







Advanced Digital Marketing with Gen AI

Learn **Digital Marketing** from beginner to advance level with real time **10+ in-house agency projects**. Our course comes with **rigorous placement training** with **Internship with Stipend**

-  100% instructor-led online sessions and in-office training
-  120+ hours of learning & 15+ practice assignments
-  10+ real-time brand projects with 35+ marketing tools
-  Placement training with placement opportunities

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Founder's Note

“

We aim to build an ecosystem that culminates in digital marketing resources and expertise from top-tier industry experts to produce quality course education for our students. Our Academy is a one-of-a-kind network that spotlights real-time education to bridge the gap between theoretical learning and practical experience. With over 10+ brand projects and engagement with live training programs, our students are guided towards high-paying job training and placement opportunities to secure a bright future that sets them apart from the rest. Our Digital Marketing Mentorship programme is designed to empower every aspiring student with the guidance they need to succeed, and we're here to support them every step of the way.

”



Sagar Saunshi

Founder & Head Of Growth

prodigiter[™] & WebConverts

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The Industry Gap

The real industry demands expertise and real-time knowledge supplemented by the appropriate skillsets. The pillars of Prodigiter are constructed on the concept of practical learning, industry experience, and requirements. We are here to fill the gap created between fresh gradu and industrial job creation. Our courses offer live brand projects, industry expert men toring and job placement training to catapult our student community into top-tier jobs with a portfolio that sets them apart from the rest.



Your future starts here!

It's easy to assume that the future is somewhere 'out there', but it's actually being created right here & now!



3

Scope of Digital Marketing

The gambit of Digital Marketing is taking over every other pillar of the business world. Every start-up and job description entails you harnessing the expertise of the Digital Marketing world. Prodigiter designs its course material and training programs after thorough research into the opportunities we can provide to our student community.

With our courses, we push our students to fill the white gap in the business community by becoming experts in the field of Digital Marketing.

- MGI report suggests a potential of 600-650 lakh job creations globally in the field of Digital Marketing by 2026.
- A fresher can earn up to an average salary of 2.0 lacs to 4 lacs per annum as a beginner in Digital Marketing.
- A conservative estimate would place the industry's magnitude at around 8,000-10,000 crore INR by the end of 2026.
- The Covid-19 world crisis has changed the game of business, showing a 10.9% growth in the field of Digital Marketing shift.

Career Scope of **Digital Marketing** in India



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Placement Opportunities

Prodigiter is not only here to empower students with the expertise of Digital Marketing but also to help them grab tremendous Placement opportunities with the best salary turnovers. With the increasing scope in this field and an estimate of 65 million job creations by the year 2026, we aim to educate our student community about the best opportunities. Our professional real-time training courses complemented with **100% Placement Assistance**

Here is what a Prodigiter professional certification brings to you:

Designation	Roles & Responsibilities
Social Media Executive	Lead the social media presence with top-tier expertise.
Digital Marketing Strategist	Develop digital marketing strategies leading to profitable turnovers.
SEO Expert	Dominate the SEO field by being a leading analyst in keyword search.
Content Writer	Curate content with quality research and audience traffic analytics.
Copywriter	Digital marketing supplemented with utmost creativity to capture the consumer's eye.
Social Media Planner	Plan and implement the most profit potential planners for your brands.
Business Development Executive	Execute your business knacks to construct top-tier results.

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Why Prodigiter?



Learn directly from Agency Experts (Not Professors)

Work on real time projects in a live agency environment. Become industry ready with live project execution. Get trained by Industry Experts and learn how Digital Marketing is applied on live Projects. From defining the marketing objective to building a campaign and executing it, learn how marketing exactly works.

Online Live Sessions + In-office Internship

Gain advanced digital marketing skills through 100% Online, Live & Interactive sessions led by industry experts. Our instructor-led sessions are structured to give you a real-time, classroom-like learning experience. After each week of online sessions, you'll attend in-office training at our agency, where you apply what you've learned. This weekly hands-on exposure ensures both theoretical knowledge and practical experience side by side.



Placement Assistance

Get end-to-end placement assistance right from resume building to optimising your LinkedIn profile. Enhance your communication skills with our mentors and develop your portfolio under the guidance of our trainers. Our dedicated placement cell also helps you become interview ready.



One on One Mentoring

Our 1-on-1 mentoring and doubt clearing sessions boost your learning potential by addressing all your queries and helping you become industry-ready. Our mentors and industry expert trainers provide professional guidance on practical learning, live project execution, and hands-on training.





8+ Valuable Certifications

Our qualified trainers not just make you industry ready with advanced digital marketing concepts, but also prepare you for various examinations and help you get high credibility digital marketing certifications from Google, Hubspot, Semrush and Facebook.

10+ Real-time Industry Projects

Our Digital Marketing Course is structured to provide you with extensive hands-on training. Get valuable industry experience with our in-depth curriculum, structured in a way that students learn by observing the trainer's hands-on demo and perform it practically by themselves to have a thorough understanding of the topic.



Course Access

Enjoy up to 6 months of course access, giving you ample time to learn, practice, and master the course material at your own pace



Specialisation

We give you an abundance of choices when it comes to learning. Select the elective you want to specialise in, ranging from SEO, Google Ads and many more.



Our Trainers



Sagar Saunshi

Founder & Head Of Growth

Founder and CEO of Web Converts, Sagar Saunshi is a distinguished performance marketing expert with over nine years of experience in the digital marketing arena. His strategic understanding and innovative approach have propelled numerous businesses toward exponential growth. At Prodigiter, Sagar imparts his extensive knowledge, guiding students to master the intricacies of digital marketing and generative AI.

Sridhar N

Performance Marketer

Sridhar N is a Performance marketing expert specialising in Pay-Per-Click (PPC) campaigns and automation strategies. With years of experience, he has trained over 2,000+ students and helped businesses achieve higher ROI. Sridhar's expertise in optimising ad performance and marketing workflows ensures students excel in PPC. His mastery of tools and techniques prepares them to drive measurable results. At Prodigiter, he empowers learners with industry-ready skills.



Naveen KL

Senior Full Stack Developer

Senior Full Stack Developer and Mentor with over 5 years of hands-on experience in building modern web applications using the MERN and MEAN stacks. Proven expertise in developing - scalable, high-performance solutions for diverse business needs. Passionate about clean code, efficient architecture, and fostering team growth through mentorship and collaboration.

Job Portal

Our placement team curates job opportunities from leading companies that are suitable for your skillset, academic background and experience.

- 30+ Job opportunities every month
- Job openings tailored to your course relevance
- Industry guidance & interview tips from the alumni

Career Mentoring

We boost your potential to make a smart career decision. Get tailored and personalised career guidance from industry experts.

- 100% Live, Online & Interactive sessions with professional Industry Experts.
- Find the best career opportunities with excellent mentorship.
- Recommendations for establishing short-term and long-term career goals.
- Mentors from diverse fields assist you in gaining vital industry knowledge.

Interview Preparation

Get assistance in developing industry knowledge for getting interview ready. We polish your skills so that you are ready, groomed, and confident for your interview.

- Become interview ready with 1:1 mock interviews.
- Get Industry insights from our mentors, trainers and alumni panel.
- Prepare technical and HR questionnaires that are expected.

Portfolio Development

We help you create a portfolio that contains both industrial and personal work, as well as content that showcases your digital marketing skills and experience.

- Create an appealing portfolio with live assessment on projects, assignments and case studies.
- Develop your portfolio under the guidance and mentorship of our Industry Experts.

CV/LinkedIn Review

Build a solid CV and optimise your LinkedIn profile such that it stands out from the crowd.

- Expert guidance on making your CV and building your LinkedIn profile.
- Suggestions for tailoring your CV as per the job opening you're applying for.
- Recommendations for optimising the structure and content of your CV/LinkedIn profile as per your course relevance.

Our Alumni Work At



Our Alumni's Thoughts



Monica

Senior Executive, Digital Marketing

The Prodigiter Academy is surely a game changer for the Next Generation Internet Marketers. Their courses provide top quality education and provide excellent mentorship from experts in the industry.



Shruthi

Website content consultant



The Advanced Digital Marketing Course will teach you everything you need to know about web development, design, SEO, content types, conception, execution, and distribution of content. The Digital Marketing Academy makes you industry ready.



Abdul Vaheed

Digital Marketing Executive



The Advanced Digital Marketing Course will teach you everything you need to know about web development, design, SEO, content types, conception, execution, and distribution of content. The Digital Marketing Academy makes you industry ready.



Manjunath BS

SEO Executive



I joined Prodigiter to start a career in digital marketing. Within months, I gained the skills, confidence, and practical knowledge needed to apply for jobs and kick-start my journey in the field.



Rishika

Content Marketing Specialist



The course was excellent for understanding overall content strategies and developing excellent content marketing skills. The Trainers have an ocean of knowledge and provide you with step by step assistance throughout the learning process.



Dayaabaran

Content Specialist



Prodigiter is a life changer, with weekly assessments, job placement support, resume preparation, and the best part, a very well-taught course. Learning and getting placements makes your investment credible and worthwhile.



Praveen

SEO Executive



Prodigiter not only teaches you the concepts of digital marketing but also focuses on how to apply them effectively in real-world scenarios. It truly stands out as the best institute in Bangalore for practical and results-driven learning.

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Teaching Methodology

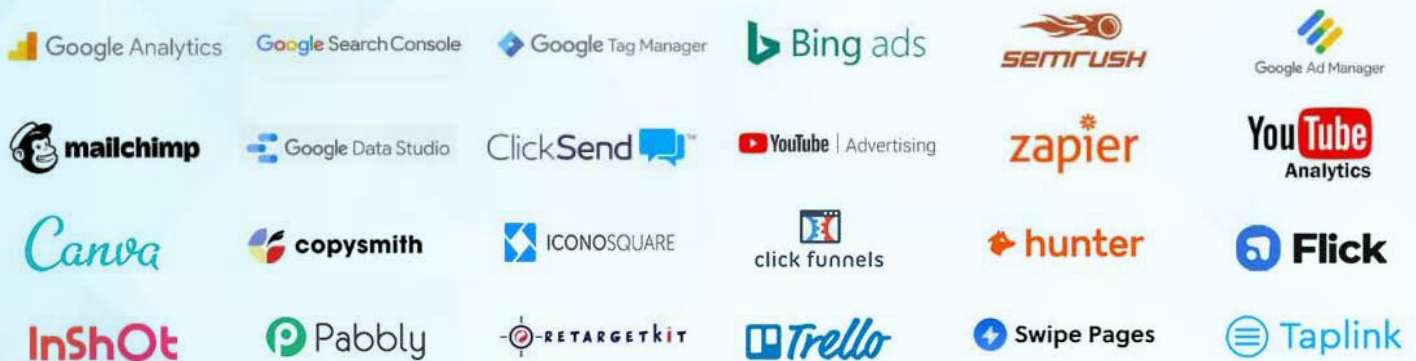
Prodigiter has successfully constructed a massive network of a two-day flow of information inclusive of intensive hands-on training. We primarily push our students to use their practical skills and culminate it with their theoretical sense of knowledge to create excellently built Digital Marketing strategies. Our aim is to challenge their agility and guide them to practice and experiment while tapping into the brightest corners of their potential. Prodigiter yields a comprehensive learning environment that furnishes the perfect platform for students to innovate, collaborate, and learn from one another while also being guided by the best trainers in the industry.

- 🔗 Engage In Group Collaboration
- 🔗 Work On Practical Assignments
- 🔗 Get Hands-On Experience
- 🔗 Learn Proposal Building
- 🔗 Understand Client Prospecting
- 🔗 Work On Industry projects



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Digital Marketing Platforms & Tools



- **WEBSITE DEVELOPMENT:** Learn Website Development from the ground up.
- **CREATIVE COPYWRITING:** Top-notch Copywriting skills to ace your creativity.
- **SOCIAL MEDIA MARKETING:** Understand how to drive Social Media Traffic.
- **SEARCH ENGINE OPTIMISATION:** Master SEO abilities to gain website traffic.
- **GOOGLE/FACEBOOK ADS:** Manage and optimise Google and Facebook campaigns.
- **PROFESSIONAL TRAINING:** Training that guarantees high-paying job placements.
- **DIGITAL MARKETING TOOLS:** Learn excellent marketing campaign constructions.
- **ONLINE REPUTATION MANAGEMENT:** Master brand management by studying ORM.
- **ORGANIC TRAFFIC:** Grasp the concept and delivery of generating Organic Traffic.
- **EMAIL MARKETING:** Ace the art of persuasion via Email Marketing methodologies.
- **Gen AI Tools:** Utilization of Gen AI Tools to enhance Digital Marketing

Module-1

Learning Objective : In this module, you will learn about Digital Marketing, different aspects of Digital Marketing and how digital marketing will help every business.

Introduction

- 1.1 What is Digital Marketing?
- 1.2 Evolution of Digital Marketing
- 1.3 Digital Marketing Vs Traditional Marketing
- 1.4 Channels of Digital Marketing
- 1.5 Create Buyer Persona

Hands-On/Demo : Creating a Buyer Persona

Module-2

Learning Objective : In this module, you will discover the launch of a new website, considering the many aspects of web development while building a business website.

Website Creation & Planning

- 2.1 Introduction to WordPress
- 2.2 Advantages of WordPress
- 2.3 Get familiar with the WordPress UI
- 2.4 How to pick a name for your website ?
- 2.5 Domain Name Registration
- 2.6 Hosting Plan selection
- 2.7 C-panel Management
- 2.8 File Manage and Subdomains
- 2.9 SSL Certificate installation
- 2.10 WordPress Installation on Server
- 2.11 WordPress Dashboard
- 2.12 Pick a theme / design for your website
- 2.13 Installing and Customising Themes
- 2.14 Creating Categories, Pages and Posts
- 2.15 Adding Menus
- 2.16 Adding Widgets
- 2.17 Installing Plugins
- 2.18 Consider starting a blog
- 2.19 Adjust your site navigation
- 2.20 Importance of webpage structure for SEO

Hands-On/Demo : Building a Business Website
Assignment : Creating a Blog/Website
Tools : Hosting Server, Wordpress Plugins & Themes



Module-3

Learning Objective : In this module, you will learn the process of improving your site to increase its visibility (Ranking on the First page) when people search for products or services.

Introduction to SEO

- 3.1 How does the Search engine work?
- 3.2 Crawling, Indexing and Page Ranking Mechanisms.
- 3.3 Google Sandbox concept.
- 3.4 Understanding SERP – Search Engine Results Page
- 3.5 Google Algorithm Updates.
- 3.6 Fixing Panda, Penguin, Hummingbird updates.

Tools : [MOZ SEO Tool](#), [Ahrefs](#)

Module-4

Learning Objective : In this module, you will learn the process of improving your site to increase its visibility (Ranking on the First page) when people search for products or services.

SEO (Keyword Research, Competitor Analysis)

- 4.1 What are Keywords?
- 4.2 Types of Keywords.
- 4.3 Keyword Ideas Generation – Uber Suggest
- 4.4 Google Keyword Planner Tool
- 4.5 Keywords Analysis Tools.
- 4.6 Keywords Research Process.
- 4.7 Google Search Operators.
- 4.8 Competition Analysis.
- 4.9 Using tools for Competition Analysis

Hands-On/Demo : [Keyword Planning](#)

Tools : [Google Keyword Planner](#), [Uber Suggest](#), [Semrush](#), [LSI Graph](#), [Google Search Console](#)

Module-5

Learning Objective : In this module, you will learn the process of improving your site to increase its visibility (Ranking on the First page) when people search for products or services.

On-Page Optimisation

- 5.1 Fundamental On-page Factors.



- 5.2 Setting a Title for the Page/Post.
- 5.3 Setting proper Description for your page/post.
- 5.4 Page/post URL & its importance.
- 5.5 Headings, Importance of Heading and Rules.
- 5.6 Image Filename Optimisation.
- 5.7 Image Alt tag and its Importance.
- 5.8 Keywords placement and keyword Ratio/keyword density.
- 5.9 Importance of content.
- 5.10 Content Quality
- 5.11 Plagiarism checking tools
- 5.12 Creation of Robot.txt
- 5.13 Creation & integration Sitemaps.
- 5.14 Site Speed Analysis.
- 5.15 Images optimisations.
- 5.16 Anchor Links Optimisation.

Hands-On/Demo : Onpage Optimisation
Tools : Scream Frog, Yoast SEO, Uber Suggest

Module-6

Learning Objective : In this module, you will learn how to indexing a website.

Google Search Console

- 7.1 Adding Website to Search Console & Verification Process.
- 7.2 Setting Geo-target location.
- 7.3 Search Queries Analysis
- 7.4 Filtering Search Queries.
- 7.5 External Links Report.
- 7.6 Crawls Stats & Errors.
- 7.7 Fixing Crawl Stats Errors.
- 7.8 Fixing 404 Errors.

Hands-On Demo : Indexing the Website

Module-7

Learning Objective : In this Digital Marketing training module, you will learn how to use the google analytics tool, analysis of data and report generation.

Google Analytics

- 8.1 Introduction to Google Analytics
- 8.2 How to set up Analytics Account



- 8.3 Google Analytics Dashboard
- 8.4 Goals and Conversions
- 8.5 How to set up Goals?
- 8.6 Types of Goals
- 8.7 Bounce Rate
- 8.8 How to Integrate Ads and Analytics account?
- 8.9 How to set up Filters?
- 8.10 How to view customised reports?
- 8.11 Traffic Sources/Channels
- 8.12 Traffic Behavioural flow

[Hands-On Demo : Report Generation](#)

Module-8

Learning Objective : In this Digital Marketing training module, you will learn how to drive traffic to your website using Link Building Off-Page SEO techniques and tools such as Ahrefs, Moz, SEOptimer, Google Search Console, and more.

Off-Page Optimisation

- 6.1 Introduction to Off-Page Optimisation.
- 6.2 What is Link Building?
- 6.3 Types of Linking Methods (One Way, Two Way and Three-Way Links).
- 6.4 Types of backlinks – Do-Follow Vs. No, Follow.
- 6.5 Directory Submissions.
- 6.6 Social Bookmarking.
- 6.7 Local Business Listing.
- 6.8 Using Classifieds for Inbound Traffic.
- 6.9 Generating Links from QA Sites.
- 6.10 Guest Blogging.
- 6.11 Blog Commenting.
- 6.12 Links Analysis Tools. – (Ahrefs, SEMrush, Moz, SpyFu keyword tools)
- 6.13 What is Domain Authority?
- 6.14 Factors that influence domain authority
- 6.15 How to Increase Domain Authority

[Hands-On Demo : Off-Page Optimisation Tools : Semrush, Ahref, Moz, Uber Suggest](#)

Module-9

Learning Objective : In this Digital Marketing training module, you will learn how to use the google analytics tool, analysis of data and report generation.

Search Engine Marketing / Google ads(Formerly Adwords)

- 9.1 Introduction to Google Ads & PPC Advertising
- 9.2 Setting up a Google Ads Account
- 9.3 Ads Dashboard
- 9.4 Key Terms in Ads – PPC, Bidding, Ad Rank, Quality Score, CTR
- 9.5 How does Ads rank Ads?
- 9.6 How does bidding work?
- 9.7 Importance of Quality Score
- 9.8 Creating Good Landing Pages
- 9.9 Types of Campaigns
- 9.10 Creating Search Campaigns.
- 9.11 Location Targeting.
- 9.12 Different types of Location Targeting.
- 9.13 Different types of bid strategies – Manual and Auto.
- 9.14 Advanced bid strategies – Enhanced CPC CPA.
- 9.15 Ad-extensions & Types of Ad-Extensions.
- 9.16 Adding Ad-Extensions in Campaigns.
- 9.17 Creating Ad Groups.
- 9.18 Targeted keywords.
- 9.19 Finding relevant keywords, Adding keywords in ad-group.
- 9.20 Types of keywords, Phrase, exact, broad & negative.
- 9.21 Creating ads – Display & destination URL.
- 9.22 Tracking Performance/Conversion.
- 9.23 Importance of CTR in optimisation & How to increase CTR.
- 9.24 How to increase quality score.
- 9.25 Importance of negative keywords in optimisation
- 9.26 Evaluating campaign stats.
- 9.27 Creating Display Campaign.
- 9.28 Types of display campaigns- All features, Mobile app, Remarketing, Engagement.
- 9.29 The difference in Search & Display Campaign Settings.
- 9.30 Ad-scheduling & Ad-delivery.
- 9.31 Ads placement.
- 9.32 Remarketing.
- 9.33 Setting up Remarketing Campaign.
- 9.34 Creating Remarketing Lists.
- 9.35 Custom Audience.

[Hands-On Demo : Google Ads Account Setup and Management](#)

Module-10

Learning Objective : In this Digital Marketing training module, you will learn how to use Social media for your Digital Marketing to create a business page, ad pages, accounts and Usage.

Social Media Management : (Facebook, Instagram, LinkedIn, Twitter, Youtube)

- 10.1 Facebook Business/Brand Page Creation
- 10.2 Instagram user profile Creation & Business account Creation
- 10.3 LinkedIn Company Page Creation, Layout Groups and Articles
- 10.4 Importance of Twitter in building a brand & business
- 10.5 Youtube Page Creation and Optimisation
- 10.6 Content Strategy for the above social media account

[Hands-On/Demo : Brand Page Account Creation and Optimisation](#)

Module-11

Learning Objective : In this Digital Marketing training module, you will learn how to gain organic traffic on Facebook & Instagram and run paid ads on these platforms.

Facebook & Instagram Advertising

- 11.1 Introduction to Facebook and Instagram
- 11.2 Business Manager and Ad Account Creation
- 11.3 Type of Ads and its importance
- 11.4 Facebook Ad Library
- 11.5 Ad Creation on Awareness (Brand Awareness, Reach)
- 11.6 Ad Creation on Consideration (Traffic, Engagement, App Installs, Video Views, Lead Generation. Message)
- 11.7 Ad Creation on Conversions (Conversions, Catalog Sales, Store Traffic)
- 11.8 Facebook pixel and tracking
- 11.9 Custom Audience & Look Alike Audience
- 11.10 Creating Reports

[Hands-On/Demo : Facebook campaign setup and Execution](#)

[Tools : Facebook & Instagram](#)

[Certifications : Social Media Certification](#)

Module-12

Email Marketing

- 12.1 What is E-mail Marketing?
- 12.2 How is E-mail Marketing Important in Digital Marketing?

- 12.3 Why E-mail Marketing?
- 12.4 Tools in E-mail marketing
- 12.5 How to do List building
- 12.6 Use of Mailer lite

Hands-On Demo : Email Campaign Setup and Execution

Module-13

Learning Objective : In this Digital Marketing module, you will learn critical online reputation that reflects your overall brand and business health and is a leading indicator of future potential growth and success.

Online Reputation Management (ORM)

- 13.1 Importance of Online Reputation Management
- 13.2 Why Online Reputation Management Matters
- 13.3 Online Reputation Management Steps
- 13.4 Be Prepared
- 13.5 Search Yourself - Set Google Alerts
- 13.6 Define Spokesperson & Channel
- 13.7 List The Possible Risks
- 13.8 Tracking and monitoring
- 13.9 Brand Monitoring
- 13.10 Buy Your Negative Keyword Domain Name
- 13.11 Create A Presence On Any And All Relevant Web Properties
- 13.12 Don't Neglect Your Social Media Accounts
- 13.13 Blog
- 13.14 Listen
- 13.15 Apologise
- 13.16 Make The Investment

Module-14

Learning Objective : In this Digital Marketing module, you will learn about the freelancing and its benefits.

Freelancing

- 15.1 What Is Freelancing?
- 15.2 Checklists To Start Freelancing
- 15.3 How To Start Freelancing?
- 15.4 Pros & Cons
- 15.5 Best Five Freelance Sites
- 15.6 Successful Freelancers



15.7 Become a Successful Freelancer

15.8 Benefits Of Freelancing

[Hands-On Demo : Google Ads Account Setup and Management](#)

Module-15

Learning Objective: You will learn how to integrate Generative AI (GenAI) tools into your marketing strategies to enhance creativity, optimize campaigns, and automate workflows for improved results.benefits.

GenAI

16.1 Introduction to Generative AI in Marketing

16.2 Understanding AI Tools: ChatGPT, Bing AI, Gemini AI, and Others

16.3 Content Creation with AI: Blogs, Ads, and Social Media Posts

16.4 AI-Driven Visual Design and Branding Assets

16.5 Personalizing Customer Experience with AI Tools

16.6 Automating Email Campaigns with AI-Powered Solutions

16.7 Enhancing SEO with AI-Generated Content and Keywords

16.8 AI for Audience Insights and Market Analysis

Hands-On/Demo:

-Creating AI-generated social media content, blog posts, and visuals

-AI-driven campaign optimization and personalization



Real Time Projects

SEO and Content Marketing

- Technical SEO, Local SEO, Mobiles SEO
- Content Planning And Marketing
- Linkbuilding Hacks and Advance Strategies

Real Time Project : Inhouse SEO Project: SEO Auditing, Technical SEO, Content Optimisation, Link Building Plan, and Execution

Google Ads

- Manage and Scale Search, Display, Video and other Campaign types
- Learn Advance Configuration and Bid Strategies
- Remarketing Campaigns and Best Practices
- Improve Results using Ad testing & other Techniques

Real Time Project : Inhouse Google Ads Project: Campaign Planning , Executing, Scaling & Reporting.

Social Media Advertisement

- Manage & Scale Facebook, Instagram & LinkedIn (Brand Awareness, Lead Generation, Traffic Conversion) Campaigns
- Learn to build Advance Targeting Audience
- Remarketing Campaigns and Best Practices
- Improve Results using Ad testing & Other techniques

Real Time Project : Brand Awareness Campaign, Remarketing Campaign, Lead Generation Campaign, Product Launch Campaign and More.

Portfolio, Certification & Interview Preparations

- Google Certificates
- Hubspot
- CV and LinkedIn
- Interview Question & Answers
- Portfolio Building



prodigiter

Certification

of Course Completion

This is to Certify that

Kiran Rao

has successfully completed 08 weeks online program
and has been certified in

Advanced Digital Marketing with Gen AI

with specialisations in
SEO and Content Marketing
Google Ads Management
Social Media Advertisement



Founder & Managing Director

Program Manager

Letter of Experience



Ref. : WC-EX-Sn/Bn/01/25
Date: DD-MM-YYYY

Letter of Experience

To whom it may concern,

This is to certify that **Kiran Rao** has successfully completed a 2-month Advanced Digital Marketing Training Program from Prodigiter, Bangalore, from December 2024 to February 2025.

During this period, Kiran Rao demonstrated a strong grasp of various digital marketing concepts and tools, including but not limited to:

- Search Engine Optimization (SEO): Keyword research, on-page and off-page optimization, and technical SEO strategies.
- Social Media Marketing: Content creation and campaign management across platforms like Facebook, Instagram, and LinkedIn.
- Paid Advertising: Running PPC campaigns using Google Ads and Facebook Ads Manager.
- Web Analytics: Utilizing tools like Google Analytics for data interpretation and decision-making.
- Email Marketing: Crafting and managing campaigns to enhance audience engagement.
- Generative AI Tools: Using platforms like ChatGPT, Jasper AI, and MidJourney for content creation and design.

Kiran Rao actively participated in live sessions, group discussions, and practical assignments, showcasing an eagerness to learn and excel in a competitive environment. We are confident that [Name]'s skills and knowledge will make a valuable contribution to any organization.

We wish Kiran Rao the best in all future their endeavors.

Sagar Saunshi
Founder and Managing Director

Sridhar N
Program Manager and Trainer

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Balaji Layout, Bengaluru - 560094. Ph- 91485 64991

🌐 www.prodigiter.com ✉ info@prodigiter.com

Letter of Internship



Ref. : WC-IN-Sn/Bn/01/25
Date: DD-MM-YYYY

Letter of Internship

To whom it may concern,

This is to certify that Kiran Rao has successfully completed a 2-month internship in Digital Marketing at Web Converts, a sister entity of Prodigiter, from [Start Date] to [End Date].

During the internship, Kiran Rao worked on live projects and gained hands-on experience in various domains of digital marketing, including:

- Campaign Management: Successfully planned and executed PPC campaigns on Google Ads and Facebook Ads to achieve measurable results.
- SEO Implementation: Conducted keyword research, optimized website content, and improved site rankings through strategic SEO techniques.
- Social Media Management: Created engaging content, scheduled posts, and analyzed campaign performance across multiple platforms.
- Performance Analysis: Utilized Google Analytics to track campaign metrics and provided actionable insights for improvement.
- Client Collaboration: Coordinated with teams to understand client requirements and deliver tailored marketing solutions.

Kiran Rao showcased excellent problem-solving skills, creativity, and a keen understanding of digital marketing strategies. Their dedication and ability to adapt quickly to new challenges were instrumental in driving the success of the projects they contributed to.

We are confident that Kiran Rao's skills and work ethic will make a significant impact on their professional journey.

Sagar Saunshi
Founder and Managing Director

Sridhar N
Program Manager and Trainer

Our Success Stories

Empowering Mentees to Reach New Career Heights.



Manjunath BS

Package: 4.5 LPA



Product Engineer > SEO Executive



Rishika Dange

Package: 4.5 LPA



Content Specialist > Content Manager



Monica Swain

Package: 4.5 LPA



Content Strategist > Senior Marketing Executive



Shruthi T S

Package: 4.25 LPA



Content Writer > Senior Marketing Associate



Shashank S

Package: 4 LPA



Mechanical Engineer > DM Executive



Lohith B R

Package: 3.5 LPA



Consultancy > Digital Marketing Executive



Praveen H

Package: 3.5 LPA



Mechanical Engineer > SEO Executive



Sudhensh Chindak

Package: 4 LPA



Sales Officer > Digital Officer



Rajendra BK

Package: 3 LPA



Junior Engineer > SMM Executive

and more...



Real-time Agency Level Training By Marketing Experts



Internship with Stipend



100% Live Instructor-led Live Sessions



3 Specialisation (SEO & Content Marketing, Google Ads, Social Media Ads)



100% Placement Assistance



80+ hours of learning, 15+ assignments and 5 Brand Projects, 35+ Marketing tools



1:1 Mentoring session, practical execution on every module & doubt clearing sessions



Get Certification from Google, Hubspot, Semrush & More



Course Access

EMI Options Available

"Take the First Step Toward a Thriving Career in Digital Marketing! Join Prodigiter Academy and unlock your potential with hands-on training, expert guidance, and unparalleled placement support. Don't wait—start your journey today!"



India's #1st Agency Based Digital Marketing Academy

ENROLL NOW

prodigiter⁷



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