

BASIC **DIGITAL** **MARKETING** **3 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,

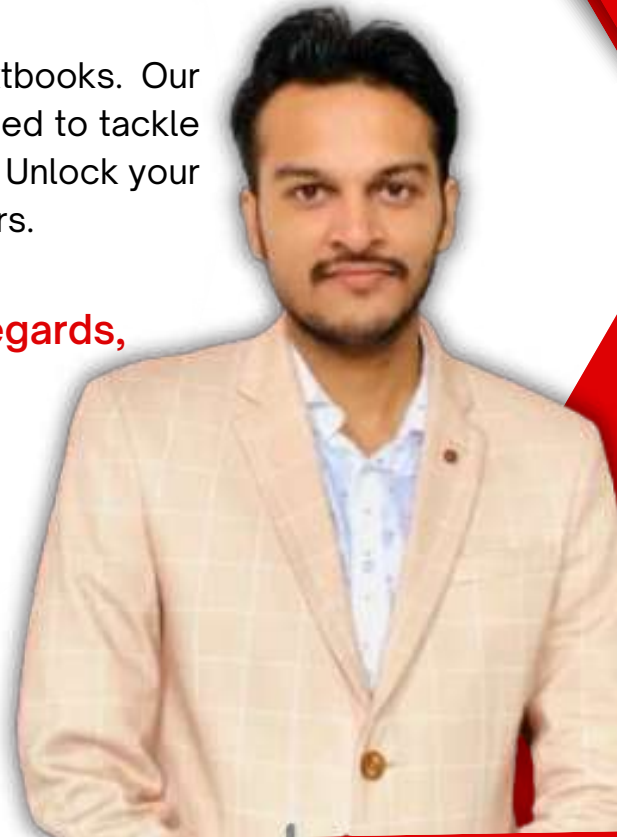
At SpecBits, we're not just in the business of transforming careers; we're in the business of changing lives. I understand the challenges you face when searching for the right job and the frustration of not having the skills needed to excel in the tech industry. That's why we've built SpecBits Career.

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: 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: 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: 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.

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.

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.

Hiring Partners































Student Success Story



Sujoy Das



5.2 LPA



Sanjeev Raj



4.5 LPA



Rahul Roy



4.2 LPA



Kunal Gaurav



4.0 LPA

Student Success Story



Rahul Singh

 Classplus

3.8 LPA




Kunal Singh

 Jobikwik

6.0 LPA



Shashank Yadav

 paisebazaar

3.8 LPA



Abhijeet Rai

 OYO

3.6 LPA

Fee Structure



**100% PLACEMENT
GUARANTEED**

DIGITAL MARKETING COURSE

BASIC

3 Months TRAINING PROGRAM

ONLY AT RS: 14,999/-

Online & Offline Classes



www.specbitsskills.com



**100% PLACEMENT
GUARANTEED**

DIGITAL MARKETING COURSE

ADVANCED

5 Months TRAINING PROGRAM

ONLY AT RS: 19,999/-

Online & Offline Classes



www.specbitsskills.com



YOU ARE JUST A STEP AWAY TO SPECBITS SKILLS

YOUR TECH CAREER

Have more questions?

Contact us

📍 302, Rai Complex, East Boring Canal Road, Near
Panchmukhi Hanuman Mandir, Above Afra Tafri
Restaurant, Patna - 800001

7707000651

7707000652

7707000653

7707000654

7707000655

www.specbitsskills.com