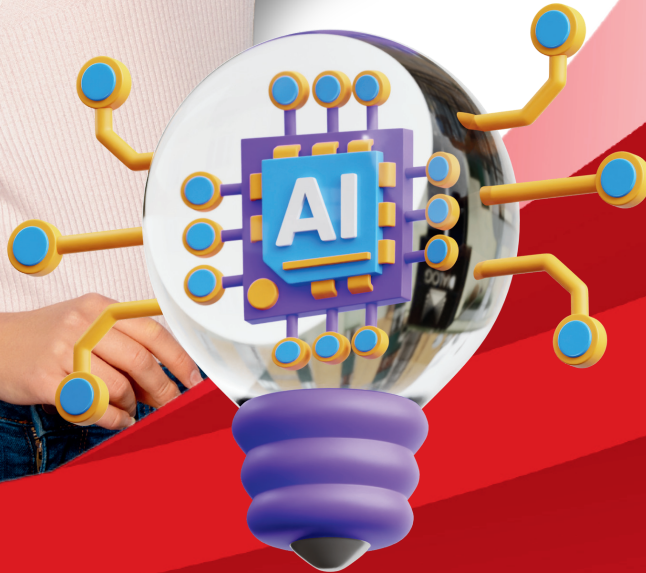


Digital



MARKETING

3 MONTHS

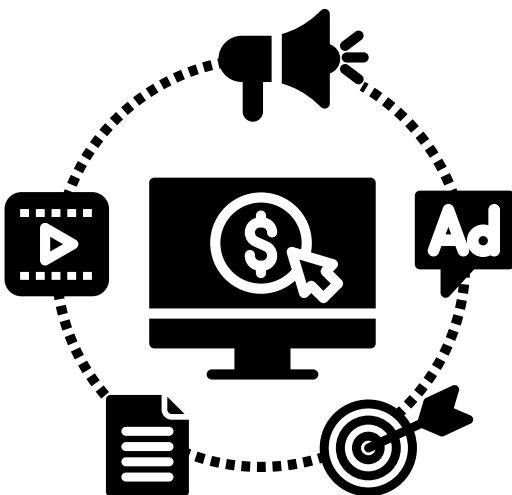
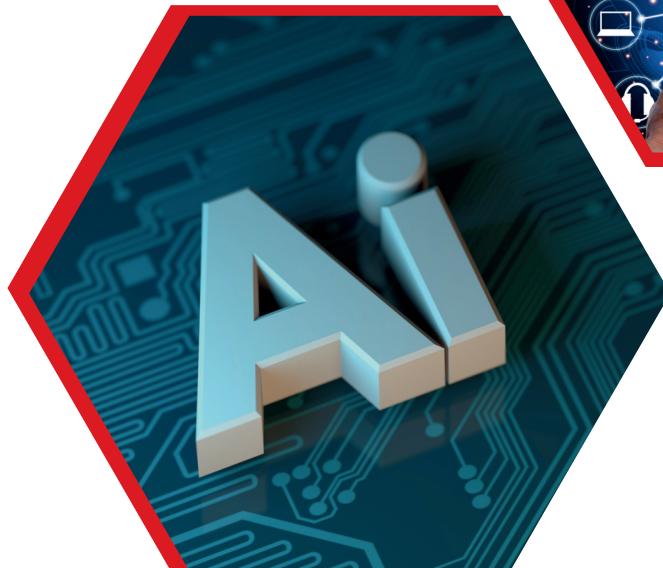


ABOUT SPECBITS

SpecBits Skills is a leading training institute focused on equipping individuals with industry-relevant skills

SpecBits Skills is the specialized training division of SpecBits, aimed at empowering individuals with cutting-edge skills in the technology and business world. With a strong foundation in IT and a legacy of excellence since 2016, SpecBits Skills offers industry-relevant courses designed to meet the ever-evolving demands of the job market.

Our training programs are meticulously crafted by industry experts, focusing on the latest technologies and digital tools. Whether you're aiming to build a career in software development, digital marketing, or business management, SpecBits Skills provides hands-on learning, live projects, and mentorship to ensure our students gain practical knowledge that translates directly into success in the real world. At SpecBits Skills, we believe in fostering talent and helping individuals unlock their full potential with the best resources, support, and guidance.



A MESSAGE FROM OUR CEO

Dear students,

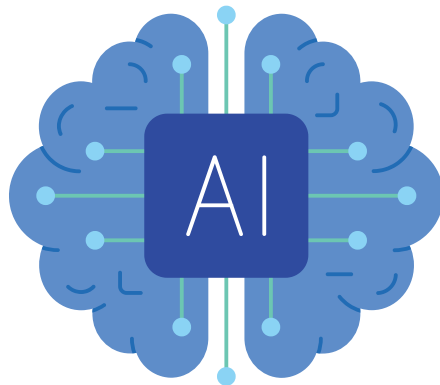
At SpecBits, we're not just in the business of transforming careers; we're in the business of changing lives. I understand the challenges you face when searching for the right job and the frustration of not having the skills needed to excel in the tech industry. That's why we've built SpecBits Career.

Our promise is simple: we provide you with the training, knowledge, and connections to land your dream job. We're dedicated to nurturing your growth and ensuring your long-term success. As we continue to grow, we remain committed to our mission of empowering individuals like you to unlock your full potential. Join us on this incredible journey and let's build a brighter future together.

Welcome to Specbits, where your dreams become your reality.

Join SpecBits for an education that goes beyond textbooks. Our practical approach ensures you gain the expertise needed to tackle real challenges faced in software development careers. Unlock your potential and become the next generation of tech leaders.

Best regards,



Rahul Kumar

Founder & CEO

OUR MENTORS



Chandigarh University



IIT Bombay



NOKIA



NIT, Calicut

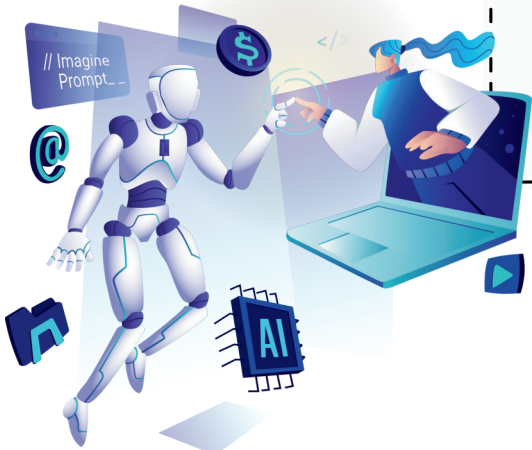


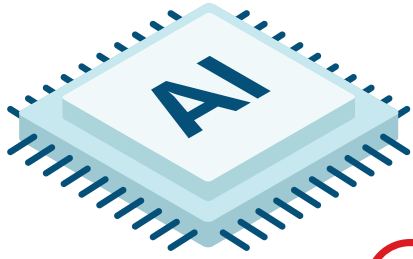
NIT, Srinagar



NIT, Patna

Every challenge you encounter is an opportunity for growth. As mentors, we're here to guide you through the toughest hurdles and celebrate your triumphs along the way. SpecBits provides the guidance and resources; it's up to you to unleash your potential and make a lasting impact.





1st Month

WordPress & SEO Fundamentals

Week 1

Introduction to WordPress

- ✓ Overview of WordPress, setting up a WordPress site.
- ✓ Exploring themes, plugins, and customization.
- ✓ Creating essential pages (Home, About, Contact, Blog).

Week 2

Content Creation & Blogging

- ✓ Writing SEO-friendly blog posts.
- ✓ Media management (images, videos, etc.).
- ✓ Understanding WordPress security and maintenance.

Week 3

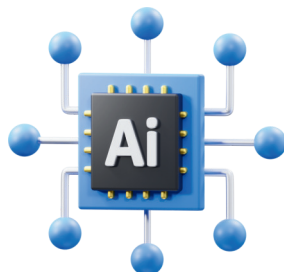
SEO Basics

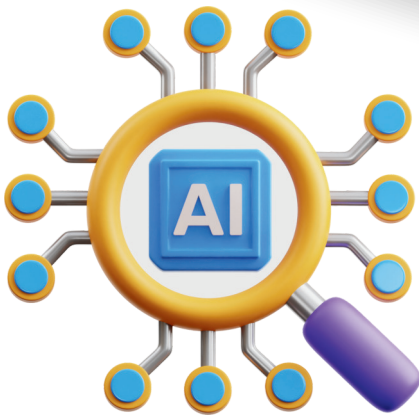
- ✓ On-page SEO (keywords, meta tags, and descriptions).
- ✓ Off-page SEO (backlinks, guest posting).
- ✓ Technical SEO (sitemaps, robots.txt, page speed).

Week 4

SEO Tools & Analytics

- ✓ Introduction to Google Analytics and Search Console.
- ✓ Keyword research using tools (e.g., Google Keyword Planner).
- ✓ SEO auditing and reporting.





2nd Month

Social Media & Google Ads

Week 1

Social Media Marketing (SMM) Basics

- ✓ Overview of social media platforms and their importance
- ✓ Content strategies for Facebook, Instagram, and LinkedIn.
- ✓ Organic vs paid marketing.

Week 2

Running Social Media Ads

- ✓ Facebook & Instagram Ads - Creating ad campaigns.
- ✓ Audience targeting, budgeting, and optimization.
- ✓ Understanding ad analytics and reporting.

Week 3

Google Ads Fundamental

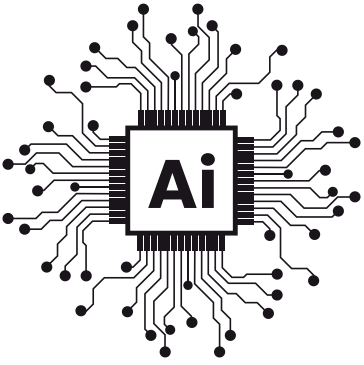
- ✓ Introduction to Google Ads - Search campaigns.
- ✓ Display & video campaigns.
- ✓ Setting up conversion tracking and analyzing performance.

Week 4

Advanced Google Ads & Retargeting

- ✓ Optimizing ads for better ROI.
- ✓ Introduction to retargeting and remarketing strategies.
- ✓ A/B testing ads and scaling campaigns.





3rd Month

Designing with Canva & AI Tools for Digital Marketing

Week 1

Canva for Graphic Design

- ✓ Introduction to Canva - Creating designs for social media.
- ✓ Designing banners, ads, and promotional materials.
- ✓ Designing for brand consistency.

Week 2

AI Tools for Content & Marketing

- ✓ Introduction to AI tools for content creation (e.g., Copy.ai, Jasper).
- ✓ AI-driven social media management tools.
- ✓ AI-powered SEO and ad optimization tools.

Week 3

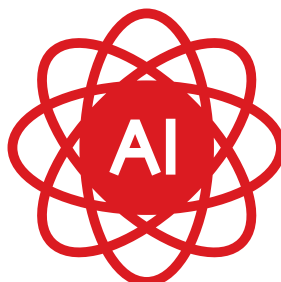
Integrating AI into Marketing Strategies

- ✓ Automating customer support and email marketing with AI.
- ✓ Predictive analytics and AI-driven insights for marketing.
- ✓ Future of AI in digital marketing

Week 4

Final Project & Review

- ✓ Comprehensive digital marketing project (including all learned tools).
- ✓ Presentation of projects.
- ✓ Course review, feedback, and certifications.



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Sanjeev Raj

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Rahul Singh



3.8 LPA



Kunal Singh



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- ▶ FEW SEATS LEFT
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- ▶ INDUSTRY EXPOSURE



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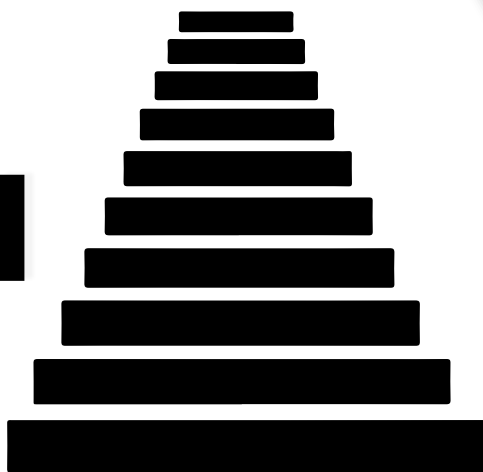
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More Information
www.specbitsskills.com



YOU ARE JUST A STEP
AWAY TO
YOUR TECH
CAREER



Reach out to us at career@specbitsgroup.com

To know more about SpecBits

📍 **Manyata Tech Park Rd, Bengaluru, Karnataka - 560045**

7707000651 (Bengaluru)

📍 **Sector 127, Kharar, Mohali, Punjab - 140301**

7707000652 (Mohali)

📍 **Vishwakarma Center, Kagal Nagar, Jamshedpur, Jharkhand 831011**

7707000653 (Jamshedpur)

📍 **302, Rai Complex, East Boring Canal Road, Patna - 800001**

7707000654 (Patna)

