DIGISPIRE®

Your Way To Success



Shape Your Success In The Digital Era

With Digispire

6 Months Program

Approved & Certified From

Google | Meta | SEMRUSH | HubSpot

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www.digispire.in

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About
Digispire Academy

Established in 2022, Digispire Academy is dedicated to shaping digital professionals, entrepreneurs, and innovators through an agency-style learning model.

- *Practical learning through real-world projects*
- *Industry-relevant skills to match hiring demands*
- *Student success with internships, mentoring, and placement assistance*

At Digispire Academy, students gain real-world exposure by working on practical projects that mirror actual campaign environments, allowing them to understand how strategy, creativity, and data combine to drive digital success.

Milestones
That Define Us

3,500+ Students Trained

7,200+ Hours of Learning Delivered

50+ Hiring Partners

150+ Trusted Clients

***Digispire Academy** has quickly become one of Eastern India's most trusted learning hubs for digital education.*

Meet
The Founder

Aashutosh Jaiswal
CEO & FOUNDER

Aspire Digital Media | Digispire Academy



I started my career as an engineer but soon discovered my passion for the digital world. What began as curiosity quickly turned into purpose, and over time, I transformed from an engineer into a digital marketing expert. For over 7 years, I have been successfully running Aspire Digital Media, an agency that helps brands grow through data-driven campaigns and creative storytelling. Over the years, I have managed ad spends exceeding ₹10 crore and generated more than ₹50 crore in revenue. I've also built valuable associations with industry leaders such as JioHotstar, Razorpay, Convert-Way, Meta, and AdGully. The success of this journey inspired me to create Digispire Academy. My core belief has always been simple: "Knowledge shared is opportunity created."

Over the years, mentoring students, entrepreneurs, and professionals has become my greatest source of fulfilment. To me, digital marketing education should go beyond theory and focus on agency-style learning that builds expertise in SEO, content strategy, performance marketing, automation, and analytics. It should nurture creativity, adaptability, and confidence to thrive in a fast-evolving digital ecosystem. As I often say, "Success is not about where you start; it is about the skills you choose to master."

Digispire Academy represents my vision of next-generation learning, where students gain real-world experience, work on live projects, and understand how strategy drives results. My goal is for every learner who walks through our doors to feel supported, challenged, and inspired to create their own success story in the digital age.

Why Choose
Digital Marketing With AI

Digital marketing has grown into one of the most essential skills of the modern world. With the rise of AI-powered tools and automation, digital marketing is evolving faster than ever, allowing professionals to optimize campaigns, predict trends, and deliver personalized experiences at scale. This rising dependence on digital and AI-driven strategies has created a talent gap, and professionals who understand both the online ecosystem and AI applications are in high demand.

Some of the key reasons why this field stands out are:



High Demand

Job postings for digital marketing roles have increased by 22% annually since 2020, showing consistent growth and opportunity.

Source: Software Oasis



Diverse Career Options

From SEO and social media to paid advertising and analytics, digital marketing offers multiple career paths that match different interests.



Global Opportunities

The skills you gain can help you work with international clients, collaborate remotely, or even run your own online business.



Future-Proof Skill

The global digital marketing industry is projected to grow at a CAGR of 13.9%, offering strong long-term career growth.

Source: SEO.com

Vision & Mission

Vision

Digispire Academy aims to become the preferred destination for aspiring learners by delivering practical, inspiring, and industry-focused education. Our goal is to empower individuals with real skills so they can step confidently into the digital ecosystem and build rewarding careers through next-generation learning.



Mission

The mission is to guide students through agency-style learning that blends practical skills with real-world exposure. The focus is on building confidence, creativity, and competence so that every learner understands digital marketing from within and is fully prepared for future opportunities.



What You'll Gain
From The Program

Exclusive Perks

01 Access to Exclusive AI & Automation Workshops

02 Certified Industry Professionals

03 Agency-Styled Learning

04 One-to-One Mentorship

05 Weekday and Weekend Batches

Backup Classes 06

Paid Internships & 100% Placement Assistance 07

Get Access To Tools Worth ₹ 25000 08

15+ Recognized Global Certifications 09

Flexible Payment Options 10

Who
Can Join Us

Students

Get job-ready in just 6 months.

Working Professionals

Upgrade careers with higher-paying roles.

Job Seekers

Match today's job trends and secure in-demand skills.

Business Owners

Scale businesses online with proven digital strategies.

AI-Driven Digital Marketing
Certification Program

Digital Marketing **Overview**

- What is Digital Marketing?
- Benefits of Digital Marketing
- Digital Channels Overview
- Social Media Intro
- Branding Basics
- Buyer Journey
- Buyer Persona

Search Engine **Optimization**

- Introduction to SEO & SERP
- SEO Best Practices
- Website SEO Audit
- Keyword Research & Analysis
- On Page SEO
- Off Page SEO
- Technical SEO
- Local SEO
- Analytics Set Up

Social Media **Marketing**

- Social Media Marketing Overview
- Platform Deep Dive
- Content Strategy
- Hashtag Research
- Scheduling and Planning
- Social Media Analytics

Facebook **(Organic)**

- Page Creation & Optimization
- Professional Profile Set up
- Copywriting Basics
- Content Calender
- Meta Business Suite

Facebook **Ads**

- Basics of Paid Marketing
- Campaign Structure (Meta Ads Manager)
- Campaign Objectives
- Integrating the Facebook Pixel
- Targeting & Audience
- Budget & Bidding
- Campaign Set up Process
- Facebook Ads Essential Tools & Resources
- Facebook Analytics

Instagram

- Importance of Instagram Marketing
- Profile Setup & Branding
- Content Strategy for Instagram
- Organic Instagram Marketing
- Instagram Ads (Basic Overview)
- Instagram Marketing Tools
- Engagement Strategies
- Instagram Analytics (Insights)
- Influencer Marketing

LinkedIn

- LinkedIn Profile Optimisation
- LinkedIn Page Creation
- LinkedIn Insight Tag
- LinkedIn Audience
- Campaign Creation
- Campaign Monitoring

Twitter (X)

- Twitter Basics & Setup
- Content Strategy for Twitter
- Engagement & Community Building
- Twitter Ads (Overview)
- Twitter Analytics

Youtube

- YouTube Basics & Setup
- Content Strategy for YouTube
- YouTube SEO
- Engagement & Growth Tactics
- YouTube Analytics
- YouTube Ads (Basics)
- Email Marketing

Introduction To **Email Marketing**

- Email Campaign Types
- Email Marketing Tools
- Newsletter Creation
- Analytics & Reporting

Essentials Of **Website Making**

- Types of Websites
- UI/UX Essentials Basic
- HTML Essentials
- Domain Creation & Hosting with WordPress Installation
- Website Development in WordPress and google sites
- Landing Page Design

Google Ads

- Introduction to Google Ads
- Campaign Types
- Keyword Targeting & Bidding
- Optimization & Reporting
- Intro to Google AdSense
- Google Analytics (GA4)

Introduction to **Analytics**

- Key Metrics
- Integrations
- Reporting & Dashboards
- Real-time traffic monitoring

Google Tag **Manager**

- Introduction to GTM
- Tag Manager Set Up
- Uses of GTM
- Tags & Triggers Basics
- Practical Use Cases

SEO & Gen. **AI Tools Overview**

- ChatGPT
- Canva AI
- Inshot & VN
- Veo 3
- Gemini
- Grammarly
- DupliChecker
- Google Keyword Planner
- Google Search Console
- Google Trends
- SEMrush
- Page-speed Insights
- SEO Meta 1 Click (Chrome Extension)
- Ubersuggest

Agency **Capabilities**

- Agency Requirements
- How to Build a Portfolio
- Integrated Project
- Strategy & Planning
- Performance Marketing
- Landing Page Design
- Case Studies
- Client Management
- Job Ready Training & Mentoring

Career Pathways
In Digital Marketing

After completing the program, you can choose from multiple roles:

- Social Media Expert
- E-commerce Specialist
- Performance Marketer
- Content Marketer
- Search Engine Optimization Expert
- Marketing Automation Expert
- Digital Marketing Strategist
- Freelancer / Entrepreneur

Tools You Will Master

Meta Ads · Google Analytics · OpenAI · X Ads
LinkedIn Ads · QuillBot · WordPress · MOZ
Gamma · Gemini · yoast · SEMRUSH · Canva

Global Certifications

Google · HubSpot · MOZ · Meta
mailchimp · SEMRUSH · LinkedIn

Success Stories
& Placement Partners

Our Students **Speaks**



Radhika Bairagya
(Social Media Intern at SWASTIK INDUSTRIAL)

★★★★★

It was a great learning experience at Digispire. I learned a lot in terms of modern & digital marketing roles and practices.
A big thank you to all the faculty members for being supportive & helpful.



Nitesh Gupta
(Digital Marketer at MANTECH)

★★★★★

Hands on experience through practical classes made my confidence level high and pursue a career in the marketing field.
I will Highly recommend Digispire to others!



Swarnim Shaw
(Student - THK JAIIN COLLEGE, B.COM-HONS)

★★★★★

I had no knowledge about digital marketing when I joined, but a big thumbs up to the teachers here for igniting this level of interest in me that I want to have a career in this soon.

Placement **Partners**

PIAGGIO

Director : Vineet Jaiswal

The Digispire students always want to try and implement new things with their digital skills for the growth and welfare of the organizations. Happy working with them!

ORA

Director : Kaushal Agarwal

The academy delivers well-trained digital marketing experts who can immediately contribute to achieving business growth and measurable results.

NIRMALA GROUP

Director : Aayush Tekriwal

Our hiring experience with Digispire is fantastic. Their students are highly skilled and knowledgeable about the role they play in the company. Very satisfied with the performance.

Our Next-Generation **Marketing Agency**

ASPIRE
Next Generation Marketing

Aspire Digital Media, one of Kolkata's leading and award-winning digital marketing agencies, began its journey in 2019 with a vision to deliver 360° creative marketing solutions. We help brands grow stronger through innovative ideas, impactful strategies, and a results-driven approach. From branding to digital marketing and website creation, Aspire Digital Media is your one-stop partner for everything your brand needs to stand out.

Our Clients

BONGSWAG
JAWA
ORA
MBA CHAI WALA
MONOTEL LUXURY BUSINESS HOTEL
Fortune Realty© great value. grand lifestyle.
Lucky Tiger
BOSCH Invented for life
kangaroo kids INTERNATIONAL PRESCHOOL
Solete
BONAPHILE
PREMIER'S® SINCE 1988
#nif GLOBAL KOLKATA LINDSAY STREET New York Institute of Fashion
MADHOGARIAS SILVER ART
PANSARI
Parah Jewel Art

Campus
& Agency Life















Your Career **Toolkit**

The Smartest Investment in Your Career.

₹25,000

Worth of AI Tools & Software Included*

₹15,000

Guaranteed Paid Internship**

Includes Premium Industry Tools & Software Access:

- Chatgpt
- Gemini
- Claude
- Ahrefs
- Semrush
- Canva
- Serpstat
- Semscoop
- Picmonkey
- lynd.com
- Animoto
- Domain
- Hosting
- WordAi
- Keyword Tool
- Buzzsumo
- Moz
- Spyfli
- Grammarly
- Majestic
- Woorank
- Piktochart
- Crello



T&C

*Tool access worth up to ₹25,000, as per course curriculum.

** ₹15,000 paid internship for 3 months, subject to institute policies.



Become
Industry Expert

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