

Digital Marketing Mastery

A Complete 4-Month Online Course for Aspiring Digital Marketing Professionals

Practical. Industry-Oriented. Career-Ready. Designed for early professionals, graduate students, and career transitioners aiming for high-impact digital marketing roles.

4 MONTHS · 16 WEEKS · CAPSTONE INCLUDED

BEGINNER TO JOB-READY

WHY THIS COURSE

Why Digital Marketing Matters Right Now

Digital marketing is no longer optional for businesses — it is the primary engine driving customer acquisition, brand visibility, and revenue growth. With over **5.4 billion internet users** worldwide and global digital ad spend surpassing **\$740 billion**, organizations of every size are urgently hiring professionals who can plan, execute, and measure digital campaigns with precision.

This course bridges the gap between classroom theory and real-world execution. You will graduate not just with knowledge, but with a portfolio, a toolkit, and the confidence to perform on day one of your career.

The Opportunity is Now

- LinkedIn reports 860,000+ open digital marketing roles globally
- Median entry-level salary: \$52K–\$68K (US)
- Fastest-growing skill: Marketing Automation & AI Tools
- Remote-friendly career with global demand
- Low barrier to entry with the right skills and portfolio

Program Duration & Weekly Format

This program is structured across **15–16 weeks**, divided into four deliberate phases. Each week follows a consistent rhythm designed to balance self-paced learning with live accountability and mentorship.

1

Weekend Recorded Session

Concept-focused video modules covering core theory, tools, and frameworks. Watch at your own pace.

2

Live Mentoring Session

1:1 or small-group live session for doubt clearing, case discussions, feedback, and career guidance.

3

Weekly Assignment

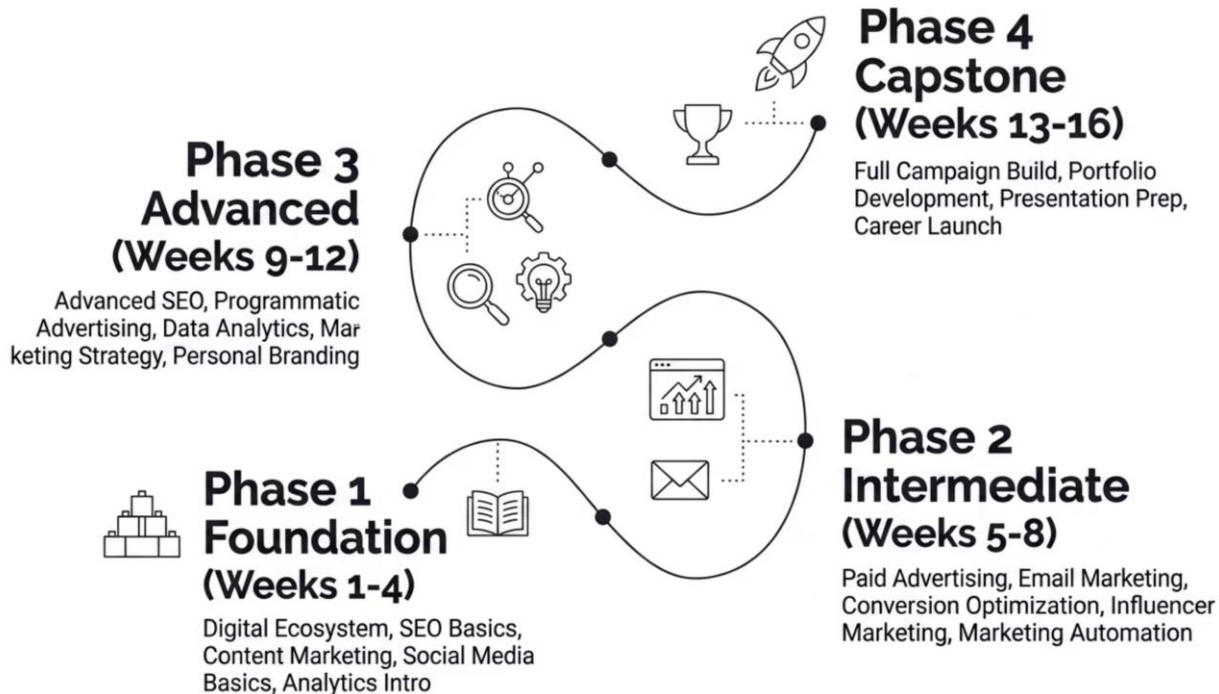
Hands-on task or mini-project that reinforces the week's concepts using real tools and real data.

4

Capstone Project

Weeks 13–16 are dedicated to building a full end-to-end digital marketing campaign as your portfolio piece.

Four-Phase Learning Journey



Each phase builds deliberately on the previous one — ensuring that advanced concepts feel natural, not overwhelming. By Week 16, you will have a complete, employer-ready digital marketing portfolio.

Foundation Phase: Building the Digital Marketing Mindset

Week 1: The Digital Ecosystem

- What is digital marketing & why it dominates
- Key channels: SEO, Paid, Social, Email, Content
- The buyer's journey & marketing funnel
- Overview of the MarTech stack
- Setting up your learning environment
- Assignment: Map a brand's digital presence

Week 2: SEO Fundamentals

- How search engines work (crawl, index, rank)
- Keyword research: intent, volume, competition
- On-page SEO: title tags, meta, heading structure
- Technical SEO basics: site speed, mobile-first
- Tools: Google Search Console, Semrush, Ahrefs
- Assignment: SEO audit of a real website

Week 3: Content Marketing

- Content strategy vs. content creation
- Writing for the web: SEO + user intent alignment
- Content types: blogs, videos, podcasts, infographics
- Editorial calendar planning
- Tools: Notion, HubSpot Blog, Canva, Grammarly
- Assignment: Build a 4-week content calendar

Week 4: Social Media Marketing

- Platform comparison: LinkedIn, Instagram, X, TikTok
- Algorithm basics for each major platform
- Organic reach strategies and posting cadence
- Community management fundamentals
- Tools: Buffer, Later, Meta Business Suite
- Assignment: Create a brand social profile + 10 posts

Intermediate Phase: Paid Channels, Email & Automation

Week 5: Google Ads & PPC Fundamentals

Search campaigns, ad auction mechanics, Quality Score, bidding strategies, ad copywriting, keyword match types, negative keywords, and conversion tracking setup. **Tools:** Google Ads, Google Keyword Planner. **Assignment:** Build a mock Google Search campaign with full ad group structure.

Week 6: Social Media Advertising

Meta Ads Manager deep dive, audience targeting (lookalike, interest, retargeting), creative best practices, A/B testing, LinkedIn Ads for B2B, and campaign budgeting. **Tools:** Meta Ads Manager, LinkedIn Campaign Manager. **Assignment:** Design and analyze a Facebook ad campaign.

Week 7: Email Marketing & Drip Campaigns

List segmentation, email copywriting, subject line testing, automation sequences (welcome, nurture, re-engagement), deliverability best practices, and open/click analytics. **Tools:** Mailchimp, Klaviyo, HubSpot. **Assignment:** Build a 5-email onboarding drip sequence.

Week 8: Conversion Rate Optimization (CRO)

Landing page anatomy, above-the-fold strategy, CTA testing, heatmaps, user session recording, A/B testing methodology, and form optimization. **Tools:** Hotjar, Google Optimize, Unbounce. **Assignment:** Redesign a low-converting landing page with documented hypotheses.

Advanced & Application Phase: Strategy, Data & Growth

Week 9: Advanced SEO & Link Building

- E-E-A-T framework and authority signals
- Backlink acquisition strategies (guest posting, HARO, digital PR)
- Schema markup and structured data basics
- Core Web Vitals and page experience signals
- Local SEO and Google Business Profile optimization
- Assignment: Conduct a full technical + off-page SEO audit

Week 11: Integrated Marketing Strategy

- Full-funnel marketing planning (Awareness → Retention)
- Channel mix strategy and budget allocation
- OKRs and KPIs for marketing teams
- Competitive analysis and positioning frameworks
- Growth hacking and experimentation mindset
- Assignment: Write a 6-month marketing strategy for a given brand brief

Week 10: Analytics & Performance Reporting

- GA4 deep dive: events, conversions, audiences
- Attribution modeling: first-touch, last-touch, data-driven
- Building dashboards in Looker Studio
- UTM tagging and campaign tracking hygiene
- Reading and presenting data as business insights
- Assignment: Build a monthly marketing performance dashboard

Week 12: AI Tools & Marketing Automation

- AI in marketing: ChatGPT, Jasper, Copy.ai for content
- AI-driven personalization and dynamic content
- Marketing automation workflows (HubSpot, ActiveCampaign)
- Prompt engineering for marketers
- Ethics and disclosure in AI-generated content
- Assignment: Automate a full lead nurture workflow using a free tool

Capstone Project: Your Real-World Marketing Campaign

The capstone is the defining deliverable of this program. You will select a real or simulated brand and build a complete, end-to-end digital marketing campaign from strategy to execution to reporting. This becomes the centerpiece of your professional portfolio.

1

Week 13: Strategy & Brief

Audience research, positioning, channel selection, KPI setting, and competitive analysis. Define the campaign's north star.

2

Week 14: Execution

Create all campaign assets: ad creatives, email sequences, landing pages, social content, and SEO-optimized blog posts.

3

Week 15: Measurement & Optimization

Launch, track, and optimize. Set up GA4, UTM tracking, and a Looker Studio dashboard to report on campaign performance.

4

Week 16: Presentation & Demo

Present your full campaign to a panel of mentors and peers. Receive structured feedback and finalize your portfolio submission.

Real-World Case: D2C Brand Scaling with Paid Social + SEO

The Business Problem

A direct-to-consumer skincare startup had strong product-market fit but was spending 80% of their marketing budget on Meta ads with diminishing ROAS (Return on Ad Spend). Their organic traffic was near zero, making them entirely dependent on paid channels.

Your Role as an Early Professional

As a junior digital marketing associate, you would be tasked with running keyword research, writing SEO-optimized product and blog content, managing ad creative testing cycles, and reporting weekly performance metrics to leadership.

How Course Concepts Were Applied

- Conducted a full keyword research audit (Semrush) to identify high-intent, low-competition search terms
- Built a content cluster strategy — 4 pillar pages + 20 supporting blog posts over 3 months
- Restructured Meta Ads account using lookalike audiences + retargeting funnels
- Set up GA4 + UTM tracking to accurately attribute revenue across channels

Measurable Business Impact

- **Organic traffic:** 0 → 18,000 monthly visitors in 4 months
- **Paid ROAS:** improved from 1.8x → 3.4x with creative testing
- **CAC (Customer Acquisition Cost):** reduced by 38%
- **Tools used:** Semrush, Canva, Meta Ads Manager, GA4, Looker Studio

Real-World Case: B2B SaaS Company Lead Generation via Email & LinkedIn

The Business Problem

A B2B SaaS company offering HR software was generating website traffic but struggling to convert visitors into qualified leads. Their email list had 12,000 contacts that had never been properly segmented or nurtured. Sales complained that marketing leads were "cold" and rarely converted.

How Course Concepts Were Applied

- Segmented the email list by job role, industry, and engagement level using Klaviyo
- Built a 7-email welcome + nurture sequence aligned to each segment's pain points
- Launched LinkedIn Sponsored Content targeting HR Directors at mid-size companies
- Created gated content (an ROI calculator and a whitepaper) to capture high-intent leads
- Implemented lead scoring in HubSpot to pass only sales-qualified leads to the sales team

Measurable Business Impact

- **Email open rate:** 14% → 34% after segmentation
- **MQL-to-SQL conversion rate:** increased by 52%
- **LinkedIn CPL (Cost Per Lead):** reduced from \$210 → \$87
- **Pipeline influenced by marketing:** grew from 18% → 41% in one quarter

Your Role as an Early Professional

Junior marketers in this scenario managed email campaign execution, wrote LinkedIn ad copy, set up HubSpot workflows, tracked campaign KPIs, and prepared weekly performance reports for the demand generation manager.

Real-World Case: E-Commerce Brand Recovering from Google Algorithm Update

In March 2024, Google's Helpful Content Update caused a mid-size e-commerce brand in the home décor space to lose **62% of its organic traffic overnight**. The brand had heavily relied on thin, templated product descriptions and AI-generated content without editorial review.



Diagnosis

Conducted a content audit using Screaming Frog + Semrush to identify all thin, duplicate, and AI-flagged pages. Flagged 340 URLs for improvement or consolidation.



Recovery Results

Within 90 days, organic traffic recovered to 78% of pre-update levels. Within 6 months, traffic exceeded the previous peak by 24%. Revenue from organic search grew 31% year-over-year.



Content Rebuild

Rewrote top 80 product pages with original copy, expert reviews, and user-generated content. Applied E-E-A-T principles and structured data markup across all category pages.



Your Role

Early professionals managed content audits, rewrote product descriptions, implemented schema markup, and tracked keyword ranking recovery weekly in Google Search Console and Ahrefs.

Your Digital Marketing Technology Stack

Mastering the right tools is as important as understanding the strategy. This course integrates hands-on practice with the industry's most in-demand platforms across every major discipline.



SEO & Research

Google Search Console, Semrush, Ahrefs, Screaming Frog, Google Keyword Planner, AnswerThePublic



Paid Advertising

Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, Google Display Network, YouTube Ads



Email & Automation

Mailchimp, Klaviyo, HubSpot, ActiveCampaign, Zapier, Make (formerly Integromat)



Analytics & Reporting

Google Analytics 4, Looker Studio, Hotjar, Microsoft Clarity, UTM Builder, Data Studio



Content & Social

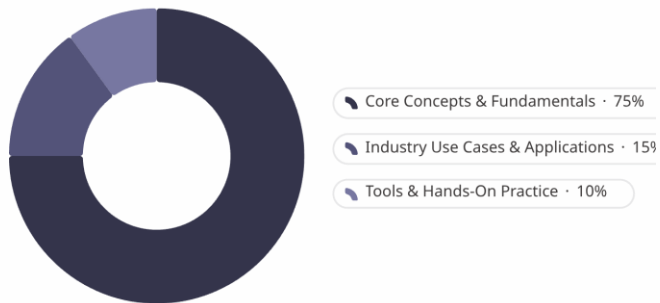
Canva, Notion, Buffer, Later, Meta Business Suite, Grammarly, Jasper, ChatGPT, Copy.ai



CRO & Landing Pages

Unbounce, Google Optimize, Hotjar Heatmaps, Typeform, HubSpot Landing Pages, Optimizely

Course Content Mix: What You'll Actually Learn



Why This Mix Works

Most online courses either overload you with theory you'll never use, or jump straight to tactics without building real understanding. This program is designed with a deliberate **75/15/10 content balance** — ensuring you graduate with strong fundamentals, practical application experience, and tool proficiency.

- **75% Core Concepts:** Deep understanding of how and why each channel works
- **15% Industry Use Cases:** Real examples showing concepts in action at scale
- **10% Tool Practice:** Guided walkthroughs and sandbox exercises using live platforms

This structure ensures you can adapt as tools and platforms evolve — because you understand the underlying principles.

Weekly Learning Outcomes by Phase

1

Weeks 1–4: Foundation

Understand the full digital marketing ecosystem. Conduct keyword research and a basic SEO audit. Build a content calendar and a branded social media profile. Navigate GA4 for basic traffic reporting.

2

Weeks 5–8: Intermediate

Set up and manage a Google Search campaign. Create and launch a Meta ad with audience targeting. Write and automate a 5-email drip sequence. Identify and test CRO improvements on a landing page.

3

Weeks 9–12: Advanced

Execute a technical SEO audit including Core Web Vitals. Build a GA4 + Looker Studio performance dashboard. Write a multi-channel marketing strategy. Deploy an AI-assisted marketing automation workflow.

4

Weeks 13–16: Capstone

Deliver a complete, documented, multi-channel campaign. Present strategy, execution, and results to a live panel. Receive written feedback and publish to your professional portfolio.

Job Roles This Course Prepares You For

This program maps directly to entry-level and junior roles that are actively hiring across industries. Every topic covered corresponds to a real job description requirement in today's market.



Digital Marketing Analyst

Track, analyze, and report on campaign performance across channels. Manage GA4 dashboards, build weekly reports, and surface actionable insights for the marketing team.

Avg. Entry Salary: \$48K–\$62K



SEO / Content Specialist

Research keywords, write and optimize content, conduct site audits, and track organic rankings. Common in agencies and in-house at content-driven brands.

Avg. Entry Salary: \$44K–\$60K



Paid Media Specialist

Manage Google Ads and Meta Ads campaigns, test ad creatives, optimize bids, and report on ROAS and CPA. High demand in e-commerce and agency environments.

Avg. Entry Salary: \$50K–\$68K



Email Marketing Coordinator

Build and manage email lists, design and deploy campaigns, set up automations, and A/B test subject lines and content. Core role at SaaS and e-commerce companies.

Avg. Entry Salary: \$46K–\$58K



Social Media Manager

Manage brand presence across platforms, create organic content, run paid social campaigns, and engage communities. Common across retail, lifestyle, and B2B brands.

Avg. Entry Salary: \$42K–\$58K

Your Skills Progression: Beginner → Job-Ready

This course is intentionally designed to meet you at your current level and systematically elevate your skillset across all core disciplines of digital marketing.

Skill Area	Beginner (Week 1)	Intermediate (Week 8)	Job-Ready (Week 16)
SEO	Understands what SEO is	Conducts keyword research, writes optimized content	Full site audits, link building, technical SEO
Paid Ads	No prior ad platform experience	Sets up and monitors Google + Meta campaigns	Optimizes ROAS, manages budgets, A/B tests creatives
Email Marketing	Sends newsletters manually	Builds segmented lists and drip sequences	Full automation workflows, deliverability optimization
Analytics	Views basic Google Analytics data	Tracks events, goals, and UTMs in GA4	Builds dashboards, applies attribution modeling
Strategy	No strategic framework	Understands funnel and channel mix	Writes multi-channel marketing plans with OKRs

Capstone: Presentation & Demo Expectations

What Your Capstone Must Include

- **Brand Brief & Audience Research:** Define the brand, target audience personas, and key business goals
- **Channel Strategy:** Justify your channel selection with data and competitive analysis
- **Campaign Assets:** At minimum — 1 email sequence, 2 ad creatives, 1 SEO-optimized blog post, and a social content plan
- **Tracking Setup:** UTM parameters, GA4 goals, and a live Looker Studio dashboard
- **Performance Report:** Actual or simulated results with analysis, insights, and recommended next steps
- **15-Minute Presentation:** Present to a panel of mentors, followed by a 10-minute Q&A

Evaluation Criteria

- Strategic clarity and audience understanding
- Quality and originality of campaign assets
- Correct implementation of tracking and analytics
- Ability to interpret data and make recommendations
- Presentation confidence and communication skills
- Overall portfolio readiness and professional polish

All capstone projects will be reviewed by industry mentors and returned with written feedback within 5 business days.

What Comes Next: Your Post-Course Career Roadmap



The end of this course is the beginning of your career. Use your capstone project as a portfolio anchor, pair it with industry certifications, and apply with confidence to entry-level roles. Most graduates begin seeing interview callbacks within 30–60 days of completing the program.

KEY TAKEAWAYS

What Makes This Course Different



Built for Real Employment

Every module maps to actual job descriptions. You'll learn what employers need — not just what sounds impressive on a syllabus. The capstone doubles as your portfolio piece for interviews.



Tools, Not Just Theory

From Google Ads to Semrush to HubSpot, you'll graduate with hands-on experience in 15+ industry tools that appear directly on job postings across digital marketing roles.



Mentorship-Driven, Not Just Content-Driven

Weekly live sessions with experienced marketers ensure you're not learning in isolation. Real-time feedback accelerates growth in ways pre-recorded content alone cannot.



Adaptive to the Modern Marketing Landscape

All tools, algorithm updates, and privacy changes are built into the curriculum — not treated as optional extras. You'll be trained for the industry as it exists today, not five years ago.

Ready to Launch Your Digital Marketing Career?

This 4-month program gives you everything you need – the strategy, the tools, the mentorship, and the portfolio – to step into a digital marketing role with confidence and clarity.

16

Weeks of Learning

Structured, progressive curriculum from fundamentals to advanced strategy

15+

Industry Tools

Hands-on practice with the tools that appear in real job descriptions

3

Industry Case Studies

Detailed real-world examples showing concepts applied at scale

1

Portfolio-Ready Capstone

A complete, employer-ready campaign to showcase in every interview

 Your next step: Review the syllabus, confirm your start date with your mentor, and set up your learning environment. Week 1 begins now.