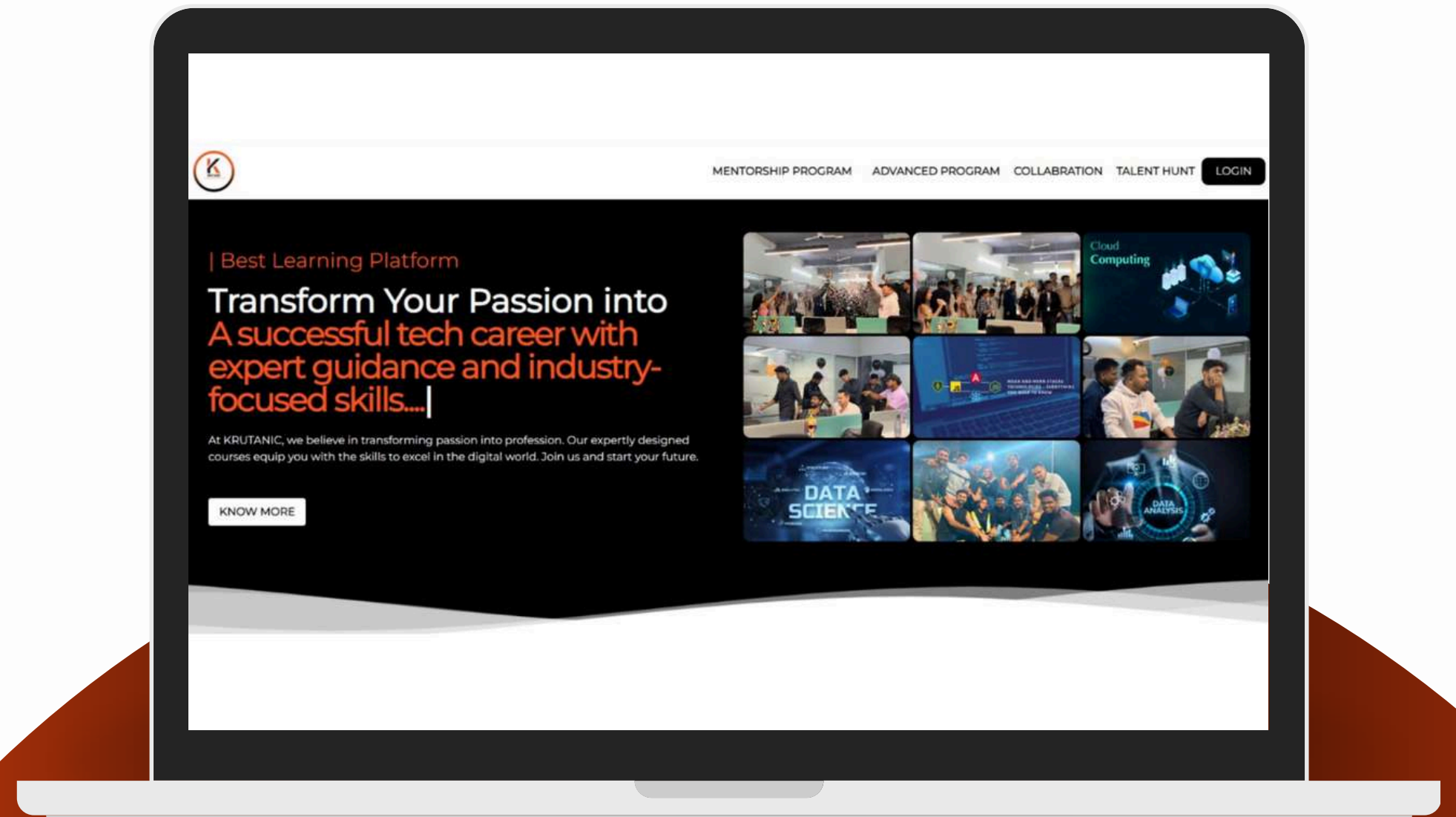




**[www.krutanic.com](http://www.krutanic.com)**



**[support@krutanic.com](mailto:support@krutanic.com)**



A photograph of three students working on a project. In the foreground, a student in a green turtleneck is 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. They are all seated at a white table covered with various electronic components, wires, and tools. The background is slightly blurred, emphasizing the students' hands and the project.

# **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?

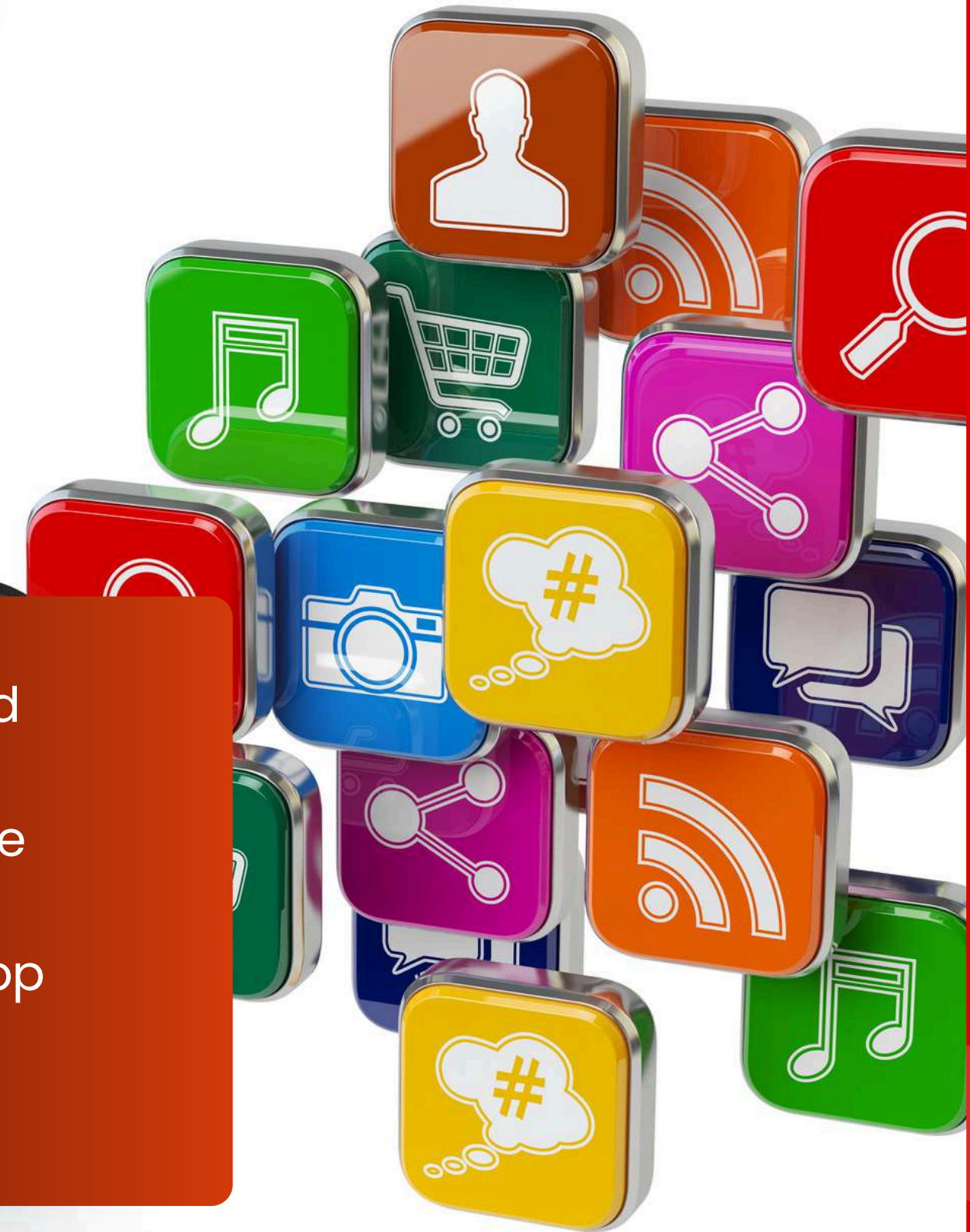
- ☁ **Digital marketing is expanding as businesses shift online, driving high demand for skilled professionals across industries.**
- ☁ **Digital marketers, especially specialists in SEO, PPC, and social media, enjoy competitive salaries and growth opportunities.**
- ☁ **From content creation and social 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.**

# 1<sup>ST</sup> 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.





# 2<sup>ND</sup> 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**



# Our process

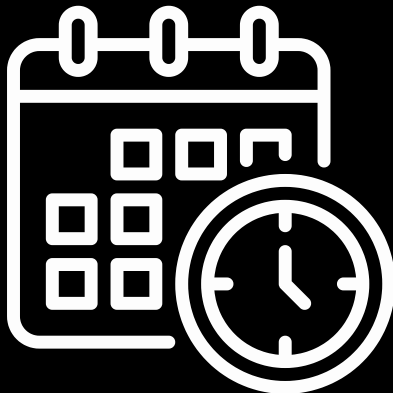
Quick guide

①



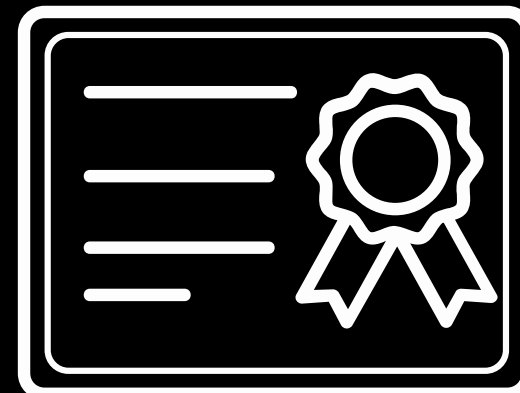
**Register with us**

②



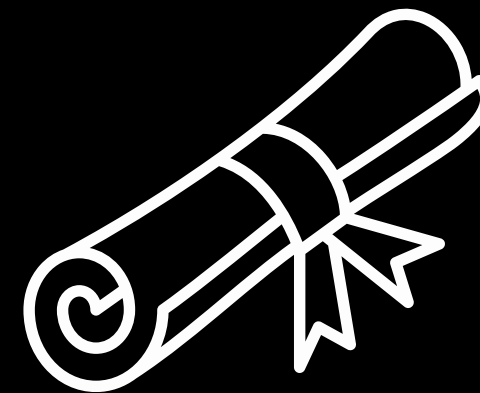
**Schedule your  
classes**

③



**Certifications**

④



**Placement  
assistance**

# Program ratings



## STUDENTS AVERAGE RATINGS



4.85 / 5



# Companies where our alumni thrive





# REACH OUT US



**+91 7022812878**



**[www.krutanic.com](http://www.krutanic.com)**



**[Bangalore, karnataka](#)**

