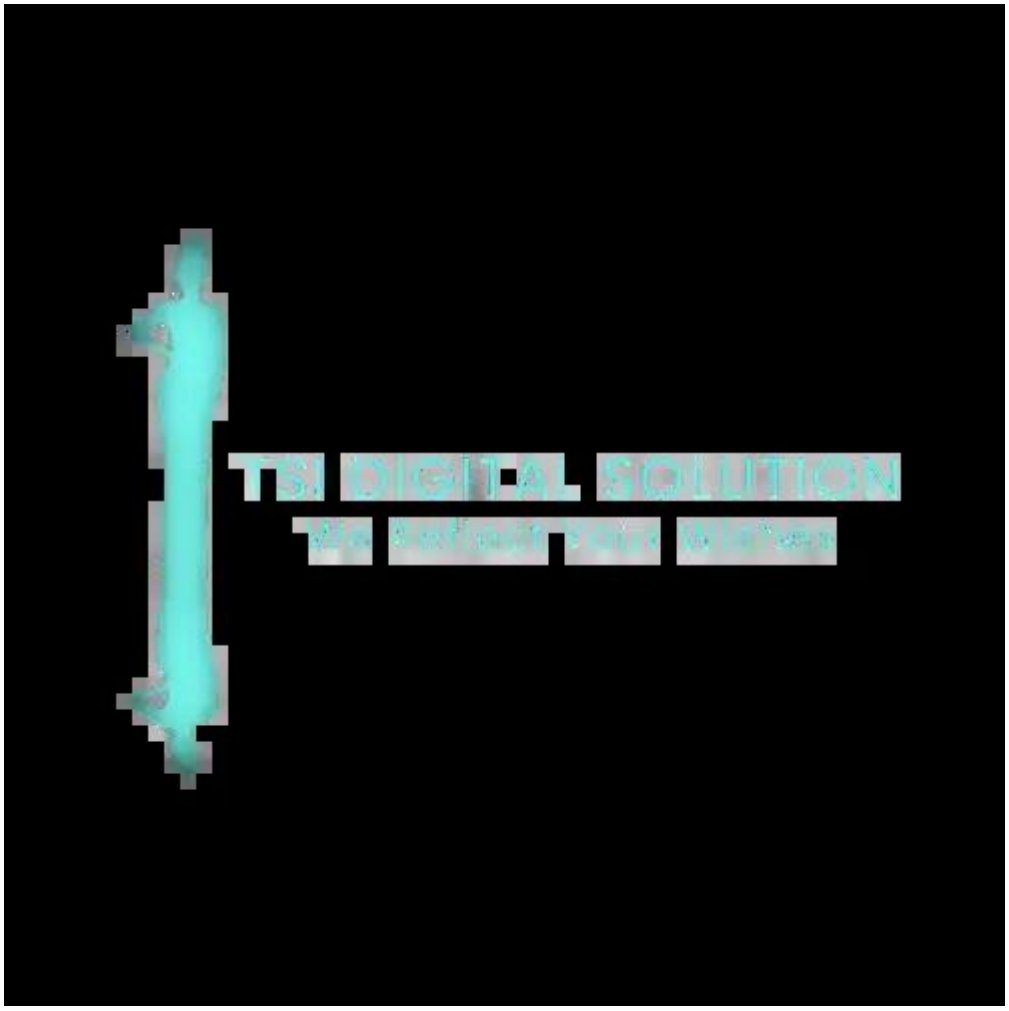
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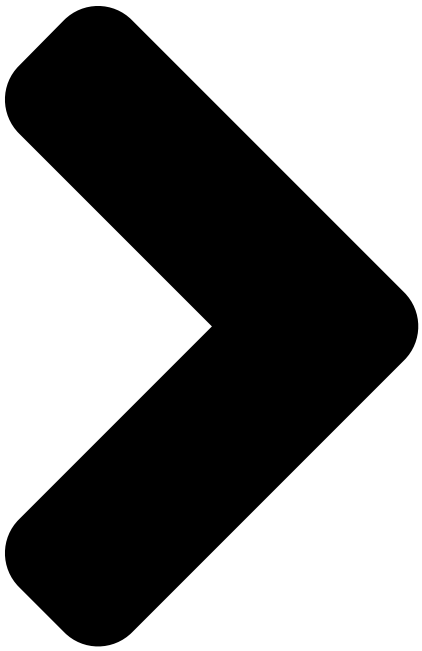

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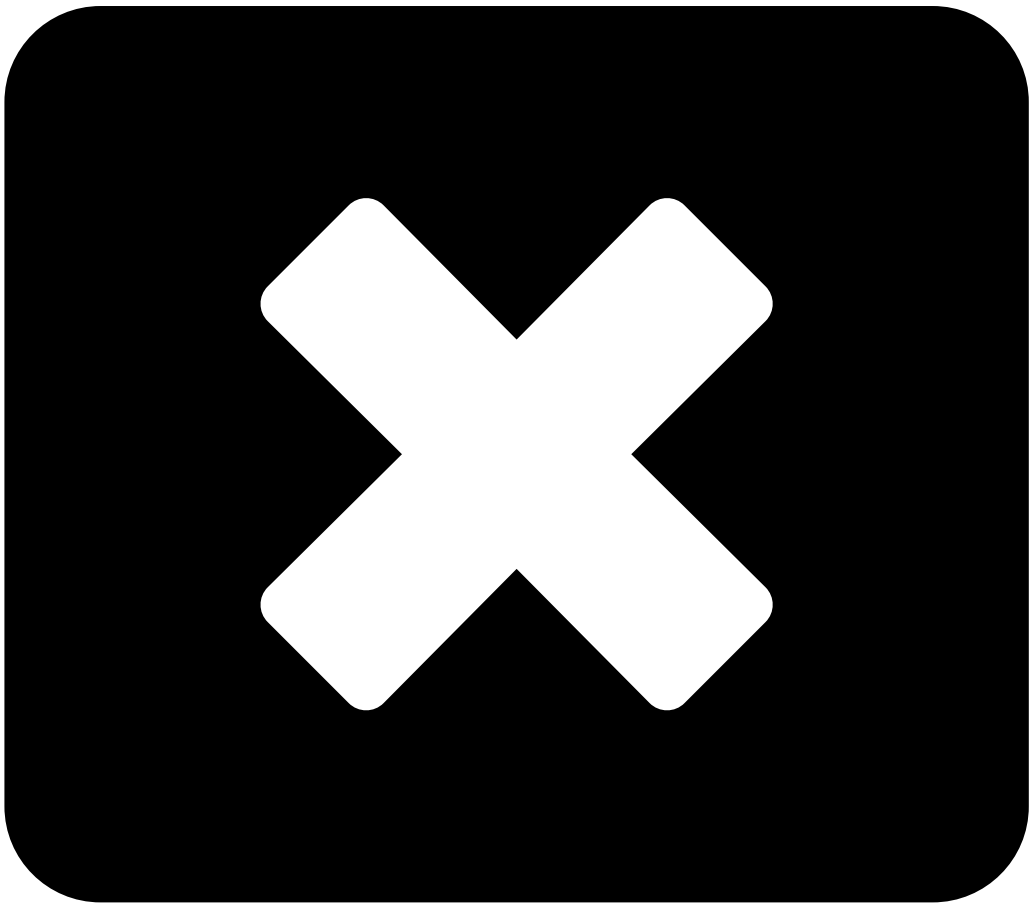

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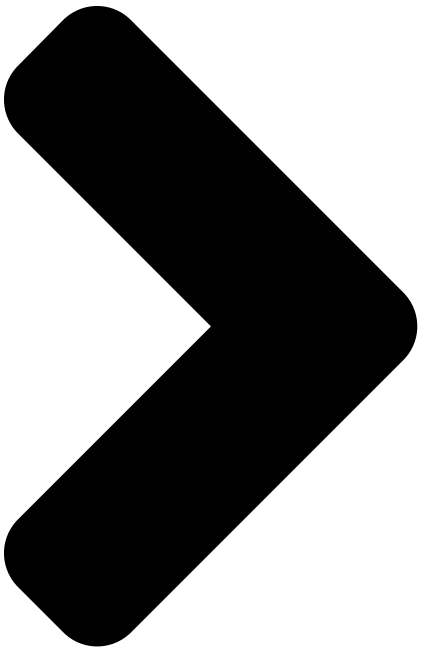

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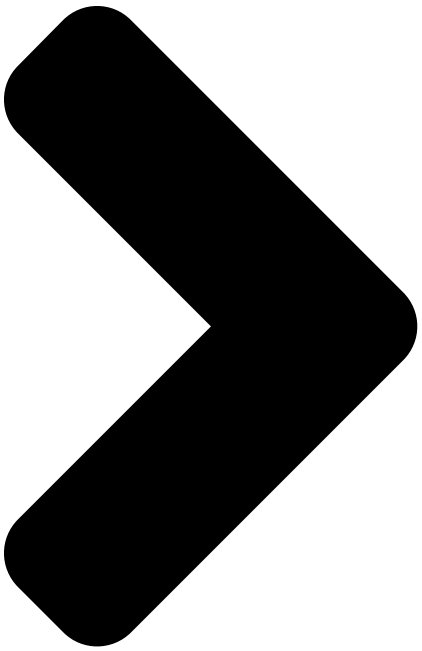
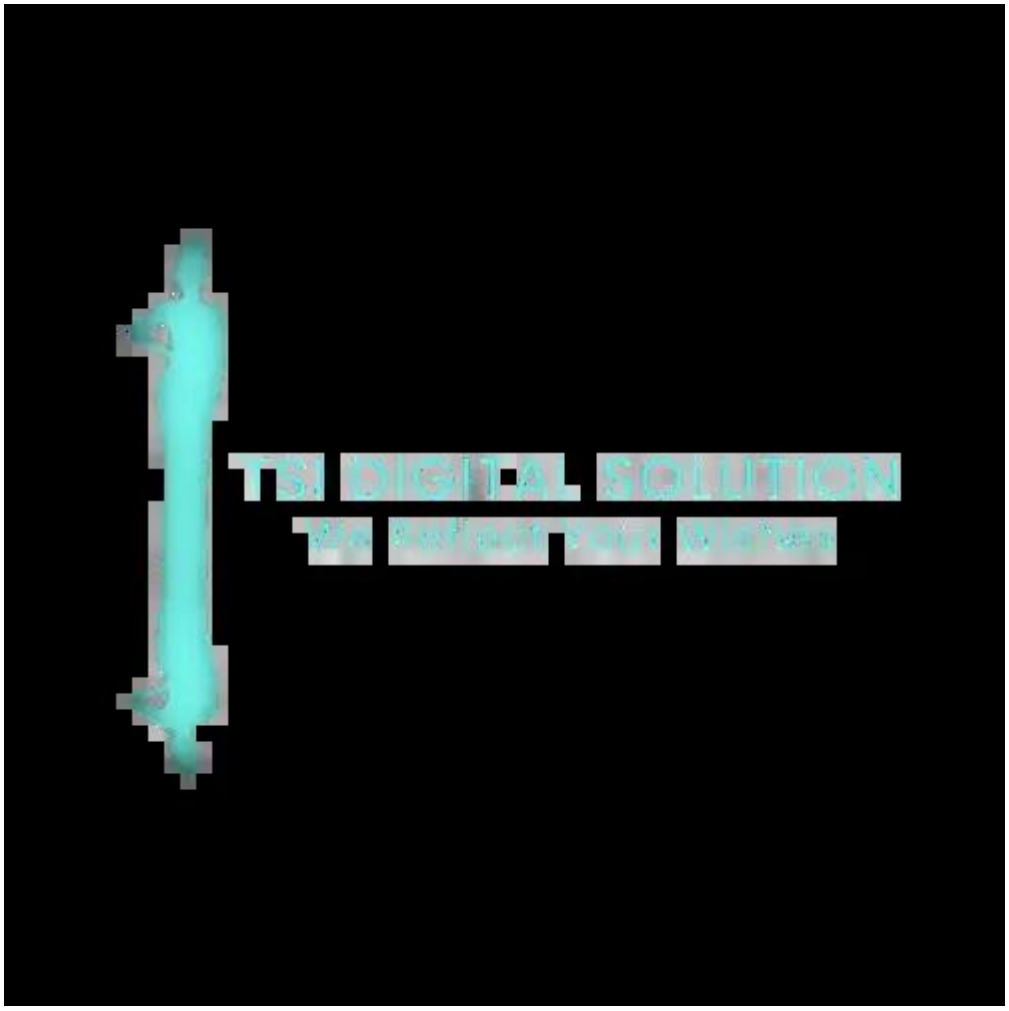


Demo

Just ask, we are here for you

Who we are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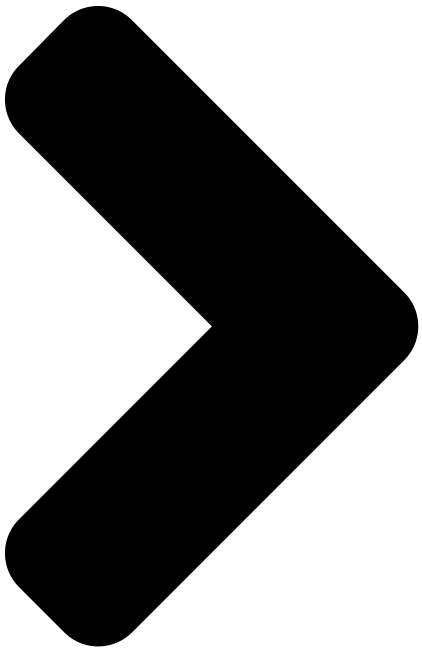

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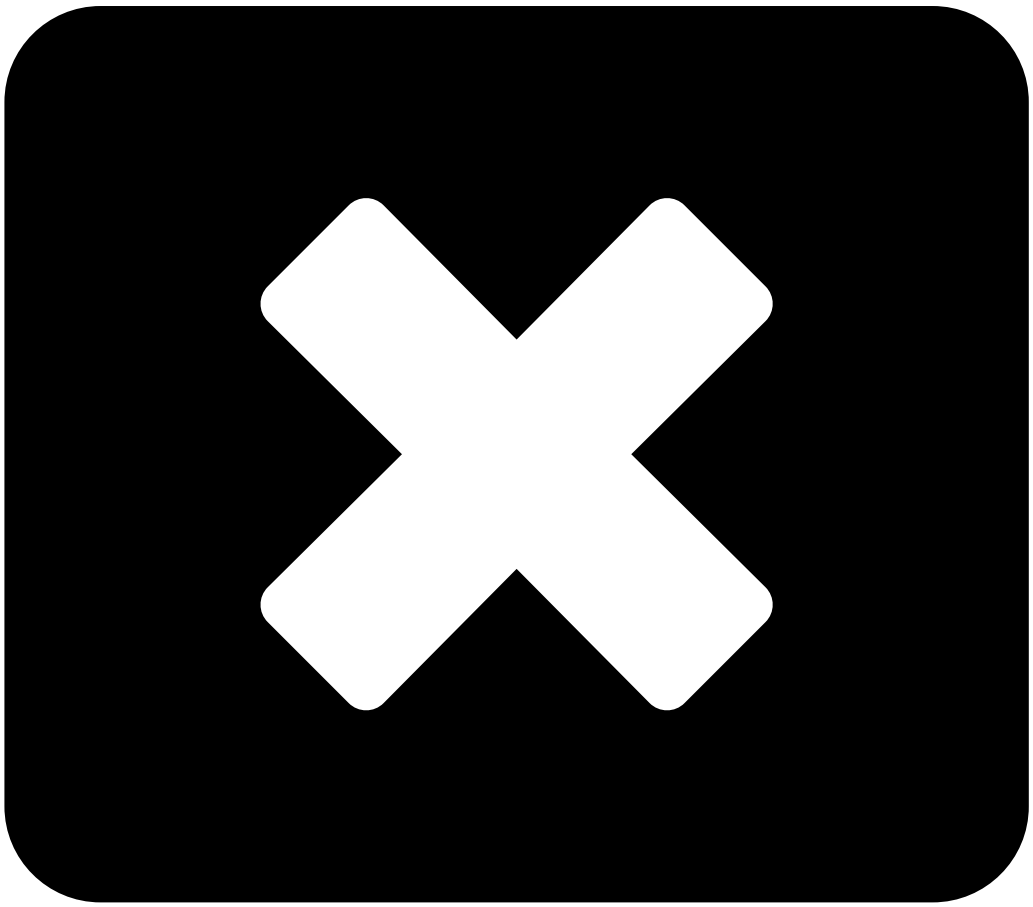

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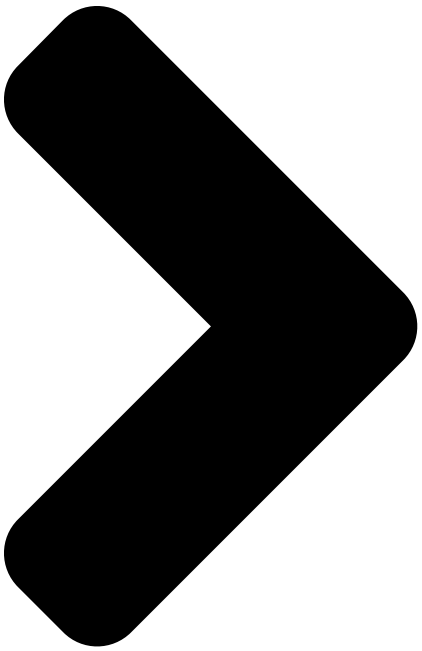

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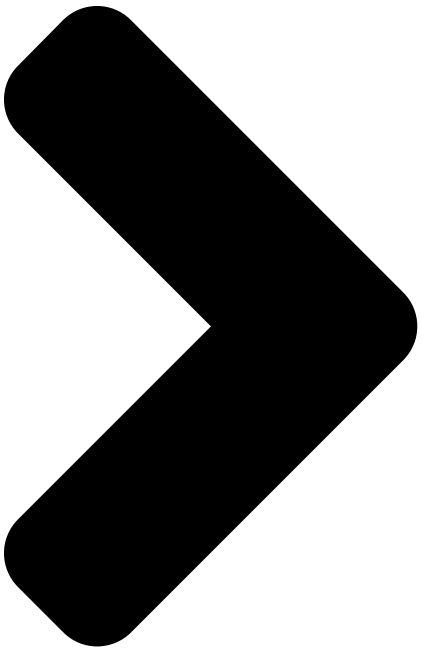

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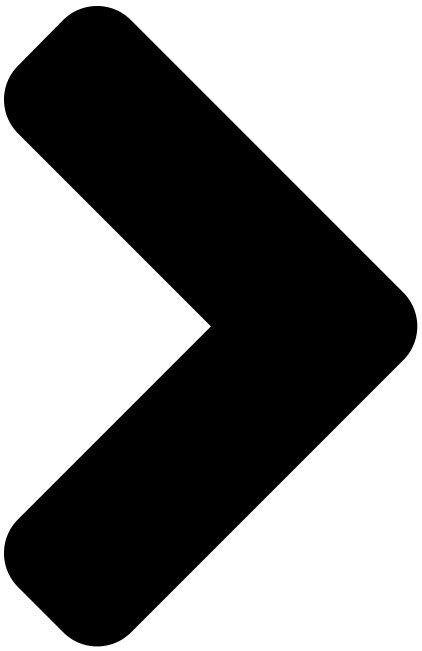

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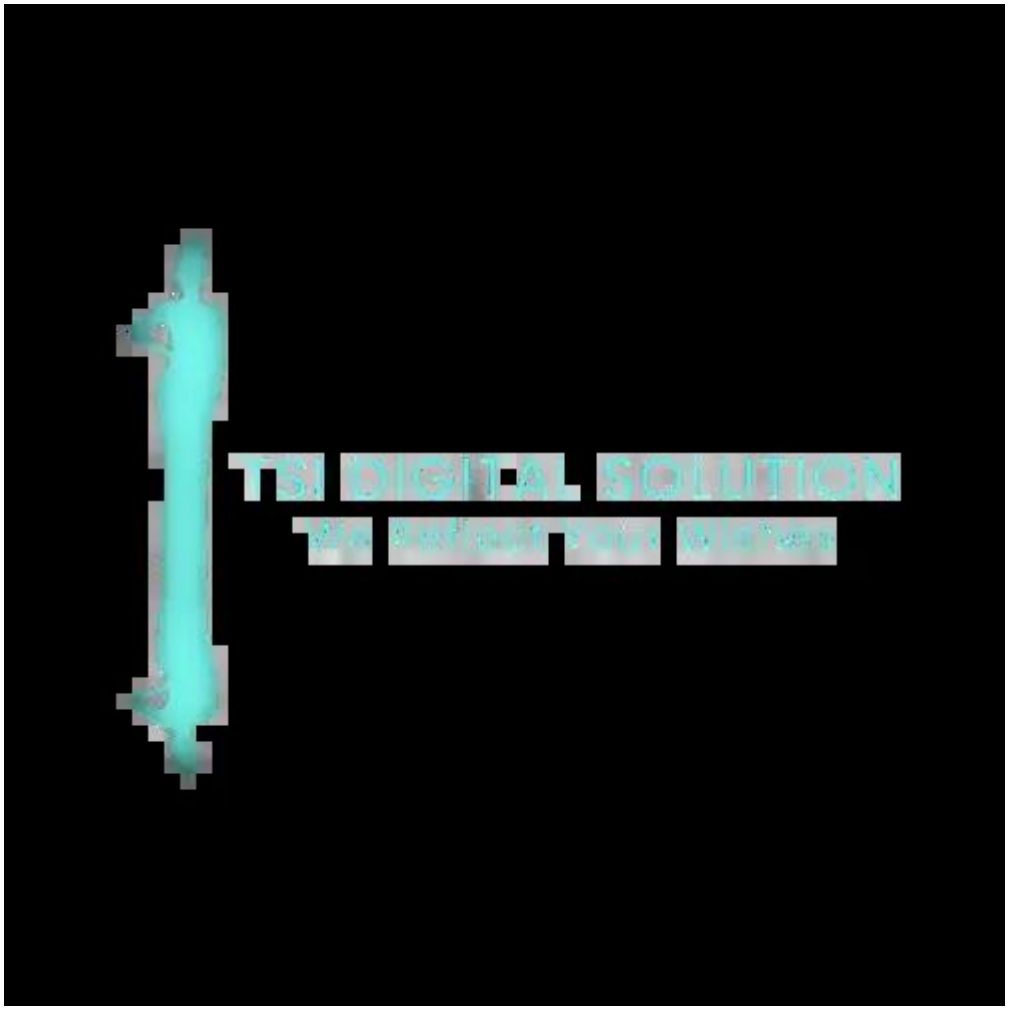
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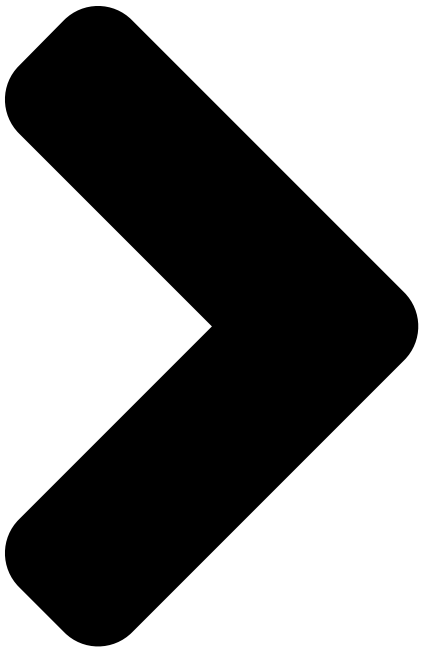

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How to start with Digital Marketing

Get An Online Quote

How to start with Digital Marketing.

A Beginners Guide by TSI Digital Solution

Embarking on a digital marketing journey can seem overwhelming, especially for companies with little to no experience. However, with the right strategy

and tools, you can effectively establish your digital presence, attract your target audience, and drive business growth. TSI Digital Solution is here to guide you through the essential steps to get started with digital marketing.

1. Define Your Brand Identity

Logo and Branding

Your logo is the face of your company. It’s crucial to create a logo that is not only visually appealing but also representative of your brand’s values and mission. A well-designed logo helps build trust and recognition among your audience.

Why It Matters:

- **First Impressions**: A memorable logo creates a positive first impression.
- **Brand Identity**: It reflects your company’s identity and values.
- **Recognition**: A unique logo makes your brand easily recognizable.

Your logo is often the first impression potential customers will have of your company. A well-designed logo should be simple, memorable, and reflective of your brand’s values. Consider working with a professional designer to ensure your logo is polished and effective.

Your brand voice should resonate with your target audience and reflect your company’s personality. Whether you choose a formal tone or a more casual, conversational style, consistency is key. Similarly, your visual style, including color schemes, fonts, and imagery, should be consistent across all platforms to reinforce your brand identity.

2. Build a User-Friendly Website

Website Development

Your website is your digital storefront. It’s where potential customers learn about your products or services, and it’s often the first interaction they have with your brand. Ensuring that your website is user-friendly, mobile-responsive, and optimized for search engines is crucial.

Key Components:

- **Clear Navigation**: Make it easy for visitors to find what they need.
- **Responsive Design**: Ensure your site looks great on all devices.
- **SEO Optimization**: Use keywords and meta tags to improve search engine rankings.
- **Compelling Content**: Provide valuable information that engages visitors and encourages them to take action.

Your website is the cornerstone of your digital presence. It should be designed to convert visitors into customers.

User Experience (UX) and Design
A good website is easy to navigate, visually appealing, and quick to load. Prioritize clean design, intuitive navigation, and high-quality content. Ensure that your website is mobile-friendly, as a significant portion of web traffic comes from mobile devices.

SEO Best Practices
Search engine optimization (SEO) is crucial for driving organic traffic to your website. Focus on keyword research to understand what your potential customers are searching for. Optimize your website's content, meta tags, and images to improve your search engine rankings. Regularly update your website with fresh, valuable content to keep visitors engaged and coming back for more.

3. Establishing a Social Media Presence

Social Media Marketing

Social media platforms are powerful tools for connecting with your audience, building brand awareness, and driving traffic to your website. Start by identifying which platforms your target audience uses most and create profiles on those sites.

Strategy Tips

- **Consistent Posting**: Regularly share relevant and engaging content.
- **Engage with Followers**: Respond to comments and messages to build relationships.
- **Use Visuals**: Incorporate images, videos, and infographics to capture attention.
- **Run Ads**: Utilize social media advertising to reach a broader audience.

Social media platforms offer an excellent opportunity to connect with your audience and build your brand's online presence.

Choosing the Right Platforms
Not all social media platforms are created equal. Identify where your target audience spends their time and focus your efforts on those platforms. For example, LinkedIn is great for B2B companies, while Instagram and Facebook are better suited for B2C businesses.

Content Strategy
Create a content calendar to plan and schedule your posts. Your content should be a mix of promotional material, engaging visuals, and informative posts that provide value to your audience. Use a consistent brand voice and visual style to reinforce your brand identity.

4. Invest in Quality Graphic Design

Graphic Design

High-quality graphics are essential for creating a professional and cohesive brand image. From social media posts to website banners, well-designed graphics help convey your message effectively and make your content more attractive..

Importance

- **Visual Appeal**: Good design attracts and retains audience attention.
- **Brand Consistency**: Consistent visuals strengthen your brand identity.
- **Communication**: Visuals can convey complex information quickly and effectively.

5. Create Valuable Content

Content Marketing

Content is king in digital marketing. Producing valuable, relevant, and consistent content helps attract and retain a clearly defined audience. Whether it’s blog posts, videos, or eBooks, quality content establishes your brand as an authority in your industry.

Content Ideas

- **Blog Posts**: Share insights, tips, and industry news.
- **Videos**: Create tutorials, behind-the-scenes looks, or customer testimonials.
- **Infographics**: Visualize data and processes in an easy-to-digest format.
- **eBooks/Whitepapers**: Offer in-depth information on topics relevant to your audience.

Conclusion

Starting your digital marketing journey can be daunting, but with the right steps, you can build a strong online presence that drives growth and success. TSI Digital Solution is here to support you every step of the way, providing expert guidance and innovative solutions tailored to your business needs.

Final Note

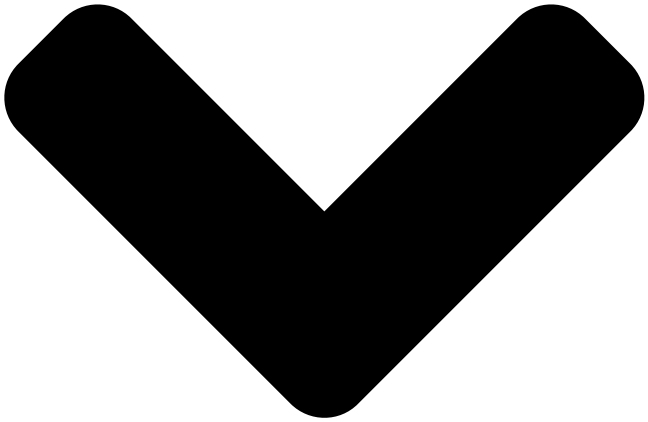
Remember, digital marketing is an ongoing process. Regularly review and adjust your strategies to stay ahead of the competition and continuously engage your audience. With dedication and the right approach, you’ll see your digital marketing efforts pay off.

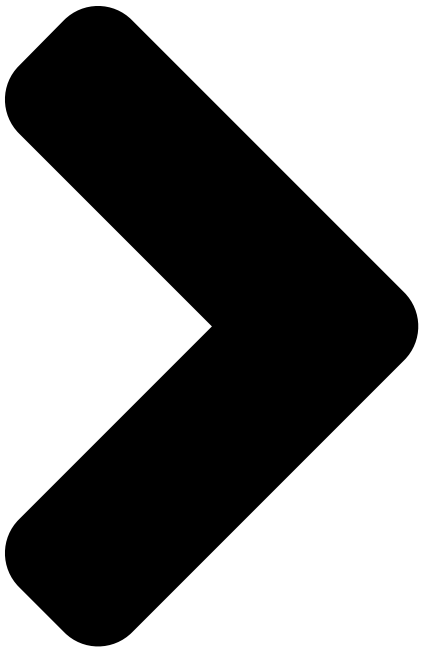
By following these steps, your company can effectively launch and grow its digital marketing presence, driving engagement and conversions in the digital age.

For more personalized advice and support, feel free to contact us at TSI Digital Solution. We’re here to help you succeed.

Frequently Asked Questions (FAQ)

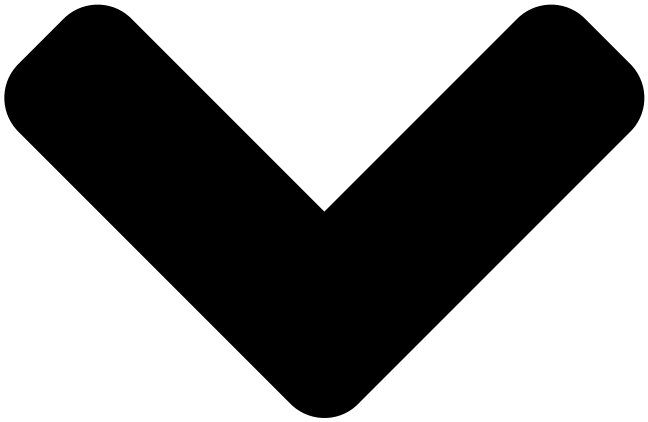
What is the first step to start digital marketing for my business?

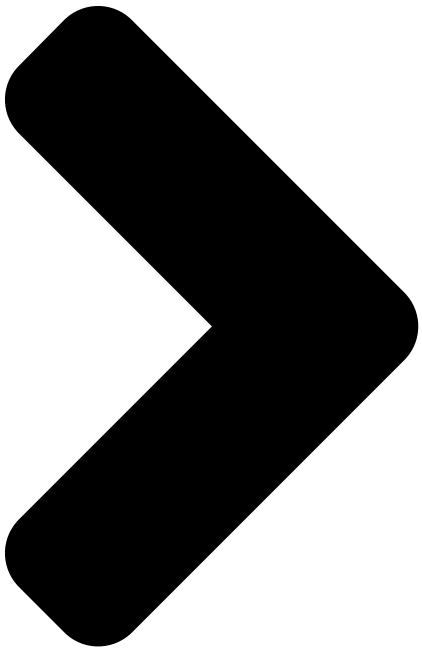




The essential first step is to **define your brand identity**. This involves creating a memorable logo that reflects your values and establishing a consistent brand voice and visual style.

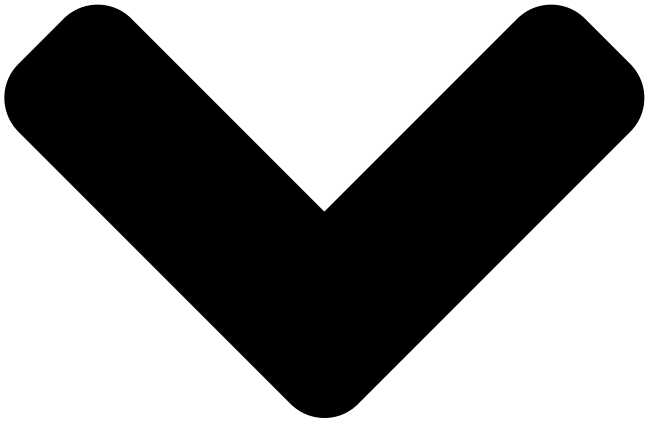
Why is a website so important for digital marketing?

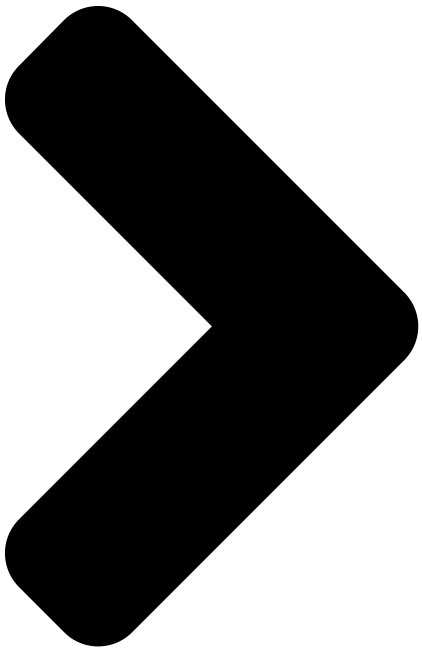




Your website is your **digital storefront** and the cornerstone of your online presence. It must be user-friendly, mobile-responsive, and optimized for SEO to convert visitors into customers.

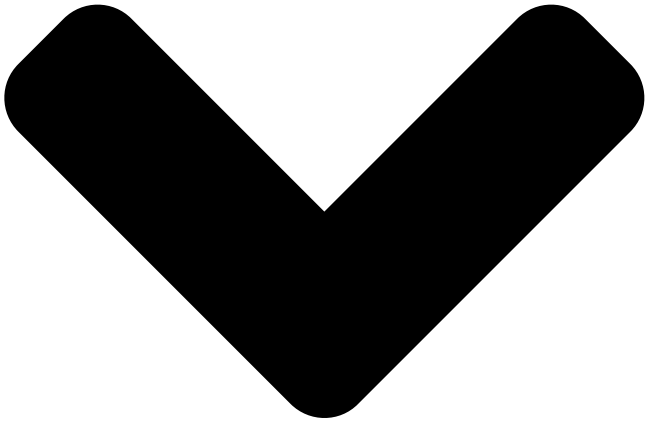
How do I choose the right social media platforms for my business?

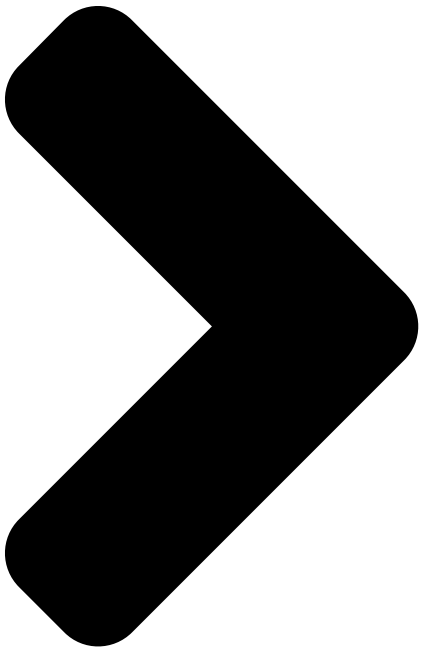




You should **identify where your target audience spends their time**. For instance, LinkedIn is great for B2B, while Instagram and Facebook are often better for B2C businesses.

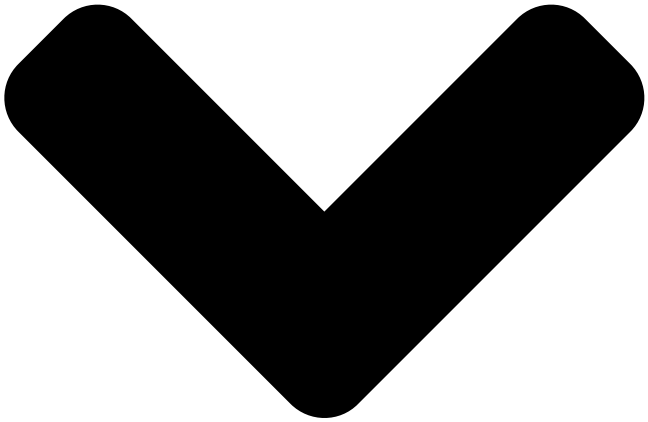
Why do I need to invest in graphic design for digital marketing?

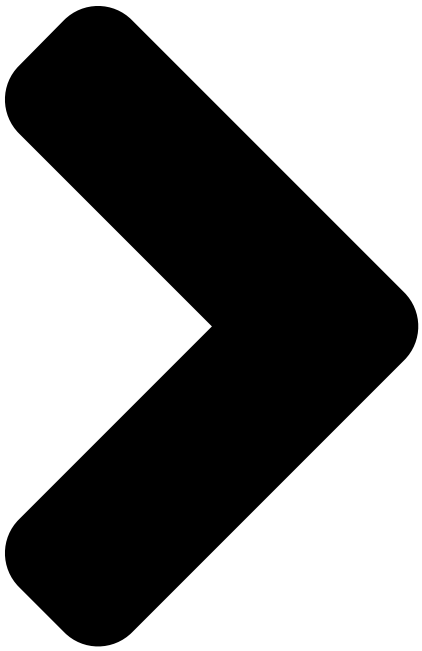




High-quality graphics are essential for creating a professional brand image. They increase visual appeal, ensure brand consistency, and help communicate complex information quickly and effectively.

What type of content should I create for digital marketing?





Focus on creating **valuable and relevant content** like blog posts, videos, infographics, or eBooks. This establishes your brand as an industry authority and helps attract and retain your target audience.

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Reach Out to Us

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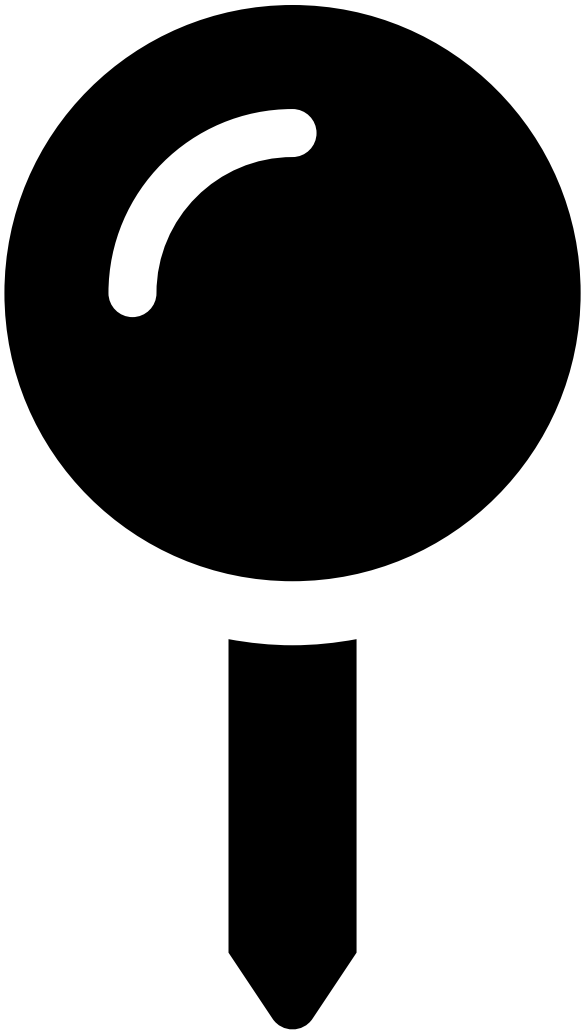

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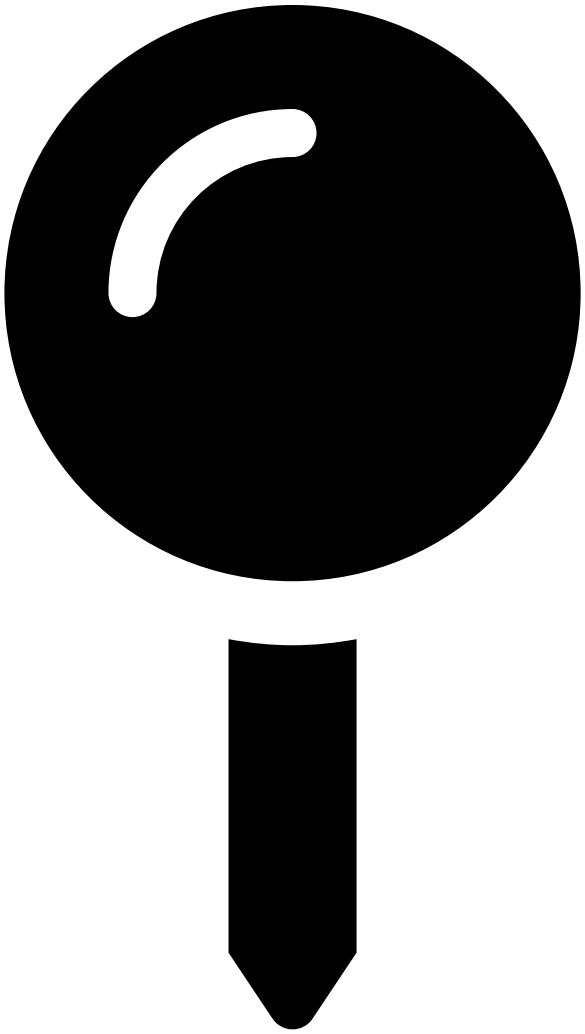

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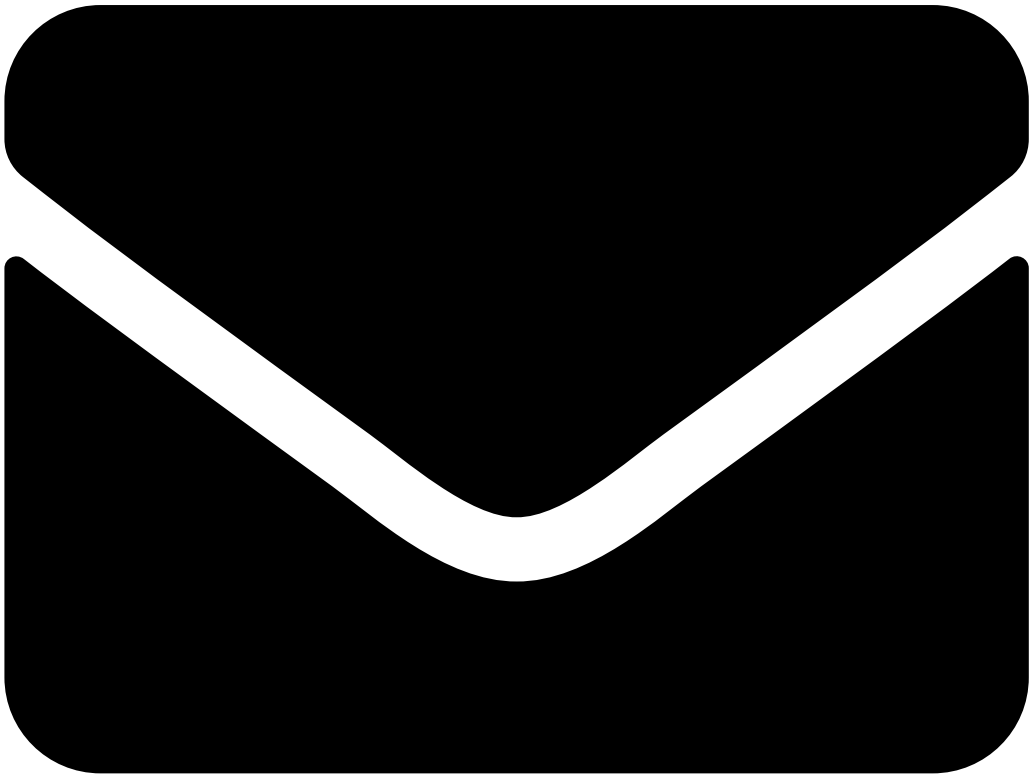

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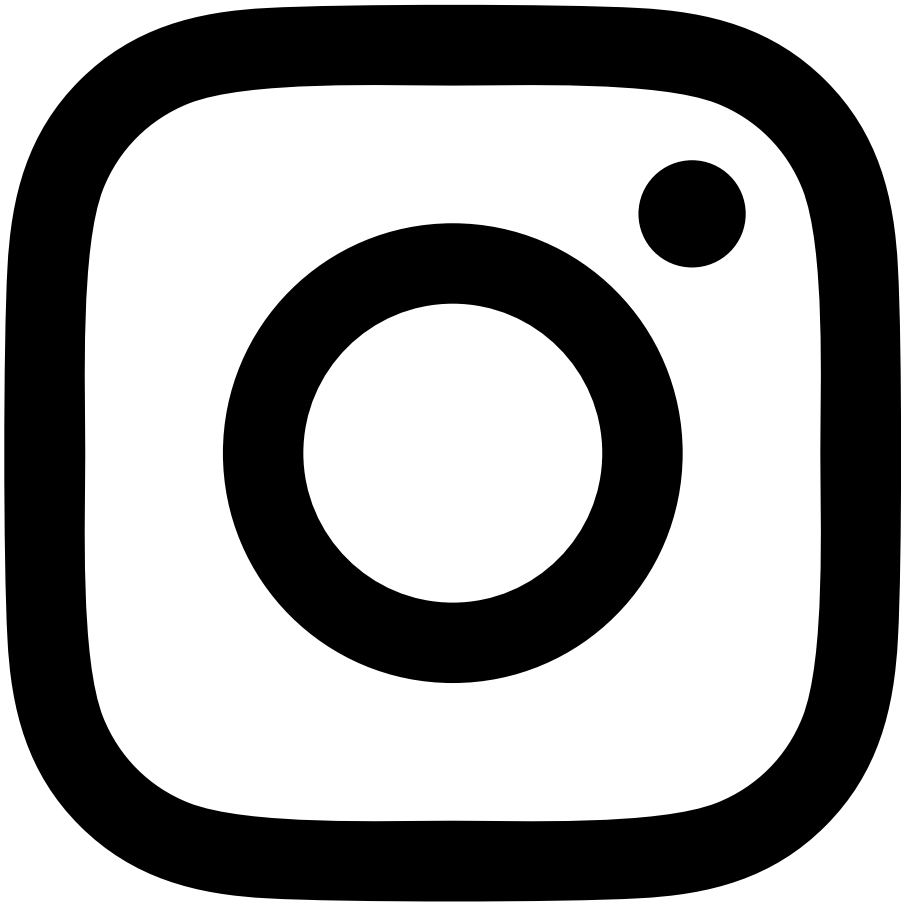

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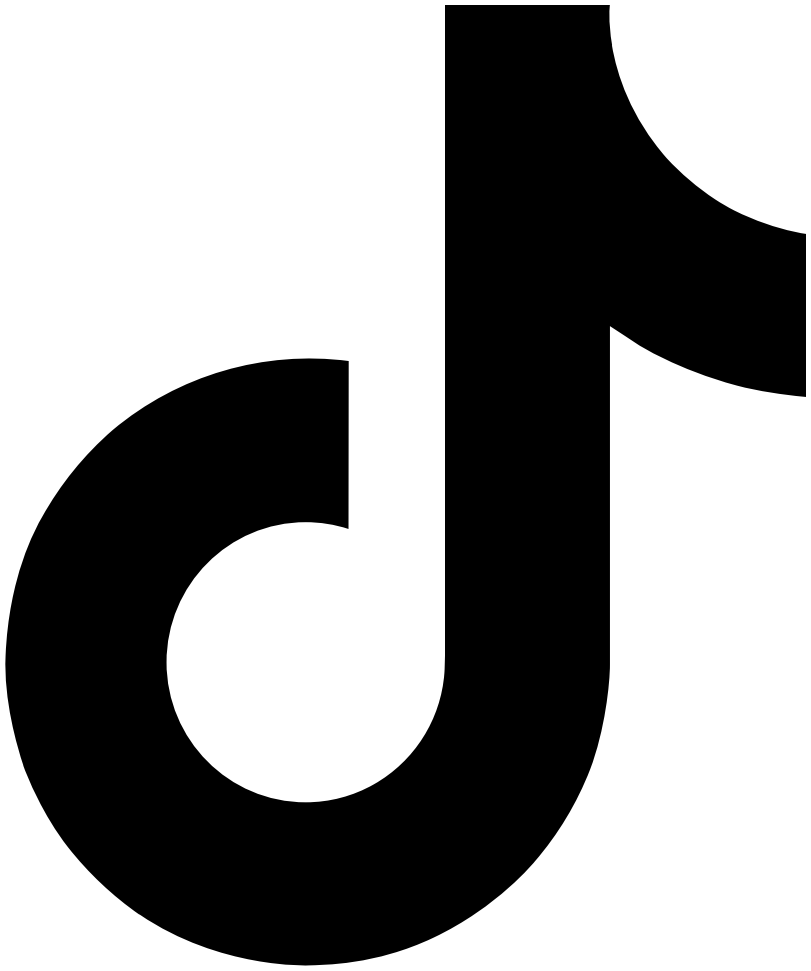

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