



Internet Marketing: The Small-Start Playbook

A practical introduction to email, social media, search, and paid promotion

Build useful marketing skills one honest step at a time.

SHAD EDDIE MONGRUE

Free preview edition · pages 1–2

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01

Why This Shelf Matters

You do not need every platform or tool. You do need a clear way to help people find your work and decide whether it is for them.

- ◆ TikTok use among U.S. adults reached 37%, up from 21% in 2021¹.
- ◆ WhatsApp use among U.S. adults reached 32%, up from 23% in 2021¹.
- ◆ In the 2025 survey, 84% of U.S. adults used YouTube and 71% used Facebook².
- ◆ Instagram use among U.S. adults rose from 40% in 2021 to 50% in 2025³.

Those numbers point to a range of places where people spend time. They do not mean you need to join every network. Choose channels that fit the people you want to reach and the work you offer. This shelf will help you share useful information, invite interested people to hear from you, and help searchers find your site. Start small, stay clear, and build a practice you can keep. Next, draft a simple invitation people can act on.

INSIDE THIS BOOK

You will start with a quick marketing action, then learn core ideas, follow a starter plan, and see which skills and shelf titles can help you keep moving.

02

Your First Quick Win

A clear invitation gives people a simple way to understand what you offer. Draft one for your website or social profile using the steps below.

- ◆ Choose one offer, such as a service, a book, or a resource you already provide.
- ◆ Name who it can help and the need, interest, or question it addresses.
- ◆ Add a next step, such as visiting your site or asking you a question.
- ◆ Check every claim, then share the message where interested people can find it.

Keep the message specific, useful, and easy to understand. Skip pressure and claims you cannot support. If you invite people to join an email list, get their permission and explain what they will receive. If you recommend something for payment or another benefit, disclose that connection clearly. A short invitation gives you a reusable starting point and lets you practice communicating value without buying an ad. Next, see how audience, content, and discovery fit together.

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You've read the free pages. Here's what the rest of this book covers:

- 3 The Core Ideas
- 4 Your Seven-Day Starter Plan
- 5 Learn, Earn, Avoid Mistakes
- 6 What You Gain at Last

BY THE END OF THIS SHELF, YOU WILL

- ◆ Choose channels that fit your audience.
- ◆ Write clear offers and useful calls to action.
- ◆ Understand SEO and content discovery.
- ◆ Practice consent, disclosure, and honest promotion.
- ◆ Build marketing skills without costly shortcuts.

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Sources for the free pages

Every statistic in this book is numbered and links to the page it came from. Each one was checked word for word against its source in October 2026. Figures can change as sources update. This book is for education and is not personal financial, legal, medical or professional advice.

- 1 **Pew Research Center**, Americans' Social Media Use 2025 (November 20, 2025; survey conducted February 5–June 18, 2025). <https://www.pewresearch.org/internet/2025/11/20/americans-social-media-use-2025/>
- 2 **Pew Research Center**, Social Media Fact Sheet (Survey conducted Feb. 5–June 18, 2025; published November 20, 2025). <https://www.pewresearch.org/internet/fact-sheet/social-media/>
- 3 **Pew Research Center**, Americans' Social Media Use 2025 (November 2025). https://www.pewresearch.org/wp-content/uploads/sites/20/2025/11/PI_2025.11.20_Social-Media-Use_REPORT.pdf