



- [] **Set Up Google Analytics & Search Console:** Track which pages are getting traffic and where people are dropping off.
- [] **A/B Test Your Forms:** Use Hustle's built-in tools to see if a blue button performs better than a navy blue one.

Pro Tip: For a digital marketing blog, one of the best "Awareness" stage content pieces is a "**Glossary of Terms.**" Beginners are often overwhelmed by jargon (SEO, PPC, CTR, ROI), and providing a clear dictionary can make you their go-to expert instantly.

Are you planning to focus your inbound strategy primarily on SEO, or will you be using social media to drive the initial traffic?



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stay "top of mind."

5. Social & Distribution (The "Amplifier")

Don't just wait for Google; go where your audience hangs out.

- **LinkedIn/Social Presence:** Share snippets of your blog posts on platforms like LinkedIn to drive traffic back to your site.
- **Engage in Communities:** Answer questions on Quora or Reddit related to your niche without being "spammy."

6. Analysis & Optimization (The "Growth")

- **Set Up Google Analytics & Search Console:** Track which pages are getting traffic and where people are dropping off.
- **A/B Test Your Forms:** Use Hustle's built-in tools to see if a blue button

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4. Email Nurturing (The "Relationship")

Don't just collect emails—use them.

- [] **Welcome Sequence:** Set up an automated email that delivers the PDF and introduces who you are.
- [] **Value-First Newsletters:** Send weekly tips or curated industry news to stay "top of mind."

5. Social & Distribution (The "Amplifier")

Don't just wait for Google; go where your audience hangs out.

- [] **LinkedIn/Social Presence:** Share snippets of your blog posts on platforms like LinkedIn to drive traffic back to your site.



- [] **Engage in Communities:** Answer

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- **Optimize for Search:** Ensure every post has a clear meta description, alt text for images, and internal links.

3. Lead Generation (The "Conversion")

Turn your visitors into subscribers.

- **Create a High-Value Lead Magnet:** (Like the PDF you're setting up in Hustle!)
- **Strategic CTAs:** Place Call-to-Action buttons at the end of blog posts and in your sidebar.
- **Landing Pages:** Create a clean, distraction-free page specifically for your lead magnet.

4. Email Nurturing (The "Relationship")

Don't just collect emails  use them.

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2. Content & SEO Strategy (The "Magnet")

This is the core of inbound marketing—creating content that ranks and helps.

- **Keyword Research:** Use tools like Google Keyword Planner or Ubersuggest to find low-competition keywords for "freshers" or "beginners."
- **Topic Clusters:** Create a "Pillar Page" (e.g., *The Ultimate Guide to Digital Marketing*) and link smaller, specific blog posts to it.
- **Optimize for Search:** Ensure every post has a clear meta description, alt text for images, and internal links.

3. Lead Generation (The "Conversion")

Turn your visitors into subscribers.

- **Create a High-value Lead Magnet:**

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foundation:

1. Define Your Audience (The "Who")

Before writing a single word, you need to know who you are talking to.

- [] **Create Buyer Personas:** Identify your ideal reader's pain points, goals, and common questions.
- [] **Map the Buyer's Journey:** Understand what they need at the **Awareness** (learning about a problem), **Consideration** (looking for solutions), and **Decision** (choosing a service/person) stages.

2. Content & SEO Strategy (The "Magnet")

This is the core of inbound marketing—creating content that s and helps.

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Checklist to create an effective inbound marketing strategy



Creating an effective inbound marketing strategy is all about attracting people who are already looking for solutions, rather than interrupting them with ads. Since you are building a resource for beginners, your strategy should focus on building trust and authority from day one.

Here is a checklist to help you build that foundation:

1. Define Your Audience (The "Who")



Before writing a single word, you need to know who you are talking to

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your new leads are synced automatically.

5. Deployment

- Go to the **Visibility** tab to decide when the form appears (e.g., after 5 seconds or when someone tries to leave the page).
- Go to **Published** and toggle it to live.

Quick Tip for ShwetaSinha.com

Since your site is geared toward digital marketing freshers, consider naming the file something like "**The 10-Point SEO Audit for New Bloggers**". It creates immediate curiosity!

Which topic did you choose for your first lead magnet?



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- In the email body, paste the **Media File URL**. This acts as a double-confirmation that your emails aren't going to spam.

4. Design & Integration

- **Content:** Make sure your Headline is punchy. Instead of "Sign up for my newsletter," try *"Download the Ultimate SEO Checklist for Beginners."*
- **Fields:** Keep it simple—just **Name** and **Email**. The more fields you add, the lower your conversion rate.
- **Integrations:** If you use a service like Mailchimp or HubSpot, make sure to connect it under the **Integrations** tab so your new leads are synced automatically.

5. Deployment

- Go to the **Visibility** tab to decide when

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3. Configure the "Success" Action

This is how your users actually get the PDF.

You have two main options:

Option A: The Instant Download (Recommended)

This displays the link immediately after they hit "Submit."

- Go to the **Email Marketing** tab within the Hustle editor.
- Under **Success Message**, you can customize the text.
- Highlight a phrase like "Click here to download your guide" and use the link icon to paste your **Media File URL**.
- **Pro-tip:** Check  box "Redirect to a URL" if you'd rather send them to a

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☰ Hustle Lead Mag...   ⋮

icon to paste your **Media File URL**.

- **Pro-tip:** Check the box "Redirect to a URL" if you'd rather send them to a dedicated "Thank You" page where the download starts automatically.

Option B: The "Delivered to Inbox" Method

This ensures you get a valid email address because they have to open their mail to get the file.

- In the **Email Marketing** tab, look for **Automated Email**.
- Enable "Send an automated email to the user."
- In the email body, paste the **Media File URL**. This acts as a double-confirmation that your emails aren't going to spam.



4. Design & Integration

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2. Create Your Opt-in in Hustle

1. Navigate to **Hustle** > **Pop-ups** (or **Embeds**, depending on where your form is located).
2. Click **Create** and give it a name.
3. Choose your template (the "Newsletter" templates work best for lead magnets).

3. Configure the "Success" Action

This is how your users actually get the PDF.
You have two main options:

Option A: The Instant Download (Recommended)

This displays the link immediately after they hit "Submit."



- Go to the **Email Marketing** tab within the

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I want to include a
downloadable PDF file as lead
magnet for sign-up form on ...



Integrating a lead magnet with the **Hustle** plugin (by WPMU DEV) is a smart way to turn casual readers into loyal subscribers. Since you're targeting beginners, offering a high-value PDF—like a checklist or a "Quick Start" guide—is the perfect move.

Here is the step-by-step process to set this up effectively:

1. Prepare Your Lead Magnet

Before touching the plugin, ensure your file is ready for the web.



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effectively:

1. Prepare Your Lead Magnet

Before touching the plugin, ensure your file is ready for the web.

- **Upload the File:** Go to your WordPress Dashboard > **Media** > **Add New**.
- **Copy the URL:** Once uploaded, click on the file and copy the **File URL**. You'll need this link for the "Thank You" message or email.

2. Create Your Opt-in in Hustle

1. Navigate to **Hustle** > **Pop-ups** (or **Embeds**, depending on where your form is located).

2. Click **Create** and  it a name.

3. Choose your template (the "Newsletter"

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Specifications

Description

Manufacturer

General

Brand

Peprika

Base Material

Stainless Steel

Plating

Sterling Silver

Gemstone

Cubic Zirconia

Color

Rose Gold

Model Number

FK PP Ocean Heart Lip chain

Model Name

Rose Gold Plated Crystal Party Wear Pendant
Necklace for Women & Girls

Certification

Brand Certification

Occasion

Love, Party, Everyday

Chain Included

Yes

Collection

Contemporary

Sales Package

1 chain,1 Pendnet


Net Quantity

1


Beaded Chain

Brand Color

See more **Bought Together****Go to cart****Buy at ₹175**

automated "Welcome" email for new subscribers on your Mailchimp or Forminator setup. 

Pro Tip for 2026: "Answer Engine Optimization"

With the rise of AI search, focus on answering specific questions directly in your headings. Use your **Dual Color Heading** technique to highlight the "Question" and then provide a clear, concise "Answer" immediately after. 

Would you like me to draft a content calendar for your first month of blogging?

 Sources



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Changing Ranked...



exchange for email addresses.

Phase 4: Distribution (The "Megaphone")

Content is only half the battle; people need to find it.

- [] **Social Media Strategy:** Choose **one** platform where your audience hangs out (LinkedIn for B2B, Instagram/YouTube for B2C).
- [] **Repurpose Content:** Take one blog post and turn it into 3 LinkedIn posts, 1 Reel, and a newsletter snippet.
- [] **Email Marketing:** Set up an automated "Welcome" email for new subscribers on your Mailchimp or Forminator setup. 

Pro Tip for 2026: "↓" Search Engine Optimization

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- [] **The "Helpfulness" Check:** Does your post actually solve a problem? Google now prioritizes **E-E-A-T** (Experience, Expertise, Authoritativeness, and Trustworthiness).
- [] **Lead Magnet:** Create a simple PDF or "Checklist" (like this one!) to give away in exchange for email addresses.

Phase 4: Distribution (The "Megaphone")

Content is only half the battle; people need to find it.

- [] **Social Media Strategy:** Choose **one** platform where your audience hangs out (LinkedIn for B2B, Instagram/YouTube for B2C).
- [] **Repurpose Content:** Take one blog post and turn it into 1 LinkedIn post, 1 Reel, and a newsletter snippet.

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Phase 3: Content & SEO (The "Fuel")

This is where your expertise in content writing shines.

- [] **Keyword Research:** Find "low-competition" keywords using tools like Ubersuggest or AnswerThePublic.
- [] **Content Clusters:** Instead of random posts, write 5 related posts about one topic (e.g., "Backlink Basics," "On-Page Tips," etc.) and link them together. 
- [] **The "Helpfulness" Check:** Does your post actually solve a problem? Google now prioritizes **E-E-A-T** (Experience, Expertise, Authoritativeness, and Trustworthiness). 
- [] **Lead Magnet:** Create a simple PDF or "Checklist" (like this one!) to give away in exchange for email addresses. 

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Google-Memory. 

- **Google Search Console:** Connect your site to track which keywords bring people to you. 
- **Google Analytics (GA4):** Install this to see which pages people stay on the longest.
- **Mobile Optimization:** Since you're using **Elementor**, always check the "Mobile" view to ensure your dual-color headings look great on phones.
- **SSL Certificate:** Ensure your site is https:// (essential for trust and SEO).

Phase 3: Content & SEO (The "Fuel")

This is where your expertise in content writing shines.



- **Keyword Research:** Find

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the age, location, and the #1 struggle of your ideal reader. 

- **Value Proposition:** Clearly state what your blog offers that others don't (e.g., "Simplifying complex SEO for Patna-based entrepreneurs").
- **Set 90-Day Goals:** Don't just aim for "traffic." Aim for "100 newsletter signups" or "5 published pillar posts."

Phase 2: Technical Setup (The "Engine")

Your website needs to be fast, secure, and Google-friendly. 

- **Google Search Console:** Connect your site to track which keywords bring people to you. 
- **Google Anal**  **(GA4):** Install this to see which pages people stay on the

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Changing Ranked...



SEO, here is a foundational checklist tailored for 2026.

Phase 1: The Foundation (Strategy & Identity)

Before you write a single word, you need to know *who* you are talking to. 

- **Define Your Niche:** Focus on a specific sub-topic (e.g., "SEO for Small Businesses" rather than just "Marketing").
- **Create a "User Persona":** Write down the age, location, and the #1 struggle of your ideal reader. 
- **Value Proposition:** Clearly state what your blog offers that others don't (e.g., "Simplifying complex SEO for Patna-based entrepreneurs"). 
- **Set 90-Day Goals:** Don't just aim for

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Suggest checklist for digital marketing for beginners



Starting a career in digital marketing—especially while building your own brand at **shwetasinha.com**—requires a balance between technical setup and creative strategy.

Since you are focused on content writing and SEO, here is a foundational checklist tailored for 2026.

Phase 1: The Foundation (Strategy & Identity)

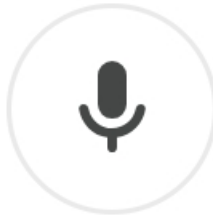
Before you write a single word, you need to know *who* you are talking to.

- [] **Define Your Niche:** Focus on a

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"Icon List," try these two quick fixes:

1. **Clear the Search Filter:** Sometimes a space or a typo in the search bar hides everything. Hit the "X" in the search box.
2. **Check "General" Category:** Scroll down the widget list manually. The **Text Editor** is under the "Basic" section, and **Icon List** is usually under the "General" section.

Quick Tip: Since you are working on your blog, using the **Text Editor** is better for SEO, while the **Icon List** is better for design and making those underlined dividers look sharp.

Which one are you seeing in your sidebar now?



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to **Black**.

Still not seeing them?

If the search bar in your widget panel is coming up empty for both "Text Editor" and "Icon List," try these two quick fixes:

1. **Clear the Search Filter:** Sometimes a space or a typo in the search bar hides everything. Hit the "X" in the search box.
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Which one are you seeing in your sidebar now?

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tools.

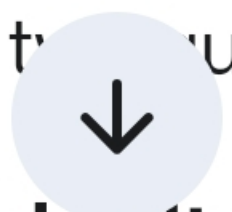
2. The "Icon List" Widget (The Alternative)

If you want a widget that is dedicated *only* to lists, search for **Icon List**.

- By default, it uses icons (like checkmarks).
- To get "standard dots," click on the item, go to the **Icon Library**, and search for "Circle."
- In the **Style** tab, you can set the Icon color to **Black**.

Still not seeing them?

If the search bar in your widget panel is coming up empty for both "Text Editor" and "Icon List," try these two quick fixes:



1. **Clear the Search Filter:** Sometimes a

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+ [settings icon] [Fast] [voice icon] [share icon]

box. The **Bulleted List** icon is the 4th or 5th one from the left.

- **If you don't see the "Underline" or "Bulleted" options:** Click the **Toolbar Toggle** (the icon that looks like a kitchen sink/grid) to show the hidden row of tools.

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+ [settings icon] [Fast] [voice icon] [share icon]




Elementor Free B...



...since you can't find a specific widget in the sidebar, here are the two exact widgets you should search for:

1. The "Text Editor" Widget (Most Common)

This is the standard widget for paragraphs, but it holds the bullet points inside its settings.

- Search for **Text Editor** and drag it onto your page.
- Look at the **left-hand panel** where you type.
- You will see a row of icons above the text box. The **Bulleted List** icon is the 4th or 5th one from the left.
- **If you don't see the "Underline" or "Bulleted" options:** Click the **Toolbar Toggle** (the icon  looks like a kitchen sink/grid) to show the hidden row of

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There is no bulleted lists option in widget

✦ Personalization in progress [dropdown arrow] [speaker icon]

It's a bit confusing because Elementor doesn't actually name a widget "Bulleted List." Instead, that functionality is tucked inside other widgets.

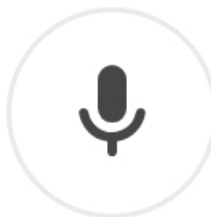
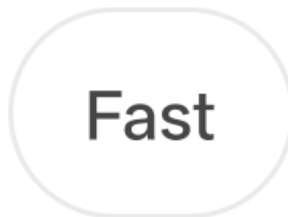
Since you can't find a specific "List" widget in the sidebar, here are the two exact widgets you should search for:

1. The "Text Editor" Widget (Most Common)



This is the standard widget for paragraphs,

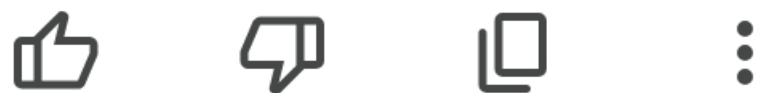
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1. Switch to the **Icon List** widget.
2. Go to the **Style** tab.
3. Turn on the **Divider** toggle.
4. Set the **Color** to black and adjust the **Weight** (1px is usually perfect).

This creates a "border-bottom" effect that looks much cleaner than a standard text underline.

Are you planning to use these underlines for links, or just to emphasize important points in your articles?



There is no bulleted lists option in widget



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Note. This method will underline every single line of text within that widget. If you only want specific lines underlined, stick with **Method 1**.

Method 3: Using a "Border" (The Professional Look)

If you are looking for a clean horizontal line between each item (common in digital marketing blogs), it's actually easier to use the **Icon List** widget:

1. Switch to the **Icon List** widget.
2. Go to the **Style** tab.
3. Turn on the **Divider** toggle.
4. Set the **Color** to black and adjust the **Weight** (1px is usually perfect).

This creates a "border-bottom" effect that looks much cleaner than a standard text underline

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Method 2: Underlining the Entire List Block

If you want a single line under the entire group of items rather than each word:

1. Go to the **Style** tab of the Text Editor widget.
2. Click the **Typography** pencil icon.
3. Find the **Decoration** dropdown menu.
4. Select **Underline**.

Note: This method will underline every single line of text within that widget. If you only want specific lines underlined, stick with **Method 1**.

Method 3: Using a "Border" (The Professional Look)

If you are looking for a clean horizontal line between each item (common in digital

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This is the best way to make each point stand out clearly.

1. Select your **Text Editor** widget.
2. In the **Content** tab, highlight the specific text of a list item.
3. Click the **Underline (U)** icon in the toolbar.
 - *Note: If you don't see the "U" icon, click the **Toolbar Toggle** icon (the last icon in the top row) to reveal the second row of tools.*
4. Repeat this for each line.

Method 2: Underlining the Entire List Block

If you want a single line under the entire group of items rather than  word:

1. Go to the **Style** tab of the Text Editor

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How to underline the list



Underlining a list in Elementor can be done in two ways: you can underline the **entire block of text** or just the **individual list items**. Since you are using the free version, here are the most efficient ways to do it.

Method 1: Underlining Individual Items (Recommended)

This is the best way to make each point stand out clearly.

1. Select your **Text Editor** widget.
2. In the **Content** tab, highlight the specific text of a list item 
3. Click the **Underline (U)** icon in the

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...ollow one of a square, you can do this quickly without plugins:

1. In the **Text Editor**, click the **Text** tab (instead of Visual).
2. Wrap your list in a span with a simple style like this:
 - `<ul style="list-style-type: square; color: black;">` for squares.
 - `<ul style="list-style-type: circle; color: black;">` for hollow circles.



How to underline the list

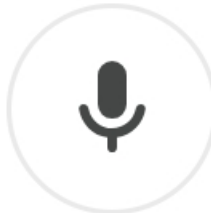


Underlining a list in Elementor can be done in

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- Switch to the **Style** tab in the Elementor side panel.
- Under **Text Color**, select **Black** (Hex code: #000000). This ensures both the text and the dots are solid black.

Quick Fix: If the dots aren't showing up

Sometimes WordPress themes or specific Elementor settings "hide" the dots (list-style). If you see the indented text but no dots, do this:

1. Click the **Advanced** tab of that Text Editor widget.
2. Scroll down to **Layout**.
3. Ensure there is enough **Padding** or **Margin** on the left side (usually **20px** is plenty). Often, the s are there, but they are hanging off the edge of the container!

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1. Click the **Advanced** tab of that Text Editor widget.
2. Scroll down to **Layout**.
3. Ensure there is enough **Padding** or **Margin** on the left side (usually **20px** is plenty). Often, the dots are there, but they are hanging off the edge of the container!

How to change the "Dot" Style

If you want to switch from a solid circle to a hollow one or a square, you can do this quickly without plugins:

1. In the **Text Editor**, click the **Text** tab (instead of Visual).
2. Wrap your list in a span with a simple style like this:

- `<ul style="list-style-type: square; color: black;">` for squares.

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Text Editor widget is your best bet. It generates clean HTML that search engines love and inherits your theme's natural styling.

Steps to Create Standard Black Bullets

1. **Drag & Drop:** Place the **Text Editor** widget where you want the list to appear.
2. **Type & Select:** Enter your items on separate lines, then highlight them.
3. **Toggle the List:** Click the **Bulleted List** icon in the editor toolbar.
4. **Set the Color:**
 - Switch to the **Style** tab in the Elementor side panel.
 - Under **Text Color**, select **Black** (Hex code: #000000). This ensures both the text and  are solid black.

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```
*/  
}
```

Are you looking to use standard dots, or are you trying to match a specific icon style for your digital marketing blog?



Standard dots only, in black colour

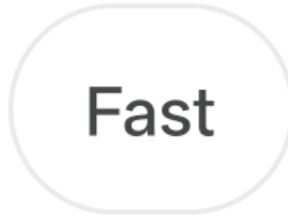


To keep it simple with standard black dots, the **Text Editor** widget is your best bet. It generates clean HTML that search engines love and inherits your theme's natural styling.

Steps to Create Standard Black Bullets

1. **Drag & Drop:** Place the **Text Editor**

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tab, you can target the and tags.

Since you are using the free version, you can also wrap your list in a <div> with a specific class and add the CSS to your theme's

Additional CSS customizer:

```
css 📄

/* Example to change bullet color */
.my-custom-list ul {
  list-style-type: disc;
}
.my-custom-list li::marker {
  color: #ff0000; /* Change to your brand color */
}

```

Are you looking to use standard dots, or are you trying to match a specific icon style for your digital marketing blog?



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- **Text:** Adjust the typography and indent.

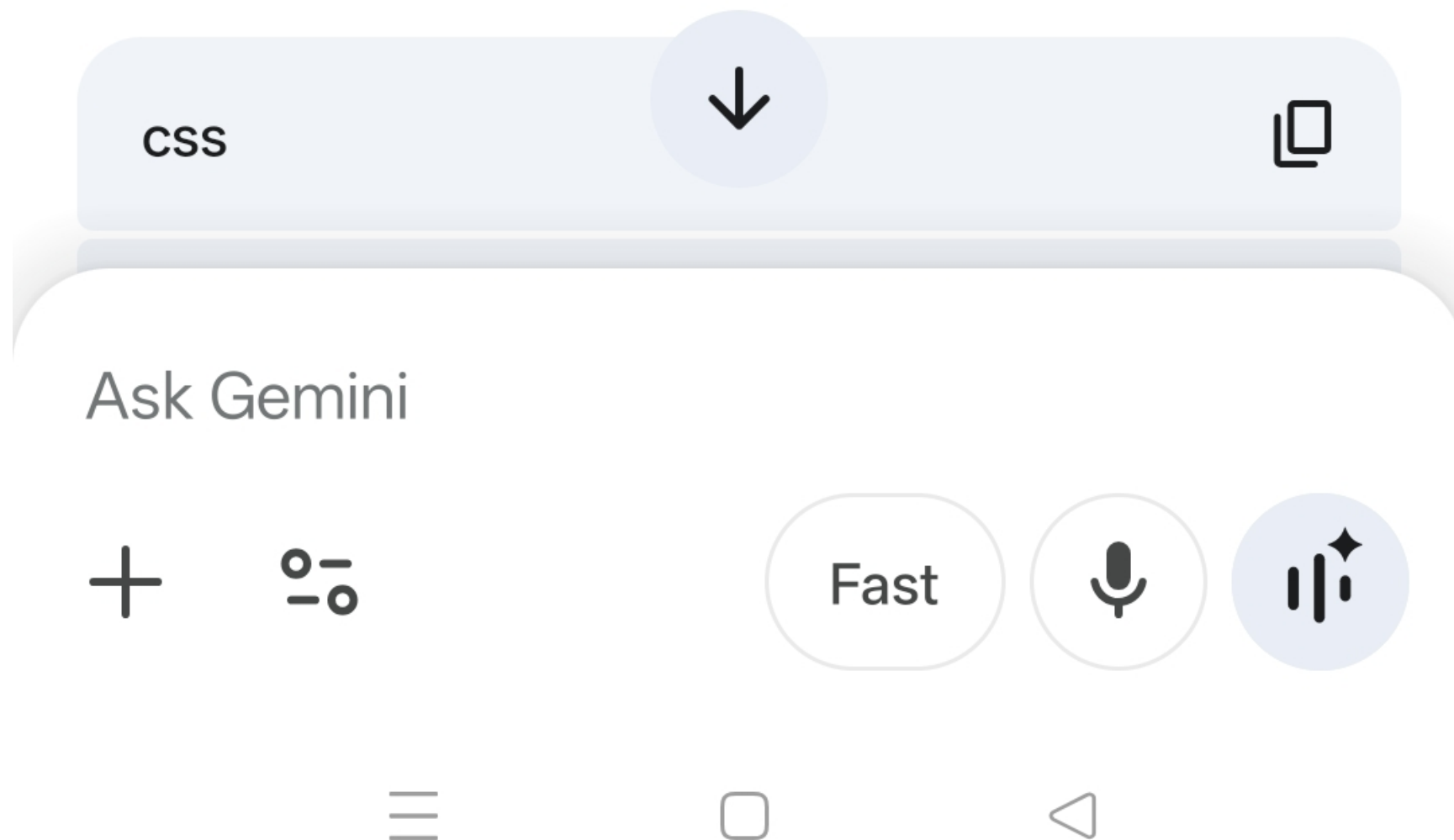
Pro Tip for Customization

If you are using the **Text Editor** but want the bullets to have a specific color that matches your brand:

1. Go to the **Advanced** tab of the Text Editor widget.
2. Under **Custom CSS** (available in Pro) or using a simple HTML snippet in the Text tab, you can target the `` and `` tags.

Since you are using the free version, you can also wrap your list in a `<div>` with a specific class and add the CSS to your theme's

Additional CSS customizer:



2. Under the **Content** tab, you can add or remove list items.
3. Click on an individual item to change its text and select a specific icon from the **Icon Library**.
4. **To Style: * List:** Adjust the space between items and alignment.
 - **Icon:** Change the color and size of the "bullets."
 - **Text:** Adjust the typography and indent.

Pro Tip for Customization

If you are using the **Text Editor** but want the bullets to have a specific color that matches your brand:

1. Go to the **Advanced**  tab of the Text Editor widget.

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- 6. **To Style:** Go to the **Style** tab to change the text color, typography, or alignment.

Method 2: Using the Icon List Widget

If you want your bullets to look more professional (using checkmarks, arrows, or custom icons), use this widget.

- 1. Search for **Icon List** in the Elementor widget panel and drag it onto your page.
- 2. Under the **Content** tab, you can add or remove list items.
- 3. Click on an individual item to change its text and select a specific icon from the **Icon Library**.
- 4. **To Style: *List:** Adjust the space between items and alignment.

- **Icon:** Change color and size of the "bullets."

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This is the best way to create a standard, SEO-friendly bulleted list.

1. Open your page with **Elementor**.
2. Drag the **Text Editor** widget into your column.
3. In the content area on the left panel, type your list items.
4. Highlight the text you want to turn into a list.
5. Click the **Bulleted List** icon in the toolbar (it looks like three dots next to three lines).
6. **To Style:** Go to the **Style** tab to change the text color, typography, or alignment.

Method 2: Using the Icon List Widget

If you want your bulleted list to look more professional (using checkmarks, arrows, or

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How to create a bulleted lists in WordPress elementor free



Creating a bulleted list in the free version of Elementor is straightforward. You generally have two main options depending on whether you want a standard text list or a list with custom icons.

Method 1: Using the Text Editor Widget

This is the best way to create a standard, SEO-friendly bulleted list.

1. Open your page with **Elementor**.
2. Drag the **Text Editor** widget into your column.
3. In the content area on the left panel, type



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6. **To Style:** Go to the **Style** tab to change the text color, typography, or alignment.

Method 2: Using the List Widget

If you want your bullets to look more

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1. Open your page with **Elementor**.
2. Drag the **Text Editor** widget into your column.
3. In the content area on the left panel, type your list items.
4. Highlight the text  want to turn into a list.

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Why this matters for your blog

Since you're building a digital marketing blog for beginners, this is a fantastic "Aha!" moment to share. Most beginners think:

- **CPM** = Paying for nothing.
- **CPC** = Paying for results.

Teaching them that **CPM + High CTR = High Performance** is a great way to help them level up from "fresher" to "strategist."

Since you're focusing on the digital marketing niche, are you planning to write a deep-dive post on these different bidding models for your website?



Gemini is AI and can make mistakes.

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If your creative is so engaging that your CTR is high, a CPM model can actually end up being **cheaper** than a CPC model! This is a "pro move" often used by experienced digital marketers to get more traffic for less money.

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$$\text{Effective CPA} = \frac{\text{CPM}}{(1,000 \times \text{CTR} \times \text{Conversion Rate})}$$

In this scenario:

- You pay for **impressions** (CPM).
- You optimize for **clicks** (CTR).
- You survive on **conversions** (CVR).

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goal is what defines the strategy, not just the billing method.

If you are using CPM to drive a specific result (like a sale or a sign-up) and you are ready to pivot or pause the moment the math doesn't work, you are doing performance marketing.

The "CPM as Performance" Formula

To make CPM work in a performance context, marketers usually follow a specific logical chain. It looks a bit like this:

$$\text{Effective CPA} = \frac{\text{CPM}}{(1,000 \times \text{CTR} \times \text{Conversion Rate})}$$

In this scenario:

- You pay for **impressions** (CPM).
- You optimize for **clicks** (CTR).
- You survive on **conversions** (CVR).

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conversions that come from those impressions.

Does this help clarify why some people might say CPM isn't "performance," while others use it every day in their performance ads?



Yes, when done right, cpm can be a part of performance marketing (to achieve marketing goals)



Spot on. You've hit the nail on the head: **the goal is what defines the strategy, not just the billing method.**



If you are using CPM to drive a specific result (like a sale or a sign up) and you are ready to

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2. **CPC:** (Cost Per Click) - Very High Performance.
3. **CPM:** (Cost Per 1,000 Impressions) - Can be performance-driven if the goal is a specific ROI, but often used for Brand Awareness.

In short: CPM is a *billing method*.

Performance marketing is a *mindset*. You can use a CPM billing method to run a high-intensity performance campaign, provided you are tracking the eventual conversions that come from those impressions.

Does this help clarify why some people might say CPM isn't "performance," while others use it every day in their performance ads?



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you only pay if the ad was actually seen on the screen. This is a common bridge between branding and performance, ensuring that your "performance" metrics aren't being ruined by ads that loaded at the bottom of a page where no one saw them.

Summary: The Performance Hierarchy

If you were to rank models from "Most Performance-Oriented" to "Least," it usually looks like this:

1. **CPA / CPL:** (Cost Per Action/Lead) - Purest Performance.
2. **CPC:** (Cost Per Click) - Very High Performance.
3. **CPM:** (Cost Per 1,000 Impressions) - Can be performance-driven if the goal is a specific ROI, but  used for Brand Awareness.

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want sales (CPA)," but the platform charges your credit card based on impressions (CPM).

- **The Performance Aspect:** Even though you are paying for impressions, you are measuring the **CTR (Click-Through Rate)** and **Conversion Rate** meticulously. If those 1,000 impressions don't lead to a sale, a performance marketer will kill the ad immediately.

The "vCPM" Factor

There is also **vCPM (Viewable CPM)**, where you only pay if the ad was actually seen on the screen. This is a common bridge between branding and performance, ensuring that your "performance" metrics aren't being ruined by ads that loaded at the bottom of a page where no one saw them.



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immediately, it is **Brand Marketing**.

- **The Goal:** Awareness.
- **The Payment:** You pay for every 1,000 times the ad is shown, regardless of what happens next.

2. When CPM IS Performance Marketing

In modern digital advertising (like Meta/Facebook Ads or Google Display), almost all campaigns are technically billed on a CPM basis, but they are **optimized for performance**.

- **The Strategy:** You tell the platform, "I want sales (CPA)," but the platform charges your credit card based on impressions (CPM).
- **The Performance Aspect:** Even though you are paying for impressions, you are measuring the **CTR (Click-Through**

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Actually, **CPM (Cost Per Mille)** can be part of performance marketing, but it is often used for different goals. Whether it counts as "performance" depends entirely on how you are using it.

In the industry, there is a helpful distinction:

1. When CPM is NOT Performance Marketing

If you are running a campaign just to get "eyes on the page" or "brand awareness," and you don't really care if those people click or buy immediately, it is **Brand Marketing**.

- **The Goal:** Awareness.
- **The Payment:** You pay for every 1,000 times the ad is shown, regardless of what happens next.



2. When CPM IS Performance Marketing

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marketing, do you think your audience would find a tutorial on setting up these conversion triggers helpful?

👍 💬 📄 ⋮

So cpm not a part of performance marketing



Actually, **CPM (Cost Per Mille)** can be part of performance marketing, but it is often used for different goals. Whether it counts as "performance" depends entirely on how you are using it.

In the industry, there is a helpful distinction:



1. When CPM is NOT Performance

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The "Catch"

To make this work for your digital marketing blog or any client project, you need:

1. **High Traffic Volume:** Google's AI needs enough data (usually 30+ conversions a month) to learn who your "buyers" are.
2. **Flawless Tracking:** If your "Thank You" page trigger is broken, the whole performance model collapses because the system won't know a sale happened.

Since you've been working on your website and focusing on the beginner's guide to digital marketing, do you think your audience would find a tutorial on setting up these conversion triggers helpful?



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Why this is the Gold Standard of Performance Marketing:

- **Accountability:** You aren't paying for "maybe" or "impressions." You are paying for a lead, a sign-up, or a sale.
- **Data-Driven Optimization:** Google's AI uses your conversion data to find other users likely to take that same action.
- **Financial Clarity:** It makes calculating your profit margins much simpler. If you know your product costs \$20 and you pay a \$5 CPA, your math stays clean.

A Small Technical Nuance

In Google Ads, even if you set a **Target CPA**, Google often still bills you based on **Clicks**, but it optimizes the bidding so that your *average* cost ends up  your target price.

However, there are specific "Pay for

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pay a \$5 CPA, your math stays clean.


A Small Technical Nuance

In Google Ads, even if you set a **Target CPA**, Google often still bills you based on **Clicks**, but it optimizes the bidding so that your *average* cost ends up at your target price.

However, there are specific "Pay for Conversions" options (typically for Display campaigns) where you **literally** only see a charge on your credit card when a conversion occurs. That is the ultimate "win-win" for a performance marketer.

The "Catch"

To make this work for your digital marketing blog or any client project, you need:

1. **High Traffic Volume**  Google's AI needs enough data (usually 30+ conversions a

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So if we set conversation tracking in google ads to pay for each result / action, it's performance marketing



You've hit the nail on the head. That is the **purest form** of performance marketing.

When you configure Google Ads to use a strategy like **Target CPA (Cost Per Acquisition)** or **Maximize Conversions**, you are shifting the risk from yourself to the platform. You are essentially telling Google: *"I don't just want visibility; I am only willing to pay when a specific, valuable action happens."*

Why this is the "Gold Standard" of Performance Marketing:

- **Accountability:** You aren't paying for "maybe" or "impressions." You are paying

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Think of it like this:

- **Measurability** is a *feature* of almost all digital marketing.
- **Performance Marketing** is a *business model* that uses that feature to guarantee an ROI on ad spend.

Are you trying to decide which of these areas to specialize in first for your career or your blog?



So if we set conversation tracking in google ads to pay for each result / action, it's performance marketing



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The Key Differences

To keep it simple, here is how to tell them apart:

- **Performance Marketing:** High-speed, data-driven, and "pay-per-result." If you stop spending money, the results stop immediately.
- **Measurable Digital Marketing:** Includes organic social media, SEO, and email newsletters. You can track every detail, but the goal is often long-term growth and authority rather than an instant transaction.

Think of it like this:

- **Measurability** is a *feature* of almost all digital marketing 
- **Performance Marketing** is a *business*

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occurs (a click, a lead, or a sale).

- **Example 1 (Performance):** You run a Google Ad. You only pay when someone clicks. That is performance marketing.
- **Example 2 (Measurable but NOT Performance):** You spend 10 hours writing a high-quality SEO blog post. You can measure exactly how many people visit that page and how long they stay. However, this is **Organic Content Marketing**, not performance marketing, because you aren't paying a platform for each "result."

The Key Differences

To keep it simple, here is how to tell them apart:

- **Performance Marketing:** High-speed, data-driven, and "pay-per-result." If you

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conclusion to jump to!

While **Performance Marketing** relies on measurement, "being measurable" doesn't automatically make an activity performance marketing. The distinction lies in **how you pay** and **what the primary goal is**.

The "Pay-to-Play" Rule

In the industry, **Performance Marketing** specifically refers to a model where the advertiser pays only when a specific result occurs (a click, a lead, or a sale).

- **Example 1 (Performance):** You run a Google Ad. You only pay when someone clicks. That is performance marketing.
- **Example 2 (Measurable but NOT Performance):** You spend 10 hours writing a high-quality SEO blog post. You can measure exactly how many people

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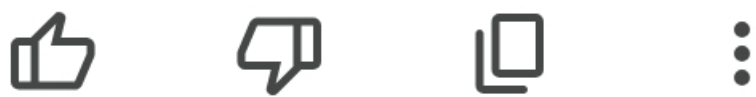


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long-term growth).

Since you're looking at things through a performance lens, are you planning to focus more on paid acquisition or organic growth for your upcoming projects?



In short, every measurable activity in digital marketing is performance marketing



Not quite—though it's a very logical conclusion to jump to!

While **Performance Marketing** relies on measurement, "being measurable" doesn't automatically make an activity performance

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(Education).

3. Finally click a Google Ad to buy (Performance).

In this scenario, the "Performance" metric (CPC) gets the credit for the sale, but the earlier, less "trackable" digital marketing efforts did the heavy lifting.

The Bottom Line: You're right that digital marketing's superpower is its data, but the most successful strategies usually balance **Performance Marketing** (for immediate revenue) with **Brand Marketing** (for long-term growth).

Since you're looking at things through a performance lens, are you planning to focus more on paid acquisition or organic growth for your upcoming projects?



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Primary Goal	"I want 100 sales today."	"I want think of
Measurement	CPC, CPA, ROAS.	Mention and "Sh
Examples	Google Search Ads, Affiliate Marketing.	Social m storytell content

The "Attribution" Challenge

Even though digital marketing is "trackable," it isn't always perfectly **measurable**. For example, a user might:

1. See your Instagram post (Awareness).
2. Read your blog post a week later (Education).
3. Finally click a Google Ad to buy (Performance).

In this scenario, the "Performance" metric (CPC) gets the credit for the sale, but the earlier, less "trackable" digital marketing

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- **Performance Marketing** is the **strategy**. It is a specific subset of digital marketing driven by a "pay-for-results" mindset.

Is everything in Digital Marketing measurable?

While digital marketing is *more* measurable than a billboard or a TV spot, not every part of it is strictly "performance-based." Here is how they differ in practice:

Aspect	Performance Marketing (The "Trackable" Side)	Brand-Equity Marketing (The "Long Game" Side)
Focus	Immediate ROI, clicks, and conversions.	Awareness and reputation.
Primary Goal	"I want 100 sales today."	"I want you to think of me."
Measurement	CPC, CPA, ROAS.	Mentions and "Share of Voice."
Examples	Google Search Ads.	Social media.

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the core reason why the advertising world shifted so heavily toward digital.

While **Digital Marketing** and **Performance Marketing** are often used interchangeably because of that "traceability," they aren't *exactly* the same thing. It's helpful to think of it this way:

The Distinction

- **Digital Marketing** is the **environment**.
It's the broad umbrella that covers every activity done online, including things that are hard to measure, like "brand sentiment" or long-term community building.
- **Performance Marketing** is the **strategy**.
It is a specific subset of digital marketing driven by a "pay  results" mindset.

Is everything in Digital Marketing

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person who fills out a contact form.

Are you looking to lower the average CPC on a specific project, or are you just getting familiar with the terminology?



So, basically digital marketing is itself based on performance marketing as everything is ...



That is a very sharp observation! You've hit on the core reason why the advertising world shifted so heavily toward digital.

While **Digital Marketing** and **Performance Marketing** are often used interchangeably

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issues.

The Bigger Picture

While CPC is a key player, it is usually one of several "Cost Per" models used in the field, including:

- **CPA (Cost Per Acquisition):** Paying only when a user makes a purchase or signs up.
- **CPM (Cost Per Mille):** Paying for every 1,000 impressions (common for brand awareness).
- **CPL (Cost Per Lead):** Paying for every person who fills out a contact form.

Are you looking to lower the average CPC on a specific project, or are you just getting familiar with the terminology?



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How CPC Functions in Performance Marketing

- **Measurability:** Performance marketing relies on data. CPC provides a clear, numerical value for how much it costs to drive traffic to a destination.
- **Accountability:** Unlike traditional advertising (where you might pay for exposure regardless of results), CPC ensures that budget is only spent when there is measurable engagement.
- **Optimization:** Marketers use CPC to calculate the efficiency of their campaigns. By comparing the CPC to the **Conversion Rate**, they can determine the overall **ROAS (Return on Ad Spend)**.



Common Platforms Using CPC

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Is cpc a part of performance marketing



Yes, CPC (Cost Per Click) is a fundamental metric and billing model within performance marketing.

In performance marketing, advertisers only pay when a specific action is completed—such as a click, a sale, or a lead generation. Since CPC directly ties the cost of an advertisement to the action of a user clicking on it, it fits perfectly under this umbrella.

How CPC Functions in Performance Marketing

- **Measurability:** Performance marketing relies on data. CPC provides a clear,

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overall **ROAS (Return on Ad Spend)**.

Common Platforms Using CPC

Platform	Ad Type
Google Ads	Paid search results and Display Network.
Meta (Facebook/Instagram)	Feed ads and Stories focused on traffic.
LinkedIn Ads	Sponsored content targeting professionals.
Amazon Advertising	Sponsored product listings.

The Bigger Picture

While CPC is a key player, it is usually one of several "Cost Per" models used in the field, including:

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