



Cinute Digital Pvt. Ltd.
A Premier EdTech Company

LEADERS IN PROFESSIONAL TRAINING PROGRAMS



CAREER ACCELERATOR BOOTCAMP

Digital Marketing With AI

Duration
30 Hours



**#1 MUMBAI's PREMIUM
TRAINING INSTITUTE**

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www.cinutedigital.com



Cinute Digital Pvt. Ltd.

A Premier EdTech Company

About Us

Cinute Digital Pvt. Ltd. (CDPL) is a Premier EdTech Company, bridging the gap between academic learning and industry demands. Our hands-on training programs in Digital Marketing, Software Testing, Data Science & AI, Machine Learning, and Business Intelligence equip graduates and professionals with job-ready skills.

Our Mission

To provide experiential, high-quality IT training that empowers individuals with in-demand skills, making them employable and future-ready.



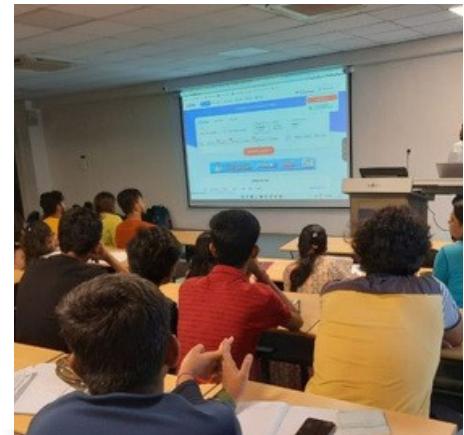
Our Vision

To be the leading IT training institute, equipping learners with cutting-edge skills for career success, and bridging the gap between academic learning and industry





CDPL ADVANTAGES



80:20 APPROACH

80 practical and 20 Theory model
for Industry rich Experience



REAL-TIME PROJECTS

Gain hands-on experience with real-world projects and case studies



1:1 DOUBT SOLVING

The 1:1 Doubt solving ensures
every silly doubt is resolved



EXPERT INSTRUCTORS

Learn from seasoned data analysts
and Industry veterans.



GLOBAL CERTIFICATION

Get International recognized
Certificates from AAA



CAREER SUPPORT

Receive Resume-building and
interview preparation.



100 % JOB ASSISTANCE

Stay ahead with industry-relevant
training.



14+ YEARS OF EXPERTISE

Stay ahead with industry-relevant
training.

Only skill up is not enough, you need a helping hand who has been in the industry for a long time and knows the industry in and out. Apart from it, networking, we have partnered with top colleges across Mumbai and tie ups with various IT service provider companies which enables us to get our students placed easily.





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

**4th Most High
Income Skill**

*To Learn In 2024 by
Forbes*

**#3 Most In
Demand Skill**

*According to 'Michael
Page Salary Guide 2023'*





Who is this course for



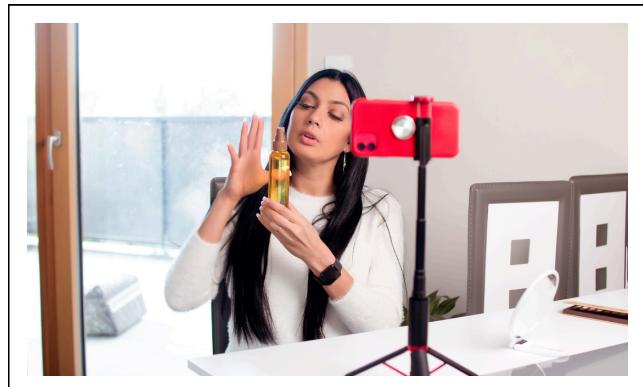
Students & Fresh Graduates

Build job-ready digital marketing skills and kickstart your career without coding.



Working Professionals

Upskill or switch careers with in-demand digital marketing expertise.



Entrepreneurs & Business Owners

Learn to grow your business online and attract more customers.

Freelancers & Creators

Master digital tools to monetize your content and land global clients.





Know Your Future As Digital Marketing & Analytics Professional

141,000+

Digital marketing jobs are available worldwide in roles like

Digital Marketing Manager

Social Media Manager

Seo Specialist

Content Marketing Manager

Email Marketing Specialist

Web Analyst

PPC SPECIALIST

Inbound Marketing Manager

Digital Analytics Manager

Brand Manager

Digital Marketing Strategist

Influencer Marketer

Conversion Rate Optimizer

E-commerce Marketing Specialist

Online Reputation Manager

CRO Specialist

CRM Manager

Online Reputation Manager

You can learn Digital Marketing from anywhere
But, if you want to become the best, there is no better place than CDPL





Top Enrolled Classroom Programs

MASTER PROGRAM

DIGITAL MARKETING & ANALYTICS

Digital Marketing & Analytics

⌚ 3 Months

⌚ 400+ Students Enrolled Every Month

ADVANCED

MANUAL & AUTOMATION TESTING - MASTER PROGRAM

Advanced Manual & Automation Testing- Master Program

⌚ 6 Month

⌚ 100+ Students Enrolled Every Month

ADVANCED PROGRAM

PROMPT ENGINEERING WITH GENERATIVEAI

Prompt engineering with Generative AI

⌚ 1 Months

⌚ 100+ Students Enrolled Every Month

MASTER PROGRAM

DATA ANALYTICS WITH BI AND BIG DATA ENGINEERING

Data Analytics With BI & Big Data Engineering Master Program

⌚ 6 Months

⌚ 250+ Students Enrolled Every Month

API TESTING

USING POSTMAN & RESTAPIs

API Testing using POSTMAN & Rest APIs

⌚ 0.5 Months

⌚ 200+ Students Enrolled Every Month

DBMS

DATABASE MANAGEMENT SYSTEM USING MYSQL

Database Management System using MySQL

⌚ 1 Month

⌚ 150+ Students Enrolled Every Month

ADVANCED

DATA SCIENCE & MACHINE LEARNING MASTERCLASS

Advanced Data Science & Machine Learning Masterclass

⌚ 7.5 Months

⌚ 200+ Students Enrolled Every Month

DATA SCIENCE & AI

COMPREHENSIVE DATA SCIENCE AND AI - MASTER PROGRAM

Comprehensive Data Science and AI - Master Program

⌚ 9 Months

⌚ 400+ Students Enrolled Every Month

ADVANCED

DEEP LEARNING, NLP & GENERATIVE AI

Deep Learning, NLP & Generative AI

⌚ 2 Months

⌚ 250+ Students Enrolled Every Month





Key Highlights



INDUSTRY APPROVED CURRICULUM

Courses designed and developed by top industry professionals.



LEARN FROM EXPERIENCED INDUSTRY PROFESSIONALS

Professionals know what to prepare you for.



LEARN FROM SCRATCH, OR NOT!

Depending on your current expertise level, choose Core or Advanced module.



UNIFIED LEARNING

Explore the benefits of both classroom & online learning.



HANDS-ON TRAINING

You cannot master a language without speaking it.



BECOME INDUSTRY READY

Work on real industry case studies.



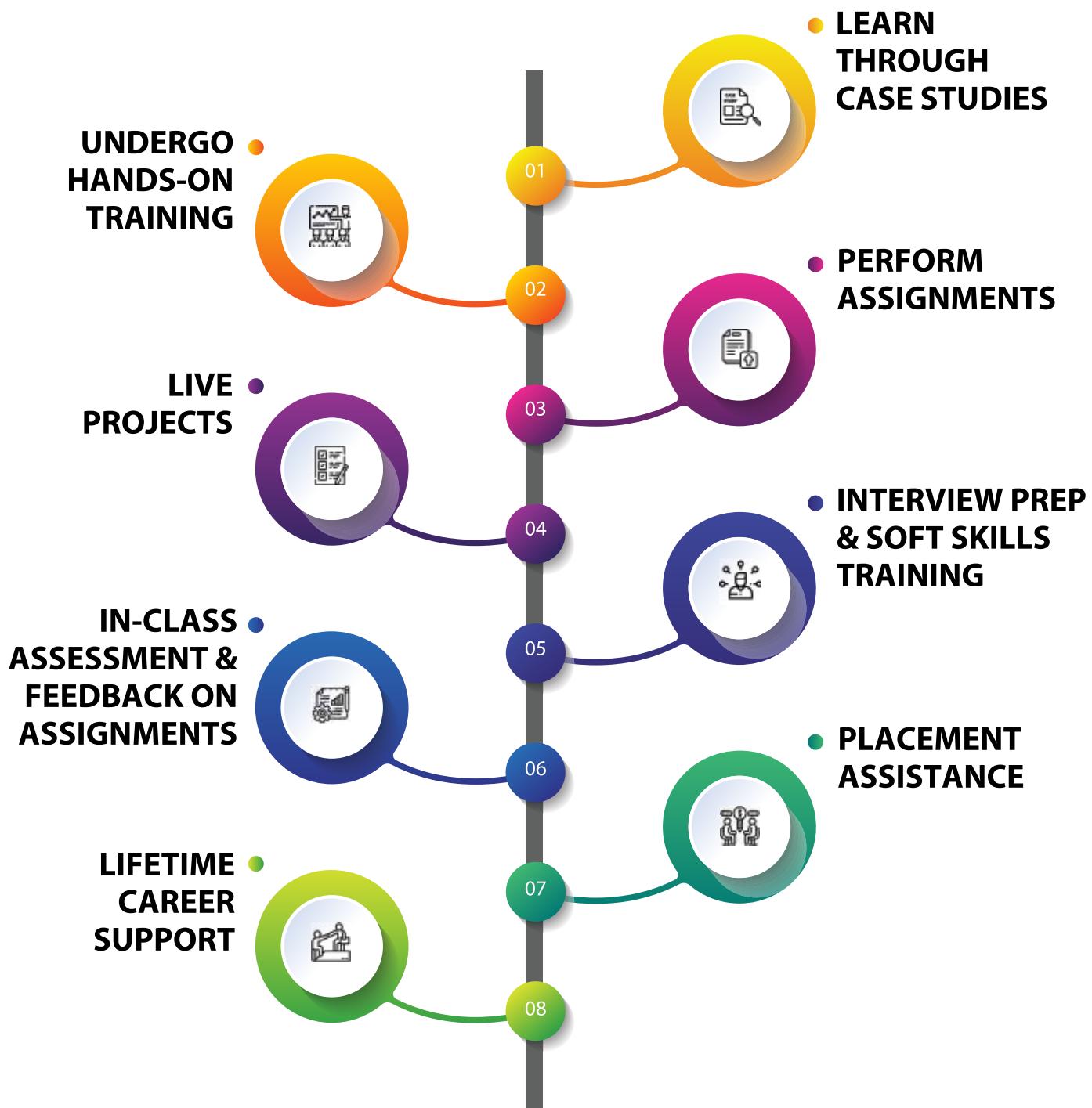
100% JOB ASSISTANCE

Access to jobs and internships from partner companies, resume building, interview prep and soft skills training.



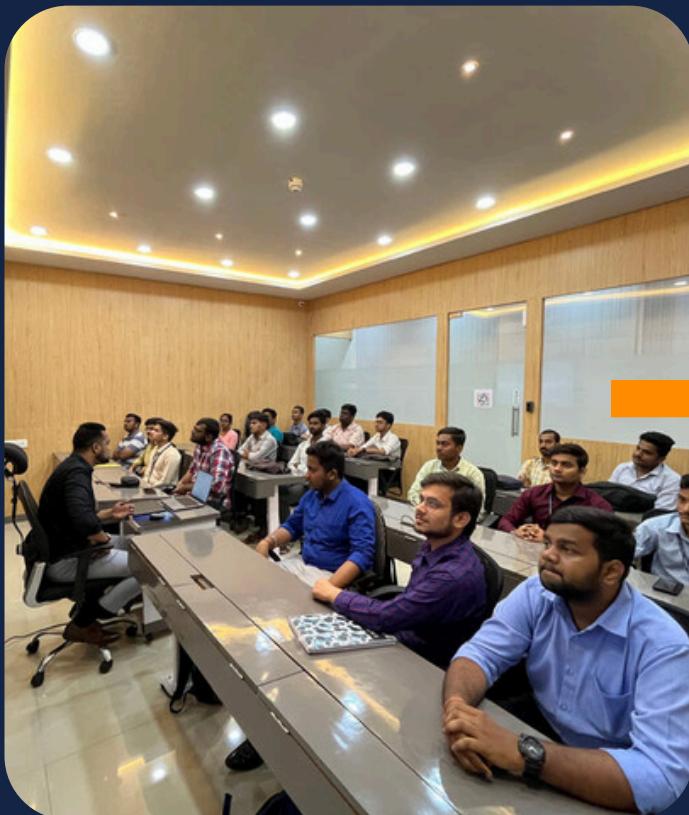


Learning Path





Mode of Learning



CLASSROOM +

ONLINE

CDPL has a **CLASSROOM + ONLINE** training pattern where students have the opportunities to attend the sessions in **classroom** as well as **online**. CDPL trainers conduct the training sessions live from CDPL classrooms. All CDPL sessions are live streamed for students from that batch, also the learners are provided with the live recording sessions, thus enabling students to attend the same sessions online and interact with the trainer as well as other students.





INTERNATIONAL CERTIFICATION RIGHT HERE IN MUMBAI!

DIGITAL MARKETING CERTIFICATION



All our certificates are validated with a unique authorization QR code.





Your Golden Ticket to Becoming the Top 1% Digital Marketer

With an unmatched level of expertise, guidance, AI-driven content and resources, **CDPL** Digital Marketing Mentorship Program is designed to empower you to become a Top **1%** Digital Marketer.



A 3 months cohort program to accelerate your digital marketing journey with AI. Learning from the best minds in industry.

1 Month Duration

30
Learning Hours

6-8 hours
Weekly Commitment

NO
Pre-requisite required

9.6/10
Program Rating





Cinute Digital Pvt. Ltd.

Working With Top Global Companies

 TECHCRYPTORS	 Axiom Technologies LLP
 MediVenturz	 ARYAN TECHNOLOGIES
 LENDING TECH SOLUTIONS	 IDfy
 Tech Mahindra	 Galentic
 Interactive Brokers	 Techno Scripts <small>[An ISO 9001:2008 Certified Company]</small>
 testriq®	 VISTAAR <small>ENVISION THE POSSIBILITIES</small>
 JM FINANCIAL 50 YEARS	 marqetrix <small>web solutions</small>
 SP ULTRAFLEX <small>SYSTEMS (P) LIMITED</small> Make OUR EXPERIENCE work to YOUR ADVANTAGE	 raw engineering™
 accenture	 TransUnion CIBIL





Tools & Technologies You Will Learn



Hootsuite



mailchimp

Ubersuggest



zapier



Google Calendar



ChatGPT



Grok



Meta



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Course Curriculum

Digital Marketing

Module 1

Intro to Digital Marketing & Strategy Building

- ✓ Evolution of Digital Marketing
- ✓ Traditional vs Digital Marketing
- ✓ Buyer Persona Creation
- ✓ Marketing Funnel Stages (TOFU, MOFU, BOFU)
- ✓ SWOT Analysis of Competitors

Module 2

Google Business Profile (GMB) Optimization

- ✓ GMB Account Setup & Verification
- ✓ Business Description & Category Optimization
- ✓ Adding Products & Services
- ✓ Customer Reviews & Response Strategy
- ✓ Insights & Performance Analytics





Course Curriculum

Digital Marketing

Module 3

WhatsApp Business Marketing

- ✓ WhatsApp Business App Setup
- ✓ Business Profile & Catalog Configuration
- ✓ Automated Greetings & Quick Replies
- ✓ WhatsApp API Integration
- ✓ Promotional Campaigns using WhatsApp Links

Module 4

SEO - On-page Optimization

- ✓ Keyword Research & Placement
- ✓ Meta Title & Description Optimization
- ✓ URL Structure & Internal Linking
- ✓ Content Optimization (Headers, Alt Text)
- ✓ Schema Markup & Rich Snippets





Course Curriculum

Digital Marketing

Module 5

SEO - Off-page & Technical SEO

- ✓ Link Building Strategies
- ✓ Domain Authority & Page Authority
- ✓ Broken Link Analysis & Fixes
- ✓ Sitemap & Robots.txt Optimization
- ✓ Mobile Responsiveness & Page Speed

Module 6

Google Search Console & GA4

- ✓ Property Setup & Domain Verification
- ✓ Performance Reports (Clicks, CTR, Positions)
- ✓ Index Coverage & URL Inspection
- ✓ Setting up Goals & Events in GA4
- ✓ Custom Dashboards & Reports





Course Curriculum

Digital Marketing

Module 7

Google Ads - Search Campaigns

- ✓ Account Structure & Campaign Setup
- ✓ Keyword Match Types & Planner Tool
- ✓ Writing Effective Ad Copies
- ✓ Bidding Strategies & Budget Management
- ✓ Quality Score & Ad Extensions

Module 8

Google Ads - Display & YouTube Ads

- ✓ Google Display Network Overview
- ✓ Creating Visual Ad Creatives
- ✓ YouTube Ad Formats
- ✓ Targeting Options for Display/Video Ads
- ✓ Performance Metrics & Optimization





Course Curriculum

Digital Marketing

Module 9

Facebook & Instagram Ads - Part 1

- ✓ Meta Business Suite Setup
- ✓ Page & Ad Account Linking
- ✓ Installing Meta Pixel
- ✓ Audience Research & Targeting
- ✓ Facebook Ad Policies Overview

Module 10

Facebook & Instagram Ads - Part 2

- ✓ Lead Generation Ads Setup
- ✓ Traffic Campaign Optimization
- ✓ Creative Best Practices
- ✓ Analyzing Ad Metrics
- ✓ A/B Testing for Creatives





Course Curriculum

Digital Marketing

Module 11

Social Media Content Strategy

- ✓ Content Pillars Creation
- ✓ 7-day Content Calendar
- ✓ Brand Voice & Consistency
- ✓ Engagement Tactics
- ✓ Case Study of Social Media Brands

Module 12

Canva Design for Social & Ads

- ✓ Using Canva Templates
- ✓ Designing Engaging Posts
- ✓ Creating Ad Creatives
- ✓ Designing Reels & Stories
- ✓ Branding & Typography in Canva





Course Curriculum

Digital Marketing

Module 13

Influencer & Community Marketing

- ✓ Identifying Relevant Influencers
- ✓ Campaign Collaboration Strategy
- ✓ Outreach Email Drafting
- ✓ Community Engagement Techniques
- ✓ Tracking Influencer ROI

Module 14

Email Marketing & Automation

- ✓ Building an Email List
- ✓ Designing Email Campaigns
- ✓ Setting up Auto Responders
- ✓ Email Tools (Mailchimp, ConvertKit)
- ✓ Open Rate & CTR Optimization





Course Curriculum

Digital Marketing

Module 15

YouTube & Shorts Marketing

- ✓ Channel Branding & Optimization
- ✓ Keyword Research for YouTube
- ✓ Creating Shorts
- ✓ SEO for Titles & Descriptions
- ✓ Analytics & Watch Time Insights

Module 16

Affiliate Marketing Basics

- ✓ Understanding Affiliate Networks
- ✓ Signing Up & Selecting Products
- ✓ Promoting through Blogs/YouTube
- ✓ Affiliate Link Tracking
- ✓ Earnings Optimization Strategies





Course Curriculum

Digital Marketing

Module 17

ORM – Online Reputation Management

- ✓ Monitoring Brand Mentions
- ✓ Responding to Negative Reviews
- ✓ Crisis Management Tactics
- ✓ Using Tools for ORM
- ✓ Building Positive Brand Perception

Module 18

Competitor & Trend Analysis

- ✓ Using Google Trends
- ✓ Competitor Keyword Research
- ✓ Analyzing Content Strategy
- ✓ Tools like SEMrush & Ubersuggest
- ✓ Benchmarking Competitor Performance





Course Curriculum

Digital Marketing

Module 19

A/B Testing & Analytics Deep Dive

- ✓ Understanding A/B Testing Goals
- ✓ Running Split Tests on Ads/Emails
- ✓ Analyzing GA4 Reports
- ✓ Improving Campaign Conversions
- ✓ Using Heatmaps & User Behavior Tools

Module 20

Capstone: Build a Full Strategy & Present

- ✓ Selecting a Brand or Startup
- ✓ Creating a Multi-Channel Strategy
- ✓ Tool Integration & Reporting
- ✓ Designing the Presentation
- ✓ Final Pitch & Peer Review





Cinute Digital Pvt. Ltd.

Our Trainers



DAKSH JUNEJA

COO, Head of Performance Marketing

Daksh Juneja is a performance marketer and creator who's delivered 4X ROI for 1,400+ brands and trained 6,000+ students. Featured in Hindustan Times, he leads IdeaThrone and creates viral digital content.



AMAN SHAIKH

Digital Marketing Manager/Specialist

With 10+ years of experience, our trainer brings real-world knowledge from live projects into every session making learning practical, relevant, and job-focused.





Cinute Digital Pvt. Ltd. Advisory Council



Pravin Mhaske

DATA SCIENCE MANAGER AT INFOSYS(INDIA)

Pravin Maske is a seasoned professional with over two decades of comprehensive experience in the realm of data science, analytics, & machine learning.



Piyali Mondal

PROGRAM LEADER | M.SC (DATA SCIENCE AI & ML) AT EXEED COLLEGE (UAE)

Piyali Mondal is an accomplished academician, engineering professor, and Ph.D. scholar with a wealth of experience in the field.



Revathi Soundarajan

DATA SCIENTIST (PHD) AT ELECTRA VEHICLES (USA)

Dr. S. Revathi, an accomplished Data Scientist, brings decade of expertise in research, teaching, & practical application of machine learning across diverse domains.



Dnyaneshwar Bhabad

ASSISTANT MANAGER – TECHNOLOGY AT DELOITTE – TECHNOLOGY ACADEMY (INDIA)

Dnyaneshwar Bhabad is an accomplished IT professional with over 11 years of experience, encompassing software development and training.



Abhirupa Manna

CONSULTANT AT KPMG (INDIA)

My passion is helping clients solve problems with data analysis and make the most out of their data. My expertise includes SQL, Tableau, Power BI, Qlikview and ETL techniques and Python.



Eshita Gangwar

APPLICATION ENGINEER AT ORACLE (USA)

I am Eshita Gangwar, having a Masters of Computer Science from University of Southern California, having hands-on experience in Software Development. A significant portion of my career was dedicated to Oracle, where I contributed to the project by developing genomic data analysis.





Cinute Digital Pvt. Ltd. Student Testimonial

Arun Venu Panickar



It is a great institute to learn software testing. and our mentor Shoeb Sir is a great person, he helps you to understand concepts in a simple manner. Thank you.



Faiz Khan



Everything about this course is great! From the comprehensive content to the engaging delivery, it's been an enlightening journey.



Kishore Jha



This course is designed in an efficient and effective manner. The instructor is excellent and under his guidance I was able to learn a lot of new things.



Krutika Penkar



I completed manual testing certification course from Cinute Digital. The course is well organized. Thank you Cinute.



Ragini Kumari



Best training institute for learning. It has the best skilled faculty in my experience and they have placed me in a good company.



Dakshali Merya



The instructor is highly skilled and the concepts are well comprehended.



Some Of Our Reviews

Justdial

4.8 ★★★★★

Sulekha

5.0 ★★★★★

Google

4.8 ★★★★★



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Cinute Digital Pvt. Ltd. In Action





About the Placement Team

At Cinute Digital Pvt. Ltd., our Placement Team transforms your skills into career success. Comprised of industry experts and career coaches, we craft personalized strategies to build standout portfolios, optimize resumes and profiles, and connect you with top employers, including Test Leads and Test Managers. Our tailored interview prep and industry insights ensure you secure your dream role. Trust us to guide your journey to professional success.

About the Placement-Head



At **Cinute Digital Pvt. Ltd.**, we have "**Ashish Shetty**" as our Placement Head, a dynamic leader transforming dreams into thriving careers. With unparalleled expertise and an unwavering commitment to placement excellence, He is the cornerstone of our mission to shape your professional future and propel you into the heart of the competitive tech industry.

He drives our placement strategy by crafting standout portfolios, optimizing resumes and profiles on platforms like Naukri, Indeed, Foundit, and LinkedIn, and building a robust professional network. By connecting you with working professionals, Test Leads, and Test Managers, he opens doors to mentorship and insider opportunities. His expert interview preparation equips you to crack the toughest interviews and secure your dream job. Under Ashish Shetty's visionary leadership at Cinute Digital Pvt. Ltd., you're not just prepared—you're unstoppable.





Cinute Digital Pvt. Ltd. Placement

Craft a Winning Profile:

Build a standout portfolio and network to showcase your skills and projects.

Polish Your Resume:

Our experts will update your resume with the latest skills and projects.

Showcase Your Achievements:

Boost your professional profile by adding your certifications on LinkedIn.

Expand Your Reach:

Update your profiles on job portals like Naukri, Indeed, and Foundit.

Connect with Industry Leaders:

Network with professionals for mentorship and insider insights.

Ace Your Interviews:

Prepare with tailored sessions to boost your confidence and skills.

Launch Your Career Journey:

Get our support to secure your ideal role and kickstart your professional path.

Placement Drives at Cinute Digital Pvt. Campus





Our Students Who Have Cracked Their Dream Career In

Tech Mahindra Dakshali Merya	accenture Sheetal Singh	eClerx Shrikanth Suri	JM FINANCIAL Kartik Bomble
K Bhagyesh Mahadik	testriq Latesh Kamble	testriq Tejal More	i-XL Technologies Rajvardhan Desai
ALIF MANAGEMENT SERVICES PVT LTD Arun Panicker	ARYAN TECHNOLOGIES Bhakti Raigawali	Tech Mahindra Satya Dutt	testriq Mohsin Patel
raw engineering Kishore Jha	TECHCRYPTORS Krutika Penkar	MAXWELL Insha Dosani	IDfy Jaynam Shah
VISTAAR Akash Yadav	Tech Mahindra Preksha Mehta	testriq Shreyash Pakhare	Rendered IDEAS Navin Joshi
Reeble Rucha Pawar	CODEX Lancers Abdul Mateen	Axiom IT Technologies LLP Muthukumaran Iyer	PUNON Technologies Private Limited Aaditya Bobade
Tech Mahindra Sunil Pillai	testriq Ashwini Badgujar	Rendered IDEAS Faiz Khan	XR Shrey Gupta

And many more<





Cinute Digital Pvt. Ltd.
A Premier Software
Training EdTech Company

FOR ANY QUERIES, PLEASE CONTACT US



Address

Head Office (CDPL)

Office: 1, 2 & 3, 2nd Floor, Ashley Towers, Kanakia Rd, Vagad Nagar,
Beverly Park, Mira Road East, Mira Bhayandar, Maharashtra 401107

Study Center MeghMehul Classes (Vasai)

SHOP NO 7, Laxmi palace, opposite Vidhyavardhini Degree Engineering
College, Gurunanak Nagar, Vasai West, Maharashtra 401202



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