
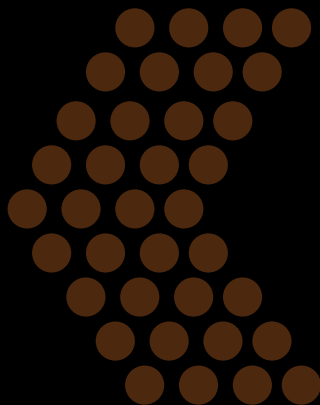


DIGITAL MARKETING ADVANCED PROGRAM





We assume you might
have some questions..




Why should I choose krutanic?



Why is digital marketing a good option?



*How will the digital marketing program will help
you achieve your Dream?*



*Do you know how many job opening's are
worldwide?*



*What are the digital marketing tool you need
to master ?*



Will I get a certificate to enhance my resume?



How should I enroll for this program?



We genuinely care for
your dreams and be
a path for your
success!

That's why our career focused programs seamlessly combine theory with practices, equipping you with real-world skills for employer's value

Ensuring you're not just ready for the next step but also for the future at large, we offer exclusive modules on leveraging generative AI in your field



Build Portfolio

Learn and perfect your skills - hands on by working on **industry relevant projects** to build a **solid portfolio**



Get Placement Ready

Gain the most In - demand skills to launch **switch, or advance your career** with actionable programs across fields



Community Building

Enjoy the best peer - led learning with tons of events while **networking & building lifelong relationships**

Why is Digital Marketing
a good career option?

**Digital Marketing is ever evolving &
YOU need to evolve with it!**

In a digital landscape that constantly adapts to emerging technologies and changing consumer behaviors, marketers must stay ahead of the curve.

With innovations like AI, data analytics, and new platforms, digital marketing continues to offer endless possibilities for reaching and engaging with audiences in more personalized and effective ways than ever before.

Digital marketing isn't just important; it's essential in our digital-centric world, and digital marketers are the driving force behind strategies that ensure business success.

\$671.86 BILLION

Global Digital Marketing
market by 2028...

**#3 MOST
IN - DEMAND
SKILLS**

According to " Michael page
salary guide 2023 "



How will the **Digital marketing** will help you achieve your **Dream?**

**THEY SAW THEIR CAREERS TRANSFORM & YOU CAN TOO
HERE'S HOW?**

1

Online Induction

Meet your tribe, participate in fun yet intense challenges and kick-start your transformative journey.

2

Master the concepts of Digital Marketing

Build a strong foundation in Data science and learn the strategies used by industry leaders to become a data-driven marketer in 6 months.

3

Build proof of work

Work on industry-relevant assignments, participate in challenging projects to develop a portfolio that showcases your diverse set of skills.

4

Prepare for interviews & land your dream job

Participate in live portfolio review sessions, mock interviews, and get guidance throughout the job application process.

141000+

Job opening's worldwide

Digital
Marketing Specialist

SEO Specialist

Social Media Manager

Content
Marketing Specialist

PPC Specialist

Email
Marketing Specialist

Digital
Advertising Manager

Digital
Marketing Strategis

Conversion Rate
Optimization (CRO) Specialist

Influencer
Marketing Manager

Digital
Marketing Analyst

User Experience
(UX) Specialist

Marketing
Automation Specialist

Web Analyst

Affiliate
Marketing Manager



Digital Marketing Tools

 ahrefs

 revealbot

 Quora

 inlytics

 Jasper

 Canva

 yoast

 comSCORE

 CoSchedule

 Google
Data Studio

 Hootsuite

 hotjar



 buffer

 unbounce

 Leadpages

 Taboola

 Google
Analytics

 Google Trends

 madgicx

 mailmodo

 MOZ

 outbrain

 SEMRUSH

 Google
Search Console

 Linked in

 SimilarWeb

 sproutsocial

 Google Tag Manager



Weeks 1-2

Introduction to Digital Marketing

In this module, students will understand the fundamentals of digital marketing and the various channels involved core digital marketing concepts and how they integrate into a comprehensive strategy.

- ✦ Digital Marketing Basics
- ✦ Channels: SEO, PPC, Social Media, Email
- ✦ Creating a Digital Marketing Strategy
- ✦ Understanding Conversion Funnels
- ✦ The Role of Analytics in Digital Marketing

LEARNING OUTCOME

Understand core digital marketing concepts and how they integrate into a comprehensive strategy. Identify key metrics and their significance. Analyze conversion funnels and optimize user journeys.

Weeks 3-4

Advanced Search Engine Optimization (SEO)

Develop strategies to enhance website ranking using advanced SEO techniques.

- ✦ On-Page SEO Optimization
- ✦ Technical SEO
- ✦ Keyword Research and Tools (SEMrush, Ahrefs)
- ✦ Link Building Strategies
- ✦ SEO Analytics and Reporting

LEARNING OUTCOME

Involves optimizing content and HTML source code to improve visibility and ranking in search engine results. This includes keyword research, meta tags, header tags, and internal linking.

Focuses on building backlinks, social signals, and brand mentions to enhance credibility and authority, which can improve search engine rankings.

Week 5

Paid Search Advertising (PPC)

Master Google Ads and Bing Ads to run effective paid search campaigns.

- ✦ Setting Up Google Ads Campaigns
- ✦ Bidding and Budgeting Strategies
- ✦ Ad Creation and Optimization
- ✦ Measuring PPC Campaign Effectiveness
- ✦ A/B Testing for PPC

LEARNING OUTCOME

Run successful paid social campaigns and optimize social media strategies for business growth. Create and manage high-performing paid search campaigns across various platforms.

Weeks 6-7

Social Media Marketing (SMM)

Learn to create and optimize social media campaigns across platforms like Facebook, Instagram, and LinkedIn.

- ✦ Social Media Strategies and Tools
- ✦ Running Ads on Social Media Platforms
- ✦ Engagement and Content Creation
- ✦ Social Media Analytics
- ✦ Influencer Marketing

LEARNING OUTCOME

Develop a content plan tailored to each social media platform's audience, focusing on engaging posts, visual content, and consistency.

Use tools like Google Analytics and social media insights to track engagement, reach, and conversion rates, adjusting strategies based on performance data.

Weeks 8-9

Conversion Rate Optimization (CRO)

Learn strategies to improve website conversion rates and overall marketing effectiveness.

- ✦ Landing Page Optimization
- ✦ A/B and Multivariate Testing
- ✦ User Behavior Analysis (Heatmaps, Clickmaps)
- ✦ CRO Tools (Optimizely, Google Optimize)
- ✦ Funnel Analysis and Improvement

LEARNING OUTCOME

Focus on improving site navigation, layout, and content to make it easier for users to find what they need and convert.

Heatmaps and Analytics Tools - Analyze user behavior on your site using tools like Google Analytics and heatmaps to identify areas where users drop off and optimize those areas for better conversion rates.

Week 10

Email Marketing and Automation

Leverage email marketing as a performance-driven channel for lead nurturing.

- ✦ Email Campaign Creation
- ✦ List Segmentation and Personalization
- ✦ Automation Tools (Mailchimp, HubSpot)
- ✦ Analyzing Campaign Metrics
- ✦ Building Email Funnels

LEARNING OUTCOME

Create automated and personalized email marketing campaigns that increase conversions. Conduct A/B testing to refine emails effectively.

Weeks 11-12

Data Analytics and Marketing Metrics

Understand how to track, analyze, and use data to improve marketing performance.

- ✦ Google Analytics and Tracking Setup
- ✦ Defining KPIs and Metrics
- ✦ Campaign Performance Reporting
- ✦ Attribution Models
- ✦ Data Visualization Tools (Tableau, Power BI)

LEARNING OUTCOME

Execute effective display ad campaigns and leverage retargeting for increased engagement. Use analytics tools to track, measure, and optimize marketing campaigns.

Weeks 13-14

Display Advertising and Retargeting

Learn how to run display ad campaigns and use retargeting to drive conversions.

- ✦ Google Analytics for Campaign Tracking
- ✦ Performance Metrics and Reporting
- ✦ Attribution Models for Conversions
- ✦ Tools for Data Visualization (Tableau, Power BI)
- ✦ Generating Actionable Insights

LEARNING OUTCOME

Execute effective display ad campaigns and leverage retargeting for increased engagement. Use analytics tools to track, measure, and optimize marketing campaigns.

Weeks 14-15

Affiliate and Influencer Marketing

Explore affiliate and influencer marketing strategies to expand brand reach.

- ✦ Setting Up Affiliate Programs
- ✦ Finding and Collaborating with Influencers
- ✦ Tracking ROI on Affiliate Campaigns
- ✦ Creating Engaging Affiliate Campaigns
- ✦ Influencer Outreach and Negotiation

LEARNING OUTCOME

Focuses on performance-based marketing where affiliates earn commissions for driving traffic or sales through their promotions. Key metrics include conversion rate, click-through rate, and average order value.

Involves collaborating with influencers who have a dedicated and engaged audience to promote products or services. Metrics include engagement rate, reach, and overall return on investment (ROI) from influencer campaigns.

Week 16

E-Commerce Marketing

Overview: Learn strategies to market and optimize e-commerce platforms.

- ✦ E-Commerce SEO and Product Listings
- ✦ PPC for E-Commerce
- ✦ Cart Abandonment Recovery
- ✦ Retargeting for E-Commerce
- ✦ Analytics for E-Commerce

LEARNING OUTCOME

Implement effective e-commerce marketing strategies to drive traffic and sales. Build and manage affiliate and influencer marketing programs to drive conversions.

Weeks 17-20

Capstone Project

This final module provides students that all the concepts learned throughout the course in a real-world scenario by developing and executing a comprehensive Digital Marketing strategy. This hands-on project will help students gain practical experience and showcase their skills in a professional portfolio.

Project

- ✦ Creating a Full-Funnel Marketing Campaign
- ✦ Campaign Design and Strategy
- ✦ Setting Objectives and KPIs
- ✦ Ad Creative Design and Optimization
- ✦ Performance Tracking and Reporting

LEARNING OUTCOME

Showcase a complete marketing project, from strategy to execution, as part of your portfolio.

Weeks 21-24

Placement Preparation and Career Guidance

Overview: Prepare for your career in digital marketing by refining your resume, practicing for interviews, and learning job-search strategies.

- ✦ Resume Building and LinkedIn Optimization
- ✦ Interview Tips and Mock Interviews
- ✦ Job Search Strategies and Networking
- ✦ How to Present Your Capstone Project
- ✦ Building a Professional Portfolio

LEARNING OUTCOME

Prepare for a successful job search and interviews with a professional portfolio and job-ready skills.

Will I get a certificate to
enhance my resume?

Upon completing the Digital Marketing Advanced Program, you'll earn a **certificate**, highlighting your **skills and expertise**.

Showcase
your new
abilities
and build a
stronger
**professional
portfolio..**



All Digital Marketing Concepts, Strategies,
Assignments, Tools & Community Events
At One Affordable Price

61,999+ GST 24 weeks | 60 Seats per cohort

- ✦ Access to an Exclusive Community of Top Marketers and Industry Professionals.
- ✦ One-Year Access to Comprehensive Course Materials, Including Pre-reads and Training Resources.
- ✦ Exclusive Invitations to Physical Events, Networking Meetups, and Workshops.
- ✦ Personalized Guidance from Guest Mentors with Experience in Leading Startups.
- ✦ Real-World Insights and Strategies to Accelerate Your Marketing Career.

Our Alumni's in



I'm all in! **How should
I sign up?**

**READY TO TAKE CHARGE
OF YOUR CAREER?**

Take your first steps towards a rewarding
career in Digital Marketing by filling out
application form



Fill out the
application
form



Application
review by
experts



Selected
candidate
will receive
an offer

**FINALLY PROGRAM
KICK OFF &
ONBOARDING**

Apply now

Got more question for us? Feel free to
reach out to us at www.krutanic.com

