



Which Digital Marketing Platforms
Are Right for My Business?

Stop guessing. Start growing.

This guide will help you find the digital marketing platforms that actually make sense for your business. No fluff, no jargon—just focused advice that saves you time, money, and confusion.

Before You Begin

There's no such thing as a "best" platform—only the best platform for you. This guide asks a few simple questions and then matches your answers with the platforms most likely to deliver results.



1. What Kind of Business Are You?

Choose the option that best describes your business:

- A. Product-Based (you sell physical or digital products)
- B. Service-Based (you offer consulting, trades, or professional services)
- C. B2B (you sell to other businesses, not consumers)
- D. Local Business (foot traffic or local customers are key)
- E. Online-Only Business (all transactions happen digitally)

2. What's Your Main Marketing Goal Right Now?

Pick the one that matters most:

- 1. I want to generate leads and enquiries
- 2. I want to drive sales—now
- 3. I want to build brand awareness
- 4. I want to stay top-of-mind with existing clients
- 5. I want to educate and nurture future customers

3. How Much Time Do You Realistically Have to Market?

- A. I want it done for me
- B. A few hours a week
- C. I have a dedicated marketing person or team

Let's Match You With the Right Platforms

Here's what your answers reveal:

✅ If you answered A + 2 + A

Recommended Platforms:

- Google Shopping
- Facebook & Instagram Ads
- WhatsApp for Business (if applicable)

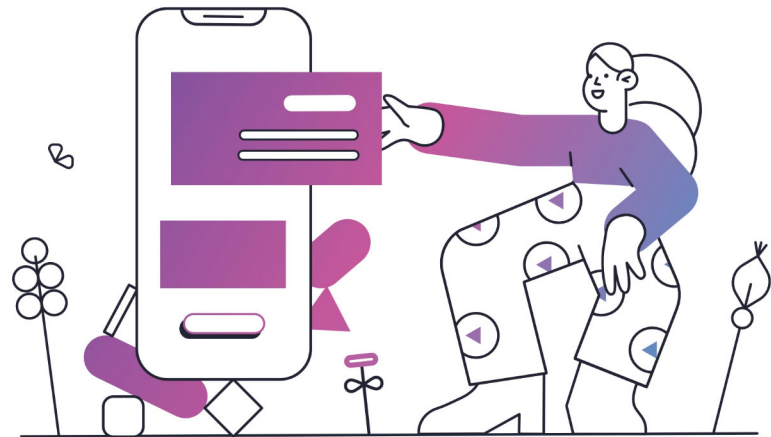
You sell products and want fast sales with minimal time. We recommend product-driven platforms with strong ROI and easy automation.

✅ If you answered B + 1 + B

Recommended Platforms:

- Google Search Ads
- Facebook Lead Ads
- LinkedIn (if high-value services)
- Email Automation (Mailchimp, ConvertKit)

You're a service business looking for leads. Targeted ads + lead forms + follow-up emails = your new business pipeline.



✅ If you answered C + 3 + C

Recommended Platforms:

- LinkedIn Ads & Organic Content
- Thought Leadership Blogs
- Webinars and Lead Magnets
- Google Display Ads

You're B2B and want to build authority. Use platforms that boost credibility and get you in front of decision-makers.

✅ **If you answered D + 1 or 2 + A/B**

Recommended Platforms:

- Google My Business & Google Search Ads
- Local Facebook Ads
- Instagram Stories/Reels
- Community Engagement (WhatsApp, local groups)

You're local and want people to find and visit you. Prioritise local intent and nearby reach.

✅ **If you answered E + 5 + C**

Recommended Platforms:

- Content Marketing (SEO blogs, YouTube, Podcasts)
- Email Funnels
- Pinterest or Instagram (depending on product/service)
- TikTok (if audience is under 35)

You're online and playing the long game. Content + nurturing = growth over time.



Bonus Tip: Avoid Shiny Object Syndrome

Not every new platform is worth your attention. Focus on where your customers already are, and build consistent, quality campaigns—before chasing the next big thing.