

Digital Marketing Fieldbook

From audience questions to a measurable campaign.



30 LESSON LABS
256 WORKBOOK
PAGES

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Fictional editorial pen name • Original learning workbook

ABOUT THIS EDITION

A workbook, not a shortcut.

This original learning workbook is designed for practice. Its 256 pages include short teaching notes, fictional scenarios, structured exercises, comparison tables and space for your own work. It is not 256 pages of continuous textbook prose, a video course or an accredited qualification.

Authorship disclosure. Maya Sterling is a fictional editorial pen name used for this prepared LearnSphere library. No real qualifications, career history, university affiliation or customer results are claimed.

Who it is for. New marketers and small-business owners planning their first coordinated campaign.

How to use your copy. Read it on screen or print selected exercises for your personal learning. Keep the source PDF and your completed version separate. Store owners should review and approve this authored starter material and their own licensing/refund terms before a commercial launch.

Scope and limitations. Examples are fictional and are not promises of outcomes. Software interfaces, platform policies and commercial rules can change. Verify current requirements through official sources before implementation. This workbook is general education, not individual financial, legal or medical advice.

Edition 1 / English / A4 PDF / 30 practice units / 6 themed modules

HOW TO USE IT

Eight pages. One useful result.

- 01** Learn the idea: define the topic and decide why it matters.
- 02** Work the case: separate known facts from assumptions.
- 03** Inspect evidence: record observations before drawing conclusions.
- 04** Make a first draft: produce something concrete, not just notes.
- 05** Stress-test it: change the conditions and adapt the draft.
- 06** Compare options: make the trade-offs visible.
- 07** Check quality: use a rubric and record revisions.
- 08** Transfer the skill: choose a next action in your own context.

Work on one unit at a time. A module may take several sessions. There is no required completion speed. Use a separate document when your response needs more space.

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UNIT 01 / AUDIENCE FIRST

Audience brief

01 / Learn the idea

Your task: Create a small, clearly labelled working version of **audience brief** for the practice project. It should help one person make or carry out a decision, rather than simply fill a page.

Underlying principle. A useful audience description identifies a task, obstacle and decision context rather than relying only on age or interests.

Start by identifying the reader or user of the output. Write the question it should answer. List the inputs you have, mark the inputs you are assuming and choose the simplest useful form for the result.

Then prepare a first version with enough detail for another person to inspect. Put uncertain information in a separate note. Ask what would have to be true for your result to be useful, and identify the most important fact to verify next.

Quality lens: Separate a business outcome from an activity such as posting.

Common trap. Do not confuse a polished format with a sound decision. A completed table can still contain unsupported assumptions. A short result with clear reasoning is more useful than a long result that avoids the question.

The question my audience brief should answer

One practical output I will create

UNIT 01 / AUDIENCE FIRST

Work the case

02 / A guided example, not a universal answer

A fictional evening-learning studio wants twelve qualified enquiries for a new workshop. It has a two-person team, four weeks and a fixed promotional budget of 600 units. One person writes; the other handles enquiries.

Worked approach to audience brief. First, restate the decision in one sentence: “We need a version of audience brief that helps the project team choose the next step.” Use only the stated project facts as known information. Treat unstated costs, reactions and timings as assumptions.

Next, draft a minimal option using existing resources. Compare it with a second option that adds a review or preparation step. The minimal option may be faster, while the second may reveal errors earlier. Choose according to the consequence of a mistake, not the appearance of the document.

A reasonable first recommendation is to prepare a small draft, test it against the most important constraint and revise it before widening its use. This is a provisional process recommendation. It does not establish what a real audience will think or what a live system will do.

What we know	What we still need
The stated goal and project context	Evidence that the chosen approach fits the user
The listed resources and constraints	A realistic estimate for any added step
The specific topic being practised	A review of the draft in its intended setting

My alternative recommendation, and why

UNIT 01 / AUDIENCE FIRST

Inspect before you conclude

03 / Evidence lab

List observations relevant to audience brief. For each item, note where it came from and what it can reasonably support. An opinion, an assumption and an observation should not receive the same label.

Observation or input	Source / date	Supported conclusion

The most important missing input

Review question: Would another person be able to trace the conclusion back to the evidence in this table?

UNIT 01 / AUDIENCE FIRST

Make a first draft

04 / Deliverable canvas

Build your first version of audience brief. Choose a format that fits the task: a short message, a map, a table, an annotated sketch or a sequence of steps. Use plain labels and identify the intended user.

Purpose and intended user**First draft / sketch / sequence****Assumptions, dependencies and the next check**

UNIT 01 / AUDIENCE FIRST

Review what you made

07 / Quality check and revision log

Score each criterion from 1 to 3: 1 = needs work, 2 = usable with revisions, 3 = clear and supported. The score is a practice aid, not proof of professional competence.

Review criterion	Score	Specific change
The purpose is understandable		
Inputs and assumptions are labelled		
The output fits the project constraints		
A reader can follow the reasoning		
The next action is specific		

Focused review: A useful audience description identifies a task, obstacle and decision context rather than relying only on age or interests.

Revision with the highest practical value