



THE COMPLETE EBOOK · 2025 EDITION

The Digital Growth **Playbook**

A 30-page, no-fluff guide to building a brand, attracting customers and growing revenue online — written for ambitious businesses.

Strategies · Frameworks · Checklists · A 90-day action plan

by ERNEX — Web & Digital Agency

Marrakech, Morocco

A large, stylized green graphic on the right side of the page, consisting of overlapping geometric shapes like triangles and squares, creating a complex, abstract pattern.

WHO WE ARE

Built by people who build brands every day

ERNEX is a digital agency based in Marrakech. We design and develop websites, e-commerce stores and digital identities, then grow them with SEO, content and advertising. This guide distills what we apply for our clients into a system you can follow.

**Web & e-commerce**

Fast, modern sites and stores designed to convert visitors into customers.

**SEO & content**

Be found by the people already searching for what you offer.

**Branding & advertising**

A clear identity and campaigns that turn budget into measurable growth.

HOW TO USE THIS GUIDE

Read it once cover-to-cover, then keep it as a reference. Every chapter ends with an action you can apply this week, and the final section ties everything into a 90-day plan.

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WHY THIS MATTERS NOW

Attention is the new currency

A decade ago, a business could survive on word of mouth and a phone number. Today your customer's first impression happens on a screen — often before they ever speak to you. If you are not present, clear and credible online, you are invisible to most of your market.

The good news: the field has never been more open. A small, focused business with a smart strategy can outperform far larger competitors who treat digital as an afterthought. You don't need the biggest budget — you need the right system.

"Marketing is no longer about the stuff you make, but about the stories you tell and the value you create."

THE MODERN MARKETING REALITY

This playbook gives you that system across four parts: building strong **foundations**, getting **found**, getting **customers**, and learning to **convert & grow**. Each part builds on the last — skip nothing, but start where you are today.

72%

research online before they buy

3s

to lose half your visitors to a slow page

5:1

typical return on a focused strategy

WHAT'S INSIDE

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PART ONE

Foundations

Before you chase traffic, build something worth arriving at. Your customer journey, your website and your brand are the ground everything else stands on.

01 The Modern Customer Journey

02 Your Website as a Sales Engine

03 Brand Identity that Sticks

01

The Modern Customer Journey

People rarely buy the first time they meet your brand. They move through stages — from never having heard of you to becoming a loyal advocate. Marketing is the art of guiding them, stage by stage.

1 • Awareness

They discover you exist — through search, social, an ad or a referral. Goal: make a strong, clear first impression.

2 • Interest

They want to know more. Goal: educate and show relevance with useful content and a clear value proposition.

3 • Consideration

They compare you to alternatives. Goal: build trust with proof — reviews, case studies, guarantees.

4 • Conversion

They take action — buy, book or enquire. Goal: remove every point of friction in the way.

5 • Loyalty & advocacy

They return and recommend you. Goal: deliver, follow up, and give them a reason to share.

ERNEX TIP

Map which channel feeds each stage. Most businesses over-invest in awareness and neglect consideration — where trust is actually won or lost.

Map your funnel, then fix the leaks

Picture your journey as a funnel: many enter at the top, fewer reach the bottom. Growth comes less from pouring in more traffic and more from sealing the leaks where people drop off.

THE CORE EQUATION

$$\text{Revenue} = \text{Traffic} \times \text{Conversion Rate} \times \text{Average Order Value} \times \text{Repeat Rate}$$

Improve any one factor and revenue rises. Improve all four and growth compounds. Most businesses obsess over traffic alone — yet a small lift in conversion or repeat purchases is often cheaper and faster.

Match content to the stage

TOF

Top of funnel

Blog posts, reels, guides, ads. Built to attract and educate strangers.

MOF

Middle of funnel

Case studies, comparisons, emails, webinars. Built to earn trust.

BOF

Bottom of funnel

Demos, offers, testimonials, pricing. Built to convert ready buyers.

RET

Retention

Onboarding, newsletters, loyalty. Built to keep and grow customers.

ERNEX TIP

Track one metric per stage. If a stage isn't measured, it can't be improved — and it's probably your biggest leak.

02

Your Website as a Sales Engine

Your website is the only channel you fully own. Done right, it works around the clock — answering questions, building trust and turning visitors into customers. Done wrong, it quietly loses you business every day.

The 10 essentials of a converting site

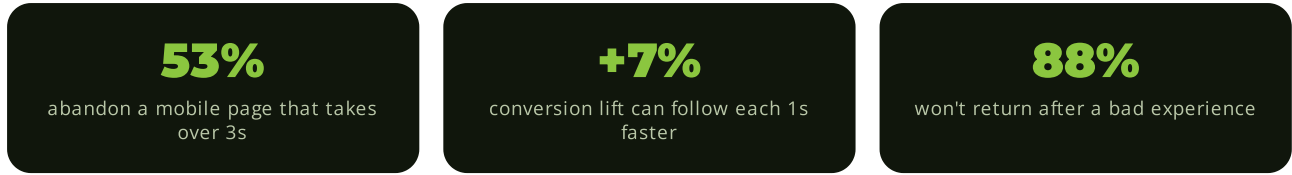
- **A clear value proposition** — what you do, for whom, and why you, in one glance.
- **Fast load time** — under 3 seconds on mobile, ideally under 2.
- **Mobile-first design** — most visits happen on a phone.
- **Obvious calls-to-action** — one primary action per page.
- **Trust signals** — reviews, logos, guarantees, real photos.
- **Easy contact** — phone, form and WhatsApp within reach.
- **Simple navigation** — visitors find anything in two clicks.
- **Social proof** — testimonials and results that feel genuine.
- **SEO basics** — titles, structure and content search can read.
- **Analytics installed** — you can't improve what you don't measure.

ERNEX TIP

Open your homepage on your phone and start a five-second timer. If a stranger can't tell what you offer and what to do next, fix that before anything else.

Speed, mobile and trust win deals

Every extra second of load time costs you conversions. On mobile, patience is even thinner. Speed isn't a technical nicety — it's revenue.



- DO**
- Compress images and use modern formats.
 - Lead with the benefit, not your logo.
 - Make buttons large and thumb-friendly.
 - Show prices, contact and proof early.
 - Use real photos of your work and team.

- DON'T**
- Bury the call-to-action below the fold.
 - Use pop-ups that block the content.
 - Rely on stock photos that feel generic.
 - Force long forms before any value.
 - Hide your phone number or address.

WATCH OUT

A beautiful site that loads slowly or confuses visitors converts worse than a plain one that is fast and clear. Clarity and speed beat decoration every time.

03

Brand Identity that Sticks

A brand is not a logo — it's the feeling people get when they think of you. A strong, consistent identity makes you recognisable, memorable and trusted, which lowers the cost of every marketing effort that follows.

The four pillars of a brand system

01**Logo & mark**

A simple, versatile symbol that works at any size, in colour and in black.

02**Colour palette**

One or two signature colours, used consistently, so people recognise you instantly.

03**Typography**

A clear heading and body font pairing that carries your tone across every page.

04**Voice & message**

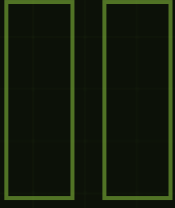
How you sound and the promise you repeat — the same in an ad, an email or a reply.

"Consistency is the cheapest form of trust a business can buy."

THE BRANDING PRINCIPLE

ERNEX TIP

Write a one-page brand guide: logo rules, colours (with codes), fonts and three words that describe your tone. Hand it to anyone who creates content for you.



PART TWO

Get Found

A great brand nobody can find earns nothing. This part is about visibility — appearing exactly when and where your customers are searching.

04 SEO Fundamentals

05 Local SEO & Google Business

06 The Content Marketing Engine

04

SEO Fundamentals

Search Engine Optimization is how you earn free, repeatable traffic from people actively looking for what you offer. Unlike ads, it compounds: an article that ranks keeps working for months without further spend.

Start with search intent

Every search has a motive. Match your pages to the right intent and you win the click *and* the conversion.

Informational
"how to choose a web agency" — they want answers. Serve guides and articles.

Commercial
"best web agency Marrakech" — they're comparing. Serve comparisons and proof.

Transactional
"web agency price quote" — they're ready. Serve service and contact pages.

Navigational
"ERNEX agency" — they want you specifically. Make your brand pages flawless.

ERNEX TIP

One page = one primary keyword and intent. Trying to rank a single page for everything usually ranks it for nothing.

The on-page & technical checklist

Once you know the keyword and intent, optimise the page itself and the foundation it sits on.

On

On-page

Keyword in the title, URL and first paragraph · descriptive meta description · clear H1 and H2s · helpful, original content · descriptive image alt text · internal links to related pages.

Tech

Technical

Fast load & mobile-friendly · secure HTTPS · clean, readable URLs · XML sitemap submitted · no broken links · structured data (schema) where useful.

Earn authority over time

- **Publish consistently** — search rewards fresh, useful, regular content.
- **Earn links** — mentions from reputable sites signal trust to Google.
- **Build topic clusters** — group related articles around one core page.
- **Be patient** — SEO is a 3–6 month investment that then pays for years.

WATCH OUT

Avoid keyword stuffing and bought links. Modern search engines penalise manipulation — write for humans first, engines second.

05

Local SEO & Google Business

If you serve a city or region, local search is your highest-value channel. When someone nearby searches "near me" or names your city, you want to be the result they tap — with reviews, photos and a one-touch call.

Own your Google Business Profile

- **Claim and verify** your profile — it's free and powerful.
- **Complete every field** — category, hours, services, description.
- **Keep NAP consistent** — same Name, Address, Phone everywhere online.
- **Add real photos** regularly — of your work, team and location.
- **Collect reviews** and reply to every one, positive or not.
- **Post updates** — offers and news keep the profile active.

46%

of all searches have local intent

76%

who search locally visit within a day

#1

ranking factor locally: reviews & proximity

ERNEX TIP

Ask every happy customer for a review the same day you deliver. A steady flow of recent, genuine reviews beats a pile of old ones.

06

The Content Marketing Engine

Content is how you earn attention without paying for every click. Useful articles, videos and posts attract, educate and build trust — and they feed your SEO, social and email channels at once.

Build around content pillars

A

Educate

Answer the questions your customers ask before buying.

B

Inspire

Show results, transformations and behind-the-scenes work.

C

Prove

Case studies, reviews and data that build credibility.

D

Convert

Offers, services and clear next steps for ready buyers.

A simple weekly rhythm

Day	Format	Goal
Mon	Educational post / reel	Attract & teach
Wed	Proof: result or review	Build trust
Fri	Behind-the-scenes / story	Build connection
Sun	Offer or call-to-action	Convert

ERNEX TIP

Create once, publish everywhere. Turn one strong idea into a post, a reel, a story and a newsletter section.



PART THREE

Get Customers

Visibility creates opportunity; these channels turn it into customers. Social builds trust, ads create reach on demand, and direct messaging closes the loop.

07 Social Media that Builds Trust

08 Paid Advertising — Meta & Google

09 Email & WhatsApp Marketing

07

Social Media that Builds Trust

Social platforms are where attention lives. The goal isn't to be everywhere — it's to be consistently present where your audience already spends time, with content that earns trust before it asks for a sale.

Choose your platforms with intent

Platform	Best for	Content that works
Instagram	Visual brands, B2C, local	Reels, carousels, stories
Facebook	Broad & local reach, ads	Posts, events, groups
TikTok	Reach & discovery	Short, authentic video
LinkedIn	B2B, services, hiring	Insights, case studies
YouTube	Depth & long-term SEO	Tutorials, explainers

ERNEX TIP

Two platforms done well beat five done poorly. Pick where your customers are, master the format, then expand.

Content that earns, not just reaches

Reach is vanity; trust is revenue. Mix formats so you attract new people *and* deepen the relationship with those already watching.

DO

Post on a steady, predictable rhythm.

Show faces, work and real results.

Reply to every comment and DM fast.

Lead with value; sell occasionally.

Use captions and hooks in the first line.

DON'T

Disappear for weeks, then post in bursts.

Only broadcast promotions.

Buy followers or chase vanity numbers.

Copy competitors instead of your voice.

Ignore what the analytics tell you.

The 80/20 content rule

Roughly 80% of your posts should educate, entertain or inspire; only about 20% should directly sell. Earn the right to promote by being useful first.

ERNEX TIP

End every post with a single, clear next step — follow, save, comment or click. Attention without direction is wasted.

08

Paid Advertising — Meta & Google

Organic growth builds momentum; paid advertising buys speed. With the right setup, Meta and Google put your offer in front of exactly the right people — and you only scale what's already profitable.

Two intents, two engines

G**Google — capture demand**

Reaches people already searching for your solution. High intent, ready to act. Best for services and clear needs.

M**Meta — create demand**

Reaches people by interest and behaviour before they search. Great for visual products and awareness.

A clean campaign structure

- **One objective per campaign** — leads, sales or awareness, never all at once.
- **Tight audiences** — location, interests, and lookalikes of past buyers.
- **3–5 creatives** per ad set — test headlines and visuals against each other.
- **A dedicated landing page** — match the ad's promise, one action only.
- **Retargeting** — bring back visitors who didn't convert the first time.

ERNEX TIP

Start with a small daily budget for 7–10 days to learn what works, then put your money behind the winners.

Know your numbers

Advertising is maths. These are the figures that tell you whether a campaign makes or loses money — learn them and you'll never fly blind.

THE FOUR NUMBERS THAT DECIDE PROFIT

$$\text{CPC} = \text{Spend} \div \text{Clicks}$$

$$\text{CPL} = \text{Spend} \div \text{Leads}$$

$$\text{CPA} = \text{Spend} \div \text{Customers}$$

$$\text{ROAS} = \text{Revenue} \div \text{Ad Spend}$$

If your ROAS is above 1, the campaign earns more than it costs. Know your maximum cost-per-customer — the most you can pay and still profit — and never let CPA drift above it.

Metric	What it tells you
CTR	Whether the creative grabs attention
CPC	How efficiently you buy clicks
Conv. rate	Whether the landing page persuades
ROAS	Whether the whole thing is profitable

WATCH OUT

A cheap click means nothing if it never converts. Always optimise toward cost-per-customer and ROAS, not toward clicks.

09

Email & WhatsApp Marketing

Most visitors aren't ready to buy today. Direct channels — email and WhatsApp — let you stay in touch, build trust over time, and reach people on platforms they check every day. Best of all, you own the relationship.

A simple welcome sequence

- Message 1 · Welcome**
Deliver what you promised, set expectations, and make a warm first impression.
- Message 2 · Educate**
Share something genuinely useful — a tip, guide or story. No selling yet.
- Message 3 · Prove**
Show a result or testimonial that makes your value believable.
- Message 4 · Offer**
Now invite the action — a consultation, a discount or a clear next step.

ERNEX TIP · WHATSAPP

In many markets WhatsApp out-performs email for response. Use it for quick replies, order updates and a personal touch — but always with permission, and never spam.

"Your list is the only audience you truly own. Platforms change their rules; your list is yours."

THE OWNERSHIP PRINCIPLE



PART FOUR

Convert & Grow

Traffic and attention only matter if they turn into customers — and customers into growth. This part is about conversion, measurement, your local market and a plan to execute it all.

10 Landing Pages & Conversion

11 Analytics & the Metrics that Matter

12 The Local-Market Playbook

13 Your 90-Day Growth Plan

10

Landing Pages & Conversion

A landing page has one job: turn a visitor into an action. Sending ad traffic to your homepage scatters attention; a focused page with a single message and a single goal converts far better.

Anatomy of a high-converting page

- **A specific headline** — the exact promise the visitor came for.
- **A clear sub-headline** — who it's for and the benefit, in one line.
- **One primary call-to-action** — repeated, impossible to miss.
- **Proof** — reviews, results, logos and guarantees near the action.
- **Benefits over features** — what the customer gains, not just specs.
- **Objection handling** — answer the "but what about..." questions.
- **A short form** — ask only for what you truly need.

Then test and improve

Change one element at a time — headline, image or button — and measure the effect. Small, steady tests compound into big gains in conversion rate over a year.

ERNEX TIP

Match the page to the ad word-for-word. When the promise and the page agree, trust rises and bounce rate falls.

11

Analytics & the Metrics that Matter

What gets measured gets improved. The brands that win treat marketing as a loop — test, measure, learn, repeat — and focus on outcomes, not vanity metrics like raw likes and impressions.

The metrics worth your attention

Metric	Meaning	Why it matters
Traffic	Visitors by source	Where attention comes from
Conv. rate	% who take action	How well you persuade
CPA	Cost per customer	If acquisition is profitable
AOV	Average order value	Revenue per sale
LTV	Lifetime value	What a customer is worth
Retention	% who return	The engine of real growth

THE GOLDEN RATIO OF GROWTH

If $LTV > 3 \times CPA$ → you can scale with confidence

ERNEX TIP

Review a single dashboard monthly: traffic, conversion, CPA and retention. Move budget toward what works, and cut what doesn't.

12

The Local-Market Playbook

Global tactics need local adaptation. Selling in Morocco and similar markets rewards businesses that respect how people actually browse, trust and pay — not those who copy foreign playbooks blindly.

Speak the customer's language

A French interface with Arabic and Darija touches feels native. Match the language of the audience, not the trend.

Design for mobile and data

Most browsing is on phones, sometimes on limited data. Light, fast pages win — heavy ones lose customers.

Win trust before payment

Cash on delivery, clear returns and a visible phone number reassure first-time buyers. Trust unlocks the sale.

Sell where conversations happen

WhatsApp is often the real checkout. Make ordering and questions effortless there.

Plan around the calendar

Ramadan, Eid and local seasons shift demand and behaviour. Build campaigns around them in advance.

ERNEX TIP

Show local proof — reviews and results from your own city. Nearby success is more persuasive than distant fame.

13

Your 90-Day Growth Plan

Strategy without execution is just a wish. Here is a focused, realistic plan to put this playbook into motion — one block at a time, without burning out.

Weeks 1–2**Foundation**

Audit and fix your website: speed, mobile, value proposition, CTAs. Install analytics. Write your one-page brand guide.

Weeks 3–4**Get found**

Keyword research, optimise key pages, claim and complete your Google Business Profile, request your first reviews.

Weeks 5–8**Get customers**

Launch a steady content rhythm on one or two platforms. Start a small, focused ad campaign with one clear objective.

Weeks 9–10**Convert**

Build a dedicated landing page, set up a welcome email/WhatsApp sequence, add proof and remove friction.

Weeks 11–12**Measure & scale**

Review your numbers, double down on the best channel, cut the weakest, and plan the next 90 days.

ERNEX TIP

Don't do everything at once. One focused block done well beats five started and abandoned.

KEEP THIS HANDY

The one-page launch checklist

①

Foundation

Fast site · mobile-first · clear value prop · obvious CTA · trust signals · analytics on.

②

Get found

Keyword per page · titles & meta · Google Business Profile · reviews · sitemap.

③

Get customers

1-2 platforms · 80/20 content · small ad test · retargeting · reply fast.

④

Convert & grow

Landing page · welcome sequence · track CPA & ROAS · monthly review.

Remember the core equation

EVERYTHING LADDERS UP TO THIS

$$\text{Revenue} = \text{Traffic} \times \text{Conversion} \times \text{AOV} \times \text{Repeat Rate}$$
ERNEX TIP

Pin this page above your desk. Each week, ask which of the four levers you can nudge — then nudge just one.

SPEAK THE LANGUAGE

Key terms, in plain words

SEO — optimising to rank in unpaid search results.

SERP — the search engine results page you want to appear on.

CTA — call-to-action; the next step you ask a visitor to take.

CTR — click-through rate; $\text{clicks} \div \text{impressions}$.

CPC / CPM — cost per click / cost per 1,000 impressions.

CPL / CPA — cost per lead / cost per acquisition (customer).

ROAS — return on ad spend; $\text{revenue} \div \text{ad spend}$.

AOV — average order value; $\text{revenue} \div \text{number of orders}$.

LTV — lifetime value; total value of a customer over time.

Conversion rate — % of visitors who take the desired action.

Funnel — the stages from awareness to purchase to loyalty.

Landing page — a focused page built for one action.

Retargeting — re-advertising to people who already visited.

Lead magnet — free value offered in exchange for contact details.

FROM PLAN TO RESULTS

How ERNEX puts this to work for you

Reading this guide makes you dangerous. Executing it consistently makes you successful. If you'd rather focus on your business while experts handle the digital growth, that's exactly what we do.

1 • Discover

We learn your business, your goals and your customers — then define a clear strategy.

2 • Design & build

A fast, on-brand website or store, plus the visual identity to match.

3 • Grow

SEO, content and advertising working together to attract and convert.

4 • Measure & improve

Transparent reporting and continuous optimisation toward your goals.

THREE WAYS WE HELP PROFESSIONALS

— a strong, credible presence.

SMALL BUSINESSES

— a complete, managed growth engine.

LARGE COMPANIES

— a custom system built to your exact needs.

LET'S GROW TOGETHER

Ready to put this into **action**?

Strategy is only powerful when it's executed well. At ERNEX we design, build and grow digital experiences that attract, engage and convert — from your website and brand identity to SEO and advertising.

Tell us about your project. We reply within 24 hours with a clear, tailored proposal.

Talk to ERNEX



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