



Cinute Digital Pvt. Ltd.
A Premier EdTech Company

LEADERS IN PROFESSIONAL TRAINING PROGRAMS



MASTER PROGRAM IN
Digital Marketing and AI
(For Business Owners)



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

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+91 84-889-889-84
+91 806-27-85-870
www.cinutedigital.com



CDPL ADVANTAGES



80:20 APPROACH

80 Practical and 20 Theory model
for Industry rich Experience



REAL-TIME PROJECTS

Multiple meta accounts are given to handle and learn niche specific approach



1:1 DOUBT SOLVING

This makes sure that you get the knowledge which is tailored for your business niche



EXPERT INSTRUCTORS

Learn from seasoned Digital Marketers and Industry veterans.



SECRET STRATEGIES

Get to learn some of the Best strategies that **BOOSTS YOUR BUSINESS to 10X**



LIFETIME CONSULTATION

Whenever you feel that you need our help, we are just a call away.



TAILORED COURSES

Courses designed in such a way that strategies with **YOUR BUSINESS NICHE**



14+ YEARS OF EXPERTISE

Stay ahead with industry-relevant training.

Only Skill up is not enough, we make sure that the strategies you learn, and the tools you learn to use, is updated and relevant to your business.





HOW LEARNING DIGITAL MARKETING WILL HELP YOU 10X YOUR BUSINESS

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

Who is this course for



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.



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CASE STUDY

Local Retailer Boosts Online Sales by **300%** in 60 Days

"I had no clue about digital ads. After this course, I run my own Instagram campaigns and sell out my inventory weekly!"

~**SARA KAPOOR**

BUSINESS NAME

Sara Fashion House (Mumbai)

BUSINESS TYPE

Women's Boutique

CHALLENGE

The owner lacked digital presence and relied only on walk-in customers. They wanted to drive online sales but had no knowledge of ads, SEO, or social media.

SOLUTION

The owner enrolled in the Digital Marketing & AI Bootcamp. During the course, she learned:

- **Instagram Reels marketing for product launches**
- **Facebook Ads for local audience targeting**
- **WhatsApp Business automation**
- **Website setup using Canva + Linktree**

RESULTS

- **300% increase in online sales within 2 months**
- **Gained 5,000+ organic Instagram followers**
- **Converted 1 in 4 DM queries into purchases**





CASE STUDY

Construction Vendor Acquires **B2B Clients** Through LinkedIn Ads

"Now I get inquiries from architects directly—something I never thought possible for a vendor like me."

~ADI SOLANKI

BUSINESS NAME

RK Tiles & Infra

BUSINESS TYPE

Building Materials Supplier (B2B)

CHALLENGE

The business was dependent on contractor references. No digital presence. Needed inbound leads from architects and construction firms.

SOLUTION

Post-course, the owner implemented:

- A company LinkedIn page with portfolio uploads
- InMail ads targeting decision-makers
- Google My Business profile optimization
- Landing page creation for B2B leads

RESULTS

- Acquired 4 new institutional buyers in 45 days
- Reduced dependency on offline referrals
- Ranked on Google Maps for "construction tiles Mumbai"





CASE STUDY

Health Coach Builds Brand and Generates Leads Using AI Tools

"I thought marketing meant hiring an agency. This course taught me I could do it all with the right tools."

~PRIYA JADHAV

BUSINESS NAME

Fit With Ayesha

BUSINESS TYPE

Personal Wellness Coaching

CHALLENGE

Struggled with content creation and lead generation. Didn't have time to hire a marketing team.

SOLUTION

After the course, she started:

- **Using ChatGPT for weekly blog and email writing**
- **Creating carousel posts on Canva**
- **Running targeted Instagram Ads with Lookalike Audiences**
- **Implementing lead forms for free consultations**

RESULTS

- **Gained 1200+ Instagram leads in 3 months**
- **Started charging ₹1,499/month for group programs**
- **Built a consistent personal brand across platforms**





Retail & E-commerce

Application:

Run targeted ads, improve product SEO, leverage influencer marketing, and create seasonal campaigns.

Why it helps:

Drives traffic, increases sales, and improves product visibility on platforms like Google, Facebook, and Instagram.



Local Service-Based Businesses

Application:

Google My Business optimization, local SEO, WhatsApp promotions, customer reviews.

Why it helps:

Increases bookings and walk-ins from local searchers.



Real Estate Agencies

Application:

Facebook lead ads, YouTube property walkthroughs, Google Ads for keywords like "flats in Mira Road".

Why it helps:

Generates verified buyer/seller leads and builds trust through social proof.





Educational Institutions & EdTech Startups

Application:

SEO blogs, Instagram reels, webinars, YouTube videos, lead magnets.

Why it helps:

Attracts student enrollment and increases course signups through brand awareness.



Healthcare & Wellness Providers

Application:

Informational blogs, patient testimonials, Google Ads, Instagram Q&As.

Why it helps:

Builds credibility and draws patients through trust-driven digital presence.



Restaurants, Cafes & Cloud Kitchens

Application:

Zomato/Swiggy marketing, Instagram posts, influencer tastings, Google reviews.

Why it helps:

Encourages online orders and in-person visits through social engagement.





Freelancers & Consultants

Application:

LinkedIn presence, portfolio websites, client testimonials, Instagram promotions.

Why it helps:

Builds personal brand and attracts quality clients.



Startups & Small-Scale Manufacturers

Application:

Instagram shops, Shopify SEO, influencer tie-ups, email marketing.

Why it helps:

Boosts D2C (Direct-to-Consumer) sales and helps reach niche markets.



Tourism & Travel Operators

Application:

Travel blogs, YouTube vlogs, paid ads during peak seasons, remarketing.

Why it helps:

Helps secure tour bookings and stand out in a competitive space.





Event Planners & Wedding Vendors

Application:

Pinterest marketing, reels showcasing past events, Instagram paid promotions.

Why it helps:

Builds visual credibility and generates bridal/family event leads.



NGOs and Social Enterprises

Application:

Storytelling through content marketing, email drives, crowdfunding campaigns.

Why it helps:

Raises awareness, drives donations, and finds volunteers.



Coaching Centers & Tuition Classes

Application:

Local SEO, YouTube demo lectures, testimonials, Google reviews.

Why it helps:

Attracts local students and builds authority through online presence.





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 Learning Space & online learning.



HANDS-ON TRAINING

You cannot master a language without speaking it.



BECOME INDUSTRY READY

Work on real industry case studies.



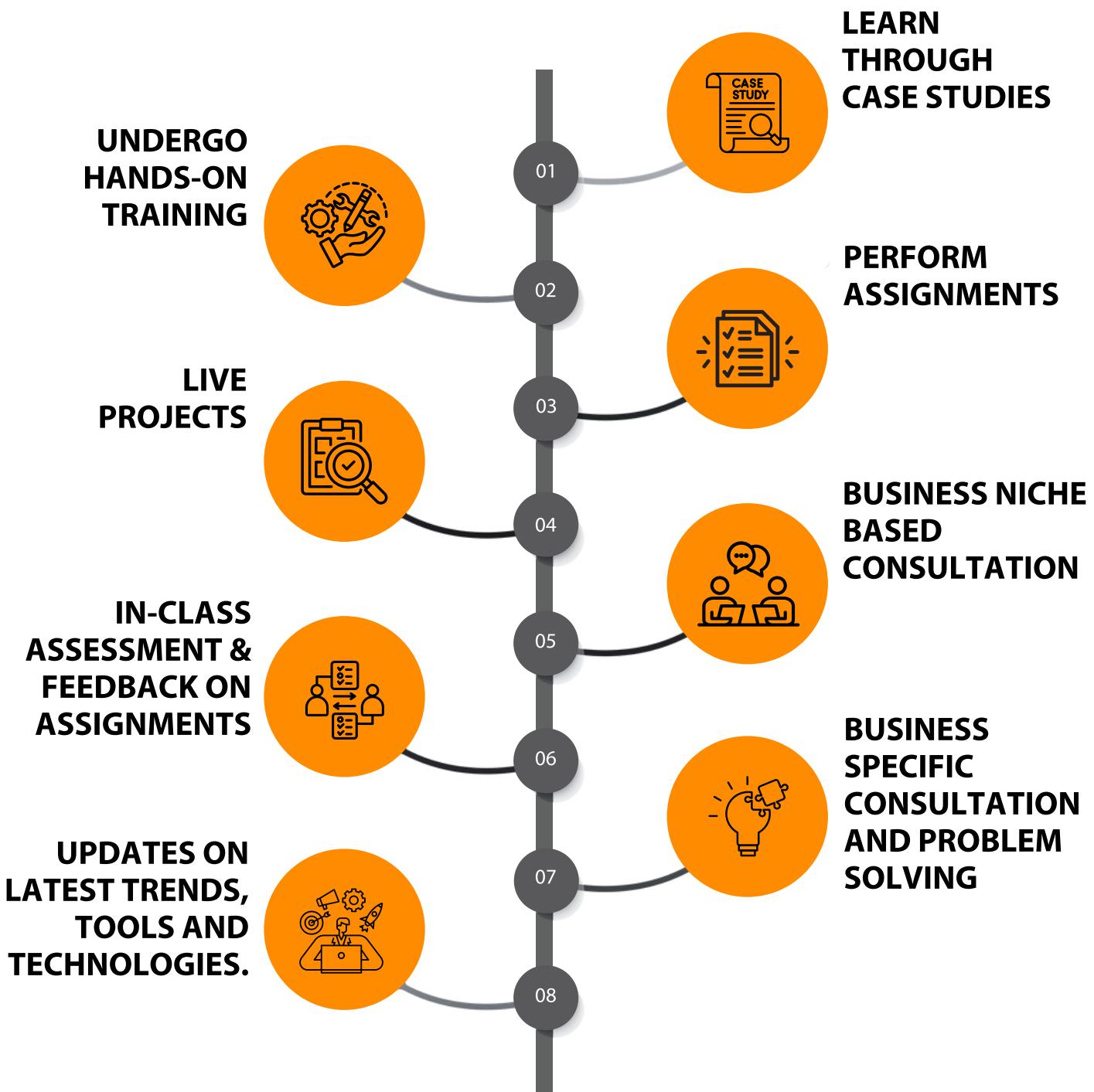
1 ON 1 CONSULTING

Learn Strategies, and latest trends in your business niche.



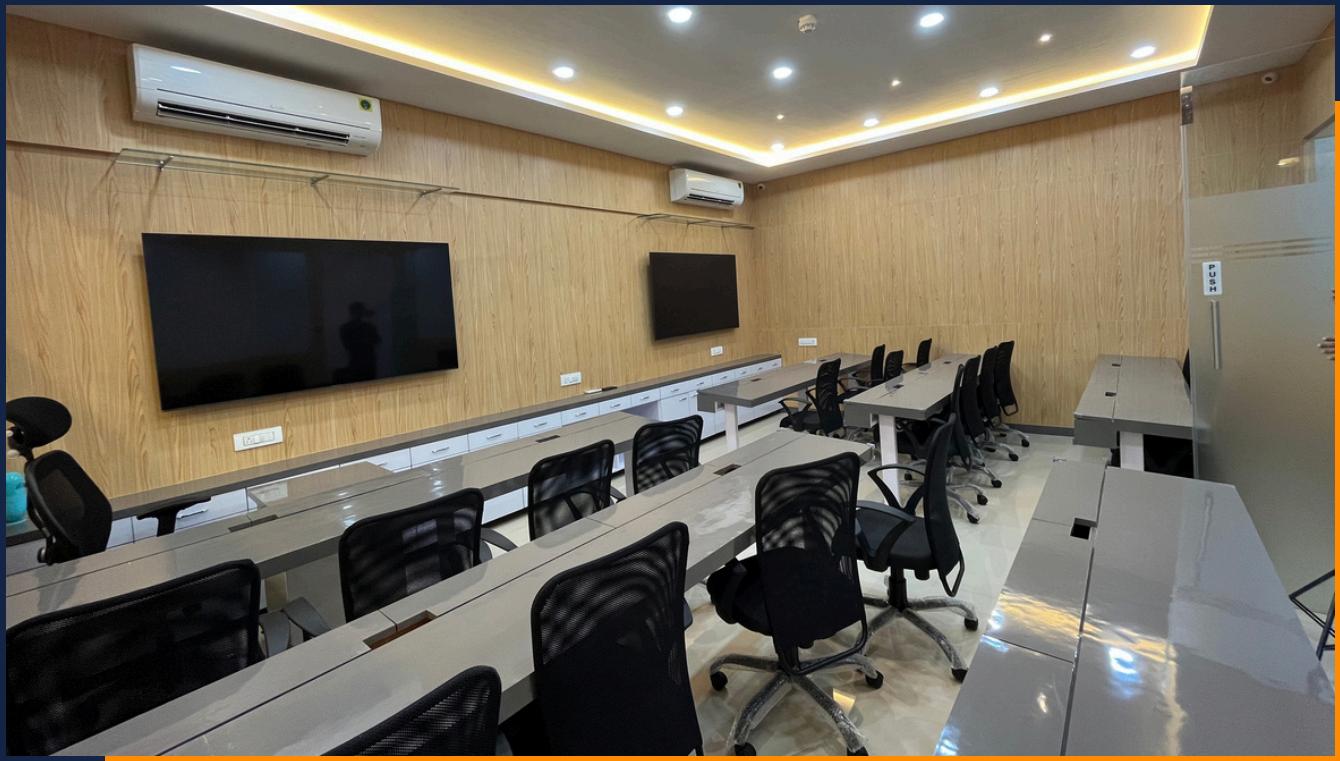


Learning Path





Mode of Learning



Learning Space + Online

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





Duration & Specifications

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

2-Months Duration

40-50
Learning Hours

6 hours
Weekly Commitment

9.6/10
Program Rating

NO
Pre-requisite required





Tools & Technologies You Will Learn



Google Calendar



ChatGPT



Grok



Meta



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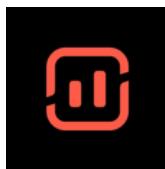


Tools & Technologies You Will Learn

Ubersuggest

WORDPRESS

hotjar



Claude

Jasper



DALL·E



synthesia



Eleven
Labs



zapier

MOZ



Later

Clarity
by Microsoft

upfluence





Course Curriculum

Digital Marketing

Module1

Fundamentals of Digital Marketing

1. Setting marketing objectives.
2. Market & Competitor Research.
3. Understanding the marketing funnel & customer journey.
4. Identifying target audience segments.
5. Creating a Buyer Persona.
6. Developing a value proposition.
7. Deep dive into important terms & metrics in digital marketing.
9. Understanding Media- Paid, Shared, Owned, and, Earned.
10. Overview of digital marketing channels - Inorganic and Organic.
12. Choosing the right channel mix for your business.
13. Case studies of each channel.

LEARNING OUTCOME

By completing this module, you will gain a comprehensive understanding of the fundamentals of digital marketing and develop essential skills to create an effective digital marketing plan and go-to-market framework. You will be equipped with the knowledge and tools to analyze the competitive landscape, identify target audience segments, create buyer personas, and develop a compelling value proposition.

Projects

1. Create a **content calendar** for a real business and **produce social media** content using AI Tools
2. Create **social media progress report** to senior marketing management





Course Curriculum

Digital Marketing

Module 2

SEO Fundamentals

1. SEO Basics: Google updates & ranking analysis.
2. Content & Technical SEO: Optimization & off-page tactics.
3. Link Building: Fundamentals, internal linking & backlink analysis.
4. SEO Mistakes & Google Penalties: Avoid errors & manual actions.
5. AI & SEO: Keyword research, content structure & meta optimization.
6. Stay updated with SEO.
7. Stay updated with SEO.
8. URL removal.
9. Manual Actions & Google Penalties.
10. Ranking Analysis.
11. Introduction to Technical SEO.

LEARNING OUTCOME

After completing this module, you will have a strong foundation in SEO. You will learn proactive strategies, conduct ranking analysis, optimize content for search engines, and gain an in-depth knowledge of technical SEO. This knowledge will enable you to enhance website visibility and implement effective SEO practices.

Projects

Keyword mapping audit of a website





Course Curriculum

Digital Marketing

Module 3

Social Media Marketing

1. Fundamentals of Social Media Marketing.
2. Company wise content strategy.
3. B2C vs B2B.
4. Channel-wise content strategy.
5. Content Marketing using AI-Idea generation, content creation & automation.
6. Understanding the algorithms of different channels.
7. Metrics for Social Media Marketing.
8. Case studies from some B2C brands.
9. Content formats on social media.
10. Marketing on YouTube, LinkedIn, Instagram, Twitter.

LEARNING OUTCOME

In this module, you will explore key social media platforms and their demographics, enabling you to identify the most suitable platforms for your target audience. You will learn best practices for social media marketing, including developing an effective content strategy and creating engaging content. Additionally, you will gain insights into leveraging user-generated content and incorporating it into your social media strategy. You will dive deep into social media tools like Twitter, LinkedIn, and Instagram, focusing on personal branding. Additionally, you will discover engagement strategies on Instagram, including stories and reels, to foster growth.

Projects

1. Create a **content calendar** for a real business and **produce social media** content using AI Tools
2. Create **social media progress report** to senior marketing management





Course Curriculum

Digital Marketing

Module 4

Persuasive Copywriting

1. Crafting attention-grabbing headlines and subheadings.
2. Writing clear and persuasive copy that communicates value propositions.
3. Utilizing persuasive language and storytelling techniques.
4. Optimising copy based on different elements-time/ audience.
5. Setting goals and objectives of Landing Page.
6. Aligning landing page goals with overall campaign objectives.
7. Optimizing page navigation and structure for ease of use.
8. Framework for Ideal LP/Elements of Ideal LP.
9. Analyzing and optimizing ad visuals, headlines, and copywriting.
10. Testing and iterating ad variations to improve performance.
11. Utilizing compelling and attention-grabbing creative elements.
12. How to set up briefs for designers and freelancers How to
13. build Brand guidelines.

LEARNING OUTCOME

By the end of the module you will learn to craft compelling ad headlines and descriptions that drive engagement. You will learn tools to make persuasive copies quicker and learn the art of a/b testing with different copies to get best results.

Projects

Build a value proposition





Course Curriculum

Digital Marketing

Module 5

Marketing on Google

1. Setting up Google Webmaster Tool.
2. Understanding Campaign types and structure.
3. Exploring different keyword match types and their impact
4. Types of Search Ads.
5. Crafting compelling ad headlines and descriptions
6. Understanding bidding options and strategies for maximum ROI.
7. Creating search campaign structure from scratch.
8. Campaign tracking and performance management.
9. Exploring various types of Audiences in Google Ads.
10. The Art of Display & Discovery Advertising.
11. Mastering Video Advertising on YouTube.
12. UAC Campaigns: Unleash the Power of Automation for Explosive Growth Campaign performance management with data-driven decision making.

LEARNING OUTCOME

By the end of this module, you will have an advanced understanding of Google Ads, including Search, Display, Video, and Universal App Campaigns (UAC). You'll learn campaign structures, keyword match types, bidding strategies, and audience targeting to maximize ROI. Additionally, you'll gain skills in creating visually engaging ads for shopping and discovery advertising.

Projects

Create a **Google Ads account structure** for a global e-commerce brand, which should encompass Search, YouTube, and Discovery campaigns





Course Curriculum

Digital Marketing

Module 6

Marketing on Facebook

1. Overview of Facebook Ads.
2. Understanding the Objectives, Metrics to track, Buying Type & Facebook Algorithm.
3. Exploring various types of Audiences in Facebook Ads Manager. Bid Strategies, CBO VS ABO and FB Funnel.
4. Understanding all the ad platforms and placements.
5. Types of Facebook Ads (Static, Carousel, Video, etc).
6. Setting up your Facebook Ad Account for Scale & Success.
7. Learn to determine ROAS accurately.
8. Dashboard ROAS VS Realized ROAS.
9. Campaign Performance analysis and optimization.
10. Ad automation - RevealBot/Madgicx.
11. Automation Possibilities, Martech Stacks.
12. Rule Automation, Creative Automation Platforms.
13. Email Automation, Omni-Channel Messaging + Tools.

LEARNING OUTCOME

This module provides a fresh perspective on Facebook Ads. You'll learn about audience types, bid strategies, and the Facebook Funnel for campaign optimization. It covers ad platforms, placements (static, carousel, video), and setting up a scalable ad account. You'll also understand how to calculate ROAS and analyze campaign performance for better results.

Projects

Set up a Facebook Ads account for a company and **create campaigns, Audiences, creatives, and ad copies**





Course Curriculum

Digital Marketing

Module 7

Marketing on LinkedIn & other platforms

1. Types of LinkedIn Ads & targeting options.
2. Setting up Ads: Accounts, billing & payments.
3. Audience Insights: Research & targeting strategies.
4. Lead Gen Forms: Build custom audiences.
5. Tracking & Analytics: Metrics, performance & conversion tracking.
6. Retargeting & Lookalike Audiences.
7. Programmatic Ads & Alternative Networks (Quora, Buysell, Carbon, Hyper, Omni).
8. Apple Search Ads & Amazon Ads Optimization.
9. Native Advertising: Taboola, Outbrain & Yahoo.
10. Quora Ads: Drive traffic & build brand authority.

LEARNING OUTCOME

Upon completing this module, you will have gained a solid understanding of alternative ad networks and their potential in expanding your advertising reach. You will step into the world of targeted Apple Search Ads, mastering optimization techniques to maximize results. The module will also cover the art of optimizing Amazon Ads, leveraging its vast ecommerce platform. You will unleash the power of LinkedIn Ads for professional advertising and captivate audiences through native advertising platforms such as Taboola, Outbrain, and Yahoo.

Projects

Prepare a **LinkedIn marketing plan** for an Edtech company





Course Curriculum

Digital Marketing

Module 8

Conversion Tracking

1. Tracking Conversions: Importance & event implementation.
2. Cookies & FLOC: Campaign builder insights.
3. GA4 & Analytics: Dashboard, funnel paths & attribution.
4. User Behavior Analysis: Life cycle, cohorts & KPIs.
5. Web & App Tracking: Google Analytics, Mixpanel & Matomo.
6. Heatmaps & Session Recording: Microsoft Clarity & Hotjar.
7. GTM & E-Commerce Tracking.

LEARNING OUTCOME

After completing this module, you will possess advanced knowledge of conversion tracking and analytics. You will understand the importance of conversion tracking, including cookies and FLoC. The module will cover various attribution models and the migration from UA to GA4. You will learn to read analytics, analyze user life cycle events, and utilize GA4 dashboard reporting. Additionally, you will gain practical skills in setting up Google Analytics for different website platforms and implementing Microsoft Clarity for heatmaps and session recordings.

Projects

Set up GA 4 and **create various useful reports for your business**





Course Curriculum

Digital Marketing

Module 9

Basic to Advanced CRO

1. Understanding conversions and the fundamentals of CRO.
2. The CRO Process- Observe, Ideate, Test, Deploy.
3. Deep dive into each of the components of the CRO Process.
Observe-Heuristic analysis, Quantitative data, Qualitative data. Ideate-Idea, Hypothesis, Prioritization Test-Delivery, Measurement.
4. Deploy-Decision making, Statistics, Shipment Best practices.
5. CRO Checklist.

LEARNING OUTCOME

By the end of this module, you will master the essentials of Conversion Rate Optimization (CRO). You'll understand the CRO process, including observation, ideation, testing, and deployment. Dive deep into each component, such as heuristic analysis, data analysis, hypothesis creation, testing, and decision-making. You'll also gain insights into best practices and receive a CRO checklist for practical use.

Projects

1. List down 10 hypotheses

Based on observations; With associated primary and/or secondary metric

2. Prioritise based on ICE framework

In collaboration with your manager/team

3. Decide type of test

4. Create a timeline (If possible)

5. Complete the CRO loop by executing 3 tests





Course Curriculum

Digital Marketing

Module 10

Media Planning

1. Fundamentals of Media Planning.
2. Understanding media objectives and strategy.
3. Media mix decision Traditional vs Digital.
4. Budget allocation across different channels.
5. Media buying Direct, Programmatic, Real-Time Bidding.
6. Media scheduling.
7. Media Evaluation Metrics & KPIs.
8. Understanding Ad frauds and brand safety.
9. Case studies and real-life media planning scenarios.

LEARNING OUTCOME

This module provides a fresh perspective on Facebook Ads. You'll learn about audience types, bid strategies, and the Facebook Funnel for campaign optimization. It covers ad platforms, placements (static, carousel, video), and setting up a scalable ad account. You'll also understand how to calculate ROAS and analyze campaign performance for better results.

Projects

Set up GA 4 and **create various useful reports for your business**





Course Curriculum

Digital Marketing

Module 11

Dashboard

1. Introduction to Data Visualisation and its Techniques.
2. Types of Charts/Representations.
3. Data Studio - Introductions, Building Blocks, Data Sources.
4. Types of Data Connectors.
5. Pull data via multiple filters.
6. Live Case Work - Preparing a live dashboard with a realtime problem statement.

LEARNING OUTCOME

By the end of this module you will learn how to extract data from campaigns and visualise the data derived from those. Based on that you will be able to take data driven decisions and optimize your campaigns.

Projects

Build a dashboard on data studio





Course Curriculum

Digital Marketing

Module 12

Attribution

1. Why Attribution Is Needed?.
2. View Through & Click Through.
3. What Questions Can MTA Answer?.
4. Last Touch, First Touch, Linear, Time Decay, Position-Based, U-Shaped, V-Shaped Attribution.
5. How To Make Google Analytics Attribution Project?.
6. How To Interpret The Data In GA?.
7. Designing A Custom Attribution Model For Your Business In GA (B2B & B2C).
8. Attribution Algorithms - What Goes Into Budding An Attribution Tool?.

LEARNING OUTCOME

By the end of this module, you'll grasp the importance of attribution and comprehend viewthrough, click-through, and Multi-Touch Attribution (MTA) concepts. You'll explore various Google Analytics attribution models, interpret GA data, and customize models for B2B and B2C. You'll also gain insights into attribution algorithm essentials.

Projects

Create a custom attribution model





Course Curriculum

Digital Marketing

Module 13

Email & WhatsApp Marketing + Marketing Automation

1. Why is Email Marketing important?.
2. Who are the big players winning it?.
3. Email Marketing Best Practices.
4. Top 10 Tips to Keep in Mind to Leverage More from Email Marketing.
5. Key Metrics to Focus on for Email Marketing.
6. WhatsApp Marketing and its Journey so far.
7. Why is WhatsApp Marketing a double-edged sword?.
8. 10 Things you should know before trying out WA Marketing
9. Metrics and Consumer Journey Crafting via Email
10. and WA marketing in blend.
11. Live Case Study solve - Dashboard walkthrough via one platform.

LEARNING OUTCOME

By the end of this module, you'll grasp Email Marketing's significance, industry insights, and best practices. You'll also navigate WhatsApp Marketing's complexities, explore effective strategies, and learn to blend Email and WhatsApp Marketing for consumer journeys. Practical experience with a live case study and dashboard walkthrough will enhance your skills.

Projects

Build an **email and whatsapp marketing campaign** and automate using **Zapier**





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.





Testimonials

E-commerce Business

Before taking this course, we relied heavily on marketplaces. Now, with SEO and Instagram ads, we've built our own loyal customer base. We saw a 60% jump in website traffic within 3 months.

— **AARTI JAIN, CO-FOUNDER, URBANWEAVES APPAREL**

Real Estate Firm

Thanks to the Facebook ad strategies we learned, we now generate 30+ qualified property leads per week. The course gave us full control of our marketing.

— **RAMESH PATEL, MARKETING HEAD, SKYLINE PROPERTIES**

Tuition & Coaching Class

Our batch size doubled within 2 months after implementing Google My Business optimization and Instagram engagement strategies. This course helped us grow our student base locally.

— **NEHA MEHTA, FOUNDER, SPARK ACADEMY**

Healthcare & Wellness

We struggled with visibility online. After the course, our clinic's SEO ranking improved and we receive appointment queries directly via Google. Best investment for service-based businesses.

— **DR. ROHAN SHETTY, PHYSIOTHERAPIST & CLINIC OWNER**





Testimonials

Restaurant & Cloud Kitchen

The strategies on WhatsApp marketing and Instagram reels helped us go viral locally. We now have recurring orders and real followers engaging daily.

— **SANA SHEIKH, OWNER, TANDOOR EXPRESS CLOUD KITCHEN**

Freelancer / Consultant

Thanks to the Facebook ad strategies we learned, we now generate 30+ qualified property leads per week. The course gave us full control of our marketing.

— **RAMESH PATEL, MARKETING HEAD, SKYLINE PROPERTIES**

Tuition & Coaching Class

As a career coach, I used to rely on word-of-mouth. After applying the personal branding and LinkedIn techniques, I now get consistent client inquiries online.

— **NIKHIL SHARMA, FREELANCE CAREER COACH**

EdTech or Online Course Provider

We implemented funnel strategies and lead magnets taught in the course and our course signups went up by 200% in 6 months. This knowledge is a must-have for any EdTech founder.

— **POOJA THAKKAR, DIGITAL ACADEMY CO-FOUNDER**





Testriq QA Lab (Parent Company)



Testriq QA Lab LLP is a leading software testing company committed to delivering high-quality QA services and training solutions. Headquartered in Mumbai, Testriq combines technical expertise with industry best practices to help startups, enterprises, and educational institutions ensure software reliability and performance.

With a strong focus on manual, automation, API, performance, and security testing, Testriq partners with clients to create customized testing frameworks and improve overall product quality. Our dedicated QA engineers and certified testers are driven by a passion for precision, continuous learning, and delivering real-world impact.

Testriq also serves as a skill development partner, offering hands-on training programs in QA and testing domains that bridge the gap between academic knowledge and industry requirements. Our mission is to empower the next generation of testers with the tools, mindset, and mentorship needed to thrive in today's tech ecosystem.

What Sets Us Apart:

- 14+ years of QA excellence
- Certified and experienced testing professionals
- Real-time projects and case-based training
- Corporate partnerships and academic collaborations
- Proven placement and internship support

For more visit: testriq.com



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Our Certifications

The **Internationally Recognized** certifications you will get after completing this course.

Digital Marketing



Digital Analytics



Social Media Specialist





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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