SPREADME
INSTITUTE

Ai - POWERED STRATEGIC

6 MONTHS

DIGITAL MARKETING COURSE

A Digital Marketing Institute Backed by...
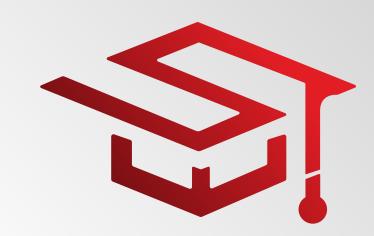
6+ YEARS OF AGENCY EXPERIENCE

Why Choose Digital Marketing as a Career?

92% of companies believe digital marketing is crucial to business success.

Expected **54–58 million** digital jobs by 2027.

High demand for skilled marketers across industries and businesses.

Lucrative career opportunities in **freelancing, remote jobs, startups, & MNCS**.

Opportunity to launch your own business or **personal brand online.**

Constantly evolving field that keeps your career **future-proof & relevant.**

About SpreadMe Institute

At **SpreadMe Institute**, we don't just teach, - we train you the way we train our in-house team.

With over 6+ years of agency experience and real over 400 international clients, we offer the most practical, result-oriented, and career -focused training in Gandhinagar for digital marketing and full stack development.

Whether you want to become a digital marketer, web developer, freelancer, or business owner - your journey starts here.

Meet Your Mentors

Learn from a certified digital marketing experts with years of real-world experience.

Sidi Sana

(Career Counselor)

Supports students with career planning, mentorship & goal setting.

Bhavesh Patel

(Software Expert)

A software expert specializing in full-stack development & system optimization. Experienced in building scalable, high-performance applications across diverse platforms.

Rajesh Rathod

(Business Consultant)

Guides students on entrepreneurship and business setup.

Jigar Patel

(Digital Marketing Director)

An expert in Marketing Strategy, Client Pitching, and International Outreach

Why Choose SpreadMe Institute?

Founded by the experts behind SpreadMe Digital, – a performance marketing agency with over 6 years of hands-on experience in driving ROI for global clients – SpreadMe Institute brings unmatched real-world training into the classroom.

Our mission is to bridge the gap between theoretical learning and industry-ready execution through practical, agency-style training.

1   *Agency-Backed Training Methodology*

2   *Learn from Practicing Digital Marketers*

3   ***60%** Hands-on Learning*

4   ***Live Projects** with Real Clients*

5   ***Ai & Tools**-Driven Modules*

6   *Mock Interviews, Resume Building & **Placement Support***

7   *Strategy building support for Business Owners*

8   *Personalized Mentorship & Career Guidance*

9   ***100%** Job Assistance & Minimum 3 Job Opportunities*

10   *Help you to Set Up Your Business*

11   *Hybrid Classes **(Live Online + Offline)***

12   *International Networking Opportunities*

13   ***Lifetime Support** for All Students*

Who Can Join?

Students
Build in-demand skills and boost employability from day one.

Job Seekers
Acquire job-ready digital expertise with certification and placement support.

Business Owners
Learn strategies to scale your business and generate online leads.

Housewives
Gain flexible career skills and income opportunities from home.

Marketing Professionals
Upgrade with advanced tools, Ai techniques, and campaign strategy.

Freelancers
Expand your service offerings and earn globally through practical projects.

Career Switchers
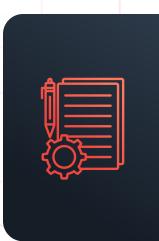Shift into a high-growth, rewarding field with industry-ready training.

Practical Activities

We believe in practicing & want to transform a novices into experts. Therefore, we help our students with practical implementations & activities. Here are some examples of the industry-updated activities that our students do.
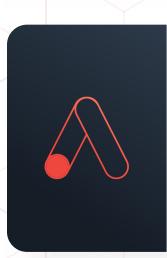
Content Writing

increase the scale of creating and writing content. Learn to use Ai and write content at a faster pace

Content Optimization

Learn to optimize content and boost your SERP ranking with content optimization. Upload your content on Brandveda's website

Live Google Ads Campaign

Become a maestro at running several Google ads campaigns. Learn to write and make ad copies.

Run Facebook Ads Campaign

Run Various Campaigns on Facebook and generate many leads. Optimize the campaigns to make the maximize results from the campaigns.

Guest Posting Through outreach

Earn free, high DA & PA links through guest posting. Understand the concepts of link earning Practically.

Creating & optimizing Social Media Platforms

Optimize & Boost your Social Media through consistent posting and interaction. Learn to automate your social media with the help of world-class tools

Advanced learning

Performance Marketing Journey

Become one of the TOP 5% Performance Marketers.

Learn Marketing Automation

Learn to Automate your Business

Learn Growth Hacking

Grow your Business on Autopilot

Learn Data Analytics

Become a Pro in Forecasting & Optimization using Data Analytics

Learn GMB Advance Bootcamp

Grow your phone calls and messages on Google My Business

Learn Funnel Mastery

Create Proven Sales Funnel & Improve your buyers Journey

Learn Google Ads Scripts & Automations

Optimize Google Ads with Advanced Automations and Scripts

1 Digital Marketing Fundamentals, Strategy & Analytics Setup

- ✓ What is Digital Marketing? (Traditional vs. Digital)
- ✓ Core Marketing Concepts: AIDA, STP, Buyer Journey
- ✓ Creating Digital Marketing Blueprint & Customer Avatars
- ✓ Marketing Goals, Funnels & KPIs
- ✓ Setting up Analytics: Google Analytics, Tag Manager, Events
- ✓ AI in Digital Fundamentals & Trend Forecasting

2 Website Development, Landing Pages & Ecommerce Setup

- ✓ Domain, Hosting & CMS (WordPress, Wix, Shopify)
- ✓ Website Structure & User Experience (UX/UI)
- ✓ Landing Page Optimization for Leads & Sales
- ✓ Ecommerce Store Setup & Optimization
- ✓ Conversion-focused Web Design
- ✓ Technical Setup: Google Search Console, Heatmaps

3 Search Engine Optimization (SEO) – Basic to Advanced

- ✓ On-Page, Off-Page, Technical SEO
- ✓ Local SEO (Google Business Profile)
- ✓ Link Building & Guest Posting (Manual Outreach)
- ✓ Website Audit Techniques & Tools
- ✓ AI-powered SEO Tools (SurferSEO, Clearscope)
- ✓ SEO Case Studies & Performance Measurement

4 Google Ads & Paid Search Marketing (PPC)

- ✓ Campaign Structure: Search, Display, Video, Shopping
- ✓ Keyword Research, Match Types & Bidding Strategies
- ✓ Quality Score, Ad Copywriting & Ad Extensions
- ✓ Conversion Tracking & Landing Page Optimization
- ✓ Google Ads Automation (Scripts & AI Tools)
- ✓ Scaling, Forecasting & Budgeting
- ✓ Google Merchant Center & Local Campaigns

5 Social Media Optimization (SMO)

- ✓ Facebook, Instagram, LinkedIn, Twitter, Pinterest Optimization
- ✓ Page Setup, Hashtag Strategy, Reels Mastery
- ✓ Content Calendar Creation & Engagement Techniques
- ✓ Platform Algorithm Insights
- ✓ Social Media Automation Tools
- ✓ Image Design & Video Editing

6 Social Media Marketing (SMM) – Organic + Paid

- ✓ Facebook & Instagram Ads Manager
- ✓ Campaign Setup: Traffic, Lead Gen, Engagement, Retargeting
- ✓ Remarketing & Lookalike Audiences
- ✓ LinkedIn Paid Ads & Sales Navigator Lead Generation
- ✓ Twitter Growth Hacks & Automation
- ✓ Funnel-based Social Campaign Strategy

7 Content Marketing & AI Copywriting

- ✓ Content Frameworks: Storytelling, Listicles, How-to Guides
- ✓ Blog Writing & SEO Copywriting
- ✓ AI Tools: Jasper, ChatGPT, Copy.ai
- ✓ Visual Content Tools: Canva, Pictory, InVideo
- ✓ Repurposing Content for Social Media
- ✓ Content Promotion & Analytics
- ✓ Measuring Content Conversion using GA4

8 Email, WhatsApp, SMS & CRM Marketing

- ✓ Email List Building, Drip Campaigns & Automation
- ✓ Subject Line Psychology & Newsletter Design
- ✓ WhatsApp Business API, Broadcasts, Chatbots
- ✓ SMS, Push Notifications & Customer Retargeting
- ✓ CRM Integration (Zoho, HubSpot)
- ✓ Email Forecasting & Open Rate Optimization

9 AI in Marketing, Automation & Prompt Engineering

- ✓ Prompt Engineering Basics (ChatGPT, Midjourney)
- ✓ AI for Ad Bidding, Targeting, Analytics
- ✓ Marketing Automation Tools: Zapier, ActiveCampaign
- ✓ Lead Scoring, Chatbots & Smart Automation Flows
- ✓ Funnel Automation via Funnelytics + CRM Sync

10 Funnel Building, Retargeting & Conversion Strategy

- ✓ Buyer's Journey Mapping
- ✓ Funnelytics Vault & Real Campaign Mapping
- ✓ TOFU, MOFU, BOFU Funnels
- ✓ Landing Pages, Lead Magnets, Upsell/Downsell Strategy
- ✓ Retargeting Setup (Meta, Google, LinkedIn)
- ✓ A/B Testing & Optimization

11 Data Analytics, Campaign Optimization & Forecasting

- ✓ GA4 Dashboard Setup & Report Customization
- ✓ KPI Tracking: CTR, CPA, ROAS, LTV, CAC
- ✓ Campaign Diagnostics: What's working & what's not
- ✓ Attribution Models (First-click, Last-click, Linear)
- ✓ Forecasting Ad Budgets using Historic Data
- ✓ Advanced Analytics Tools: Looker Studio, Power BI

12 Online Reputation & Brand Management (ORM)

- ✓ Review Strategy for Google & Social
- ✓ Sentiment Analysis Tools (Brand24, Mention)
- ✓ Influencer ORM Crisis Management
- ✓ Reputation Campaign Strategy

13   *Freelancing, Portfolio, Resume & Personal Branding*

✓ Upwork, Fiverr, Freelancer Profile Optimization

✓ Portfolio Website Creation

✓ Resume, Cover Letter & LinkedIn Optimization

✓ Personality Development, Client Pitching, Negotiation & Payment Setup

✓ Personal Branding Strategy for Digital Marketers

14   *Certification, Internship, Career Support & Capstone*

✓ Live Projects: SEO, Google Ads, SMM, Funnels

✓ Capstone Project: End-to-end Marketing Campaign

✓ Google, Meta, HubSpot, Amazon Certification Prep

✓ AI Tool Proficiency Certificate (ChatGPT, Jasper, Pictory)

✓ Resume Workshop, Mock Interviews, Job Assistance

✓ Internship (2 Months) + Placement Drive Support

Internships & Career Support

1 2 Month Internships Google Ads, Social Media, SEO, eCommerce

2 Resume Workshops, LinkedIn Profile Building

3 Mock Interviews by Agency Experts

4 Dedicated Placement Assistance

5 Weekly Job Updates via Email & WhatsApp

6 Portfolio Building with Live Projects

7 Freelancing Project Support & Client Pitch Training

8 Post-Course Job Consultation & Career Path Planning

Certification

- 15+ Certifications from Google, Meta, HubSpot, Amazon, and SpreadMe Institute

- Capstone Project Certification

- AI Tools Proficiency Certificate (ChatGPT, Jasper, etc.)

- Client Project Certification from Our Partner Firm (2-Month Placement Experience)

- LinkedIn Profile & Personal Brand Building Certification

Scholarships & Financing Options

- Scholarship Form Available for Eligible Candidates

- EMI / Loan Support

- Early Bird Discounts

Google **Meta** **HubSpot** **amazon** **ChatGPT** **Jasper**

PROGRAM DURATION & STRUCTURE

Total Duration :
6 Months

4 Months
of Expert-Led
Classroom Sessions

2 Months
of Hands-On
Internship with
Working Professionals

Ready to Start Your Digital Career?

Gandhinagar's Only Institute Built by a Digital Marketing Agency

Let's connect... talk or meet over a coffee or Book Your Free Demo Session Today!

SPREADME INSTITUTE PVT. LTD.

"We don't just teach marketing, we build marketers."

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