

# **ADVANCED** **DIGITAL** **MARKETING** **5 MONTHS**



# ABOUT US

## **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,

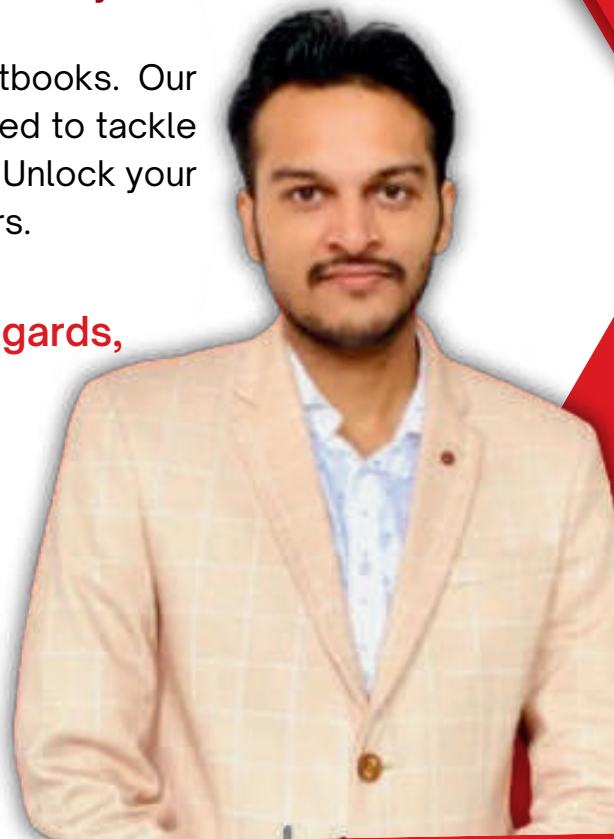
At SpecBits, we're not just in the business of transforming careers; we're in the business of changing lives. I understand the challenges you face when searching for the right job and the frustration of not having the skills needed to excel in the tech industry. That's why we've built SpecBits Career.

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.

# Canva: Mastering Graphic Design for Marketing

## ✓ Getting Started with Canva

- Create an Account
- Dashboard Overview
- Choosing Templates

## ✓ Core Design Principles in Canva

- Typography Basics
- Color Schemes
- Layouts & Grids

## ✓ Customizing Templates

- Editing Text
- Inserting Media
- Layering Elements

## ✓ Advanced Features

- Magic Resize
- Animations
- Background Remover

## ✓ Collaborative Design & Sharing

- Real-time Collaboration
- Downloading & Publishing

### Practical Task

Design a social media post for Instagram promoting a sale (50% off) using Canva.



# WordPress: Building and Managing Professional Websites

## ✓ WordPress Installation & Setup

Local Setup

Web Hosting Setup

Installing WordPress

## ✓ Choosing a Theme and Customization

Free vs. Premium Themes

Customizing Appearance

## ✓ Plugin Installation

SEO Plugin

Page Builder Plugin

Security Plugin



## ✓ Content Creation & Management

Adding Posts & Pages

Embedding Media

Setting Up Menus & Navigation

## ✓ Performance & Security Enhancements

Caching Plugin

SSL Installation

### Practical Task

Build a simple blog website with at least three posts, a homepage, and a contact page using Elementor.

# E-Commerce Website: Create a Functional Online Store

## ✓ Setting Up WooCommerce on WordPress

Install and activate WooCommerce plugin  
Configure store settings (currency, product page layout).

## ✓ Adding and Managing Products

Product Types  
Inventory Management  
Product Categories & Tags



## ✓ Checkout & Payment Gateways

Integrate payment gateways  
Set up shipping zones and tax options.

**E-COMMERCE**

## ✓ Enhancing Store Features

Coupons & Discounts  
Wishlist Plugin  
Customer Reviews

## ✓ E-Commerce Analytics

Use WooCommerce analytics or Google Analytics to track sales, traffic, and conversions.

### Practical Task

Create a demo e-commerce store with at least 5 products, complete with pricing, descriptions, and a payment gateway.

# SEO (Search Engine Optimization): Enhancing Website Visibility

## ✓ SEO Fundamentals

- On-Page SEO
- Off-Page SEO
- Technical SEO

## ✓ Keyword Research

- Tools for Keyword Research
- Long-Tail vs. Short-Tail Keywords
- Competitor Analysis

## ✓ Content Optimization

- SEO-Friendly Content Writing
- Internal Linking
- Image Optimization

## ✓ Local SEO

- Google My Business Setup
- NAP Consistency
- Local Citations

## ✓ SEO Analytics and Monitoring

- Google Search Console
- Google Analytics
- SEO Audits

### Practical Task

Optimize a blog post for a chosen keyword, include meta descriptions, alt tags, and internal links.





# Google Ads: Running Effective Paid Campaigns

## ✓ Setting Up Google Ads Account

Account Creation  
Campaign Objective

## ✓ Keyword Targeting & Match Types

Broad Match vs. Exact Match vs.  
Phrase Match  
Negative Keywords

## ✓ Ad Creation & Extensions

Manual vs. Automated Bidding  
Daily Budget Management

## ✓ Bidding & Budgeting Strategies

Google My Business Setup  
NAP Consistency  
Local Citations

## ✓ Campaign Monitoring & Optimization

Quality Score Improvement  
A/B Testing  
Conversion Tracking



### Practical Task

Create a Google Search Ad campaign with three ad variations targeting a specific keyword.

# Facebook & Instagram Ads: Targeting the Right Audience

## ✓ Setting Up Business Manager

- Account Setup
- Pixel Installation

## ✓ Campaign Structure

- Campaign Objectives
- Ad Set Configuration

## ✓ Audience Targeting

- Custom Audiences
- Lookalike Audiences
- Interest & Behavior Targeting

## ✓ Ad Creation

- Ad Formats
- Compelling Ad Copy
- Creative Testing

## ✓ Analytics & Optimization

- CTR (Click-Through Rate)
- CPC (Cost Per Click)
- Retargeting Ads

### Practical Task

Create a Facebook Ad campaign targeting a custom audience with carousel and video ads.



# Social Media Management: Facebook Management

## ✓ Setting Up a Professional Page

Creating a Business Page

Page Customization

Page Verification

## ✓ Content Strategy for Facebook

Content Types

Content Calendar

Live Sessions

## ✓ Engagement Tactics

Responding to Comments

Facebook Groups

User-Generated Content



## ✓ Analytics & Insights

Facebook Insights

Ad Performance Monitoring

Optimize Posting Time

### Practical Task

Create a content calendar for one week with at least five diverse post types.

# Social Media Management: Instagram Management

## ✓ Setting Up a Business Profile

Profile Optimization

Highlight Covers

Shop Integration

## ✓ Content Strategy for Instagram

Post Types

Aesthetic & Branding

Hashtag Strategy

## ✓ Engagement & Growth Techniques

Interactive Stories

Reels Optimization

Collaborations & Shoutouts

## ✓ Analytics & Insights

Instagram Insights

Follower Analysis

A/B Testing



### Practical Task

Create and post a Reel using trending music, hashtags, and a compelling CTA.

# Social Media Management: LinkedIn Management

## ✓ Optimizing LinkedIn Profile/Page

Profile Setup

Company Page Optimization

Showcase Pages

## ✓ Content Strategy for LinkedIn

Content Types

Long-Form Articles

Engaging Polls & Questions



## ✓ Networking & Engagement

Connecting Strategically

LinkedIn Groups

Employee Advocacy

## ✓ Analytics & Performance Tracking

LinkedIn Analytics

Engagement Rate Optimization

### Practical Task

Write and publish a 500-word LinkedIn article on a trending topic in your industry.

# Social Media Management: Twitter Management

## ✓ Optimizing Your Twitter Profile

Profile Setup  
Pinned Tweet

## ✓ Content Strategy for Twitter

Tweet Types  
Use of Hashtags  
Threads

## ✓ Engagement & Growth

Real-Time Interaction  
Polls and Questions  
Retweets & Mentions

## ✓ Analytics & Monitoring

Twitter Analytics  
Content Performance



### Practical Task

Create a Twitter thread of 5-7 tweets sharing insights or tips on a relevant topic.

# Social Media Management: Pinterest Management

## ✓ Setting Up a Business Account

Business Profile Setup

Rich Pins Activation

## ✓ Content Strategy for Pinterest

Pin Creation

Board Organization

Pinning Schedule

## ✓ Engagement & Growth

Collaborative Boards

Pinterest SEO

Video Pins & Idea Pins

## ✓ Analytics & Performance

Pinterest Analytics

Pin Performance



### Practical Task

Design 5 Pins for a specific board and optimize each for SEO.

# WhatsApp Management: Guide for Business Growth

## ✓ Setting Up WhatsApp Business Account

- Download & Setup
- Profile Optimization
- Link Setup

## ✓ Creating a Messaging Strategy

- Automated Messages
- Broadcast Lists
- Group Management



## ✓ Content Strategy for WhatsApp Marketing

- Types of Content to Share
- Rich Media Content

## ✓ Engagement and Customer Support

- Personalized Responses
- Instant Customer Support
- Feedback & Reviews

## ✓ Integrating WhatsApp with Other Platforms

- Website Integration
- Social Media Integration
- CRM Integration



# WhatsApp Management: Guide for Business Growth

## ✓ WhatsApp Business API for Advanced Use

Benefits of WhatsApp API  
API Setup

## ✓ WhatsApp Analytics & Reporting

Metrics to Track  
Tools for Analytics

## ✓ Compliance & Best Practices

Types of Content to Share  
Rich Media Content

## ✓ Engagement and Customer Support

Respect Privacy  
Maintain Professionalism  
Frequency of Messaging



### Practical Task

- Set up your WhatsApp Business profile.
- Create a broadcast list and send a welcome message to all new customers.
- Share one product update with rich media content (image/video).

# Email Marketing: Building and Nurturing an Audience

## ✓ Email Marketing Fundamentals

- Types of Emails
- Email Marketing Platforms
- Compliance with Laws



## ✓ Building an Email List

- Lead Magnet Creation
- Opt-In Forms
- Segmentation

## ✓ Crafting Effective Email Campaigns

- Subject Line Optimization
- Personalization
- Call to Action (CTA)

## ✓ Automation & Drip Campaigns

- Welcome Series
- Behavioral Triggers

## ✓ Analytics & Optimization

- Key Metrics
- A/B Testing
- Deliverability Improvement

### Practical Task

Create a 3-email welcome series for new subscribers promoting a digital product or service.

# Content Writing: Engaging and SEO-Friendly Content

## ✓ Content Writing Basics

Understanding Audience Personas  
Content Types  
Tone and Style

## ✓ Research and Planning

Topic Research  
Content Outlines  
Competitor Analysis

## ✓ SEO Integration in Content

Keyword Placement  
Internal and External Linking  
Optimizing Headlines & Meta Descriptions

## ✓ Writing Techniques for Engagement

Storytelling  
Use of Data & Examples  
Scannability

## ✓ Editing & Proofreading

Editing Tools  
Content Review Checklist



### Practical Task

Write a 1,000-word SEO-friendly blog post on "Top 5 Digital Marketing Trends in 2025."

# ChatGPT & AI Tools: Content Creation and Automation

## ✓ Introduction to AI Tools for Marketing

Overview of ChatGPT

Other AI Tools



## ✓ Content Generation with AI

Blog Post Creation

Social Media Content

Ad Copywriting

## ✓ Customer Support Automation

Chatbots Setup

Automated Responses

Sentiment Analysis



## ✓ Data Analysis and Insights with AI

Content Performance Analysis

Predictive Analytics

## ✓ Ethics & Best Practices in AI Usage

Avoiding Plagiarism

Bias Awareness

Human Oversight

### Practical Task

Use ChatGPT to draft a 500-word article on "The Future of AI in Digital Marketing" and refine it manually.

# Step-by-Step Guide to Affiliate Marketing

## ✓ Getting Started

- Choose a Niche
- Join Affiliate Programs
- Build a Platform
- Generate Affiliate Links

## ✓ Promotion Strategies

- Content Marketing
- Social Media Marketing
- Email Marketing
- SEO

## ✓ Tools to Use

- Google Analytics: Track clicks and conversions.
- ThirstyAffiliates: Manage affiliate links.
- Canva: Design banners and visuals for promotions.

## Practical Task

- Join affiliate programs like Amazon Associates or ClickBank to get referral links for products in your niche.
- Write a blog or create a video promoting products with affiliate links embedded for user conversions.



# Step-by-Step Guide to Dropshipping

## ✓ Setting Up Your Business

Choose a Niche

Find Suppliers

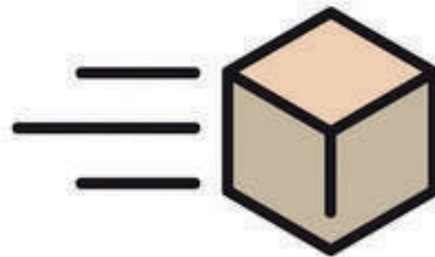
Create an Online Store

## ✓ Marketing & Sales

Run Ads

Social Proof

Upselling & Cross-Selling



# DROPSHIPPING

## ✓ Order Fulfillment

Place Orders Automatically

Track Shipments

## ✓ Tools to Use

Shopify: For building an e-commerce store.

DSers: Automates dropshipping tasks.

Google Trends: For researching product demand.

## Practical Task

- Sign up for Shopify and use tools like Oberlo to find and add trending products to your store.
- Run targeted Facebook or Instagram ads to drive traffic to your store and increase sales.

# Step-by-Step Guide to Drop Servicing

## ✓ Getting Started

Choose a Service to Offer  
Find Reliable Freelancers  
Set Up a Website

## ✓ Client Acquisition

Social Media Advertising  
Cold Outreach  
Networking

## ✓ Delivery Process

Communicate Clearly  
Quality Control

## ✓ Tools to Use

Trello/Asana: Manage projects and deadlines.  
PayPal: For handling payments.  
Canva: For creating social media ads or proposals.



## Practical Task

- Build a website using WordPress or Wix listing services like content writing or graphic design for businesses.
- Hire freelancers on Fiverr, delegate client tasks, and ensure quality before delivering the final work.

# Step-by-Step Guide to Freelancing

## ✓ Choose Your Niche

Writing & Editing  
Graphic Design  
Programming & Web Development  
Digital Marketing

## ✓ Platforms to Join

Freelance Marketplaces  
Networking  
Portfolio Websites

## ✓ Building a Profile

Strong Bio  
Portfolio  
Certifications

## ✓ Client Management

Clear Communication  
Contracts  
Invoicing



## Practical Task

- Set up a profile on Upwork or Fiverr, highlighting your skills and portfolio to attract clients.
- Bid on 5 freelance projects daily, writing personalized proposals for better chances of selection.



# Step-by-Step Guide to Website Monetization

## ✓ Advertising

Google AdSense  
Sponsored Posts

## ✓ Affiliate Marketing

Promote products through affiliate links and earn commissions.



## ✓ Selling Products or Services

Digital Products: E-books, courses, or templates.  
Physical Products: Integrate an e-commerce platform like Shopify.



## ✓ Memberships & Subscriptions

Create exclusive content for members.  
Use platforms like Patreon or WordPress membership plugins.

## ✓ Tools for Optimization

Google Analytics: Monitor traffic and behavior  
Yoast SEO: Improve search engine visibility  
Email Marketing: Use Mailchimp or ConvertKit to grow and engage an audience

# Step-by-Step Guide to YouTube Monetization

## ✓ Understanding YouTube Monetization

Subscribers

Watch Time

Account Verification

Community Guidelines Compliance

## ✓ Enabling Monetization

Apply for YPP

Approval Process

## ✓ Monetization Features

Ads Revenue

Channel Memberships

Merchandise Shelf

Super Chat & Super Stickers

YouTube Premium Revenue



## ✓ Content Strategy for Monetization

Create High-Quality Content

Long-form & Short-form Content

Consistency

## ✓ SEO for YouTube Videos

Keyword Optimization

Thumbnails and Titles

Playlists

# Step-by-Step Guide to YouTube Monetization

## ✓ Ad Placement Optimization

Mid-roll Ads

Ad Types

## ✓ Other Revenue Streams on YouTube

Sponsored Content

Affiliate Marketing

Crowdfunding

Merchandise

## ✓ Building an Engaged Community

Interaction

Live Streams

Collaborations

## ✓ Analyzing and Improving Performance

Use YouTube Analytics

A/B Testing

## ✓ Compliance with YouTube Policies

Avoid Demonetization

Fair Use Content



### Practical Task

- Optimize one existing video for SEO by updating its title, description, and tags.

# Hiring Partners































# 100+ More

# Student Success Story



**Rahul Singh**



**3.8** LPA



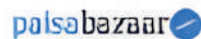
**Kunal Singh**



**6.0** LPA



**Shashank Yadav**



**3.8** LPA



**Abhijeet Rai**



**3.6** LPA

# Student Success Story



**Sujoy Das**



**5.2** LPA



**Sanjeev Raj**



**4.5** LPA



**Rahul Roy**



**4.2** LPA



**Kunal Gaurav**



**4.0** LPA

**220+ Students Placed**

# Fee Structure

**100% PLACEMENT  
GUARANTEED**

**DIGITAL MARKETING COURSE**

*Online & Offline Classes*

**Offline Classes in Patna**  
**Duration : 03 Months**

**Average Package : 3.2 LPA**

**Basic**    ~~₹ 14,999/-~~    ₹ 9,999/-



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**Average Package : 4.4 LPA**

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YOUR TECH CAREER

Have more questions?

**Contact us**

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