



Become Certified in
Digital Marketing
with specialization in
Performance Marketing

Start Working on projects from day 0

Learn:

MailChimp | Hubspot | Google Analytics |
Sitemap | Bitly & More



Career Paths as a Digital Marketing Expert

Digital Marketing Specialist:

Develop and execute digital marketing strategies across multiple channels.

Salary Range:

Fresher: 3 LPA – 5 LPA | 2-5 Years Experience: 6 LPA – 14 LPA

SEO Specialist:

Optimize website content and structure to improve search engine rankings.

Salary Range:

Fresher: 2.5 LPA – 4.5 LPA | 2-5 Years Experience: 5 LPA – 12 LPA

PPC Specialist:

Manage pay-per-click advertising campaigns to increase online visibility and drive traffic.

Salary Range:

Fresher: 3 LPA – 4 LPA | 2-5 Years Experience: 4 LPA – 10 LPA

Content Marketing Strategist:

Develop and implement content plans to attract and retain a target audience.

Salary Range:

Fresher: 12 LPA – 18 LPA | 2-5 Years Experience: 4 LPA – 15 LPA

Email Marketing Specialist:

Plan and execute email marketing campaigns to nurture leads and engage customers.

Salary Range:

Fresher: 3 LPA – 4 LPA | 2-5 Years Experience: 4 LPA – 11 LPA

Companies hiring



Why Choose Us?

01

Introducing Qbits
which is a software and edtech company that provides project-based training and opportunity for paid Internship.



02

Qbits Learning:
Transition from project-based learning to earning a software scholarship and intern at Qbits Control.



03

Qbits Control:
A SaaS product company that simplifies tasks, boosts productivity, and modernizes operations using tech.



Product Roadmap

01

Phase 1 Qlearn

- Project Training from Day 0
- Project Completion Certificate
- Internship Completion Certificate

02

Phase 2 Qscholar

- Get Qbits Goodies
- Work with agile team
- Earn rupees 1000/- as stipend.

03

Phase 3 QApprenticeship

- Receive offer letter from Qbits Control
- Work as a Intern in Qbits Control
- Earn stipend ranging from 5k-15k

About the Program

When small businesses get started, their focus is often on how to get the first customers through the door. The potential customers you can find online is a much larger group than you'll ever be able to attract only locally. Using digital marketing techniques, you can reach a global audience in a way that's cost-effective, scalable and measurable.

This Digital Marketing course is designed to transform you into a digital powerhouse which focuses on in-depth training in multiple branches of digital marketing. The whole program is structured around a verified learning path authorised by professional industry leaders. Practical learning with hands-on projects with industry grade content in SEO, Web Analytics, PPC and Social Media Marketing. Learners have the flexibility to attend mentor-guided sessions by industry experts adding a completely new dimension to the training.



Month 1

Project: Keyword Research and Content Strategy for a New E-commerce Store

Modules:

Keyword Research :

- Understanding keyword research fundamentals
- Using tools like Google AdWords Keyword Planner, Ubersuggest, and SEO Tools
- Conducting keyword brainstorming using AI
- Implementing keyword strategies in content

Content Strategy :

- Identifying and creating the right content
- Content distribution planning
- Content calendar mapping

Social Media Management :

- Creating and managing social media profiles (e.g., Facebook, Instagram)
- Utilizing Social Media and Meta Business Suite
- Developing a social media progress reporting system

Search Engine Marketing (SEM) :

- Introduction to SEM and Objectives
- Elements of an SEM Campaign
- Ad Auction Process
- How to Run Campaigns on Google AdWords
- Metrics and Optimization

Display Advertising :

- Google Display Network
- Programmatic Ad Buying Process

Social Media Marketing :

- Creating and Managing Social Media Profiles (e.g., Facebook or Instagram)
- Social Media and Meta Business Suite



Month 3

Project: Develop a Comprehensive Marketing Strategy and Execute a Multi-Channel Campaign

Modules:

Email Marketing :

- Role of Email Marketing
- Types of Emails
- Building Automated Email Campaigns (Drip Campaigns)

Content Marketing :

- Identifying and Creating the Right Content
- Content Distribution Planning
- Content Calendar Mapping

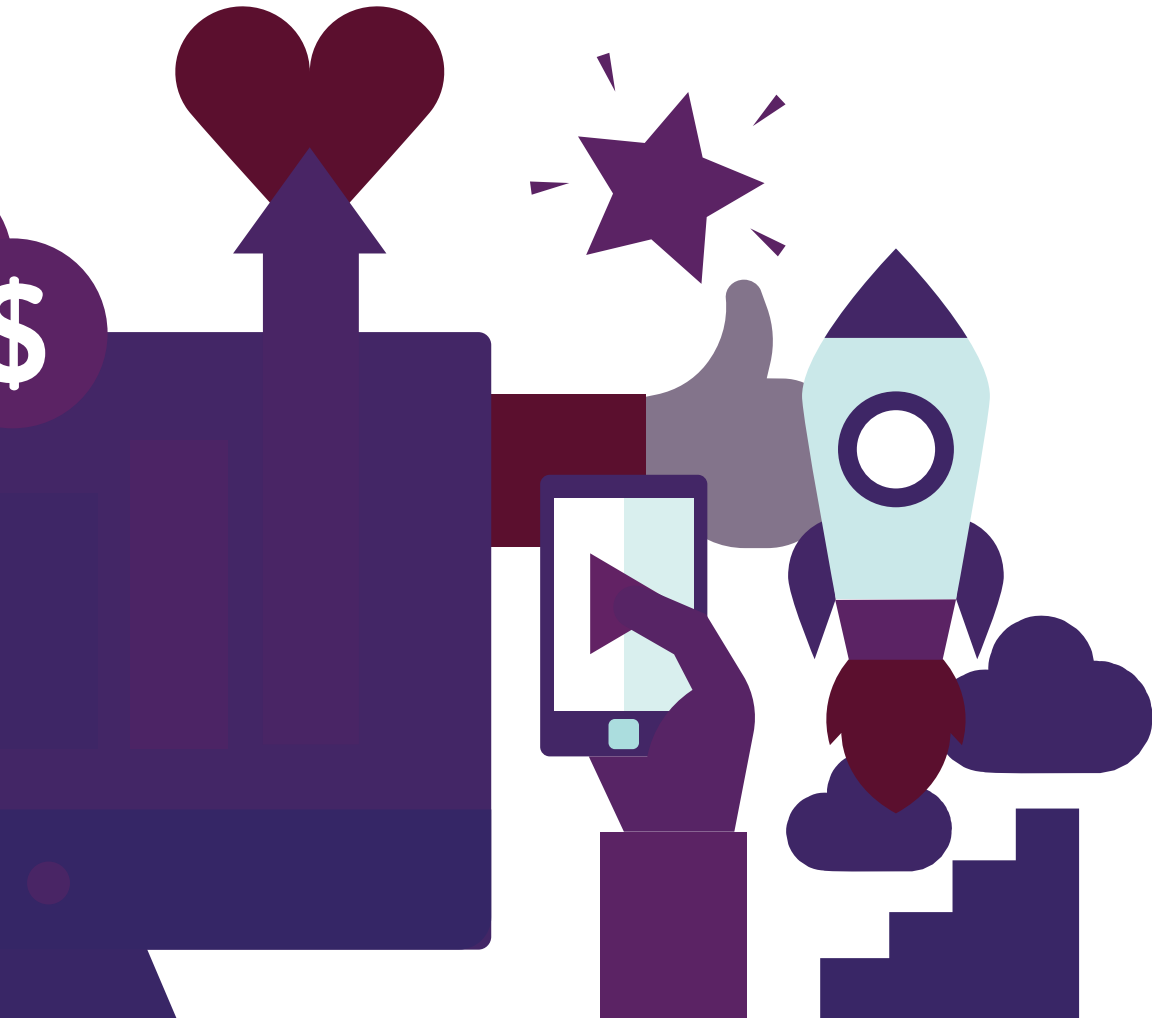


Web Analytics :

- Traditional vs. Digital Marketing Analytics
- Extracting and Analyzing Data from Google Analytics

Defining a Robust Marketing Strategy :

- Integrated Marketing Strategy Development
- Channel Mix and Content Strategy



Tools:

- Wordpress
- FB Business Manager
- Google Analytics
- Hubspot
- Salesforce
- Google Adsense
- Buffer
- MailChimp
- Bitly
- Canva
- Blogspot
- Sitemap
- ZOHO
- Keyword.io



Instructors Details:

Ankita Das



Marketing Manager

5+ Yrs of Industry Experience

Skills : On page optimization, Social media management, Media analysis & more

Contact Us:

support@qbitslearning.com

+91 9902327634

qbitslearning.com