



Worksheet 122 - The secrets of digital marketing with Dave Scott

[Dave Scott](#) is an expert digital marketer who has focused his career on helping businesses to sell online.

He arrived in the digital space after spending the first part of his career in sales and marketing with some major US retailers.

After a friend started a digital marketing agency he joined as a partner and began to refocus his expertise in the online space.

In 2017 he struck out on his own and founded [Scott Marketing](#).

He brings a wealth of experience to any company trying to grow it's online brand.

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The 5 P's of digital marketing

The biggest complaint he hears is that digital marketing is incredible nebulous and confused.

Navigating the morass of social ads, websites and content generation isn't easy.

He preaches the model of the five P's.

Plan, Persona, Publish, Promote and Purpose.

Those five P's should encompass every marketing strategy no matter how big or small.

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What are your five P's?

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Know your ideal buyer

The ideal buyer is a fictional representation of your perfect customer.

The first step is figuring out who is **not** your ideal customer.

Ask questions like what is the title of the person you're trying to sell too? Are they a man or a woman? Where are they located? Are they risky or risk averse?

Those kinds of questions will lead you to constructing the **perfect customer**.

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Who is your ideal customer?

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Learn more by ordering the book

Whether you want to have a large company or a small lifestyle business, you must pay attention to the legal aspects right from the start.

The Business Legal Lifecycle is a handbook for you to use in your business on a regular basis.

The key areas that Jeremy Streten covers in the Business Legal Lifecycle are:

How to successfully set up your business

Why and when you need to pay attention to the legal aspects of your business

Who you should consult with along your business journey



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