

Forum: [Hack Forums](#)

Thread: [Full online business setup](#)

Clue - January 7, 2021, 4:07 pm

Hey people, hope you're all having a good day!

I am a digital marketer for a SME business and have been furloughed due to the recent pandemic I'm sure everyone knows about.

I'm trying to look for work and was thinking I can offer a service for anyone that's looking to start an online business and set them up with Full Social Media Accounts Setup,
Custom Website If Needed,
SEO,
Digital Marketing Strategy,
Keyword research,
Advertising Setup If Needed (Not my strong point but can work with FB ads)

Would anyone be interested in this service and how much do you think I should charge (roughly)

I have done this already for 2 of my close friends so not sure how much to ask for.

What do you think? :)

HERMES - January 7, 2021, 8:55 pm

Well. You being a jack of all trades in this field is a blessing and a curse.

Personally. If you did each one of these jobs individually your profits would be sky rocketed. Yet whenever you bundle all of those up and don't have a whole team behind you to make the process be worth your bundle rates..

That's where I see it not being worth it.

However with that being said - each one of those can bring you in a ton of money. You packaging them together however may end up being you lowballing your worth IMO.

ItzClydeFrog - January 7, 2021, 9:09 pm

Hey OP, shoot me a PM with what niches (if any) do you have experience working in for digital advertising? Looks like you might have experience with FB ads (Ex: Real estate, e-commerce, fashion, jewelry, apparel, etc) so let me know. Definitely agree you should look to specialize in something.

Heck of a lot easier on your self as far as management, you get to charge more as an 'expert' and you get to do work with decent overlap.

Clue - January 8, 2021, 6:49 am

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That's a very fair point, see I thought doing it as a one stop shop would be convenient for some people as it means they don't need to go around to loads of different people to get the same result, however my main area of expertise is definitely social media, curating content, creating a marketing plan and doing research on how competitors use social media to their advantage and how we can mirror it.

ItzClydeFrog - January 8, 2021, 9:41 am

(Jan 8, 2021 07:49 AM)qlued Wrote: [\[CITE\]](#) That's a very fair point, see I thought doing it as a one stop shop would be convenient for some people as it means they don't need to go around to loads of different people to get the same result, however, my main area of expertise is definitely social media, curating content, creating a marketing plan and doing research on how competitors use social media to their advantage and how we can mirror it.

I understand the logic but in the application, it's actually backward. You tend to attract the types of clients who are penny pushers which means you'll have a worse time if you don't thoroughly vet your clients which at the beginning you really can't do since you need the money. In digital marketing, we have what are called 'vanity metrics' such as page likes, shares, comments, etc which don't directly drive business value and are often found in the organic social media world. If you're on social, get away from organic social and move into paid social where you can prove the success and grow businesses.

Compare the vanity metrics above with metrics such as page view, scroll depth, time on site, form submissions, click-through rate, and you quickly distance yourself from how one is a lot closer to the money you'd actually be driving the business. Secondly, all in one stop is a harder sell for clients who know what they're looking for. The best advice I ever got was to raise my rates and as a result, I no longer find myself dealing with horrible clients who push back on every proposal and try and haggle their way to free work that is clearly out of scope.

Clue - January 8, 2021, 10:03 am

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ItzClydeFrog - January 9, 2021, 6:31 pm

(Jan 8, 2021 11:03 AM)glued Wrote: [\[CITE\]](#) I totally understand you, I've seen a lot of digital marketers complain about how some customers believe you can reach top page on google in 1 day, or you get 10k followers on Instagram in a week. I guess what I can offer is social media management as I can curate good content for the niche, engage with the audience and find new audiences through paid ads and other sources. Do you think including social media strategy's and competitor SWOTs would be an idea?

Definitely a valuable skill but I'd ask what would be the ceiling for your growth? You're not a graphic designer or videographer and there are tons of apps one can schedule posts on at the optimal time of day. I'd say to look for something upstream, more specialized and that requires more skills. The Digital Marketing world is filled with SO MUCH BS, but I have no incentive to lie and I'm not selling anything.

If you're looking to be more focused on 'high-level strategy and execution' look into conversion rate optimization and see if that's in line with your interests/passions. Super fun to find holes in a client's business that saves them \$\$\$ and makes you look good. I'd stay away from social media unless you're looking at the paid aspect of it. If someone brings up 'viral content' in a marketing board room as a strategy for growth, they're either an idiot or a fortune teller b/c its not reliable. Now it doesn't hurt a business to have a social media presence but the value is kind of hit or miss depending on the business.