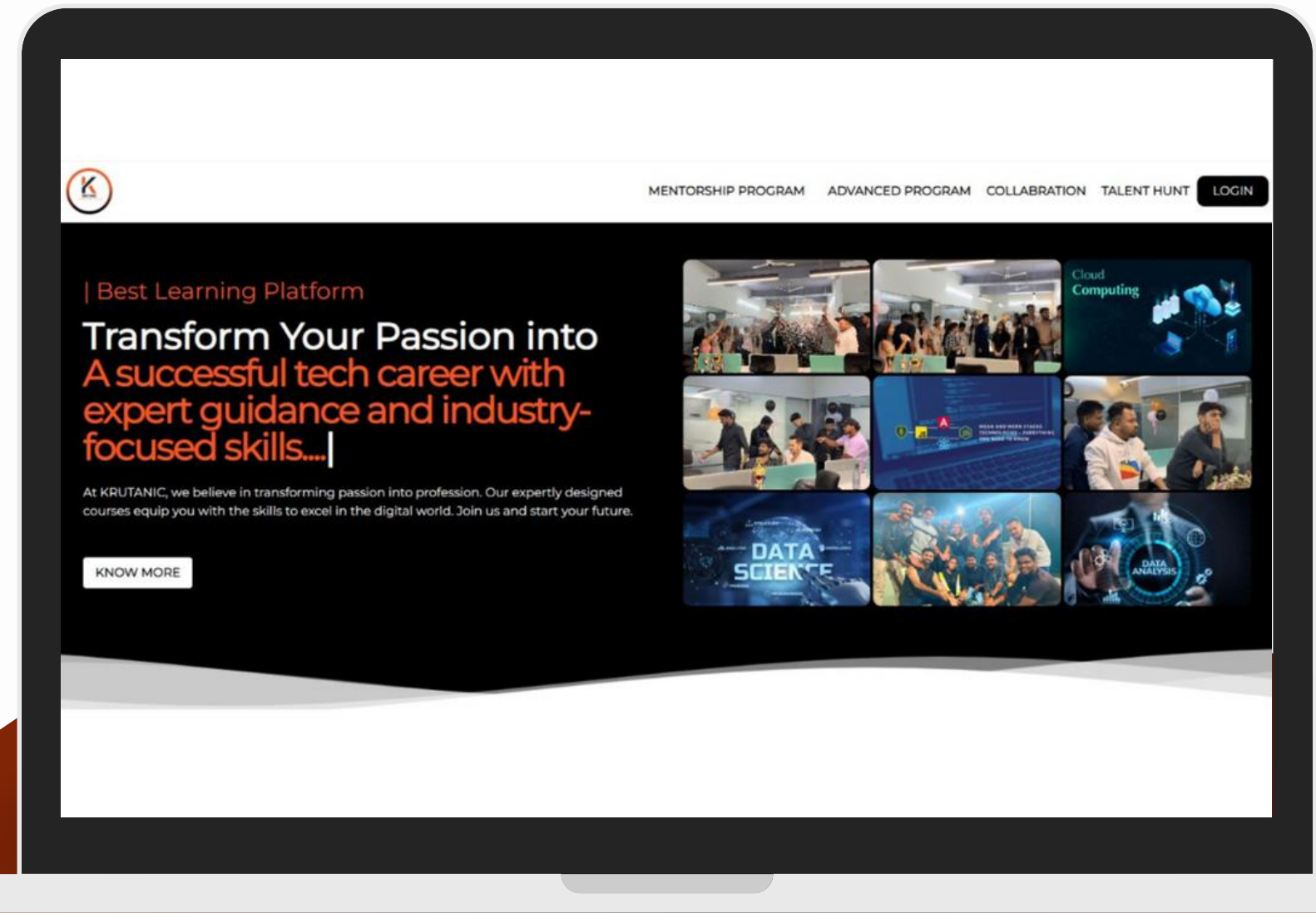




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A photograph of three students working on a project at a table. The student in the foreground is a young woman with long brown hair, wearing a green turtleneck sweater, focused on connecting black wires to a small electronic device. Behind her, a student in a yellow sweater is also working, and further back, a student in a red plaid shirt is visible. The table is covered with various electronic components, wires, and tools. The background is bright and slightly out of focus.

TRAINING AND INTERNSHIP PROGRAM

About us

"Krutanic Solutions is at the forefront of transforming education through cutting-edge technology. Our comprehensive platform empowers learners with personalized learning experiences, collaborative tools, and real-time analytics. With adaptive assessments and interactive content creation, we enhance student engagement and achievement. Join us in revolutionizing education for the digital age, driving positive outcomes and preparing learners for success in tomorrow's world. "





DIGITAL MARKETING

Why Digital Marketing?

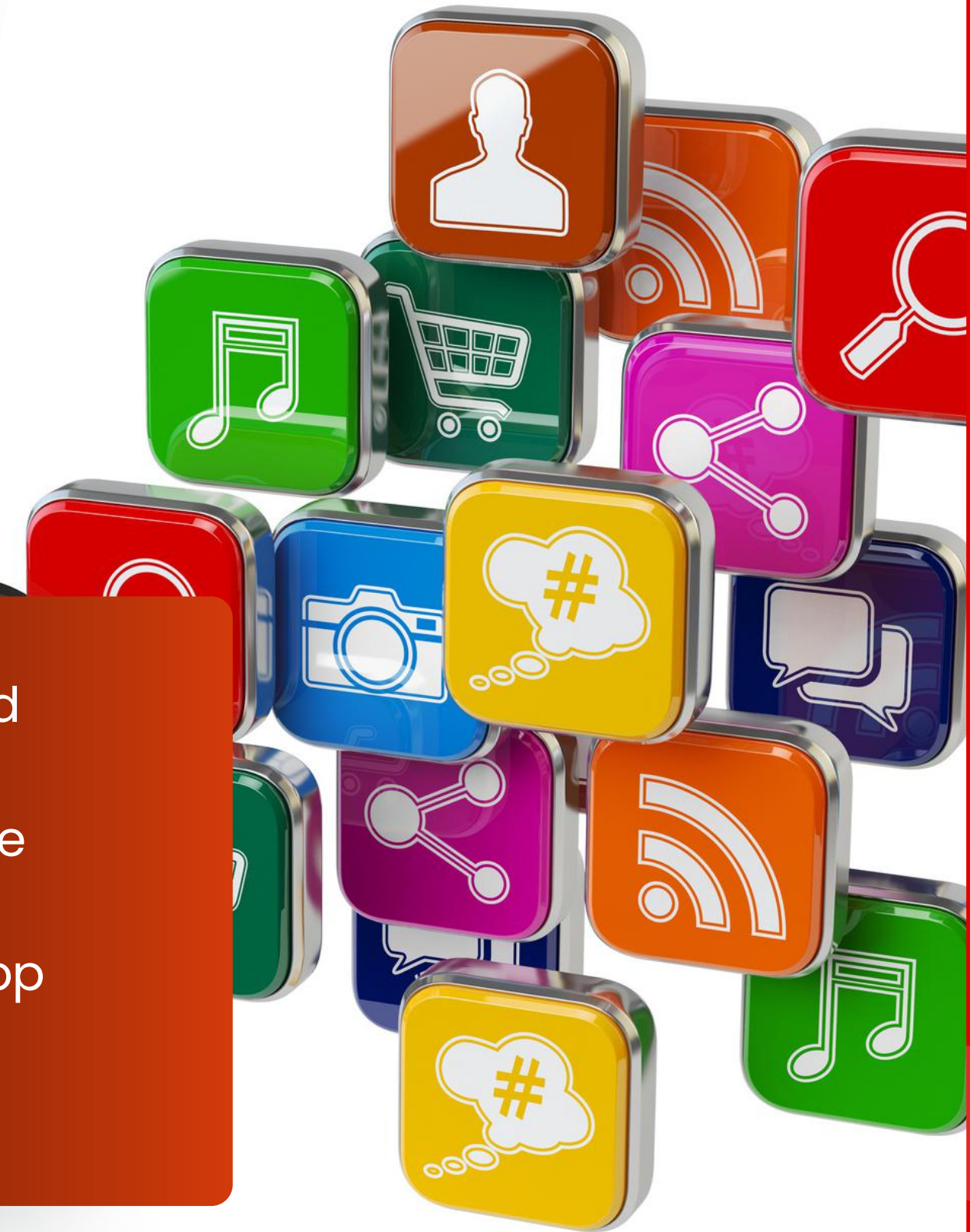
- ☁ **Digital marketing is expanding as businesses shift online, driving high demand for skilled professionals across industries.**
- ☁ **Digital marketers, especially specialists in SEO, PPC, and social media, enjoy competitive salaries and growth opportunities.**
- ☁ **From content creation and social media to data analytics and strategy, digital marketing offers multiple specializations.**
- ☁ **Work with international brands and audiences, often with the flexibility of remote work and global exposure.**
- ☁ **Stay ahead by leveraging emerging technologies like AI, automation, and data analytics in marketing strategies.**
- ☁ **With increasing digital reliance, businesses continuously need digital marketing experts, ensuring long-term career stability.**

1ST MONTH

Live sessions with industrial experts having experience above 10 years in the industry.

Recordings of all live sessions available with lifelong access in our LMS portal.

Industry related curriculum designed by the professional working in the top hierarchy.



2ND MONTH

Two real time industrial projects :-
One minor project and
One major project

All mentors will be assigned as project leads and guide the intern till the completion of the project.

Additional projects for personal development can be required.

DIGITAL MARKETING

Curriculum included

MODULE - 01

Introduction to Digital Marketing
Overview of digital marketing landscape
Evolution of digital marketing
Importance and benefits of digital marketing

MODULE - 02

Website Essentials
Understanding website structure and design
User experience (UX) and user interface (UI) principles
Basics of HTML and CSS

MODULE - 03

Search Engine Optimization (SEO),
Fundamentals of SEO
Keyword research and analysis
On-page and off-page optimization techniques

MODULE - 04

Content Marketing
Content creation and curation
Content distribution strategies
Blogging, video marketing, and other content formats

Curriculum included

MODULE - 05

Social Media Marketing
Overview of major social media
platforms (Facebook,
Instagram, Twitter, LinkedIn,
etc.) Social media content
creation and publishing Social
media advertising and
analytics

MODULE - 06

Email Marketing, Building an
email list, Creating effective
email campaigns, Email
automation and segmentation.

MODULE - 07

Pay-Per-Click (PPC)
Advertising Introduction to
PPC advertising Google
Ads and Bing Ads basics
Campaign setup,
optimization, and tracking

MODULE - 08

Digital Marketing Analytics
Understanding key metrics
and KPIs Google Analytics
setup and reporting
Conversion tracking and
analysis

Curriculum included

MODULE - 09

E-commerce Marketing E-commerce platforms and strategies Shopping ads and product listing ads (PLAs)
Conversion rate optimization (CRO).

MODULE - 10

Emerging Trends in Digital Marketing
Influencer marketing Voice search optimization Artificial intelligence in marketing.

Discover why this Digital Marketing course is essential for your learning journey



Google Ratings

4.8 / 5



Mentees Trained

15k +



Hiring Partners

200+



Job Openings

75000+



Average Salary

8+ LPA



Global Size

USD 186 Billion

Certifications

01

**Training Completion
Certificate Validates the
skills which acquired**

02

**Internship Completion
certificate certified by
" WIPRO dice Id "**

03

**LOR (Letter of
recommendation)**

04

Certificate of excellence

05

Placement Assistance

KRUTANIO
DER FOR BRIGHTER

Our process

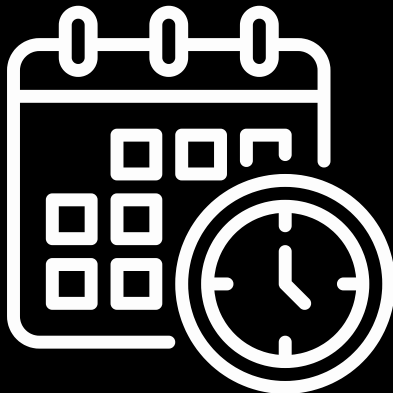
Quick guide

①



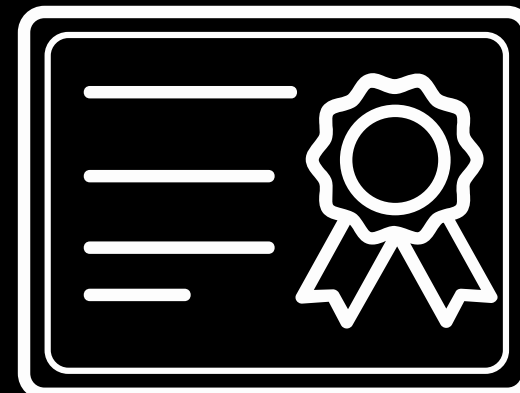
Register with us

②



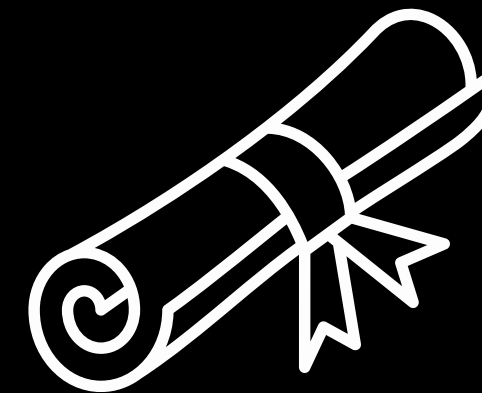
**Schedule your
classes**

③



Certifications

④



**Placement
assistance**

Program ratings



STUDENTS AVERAGE RATINGS



4.85 / 5

Brands where our alumni are





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