



KRUTANIC

A LADDER FOR BRIGHTER FUTURE



www.krutanic.com



support@krutanic.com



KRUTANIC
A LADDER FOR BRIGHTER FUTURE

We are now an **accredited partner**

under





TRAINING AND INTERNSHIP PROGRAM



About Us

"Krutanic 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?

-  **High demand across all industries and businesses**
-  **Cost-effective and measurable form of marketing**
-  **Wide range of career opportunities and specializations**
-  **Essential for brand awareness and online presence**
-  **Helps reach targeted audiences globally**
-  **Data-driven decision making and performance tracking**

1st MONTH



LIVE SESSIONS

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

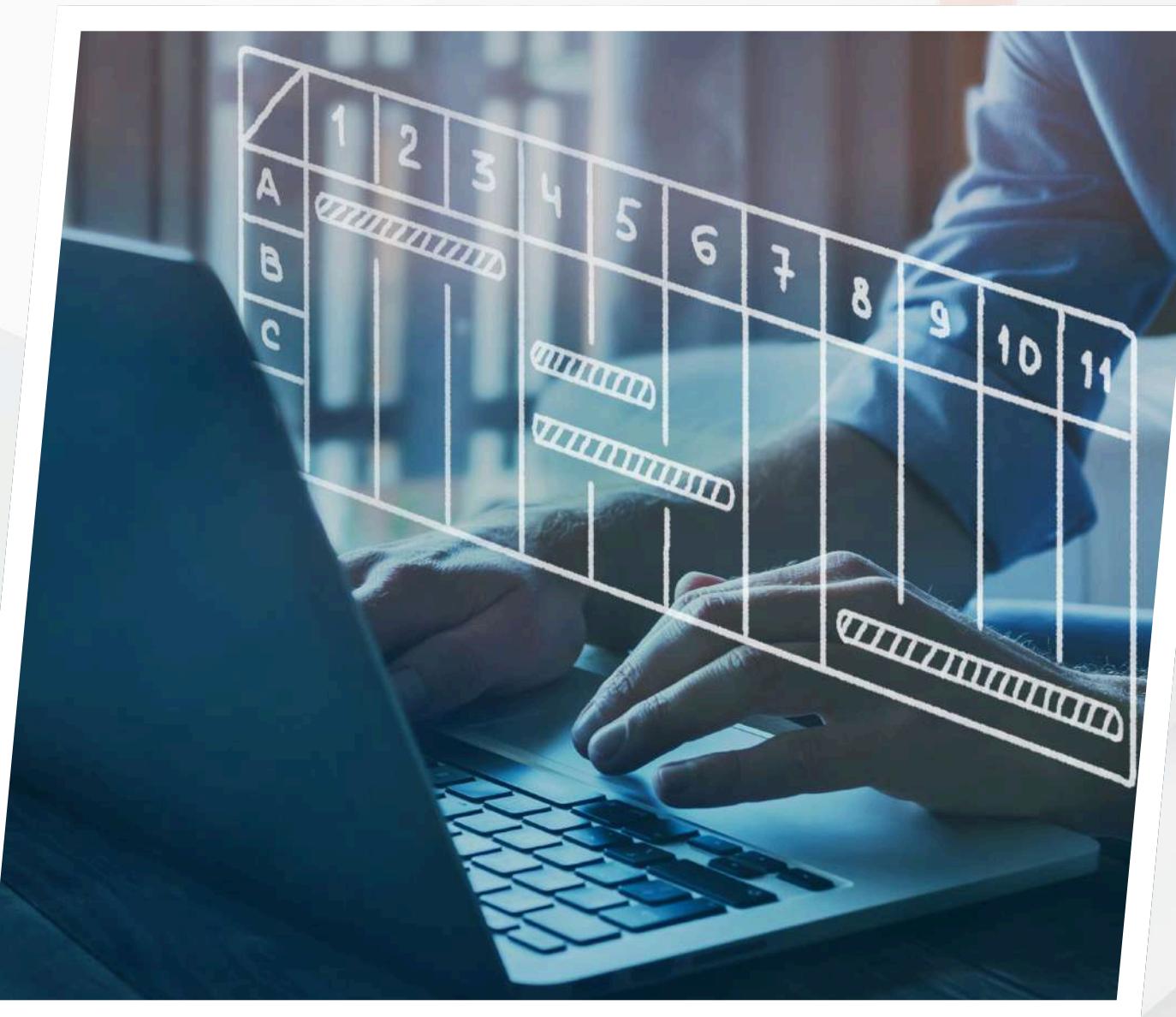
RECORDINGS

Recordings of all live sessions available with 1 year access in our LMS portal.

INDUSTRY RELATED

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

2n d MONTH



REAL TIME PROJECTS

Two real time

industrial projects One minor project and One major project.

ASSISTANCE

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

PERSONAL DEVELOPMENT

Additional projects for personal development can be required.

Modules Overview

- **Introduction to Digital Marketing**
- **Website Planning & Creation**
- **Search Engine Optimization (SEO)**
- **Search Engine Marketing (Google Ads)**
- **Social Media Marketing (SMM)**
- **Content Marketing & Strategy**

Modules Overview

- Email Marketing & Automation
- Web Analytics (Google Analytics)
- Affiliate & Influencer Marketing
- Mobile Marketing
- Online Reputation Management (ORM)
- Capstone Project & Interview Preparation (only for placement assistance program mock interview preparation)

Curriculum included

MODULE 01

Introduction to Digital Marketing

- Understand the scope and importance of digital marketing
- Learn about digital channels, platforms, and trends
- Explore career opportunities and industry applications

MODULE 02

Website Planning & Creation

- Plan website structure and navigation
- Create websites using WordPress or similar tools
- Understand domains, hosting, and CMS platforms

MODULE 03

Search Engine Optimization (SEO)

- Learn on-page and off-page SEO techniques
- Understand keyword research and SEO tools
- Optimize content and structure for better rankings

MODULE 04

Search Engine Marketing (Google Ads)

- Understand paid marketing vs. organic
- Create and manage Google Ads campaigns
- Set budgets, target keywords, and track performance

Curriculum included

MODULE 05

Social Media Marketing (SMM)

- Promote content on platforms like Instagram, Facebook, LinkedIn
- Plan and schedule posts using content calendars
- Run paid ads and analyze social media insights

MODULE 06

Content Marketing & Strategy

- Plan and create blog posts, videos, infographics, etc.
- Learn storytelling and brand voice techniques
- Distribute content across platforms effectively

MODULE 07

Email Marketing & Automation

- Design email campaigns for different user stages
- Use tools like Mailchimp, Sendinblue
- Automate drip campaigns and track open/click rates

MODULE 08

Web Analytics (Google Analytics)

- Track website traffic and user behavior
- Analyze campaign performance using Google Analytics
- Generate reports and insights for decision-making

Curriculum included

MODULE 09

Affiliate & Influencer Marketing

- Understand affiliate marketing models and setup
- Collaborate with influencers to boost brand reach
- Track ROI from affiliate and influencer campaigns

MODULE 10

Mobile Marketing

- Learn SMS, app-based, and push notification marketing
- Optimize campaigns for mobile responsiveness
- Target mobile users with geo-marketing tools

MODULE 11

Online Reputation Management (ORM)

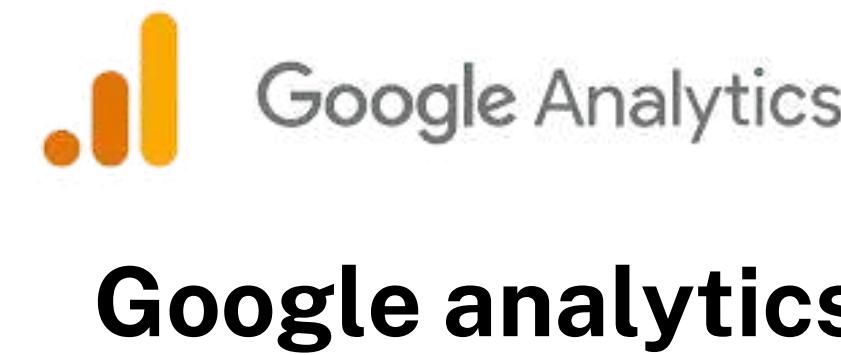
- Monitor and manage online reviews and feedback
- Handle brand crises and build positive brand presence
- Use ORM tools for reputation tracking

MODULE 12

Capstone Project & Interview Preparation

- Apply all learned skills in a real-world project
- Prepare resumes and portfolios tailored for digital roles
- Practice mock interviews and get feedback for improvement

Tools Included



Semrush

Google analytics

Hootsuite



Google ads

Canva

Students Reviews

**Ramshad K**

I have gained a really hands on Experience with on graphic design which was delivered by Akash sir was very supportive and endless worthy experience so far.

**Sunil Kumar**

I'm Sunil Kumar, I have enrolled for Data Science program at Krutanic solutions and my experience is outstanding. It's my individual recommendation for everyone that Krutanic company is perfect with quality training and real world projects.

**Rajendra Prasad**

I'm RajendranPrasad, to behonest I'm expressing my words, I have researched and found the correct certificate on Linkedin and scan that and found it 100% genuine and verified successfully.

It's my individual recommendation for everyone that Krutanic company is perfect with quality training and real world projects.

I have seen some bad reviews and many good reviews so got confused but now I realised that Krutanic solutions is the best company ever for training and internship provider, I have learned alot of new industrial things.

**Shubham Rai**

Krutanic Group is truly doing a remarkable job by creating learning spaces that are not only informative but also inspiring. I've had the opportunity to attend two of their courses-Photography and Graphic Designing-and both were simply

**Sahad K**

I got placement at Wipro through Krutanic support team. I am really grateful that I got to learn from AI Mentor Ashish sir and support from my counsellor was really helpful. All thanks to Bhoomika mam my operations support member from Krutanic.

**Aman Nema**

Krutanic's Full Stack Web Development program was a fantastic learning experience. The course covered essential technologies like HTML, CSS, JavaScript, React, and backend development, providing a strong foundation for building real-world web applications. The hands-on projects and expert guidance from mentors made learning interactive and practical. This program is perfect for beginners and aspiring developers looking to enhance their skills in web development. Highly recommended.

Students Reviews



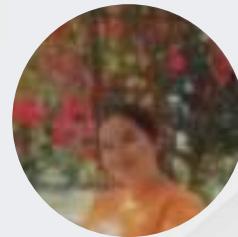
Tejas Kolekar

I am thrilled to share my enriching experience from the Artificial Intelligence and Machine Learning Internship I recently completed with Krutanic, in collaboration with Wipro, a leading multinational corporation. This 3-month program was an incredible opportunity to deepen my knowledge, enhance my skills, and grow both personally and professionally in the dynamic field of AI and ML.



Pranali Shinde

Excited to share that I've just completed a Data Science course from Krutanic! 🎉 It was an amazing journey diving into data visualization, exploratory data analysis, SQL, and machine learning. I've gained some valuable skills that I can't wait to apply in real-world projects. Big thanks to the instructors and everyone who made this experience so enriching! Looking forward to what's next!



Prabhleen Kaur

Just after few months of completion of my AI course I got my hands on attending Master class on Building AI agent without coding held in the month of March my experience was very good I get to know about new things from my mentor Mr. Aashish Mishra And at the end I received this ☺ All thanks to Krutanic for giving me this opportunity.....



Rishabh Nagar

Certificate of Training Completion from Krutanic Solutions in the field of Android App Development Krutanic Paidi Venkata Chakravarthi Sir #krutanic #android #app #development #androidstudio



Himendra Shukla

Completing my internship at **KrutaniC** has been a transformative journey, equipping me with hands-on experience in **Full Stack Web Development** and preparing me for a bright future in tech. Grateful for the guidance, real-world projects, and skills gained—here's to innovation and success ahead! * #InternshipCompletion #FullStackDevelopment #KrutaniC #TechJourney Krutanic



Touheed Ahmed Nadaf

Clouds conquered.
Excited to share my Cloud Computing internship certification from Krutanic!
Grateful for the hands-on learning and ready to turn this experience into an impact in the ever-evolving tech landscape.
#CloudComputing #Krutanic #InternshipWin #TechReady
#NextGenTech
#FutureInCloud #LevelUp #DigitalSkills

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



Career Opportunities in Digital Marketing

Digital Marketing Executive / Manager

Plan, execute, and manage overall digital marketing campaigns across multiple channels.

SEO Specialist

Optimize websites to rank higher on search engines and increase organic traffic.

SEM / PPC Expert

Run paid ad campaigns on platforms like Google Ads and manage pay-per-click strategies.

Career Opportunities in Digital Marketing

Social Media Manager

Create and manage content across social media platforms to build brand awareness and engagement.

Content Marketing Specialist

Develop valuable, relevant content (blogs, videos, etc.) to attract and retain a target audience.

Email Marketing Specialist

Design and run targeted email campaigns to nurture leads and drive conversions.

Certifications

01

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

02

**Internship Completion
certificate certified
by
Accenture/Adobe**

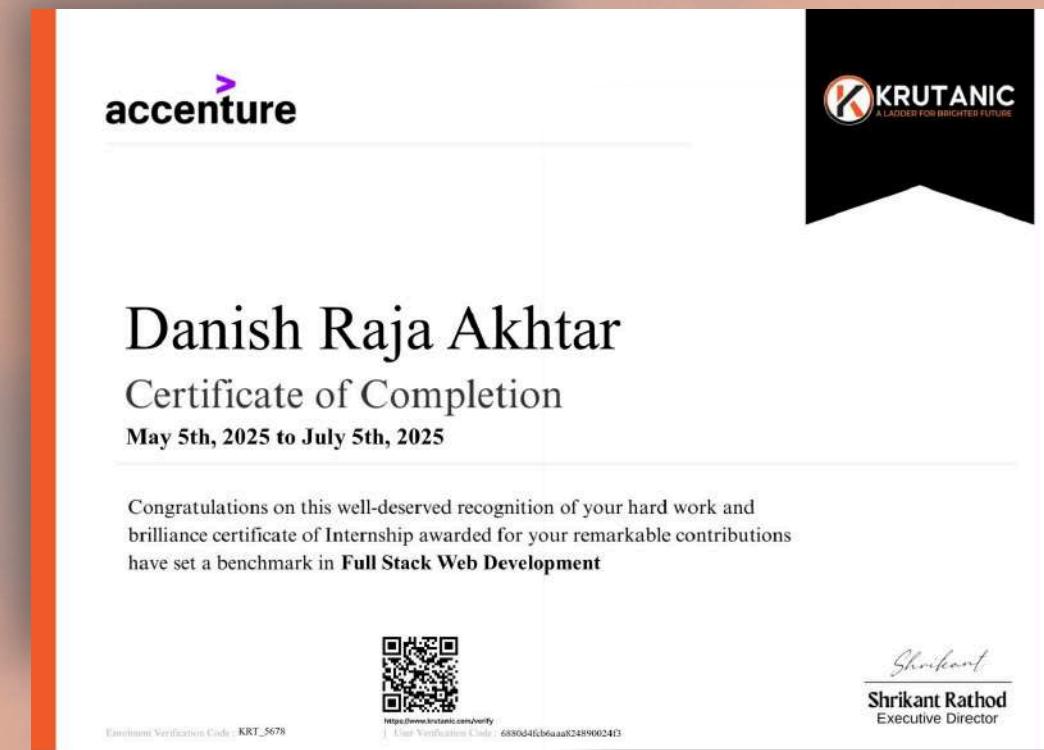
03

**Letter of
recommendation(LOR)
for your
JOB/PLACEMENT**

04

**Certificate of
exellence
(Based on you
Performance)**

Program ratings



STUDENT AVERAGE RATINGS



4.85/5

Companies where our alumni thrive



Deloitte.



BOSCH

Axxela



Goldman Sachs



Tech Mahindra

Mphasis
The Next Applied

accenture

HCL

cognizant

tcs TATA CONSULTANCY SERVICES

SAMSUNG

Bank of America

ORACLE

pwc

L&T Technology Services

Capgemini

BAJAJ FINSERV

STATE STREET

DXC TECHNOLOGY

Jio DIGITAL LIFE

salesforce

TOYOTA

Adobe

HSBC

leadsquared

ABInBev

**B.
Booking.com**

SONY

SIEMENS

TISCO

Our process

Quick Guide



Register With Us



Schedule Your Class



Certifications



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Come join us now and
contact us now



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