

Mega Digital Marketing Course: Strategy to Results

Learn SEO, social media, email, ads, YouTube, and AI tools. Build campaigns that deliver real results.

Marketing Instructor: Jordan Mitchell • 5 sections • 52 lessons • 19.25h total

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About this course

Digital marketing changes fast. Platforms update their algorithms, new AI tools appear every quarter, and what worked last year might fall flat today. If you're managing SEO, social media, email, paid ads, and content across multiple channels, it's easy to feel stretched thin or unsure where to focus your time and budget.

This course covers the full stack: marketing strategy, SEO, social media (Facebook, Instagram, YouTube), email marketing, paid advertising, WordPress site setup, and AI tools like ChatGPT. You'll work through step-by-step campaign builds, real case studies, and practical examples that show how these pieces fit together. By the end, you'll know how to plan, launch, and measure campaigns across every major channel.

Course curriculum

Marketing Foundations and Setup

- **The Digital Marketing Stack: Where Everything Fits (15m)**
A clear map of every major digital channel and how they work together. You'll see how SEO, social, email, ads, and content connect before you spend time on any single one.
- **Setting Marketing Goals That Tie to Business Outcomes (12m)**
Learn to set SMART goals that connect marketing activity to revenue, leads, or growth. Includes a goal-setting template you can reuse for any campaign.
- **Finding and Defining Your Target Audience (18m)**
Step-by-step audience research using free tools, surveys, and platform data. You'll narrow down exactly who you're talking to before writing a single post.
- **Creating Buyer Personas You'll Actually Use (14m)**
Build detailed personas from real data, not guesswork. Includes a downloadable persona template and a walkthrough of how to apply it to content and ad targeting.
- **Choosing the Right Channels for Your Business (16m)**
Not every business needs every platform. This lesson helps you pick channels based on your audience, goals, and available resources so you don't spread yourself too thin.
- **Setting Up WordPress as Your Marketing Hub (25m)**
Install WordPress, configure essential settings, choose a theme, and set up the pages every marketing site needs. You'll have a working site by the end of this lesson.
- **Using AI Tools Like ChatGPT in Your Marketing Workflow (20m)**
An honest look at what AI can and can't do for marketers right now. Covers prompt writing, content generation, research assistance, and where human judgment still matters.
- **Building Your First Analytics Dashboard (22m)**
Set up Google Analytics 4, connect it to your WordPress site, and build a simple dashboard. You'll know which metrics matter and which ones to ignore early on.

Core Channels: SEO, Social, Email, and Ads

- **How Search Engines Work: SEO Foundations (28m)**
Understand crawling, indexing, and ranking before you try to optimize anything. Covers how Google evaluates pages in 2026 and what that means for your content strategy.
- **Keyword Research That Finds Real Opportunities (22m)**
Use free and paid tools to find keywords with actual search volume and manageable competition. Includes a live research session for a sample business.
- **Writing Content That Ranks and Converts (25m)**
Learn the structure of high-performing content: headlines, intros, body formatting, and calls to action. You'll rewrite a sample post using the framework from this lesson.
- **Email Marketing: From List Building to First Campaign (24m)**
Set up an email platform, create a signup form, write a welcome sequence, and send your first campaign. Covers list hygiene and compliance basics from the start.

- **Facebook Marketing: Organic Strategy and Page Management (20m)**
Set up a Facebook business page properly, understand the algorithm's current preferences, and plan organic content that actually reaches your followers.
- **Instagram Marketing: Content Strategy and Reels (22m)**
Plan a content mix that uses feed posts, Stories, and Reels strategically. Includes current best practices for hashtags, timing, and engagement tactics.
- **YouTube Channel Setup and Content Planning (26m)**
Create a channel from scratch, write titles and descriptions that attract clicks, and plan a content calendar. Covers equipment basics and the minimum you need to get started.
- **ChatGPT Prompts for Marketing Content and Research (18m)**
A prompt library for common marketing tasks: blog outlines, ad copy, email subject lines, audience research, and competitor analysis. You'll practice each one.
- **Paid Advertising Fundamentals: How Ads Work (20m)**
Understand bidding, targeting, creative, and budgets across platforms. This lesson builds the mental model you need before running any paid campaign.
- **Copywriting Principles for Digital Channels (16m)**
Write headlines, hooks, and calls to action that get clicks. Covers frameworks like PAS and AIDA with examples from real ads, emails, and social posts.

Going Deeper: Technical Skills and Optimization

- **Technical SEO: Site Speed, Structure, and Indexing (30m)**
Run a technical audit on your WordPress site, fix crawl errors, improve page speed, and set up proper site architecture. Includes tools like Screaming Frog and PageSpeed Insights.
- **Advanced Keyword Strategy and Topic Clusters (24m)**
Move beyond single keywords to topic clusters and pillar pages. You'll build a content map that signals authority to search engines over time.
- **Facebook and Instagram Ads: Building Your First Campaign (32m)**
A complete walkthrough of Meta Ads Manager: campaign objectives, audience targeting, ad creative, budget settings, and launch. You'll build and publish a real campaign.
- **YouTube SEO and Growing Your Channel (22m)**
Optimize video titles, tags, thumbnails, and descriptions for discovery. Learn how the recommendation algorithm evaluates watch time, click-through rate, and engagement.
- **Email Automation: Sequences, Segmentation, and Personalization (28m)**
Build automated email flows: welcome series, abandoned cart, re-engagement, and post-purchase. Covers segmentation logic and dynamic content blocks.
- **Designing Landing Pages That Convert (24m)**
Structure a landing page with a clear headline, benefit-driven copy, social proof, and a single call to action. Build one using WordPress and a page builder plugin.
- **Building Advanced ChatGPT Workflows for Your Team (20m)**
Chain prompts together for multi-step tasks like content briefs, campaign plans, and audience research reports. Includes reusable workflow templates.

- **Conversion Rate Optimization: Turning Visitors into Customers (22m)**
Identify where visitors drop off, prioritize fixes by impact, and apply CRO principles to your pages and funnels. Real examples from e-commerce and lead generation sites.
- **A/B Testing Across Channels (18m)**
Run tests on ads, emails, landing pages, and social posts. Covers sample size, statistical significance, and common mistakes that lead to bad conclusions.

Advanced Tactics and Cross-Channel Integration

- **Designing Multi-Channel Marketing Campaigns (25m)**
Plan a campaign that uses paid ads, organic social, email, and content together. You'll map the customer journey and assign each channel a specific role.
- **Retargeting and Remarketing That Drives Sales (22m)**
Set up retargeting pixels, build custom audiences, and create sequential ad campaigns that bring back visitors who didn't convert the first time.
- **Advanced Facebook Ads: Lookalikes, CBO, and Scaling (30m)**
Use lookalike audiences, Campaign Budget Optimization, and proven scaling methods. Includes a case study of scaling a campaign from \$50 to \$500 per day.
- **YouTube Ads: Formats, Targeting, and Optimization (26m)**
Run TrueView, bumper, and in-feed video ads. Learn targeting options, creative best practices, and how to measure video ad performance beyond views.
- **Working with Influencers: Finding, Vetting, and Collaborating (20m)**
Find influencers who match your brand, check for fake followers, negotiate terms, and track results. Includes a vetting checklist and outreach template.
- **Building a Content Calendar and Editorial Plan (18m)**
Create a content calendar that balances SEO content, social posts, email campaigns, and seasonal promotions. Includes a spreadsheet template you can customize.
- **Social Media Scheduling and Automation Tools (22m)**
Compare scheduling platforms, set up automated posting, and create approval workflows for teams. Covers batching strategies to save hours each week.
- **Advanced Email: Deliverability, Segmentation, and Testing (24m)**
Improve inbox placement, clean your list, segment by behavior, and run subject line tests. Learn how to read your email reports and fix underperforming campaigns.
- **AI-Powered Marketing: Building Automated Workflows (28m)**
Connect AI tools with your marketing stack to automate content briefs, social responses, report generation, and ad copy variations. Step-by-step setup included.
- **Marketing Funnel Design and Implementation (30m)**
Map out a full funnel from awareness to purchase. Build each stage with the right content, ads, and email sequences. Includes a funnel template for lead generation and e-commerce.
- **WordPress Advanced: Plugins, Speed, and Security (25m)**
Install essential marketing and performance plugins, compress images, enable caching, and set up basic security. Your site will load faster and rank better after this lesson.

- **Reading Data and Making Marketing Decisions (20m)**

Turn raw data from Google Analytics, Meta Ads Manager, and email platforms into actionable decisions. Covers attribution models and common reporting traps.

Building Your Complete Marketing System

- **Building a Complete Digital Marketing Plan (32m)**

Put everything together into a single plan: goals, audience, channels, content, budget, and timeline. You'll build a plan for a real or sample business by the end.

- **Budget Allocation: Where to Spend and When (22m)**

Learn how to split budget across SEO, paid ads, email, and social based on business stage and goals. Includes allocation frameworks for startups and established brands.

- **Creating Reports and Dashboards That Tell a Story (24m)**

Build reports that stakeholders actually read. Focus on the metrics that matter, use clear visuals, and connect marketing activity to business outcomes.

- **Client Communication and Managing Expectations (18m)**

Set realistic timelines, explain results clearly, and handle pushback. Covers weekly update emails, monthly reports, and how to say no to bad ideas diplomatically.

- **Scaling Your Marketing Operations (26m)**

Move from doing everything yourself to building repeatable processes. Covers SOPs, tool selection, outsourcing decisions, and when to hire your first team member.

- **Maintaining Consistent Brand Voice Across Channels (20m)**

Create a simple brand voice guide and apply it to ads, emails, social posts, and website copy. Includes before-and-after examples that show the difference consistency makes.

- **Handling a Social Media Crisis (16m)**

Prepare a response plan before you need one. Covers real examples of brands that handled criticism well and poorly, plus templates for common crisis scenarios.

- **Legal and Ethical Considerations for Digital Marketers (18m)**

Understand GDPR, CAN-SPAM, FTC disclosure rules, and AI content policies. Covers what you need to know to stay compliant without a law degree.

- **Building and Managing a Small Marketing Team (22m)**

Define roles, set up workflows, and use project management tools to keep everyone aligned. Includes hiring tips for your first freelancer or full-time marketer.

- **Staying Current: Trusted Sources and Learning Paths (14m)**

A curated list of newsletters, communities, podcasts, and courses worth following in 2026. You'll build a personal learning routine that takes less than 30 minutes a week.

- **Portfolio Project: Launch a Complete Cross-Channel Campaign (45m)**

Apply everything you've learned by planning, building, and documenting a full campaign across SEO, social, email, and ads. This becomes a portfolio piece you can show clients or employers.

- **Common Mistakes That Waste Budget and Time (20m)**

A candid walkthrough of the most expensive mistakes in digital marketing: wrong audiences, weak creative, poor tracking, and vanity metrics. Learn from others' failures.

- **Planning Your Next Steps as a Digital Marketer (12m)**

A practical checklist for what to do after finishing this course. Covers specialization paths, freelancing setup, agency work, and in-house roles with honest advice for each.

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