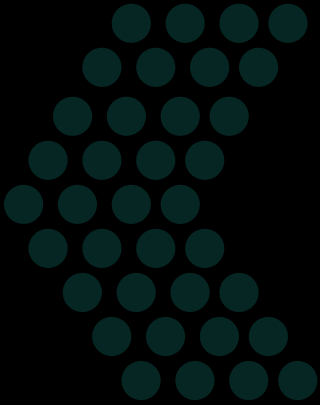
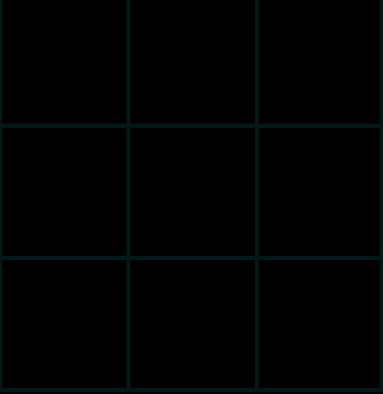


PERFORMANCE MARKETING ADVANCED PROGRAM



Master the tools and strategies
shaping performance marketing's
future in 2025

PERFORMANCE
MARKETING



We assume you might
have some questions..




Why should I choose krutanic?



Why is performance marketing a good option?



*How will the Performance Marketing Program
will help you achieve your Dream?*



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



*What are the performance 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 performance marketing a good career option?

Stay on top of the game - Performance Marketing is your roadmap to ROI!

In a fast-evolving digital landscape, performance marketing stands out as a results-driven approach that adapts to emerging technologies and changing consumer behaviors.

With innovations like AI, data analytics, and advanced targeting tools, performance marketing offers endless possibilities for reaching audiences with personalized and measurable strategies that deliver tangible outcomes.

Performance marketing isn't just effective; it's essential for businesses aiming to maximize ROI. Performance marketers are the driving force behind campaigns that focus on achieving specific goals, ensuring measurable success in a competitive digital world.

\$583.86 BILLION

Global Performance market by 2028...

#4 MOST IN - DEMAND SKILLS

12000+

Job opening's in India



How will the **Performance Marketing Program** 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 Performance Marketing

Build a strong foundation in Performance Marketing 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.

150000+

Job opening's worldwide

Performance
Marketing Manager

PPC (Pay-Per-Click)
Specialist

SEM (Search Engine
Marketing) Specialist

Paid Media Manager

Digital
Advertising Specialist

Campaign Manager

Growth
Marketing Manager

Programmatic
Advertising Specialist

Affiliate
Marketing Manager

Performance
Marketing Analyst

Media Buyer

Biddable
Media Specialist

Social Media
Advertising Manager

Marketing
Automation Specialist

Conversion Rate
Optimization (CRO) Specialist

Performance
Data Analyst



Performance Marketing Tools



Google Ads





Weeks 1-2

Advanced SEO and SEM Techniques

In this module, students will dive into advanced SEO strategies and search engine marketing techniques to improve website rankings and visibility. They'll learn how to optimize on-page, off-page, and technical SEO elements and run paid search campaigns using Google Ads and Bing Ads.

- ✦ On-Page and Off-Page SEO
- ✦ Keyword Research and Analysis
- ✦ SEO Tools (SEMrush, Ahrefs)
- ✦ Google Ads and Bing Ads Campaigns
- ✦ Landing Page Optimization

LEARNING OUTCOME

Master off-page SEO techniques including link building, backlinks, and external citations. Analyze and track SEO performance using tools like Google Analytics and keyword ranking trackers.





Weeks 3-4

Campaign Planning and Strategy

Learn to plan performance campaigns with clear objectives and targeted strategies.

- ✦ Setting Campaign Objectives
- ✦ Audience Targeting and Segmentation
- ✦ Budget Allocation Strategies
- ✦ Defining Key Performance Indicators (KPIs)
- ✦ Competitive Research and Benchmarking

LEARNING OUTCOME

Understand the fundamentals of performance marketing. Identify key metrics and their significance. Analyze conversion funnels and optimize user journeys.





Week 5

Google Ads and Search Engine Marketing (SEM)

Master Google Ads to create optimized search campaigns that deliver high ROI.

- ✦ Google Ads Account Setup and Management
- ✦ Keyword Research and Bidding Strategies
- ✦ Ad Copywriting Best Practices
- ✦ Quality Score Optimization
- ✦ A/B Testing in Search Campaigns

LEARNING OUTCOME

Set up and manage high - performing Google Ads campaigns. Develop effective keyword strategies and compelling ad copy. Use A/B testing to refine and improve campaign outcomes.





Weeks 6-7

Social Media Advertising

Learn to create engaging paid campaigns on platforms like Facebook, Instagram, and LinkedIn.

- ✦ Facebook Ads Manager Setup
- ✦ Instagram and LinkedIn Ads
- ✦ Retargeting and Lookalike Audiences
- ✦ Ad Creative Design and Copy
- ✦ Social Media Analytics and Insights

LEARNING OUTCOME

Create and manage engaging social media content tailored to each platform's audience and algorithms.

Utilize analytics tools to track engagement, reach, and conversions, adjusting strategies based on data insights.

Build and maintain relationships with followers through interaction, feedback, and community management.





Week 8

Display Advertising and Retargeting

Leverage display networks and retargeting techniques to enhance brand visibility and conversions.

- ✦ Google Display Network (GDN) Overview
- ✦ Designing Effective Banner Ads
- ✦ Dynamic Retargeting Campaigns
- ✦ Targeting Techniques: Behavioral, Contextual
- ✦ Tools for Display Ad Optimization

LEARNING OUTCOME

Design effective banner ads for display networks. Implement dynamic retargeting strategies. Optimize display campaigns for better reach and engagement.





Weeks 9-10

Conversion Rate Optimization (CRO)

Optimize landing pages and campaigns to increase conversions and reduce bounce rates.

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

LEARNING OUTCOME

Design optimized landing pages for higher conversions. Use heatmaps to analyze user behavior and identify areas of improvement.

Conduct A/B testing to refine campaigns effectively.





Week 11

Email Marketing for Performance

Utilize email marketing as a performance - driven channel to engage and convert prospects.

- ✦ Email Campaign Strategy
- ✦ Segmentation and Personalization
- ✦ Email Automation Tools (Mailchimp, HubSpot)
- ✦ Tracking Open Rates, CTR, and Conversions
- ✦ Building Effective Email Sequences

LEARNING OUTCOME

Create effective and personalized email campaigns. Use automation tools to streamline workflows. Measure and improve email campaign metrics.





Week 12

Data-Driven Marketing and Analytics with AI

Use analytics to track and improve campaign performance with actionable insights.

- ✦ 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

Tracks the percentage of users who take a desired action (e.g., making a purchase, signing up for a newsletter).

Measures the cost of acquiring a new customer through marketing efforts.

Estimates the total revenue a customer will generate over the lifetime of their relationship with a brand.





Weeks 13-14

Affiliate and Influencer Marketing for Performance

Learn to build and manage affiliate and influencer campaigns to drive measurable results.

- ✦ Affiliate Program Setup and Management
- ✦ Finding and Collaborating with Influencers
- ✦ Tracking Affiliate and Influencer ROI
- ✦ Creating Engaging Campaigns
- ✦ Compliance and Disclosure Best Practices

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.





Weeks 15-16

Advanced Campaign Optimization

Learn advanced optimization strategies to scale campaigns and maximize ROI.

- ✦ Scaling Campaigns Effectively
- ✦ AI and Automation in Performance Marketing
- ✦ Budget Reallocation for High-Performing Channels
- ✦ Testing New Platforms and Formats
- ✦ Building a Comprehensive Campaign Report

LEARNING OUTCOME

Track and optimize the ROI of partnerships. Reallocate budgets to maximize ROI.

Analyze and present campaign performance with comprehensive reports.





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 performance marketing campaign. This hands-on project will help students gain practical experience and showcase their skills in a professional portfolio.

- ✦ Designing a Full-Funnel Marketing Campaign
- ✦ Setting Campaign Objectives and KPIs
- ✦ Budget Allocation and Target Audience Selection
- ✦ Creating Ad Creatives and Copy for Multiple Channels
- ✦ Analyzing Campaign Performance and Generating Reports

LEARNING OUTCOME

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





Weeks 21-24

Placement Preparation

This module is designed to prepare students for the job market by providing them with the necessary tools and strategies for a successful career in performance marketing. Students will focus on refining their resumes, practicing interviews, and understanding industry expectations to ensure they are ready for potential job opportunities.

- ✦ Resume Building and Optimization for Marketing Roles
- ✦ Crafting a Strong LinkedIn Profile and Personal Branding
- ✦ Mock Interviews and Interview Preparation
- ✦ How to Present a Performance Marketing Portfolio
- ✦ Networking Strategies and Building Industry Connections

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 Performance Marketing Advanced Program, you'll earn a **certificate**, highlighting your **skills and expertise**.

Showcase
your new
abilities
and build a
stronger
professional
portfolio.



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

60,000+ 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 Performance Marketing by filling out application form



Fill out the application form

oooo



Application review by experts

oooo



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

