



Training Program

Digital Marketing Certification Training



1.2 Million
Learners



1-1 Personalized
Mentorship



60% Average
Salary Hike

About Program



Learning Format

Online / Offline



Trainer

Industry Professionals



Career Services

By Croma Campus

Our course content has been specifically designed to turn you into a skilled professional in this industry. As a part of your certification training, you will receive enough study material and recorded video sessions that will help you cover all the latest trends and features in this course. The training session will comprise important sections, features, advantages, and scope of the technology in the coming years. Moreover, our qualified trainers will help you imbibe all the required skills, and information in a much better manner to help you in you becoming an expert in this technology. Post the completion of your course, you will receive a training certificate recognized world-wide.

What Make Us **Tick**



Career-oriented Sessions

Attend 25+ career-oriented sessions by industry mentors and prepare your career trajectory



Mock Interview Preparation

Prepare with mock interviews including most asked questions by top employers



Dedicated Job Portal Access

Get exclusive access to 100s of job postings per month on Croma Campus Intellipaat's job portal



Profile Building

Craft a resume and LinkedIn profile and make an impression on top employers



1:1 Mentoring Sessions

Get 1:1 guidance at every step in your career transition to respective Technology



Guaranteed interviews

Get job interviews with 400+ hiring partners including promising startups and top MNCs

Digital Marketing **Training Curriculum**

✓ SEM/SMO Expert

- Digital Marketing Overview
 - Overview of Digital Marketing
 - Different online marketing channels
 - How is it different from Traditional Marketing?
 - Understand the journey of online customer
 - Key Terminologies in Online Marketing
 - Overview to Content Management System
 - Overview of case studies and business model
 - Introduction to SEO, How Do Search engines work?
 - Search Engine Algorithms & google algorithm Updates
 - Google Search Console
 - Competition Analysis
 - On-page, and Off-Page Optimization strategies
 - Content development strategy
- Search Engine Marketing – SEM
 - What is SEM? Why SEM?
 - What is Google AdWords? Why Google AdWords?
 - Google Network
 - AdWords Terminologies
 - How Does the SEM Auction Work?
 - Structure of an AdWords Account
 - Campaign Types – Introduction to Search, Display (including Videos),
 - Shopping and Mobile-specific campaign types, and when/why to use them.
- Creation of Search Network Campaign
 - What are Ads?
 - Ad Formats
 - Ad Text Policies
 - Ad Text Best Practices
 - DKI
 - Ad Extensions
 - Keyword Research
 - Tools – Keyword Planner & Estimator

- Keyword Match types
- Keyword Strategies
- Landing Page
- Bidding and Budget
- Optimizing the Search Network Campaign using the Keyword Planner, Match types, Ad Text best practices, etc
- Creation of Google Display Network
 - GDN Targeting Options
 - Display Ad Formats
 - Ad Gallery Tool
 - Conversion Tracking
 - GDN Campaign Creation – Demo
 - Remarketing
 - Advanced Display: RLSA, Dynamic Remarketing, YouTube Remarketing
 - Advanced Display: Smart Display Campaigns
- Mobile Ad Campaigns
 - Universal App Campaigns
 - Mobile-Specific Bidding and Targeting Strategies
 - Measuring Mobile Ad Performance and Conversions Report Editor
 - Optimization Strategies
 - Account Audit Demo
- Shopping Campaigns – Introduction
 - What are Google Shopping Ads /Product Listing Ads?
 - Where do they appear on Google? What Shoppers on the internet do?
 - What retailers need? – New Advertising technologies
 - Google Shopping set retailers up for success
 - Features of Google Shopping Why PLA's?
 - Path to creating PLA Ads
 - Merchant Centre Steps
 - Create Shopping Campaign on Google AdWords
 - Track Performance and Optimize the Campaigns

- Introduction to SEO
 - What is Search Engine Optimization?
 - Indexing & Crawling Basics
 - Optimizing Crawl Budget
- Organic Search vs. Paid Search Results
 - Anatomy of a Search Result (Search Snippet)
 - What is On-page SEO (Content, Architecture, HTML)?
 - What is Off-page SEO/Link Building (Social, Content-based, PR)?
- Keyword Research
 - Finding Seed Keywords: Mind Map for Keyword Research
 - Using Wikipedia, Forums for Keyword Research
 - Keyword Research Process – Identify Seed Keywords, Collect Metrics, Map Keywords
 - Google Keyword Planner Tool
- On-page SEO
 - On-page SEO Elements
 - Crawling: XML, HTML Sitemaps, Robots.txt
 - Content Clusters (Creating SEO-based content)
 - Negative on-page to avoid
- Technical SEO
 - URL Architecture
 - Page Speed Analysis (GTMetrix / YSlow / Google Page Speed Insights)
 - 301 Redirects
 - Negative on-page to avoid
- Mobile SEO
 - Mobile Websites: Responsive, Adaptive, Dynamic
 - Optimising for Voice Search
 - Schema markup
 - What is Schema & Why is it relevant to SEO.
 - Schema Types – Micro, JSON-LD
 - Common JSON Schema Tags – Organisation, Website, Blog Posting
 - How Schema shows up in SERPs?

- Off-page SEO
- Link Building
 - What is Link Building
 - Link Building Tactics
 - Manual Link Building Process
 - Link Building Metrics
- Social SEO
 - Quora
 - YouTube Video SEO
 - SlideShare, Scribd and other Social Channels for SEO
- Local SEO
 - What is Local SEO, Pigeon Update
 - Google My Business, Bing Places
 - Local Pages on your website
 - Local Listings/Citations
 - Backlink audit of one website
 - How to audit backlinks of competitors and gain insights?
- SEO Audit, Tools, Measurement
 - SEO Audits
 - Different Types of SEO Audits
 - Complete SEO Audit with Checklist – Screaming Frog SEO Spider, SEM Rush Backlink Audit, Page
 - Speed Audit with GTMetrix / Google Page Speed Insights, Mobile Site Audit
 - Google Search Console
- Algorithm Updates
 - History of Google Algorithms
 - Panda, Penguin, Pigeon, Caffeine updates
 - RankBrain and the Future of SEO
- Measurement with Google Analytics
 - Basics of Google Analytics
 - SEO Metrics to Measure – On-page, Off-page, Technical
 - SEO Reporting

- Google AdSense
 - What Is Google AdSense?
 - Difference between Google AdWords vs Google Analytics
 - How much minimum traffic i need for Google AdSense approval?
 - Which sizes for AdSense is very effective?
 - How to create google AdSense account
 - Different types of Ad unit
 - Plugin for AdSense integration
 - AdSense Reports Study
 - Difference between Google AdSense vs Affiliate Marketing?
 - What is CPC?
 - Easy steps for Google AdSense

Social Media Manager

- Digital Marketing Overview
 - Overview of Digital Marketing
 - Different online marketing channels
 - How is it different from Traditional Marketing?
 - Understand the journey of online customer
 - Key Terminologies in Online Marketing
 - Overview to Content Management System
 - Overview of case studies and business model
 - Introduction to SEO, How Do Search engines work?
 - Search Engine Algorithms & google algorithm Updates
 - Google Search Console
 - Competition Analysis
 - On-page, and Off-Page Optimization strategies
 - Content development strategy
- Social Media Marketing
 - Brief to social media marketing
 - Key steps for social media success.
 - Social Media Statistics & Strategy
 - Importance of using essential social media tools
 - Social media marketing integration.

- Creating Content for Facebook & Social Media
 - Why Content is the foundation of SMM?
 - Psychology of Social Sharing
 - Building Content That is Inherently Shareable
- Facebook marketing
 - Facebook Page Best Practices
 - KPIs to measure success
 - Facebook Insights
 - Facebook Business Manager
- Facebook advertising
 - How does Facebook Advertising Work?
 - Facebook Ad Campaign Objectives
 - Facebook Ad Targeting
- YouTube marketing
 - YouTube Marketing Overview
 - YouTube Marketing Strategy
 - How to Find Video Ideas with Competitor Analysis
 - How to Find YouTube Video Ideas with Keyword Research
 - YouTube Account Setup
 - YouTube Account Optimisation
 - YouTube Banner
 - YouTube Channel Tags
 - YouTube SEO
 - Enable Custom Thumbnails
 - YouTube Thumbnails
 - YouTube Cards
 - YouTube Comments
 - Manage Multiple YouTube Accounts
 - YouTube Monetisation
 - YouTube Ads
 - YouTube Analytics
- Twitter marketing
 - Twitter Marketing for Brand Awareness

- Twitter Ads
- Twitter Analytics
- Twitter Tools
- LinkedIn marketing
 - LinkedIn for Personal Branding
 - Brand Marketing on LinkedIn
 - LinkedIn Company Pages
 - LinkedIn Advanced Search
 - LinkedIn Premium
 - LinkedIn Ads
- Pinterest marketing
 - Pinterest for business
 - Marketing on Pinterest
 - Best Practices
 - Leveraging Rich Pins
 - Analytics & Measurement
- Instagram Marketing
 - Optimizing your Instagram business profile
 - Crafting an Instagram content strategy
 - Best Practices
 - Influencer Marketing on Instagram
 - Analytics & Measurement
 - Instagram Ads
- Quora Marketing
 - Why Market Your Business on Quora?
 - Quora Marketing Strategy
 - Quora Account Setup
 - Quora Account Optimisation
 - Build a List of Questions to Answer
 - Format Your Answers for Maximum Clicks
 - Quora Promotion
 - Find Blog Post Ideas with Quora
 - Quora Business Page Setup
 - Quora Analytics

- Snapchat Marketing
 - Snapchat for business
 - Building a following
 - Driving Engagement
 - Analytics & Measurement
- Document Sharing Site
- Overview of Online Reputation Management (ORM).
- Social media measurement and reporting.
- Online Reputation Management (ORM)
 - What is ORM?
 - Why ORM is important for your business?
 - Factors of Online Reputation Management
 - Negative effects of bad online reputation
 - How to get customer reviews?
 - Monitor Online Conversations
 - Don'ts of Online Reputation Management
 - Do's of Online Reputation Management
 - How to Improve Your Reputation
 - Tools of Online Reputation Management
 - Introduction to Google Alerts
 - Different Types of Google Alerts
- Google AdWords
 - What is Google AdWords? Why Google AdWords?
 - Google Network
 - AdWords Terminologies
- Google AdSense
 - What Is Google AdSense?
 - Difference between Google AdWords vs Google Analytics
 - How much minimum traffic i need for Google AdSense approval?
 - Which sizes for AdSense is very effective?
 - How to create google AdSense account
 - Different types of Ad unit
 - Plugin for AdSense integration
 - AdSense Reports Study

- Difference between Google AdSense vs Affiliate Marketing?
- What is CPC?
- Easy steps for Google AdSense
- Media buying & selling
 - Setting up the objectives
 - Understand the key tasks to draft an “awesome” digital media plan
 - Segmentation & targeting of the audience
 - Best practice to execute the campaigns post the media plan
 - Understanding multiple formats & appropriate for our targeted digital platforms
- Video Marketing
 - What is Video Marketing?
 - Difference between Video Marketing Vs Video Optimization?
 - How to promote videos through Google AdWords?
 - How to Create in-stream Ads?
 - How to increase Video views?
 - What is CPV and CPM?
 - Video Marketing basic concepts
 - True View Ads vs Stream Ads
 - How to create Sequence Ads?
 - How to create Bumper Ads?
- Video Optimization
 - Video Optimization Basics
 - How to increase your views on YouTube?
 - How to monetize your YouTube video?
 - How to rank videos in 24hr in YouTube?
 - YouTube Ranking Techniques
 - Annotations
 - Using YouTube Cards

Email Marketers

- Setting-up an Email Marketing Machine
- ISPs, Hosting Facility and MTA
- IP/DNS and Shared vs. Dedicated IPs
- MX Record, Whitelisting, Response Handlers and Bounces

- Effective Email Content
 - Conversation, Relevance, Incentives
 - Timing, Creative & Copy, Attributes
- Customer Acquisition Strategies
 - Rented List Emails
 - Co-branded Emails
 - Third Party Email Newsletters
 - Viral Emails
 - Event Triggered Emails
 - House E-newsletters
- Effective Creative Introducing
 - CRABS- Does your Emails have Crabs?
 - Email Template Model
 - Best Practices
 - NLP Demonstrations (Neuro Linguistic Programming) to Understand Customers Better
- Nurturing & Automation
 - Tools to Enhance Lead Nurturing
 - Enhance Better Reach
 - Analyze Behavior Patterns
 - Analytics
 - Automation and More
- Resources to do situational analysis and progressive updates
 - Customer Personal Toolkit
 - Complete Email Marketing Worksheet
 - Content Editorial Calendar
 - Digital Marketing Strategy Toolkit
 - Email Contact Strategy Template
 - Email Campaign Calculator
 - Email Marketing Health Check
 - Structuring Digital Marketing Team
 - Web Resources to Improve Subject lines, HTML Codes, Spam Testers and Deliverability IssuesZ

- Email Automation
 - Introduction to Automation
 - What is Automation?
 - How does it Work?
 - What are the Benefits?
 - Choosing an Automation Platform
 - Features & Functions Available
 - What are Workflows? How to Create a Workflow?
 - Cost
 - Most Widely Used Platforms

✔ Social Media Manager

- Inbound Marketing
 - What is Inbound Marketing?
 - Inbound Marketing Process
 - Content Marketing Concepts
 - Strategies for Inbound Marketing
 - Tools for Inbound Marketing
 - Using a CRM
 - Delight your Customers
- Landing Page Design Concepts
 - Conversion Oriented Landing Page Design
 - Investment in Landing Page
 - Is it for me?
 - What is it?
 - Critical Concerns to Address on Landing Page
 - What's the Next Step?
- HTML Basics
 - Web Page Basics: What is HTML, JavaScript, CSS
 - Basic HTML Tags to create a web page
 - HTML Tags for SEO: Title, H1, META Tags, IMG, A
 - On-page SEO Elements
 - Crawling: XML, HTML Sitemaps, Robots.txt
 - Content Clusters (Creating SEO-based content)
 - Negative on-page to avoid

- Website planning/Creation/Optimization
 - Webpage and website
 - Basics of HTML
 - Other languages for website creation
 - Common tag
 - PHP Based Platform
 - What is a webpage?
 - Types of Website
 - Difference between Blog and Service Webpage
 - WordPress
 - Difference between themes and plugins
 - Posts vs pages
 - Category vs tags
 - General Customization
 - What is WordPress?
 - How to change theme in WordPress?
 - How to use plugin?
 - How to install WordPress?
 - How to upload Demo content?
 - How to install premium plugins?
 - Difference between Free themes and premium themes
 - Create Posts and Pages
- Content Marketing
 - How many types of Content Marketing?
 - What is a writer?
 - Difference between Informative and Potential Content?
 - Content Marketing Do's and Don'ts
 - Content Planning
 - Final words on your Strategy
 - How to generate leads through potential content?
 - How to target potential customers through right content?
 - Find right keywords for content marketing
 - Effective content marketing strategy
 - Let's talk about strategy for content marketing
 - Analyzing the keyword for content

- Attracting your potential customers into conversion funnel
 - Various Ways to Build Reach Through Digital Marketing
 - What are Engagement Magnets?
 - How to Identify Right Set of Engagement Magnets for your Business?
 - Effectiveness of Various Engagement Magnets
 - Digital Reach Building Strategy Through Inbound Interest Generation
- Converting your prospects into leads using emails
 - What is Audience Aggregation?
 - Benefits of Audience Aggregation
 - How to do Audience Aggregation Through Emails
- Role of Conversion
 - Understanding Customer Psyche
 - Conversion Optimization
 - User Flow and Persuasion
 - Online Persuasion
 - True Meaning of Landing Page User Flow and Online Persuasion
- Conversion Optimization Patterns for Engaging website Visitors
 - Patterns for Engaging Website Visitors
 - Pattern #1 – Pop-Ups
 - Pattern #2 – Pop Under Call-to-Action
 - Pattern #3 – Inside Article CTA
- Lifecycle Emails
 - What are Lifecycle Emails?
 - Where do Lifecycle Emails fit in?
 - Tools used for Lifecycle Emails
 - Lifecycle Emails – Case Studies
 - Lead Nurturing with Drip Email Marketing: Implementation
- Affiliate Marketing
 - Understanding Affiliate Marketing
 - Google Analytics
 - Google AdWords
 - Google AdSense

- Google Webmaster
- Banners, Promos, Discounts
- Different type of campaigns
- Email campaign
- Campaign measurement and Tracking
- Converting your prospects into leads using emails
 - What is Audience Aggregation?
 - Benefits of Audience Aggregation
 - How to do Audience Aggregation Through Emails
- Role of Conversion
 - Understanding Customer Psyche
 - Conversion Optimization
 - User Flow and Persuasion
 - Online Persuasion
 - True Meaning of Landing Page User Flow and Online Persuasion
- Conversion Optimization Patterns for Engaging website Visitors
 - Patterns for Engaging Website Visitors
 - Pattern #1 – Pop-Ups
 - Pattern #2 – Pop Under Call-to-Action
 - Pattern #3 – Inside Article CTA
- Lifecycle Emails
 - What are Lifecycle Emails?
 - Where do Lifecycle Emails fit in?
 - Tools used for Lifecycle Emails
 - Lifecycle Emails – Case Studies
 - Lead Nurturing with Drip Email Marketing: Implementation
- Affiliate Marketing
 - Understanding Affiliate Marketing
 - Google Analytics
 - Google AdWords
 - Google AdSense
 - Google Webmaster
 - Banners, Promos, Discounts

- Different type of campaigns
- Email campaign
- Campaign measurement and Tracking

✓ E-Commerce SEO & E-Commerce Marketing

- Website planning/Creation/Optimization
 - Webpage and website
 - HTML basics
 - Other languages for website creation
 - Common tag
 - PHP Based Platform
 - What is a webpage?
 - Types of Website
 - Difference between Blog and Service Webpage
 - WordPress
 - Difference between themes and plugins
 - Posts vs pages
 - Category vs tags
 - General Customization
 - What is WordPress?
 - How to change theme in WordPress?
 - How to use plugin?
 - How to install WordPress?
 - How to upload Demo content?
 - How to install premium plugins?
 - Difference between Free themes and premium themes
 - Create Posts and Pages
- HTML Basics
 - Web Page Basics: What is HTML, JavaScript, CSS
 - Basic HTML Tags to create a web page
 - HTML Tags for SEO: Title, H1, META Tags, IMG, A
 - On-page SEO Elements
 - Crawling: XML, HTML Sitemaps, Robots.txt
 - Content Clusters (Creating SEO-based content)
 - Negative on-page to avoid

- E-Commerce SEO
 - What is E-commerce SEO?
 - Understanding of Best product keywords
 - How to index product in search engine?
 - Rank on Potential Keywords
 - Increase Quality Backlinks
- What is Ecommerce Marketing?
 - Difference between Normal SEO and Ecommerce website SEO?
 - What is the role of reviews in ecommerce marketing?
 - Product presentation and "ROI" parameter
 - How to think as a customer
 - Boosting sales
 - How to increase ecommerce sales through Facebook?
 - Ecommerce basic concepts?
 - How to promote large products in single click?
 - Effective strategy plan for Ecommerce website
 - Cart development techniques
- Content Marketing
 - How many types of Content Marketing?
 - What is a writer?
 - Difference between Informative and Potential Content?
 - Content Marketing Do's and Don'ts
 - Content Planning
 - Final words on your Strategy
 - How to generate leads through potential content?
 - How to target potential customers through right content?
 - Find right keywords for content marketing
 - Effective content marketing strategy
 - Let's talk about strategy for content marketing
 - Analyzing the keyword for content

Mobile Marketing/App Marketing/APP Store Optimization

- Digital Marketing Overview
 - Overview of Digital Marketing
 - Different online marketing channels

- How is it different from Traditional Marketing?
- Understand the journey of online customer
- Key Terminologies in Online Marketing
- Overview to Content Management System
- Overview of case studies and business model
- Introduction to SEO, How Do Search engines work?
- Search Engine Algorithms & google algorithm Updates
- Google Search Console
- Competition Analysis
- On-page, and Off-Page Optimization strategies
- Content development strategy
- Mobile marketing Overview
- App Marketing Overview
- App Store Optimization Overview
- Mobile Marketing
 - Understanding Mobile Devices
 - Impact of Mobile Marketing in Social Media
 - Mobile Marketing Analytics
 - Mobile Apps Engagement
 - Growth in the Mobile Industry
 - Promoting Site in Mobile Apps
 - Benefits of Mobile Marketing
 - Targeting Options in Mobile Apps
 - Mobile Marketing Goals
 - Mobile Ad Formats
 - Reporting in Mobile Ads
 - Google AdWords
- App Marketing/App Store Optimization
 - What is App Marketing?
 - App Store Optimization
 - How to decide Target Cost Per Install?
 - How to increase install in Play Store?
 - How to generate downloads through Facebook?
 - How to make business from mobile marketing
 - Effective mobile marketing strategy

- Create iOS and Android App Ads
- How to lower Target CPI?
- How to target potential customers through search engine marketing?
- Content Marketing/Blog Management
 - What is Content Marketing?
 - How many types of Content Marketing?
 - What is a writer?
 - Difference between Informative and Potential Content?
 - Content Marketing Do's and Don'ts
 - Content Planning
 - Final words on your Strategy
 - How to generate leads through potential content?
 - How to target potential customers through right content?
 - Find right keywords for content marketing
 - Effective content marketing strategy
 - Let's talk about strategy for content marketing
 - Analyzing the keyword for content
- App Marketing/App Store Optimization
 - What is App Marketing?
 - App Store Optimization
 - How to decide Target Cost Per Install?
 - How to increase install in Play Store?
 - How to generate downloads through Facebook?
 - How to make business from mobile marketing
 - Effective mobile marketing strategy

Web Analytics & Report

- Introduction
 - What's analysis?
 - Is analysis worth the effort?
 - Small businesses
 - Medium and Large-scale businesses
 - Analysis vs Intuition
 - Introduction to Web Analytics

- Google Analytics
- Getting Started with Google Analytics
- How Google Analytics works?
 - Accounts, profiles and user's navigation
 - Google Analytics
 - Basic Metrics
 - The main sections of Google Analytics reports
 - Traffic Sources
 - Direct, referring, and search traffic
 - Campaigns
 - AdWords, AdSense
- Content Performance Analysis
 - Pages and Landing Pages
 - Event Tracking and AdSense
 - Site Search
- Visitors Analysis
 - Unique visitors
 - Geographic and language information
 - Technical reports
 - Benchmarking
- Social Media Analytics
 - Facebook Insights
 - Twitter Analytics
 - YouTube Analytics
 - Social Ad Analytics /ROI measurement
- Actionable Insights and the Big Picture
 - Recap of Google Analytics reports and tools
 - Finding actionable insights
 - Getting the organization involved
 - Creating a data-driven culture
 - Resources
 - Common mistakes analysts make
 - Additional Web analytics tools

- Social CRM & Analysis
 - Radian6
 - Sentiment Analysis
 - Workflow Management
 - Text Analytics
- Digital Analytics
 - Web Masters
 - AdWords Reports, Custom Reports, Custom Dimensions
 - Dashboard and Segmentation
 - Multi-Channel Funnels Reports
 - Attribution modeling and reports
- Platform Principles
 - The platform components
 - The data model
 - Measurement Protocol data collection
 - Importing data into Google Analytics
 - Reporting APIs and Report Sampling

Google Tag Manager

- Introduction to Google Tag Manager
- Install Google Tag Manager
- Explore Google Tag Interface
- Create a new FREE account in Google Tag Manager
- Learn about the admin session of the google Tag Manager
- Learn to install Google Tag Manager on a Live Demo Website
- Install GTM on a HTML Website
- About google Analytics
- Google Analytics Account Creation
- Integration of Google Analytics with the help of GTM
- YouTube video tracking using GTM and Google analytics
- Social media button clicking using GTM
- Phone number tracking using GTM
- Wikipedia Link Tracking using Google Analytics & GTM
- White Paper PDF download tracking with Google Analytics & GTM

- Facebook Marketing with the help of Google Tag Manager
- Facebook Re-marketing with the Help of GTM
- Time based trigger & messages on our website with GTM
- Advanced Data layer in GTM
- Advanced concepts in GTM
- Facebook Sales Vs Ads Amount Spend Tracking
- Find the traffic based on the browser's location using GA & GTM
- Find the Text copied from website using Google Analytics & GTM
- Track the Product Purchase on Our Google Analytics using GTM
- Google Tag Manager and channel marketing
- Learn How to track Google Ads Conversion Purchase using GTM
- LinkedIn Conversion Tracking & Marketing using GTM
- Quora content Marketing & Re-marketing using GTM
- Shopify GTM installation & Tracking and its Limitations
- New Rollouts in GTM
- Improve GTM performance using Custom Templates
- Common Mistakes and Solutions

Online Reputation Management (ORM)

- What is ORM?
- Why ORM is important for your business?
- Factors of Online Reputation Management
- Negative effects of bad online reputation
- Step-by-step guide to overcome bad reputation
- Understanding ORM scenarios
- How to deal with criticism online?
- Some proven ways for build positive brand reputation
- How to get customer reviews?
- Monitor Online Conversations
- Don'ts of Online Reputation Management
- Do's of Online Reputation Management
- How to Improve Your Reputation?
- Tools of Online Reputation Management
- Introduction to Google Alerts
- Different Types of Google Alerts
- Best examples of online reputation management
- ORM Case Studies

e-Learning through LMS

Learning Management System

Our LMS (LearnPitch) is for the administration, documentation, tracking, reporting, automation, and delivery of educational courses, training programs, or learning and development programs.

Our LMS has been designed to identify training and learning gaps, using analytical data and reporting to keep you up with the class activities.

Key Features Learning Management System



Live Sessions with Class recordings



Get study material with Assignments.



Track your curriculum covered.



Track your class wise attendance



Share your feedback for Trainer & Training



Get your Training Certificate from LMS



Training Certification

Earn Your Certificate

Your certificate and skills are vital to the extent of jump-starting your career and giving you a chance to compete in a global space.



Croma Campus! Reviews



"The most rewarding part of my experience has been achieving a prestigious certification in the subject that I love. Moreover, the training offered out by the specialists are of world-class and prepares out the students for corporate world. For me Croma Campus means a lot."

*"By The
Students
For The
Students,,*

Your Success Is **Our Story**



Bharat

"I am fully satisfied with the excellent training services received by the expert staff at Croma Campus. I want to thank Croma Campus for providing me with the most innovative and affordable training services for learning all the software testing procedures and guidelines. "



Ankit

"It was a lifetime experience for me to get trained by IT Experts of Croma Campus. What I liked most about the training was the consistent high-quality education, which was friendly and co-active. The placement department was also proactive, they keep me updated regarding new job opportunities and provide the grooming session to crack the interview. At last, I would like to thank all faculty members of Croma Campus for their immense help and support. "



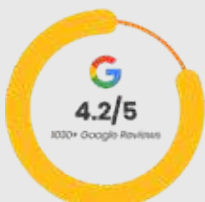
Nitesh

"Without any second thought, I will give Croma Campus 10/10. Their placement department is highly proactive. I remember they started scheduling interviews for me from the very next day when I told them my course has been completed. These people are doing a phenomenal job and I highly recommend Croma Campus to everyone. "



Shams Khan

"Croma Campus is doing a phenomenal job in the IT training industry. The reason why I decided to join their training program was that they provide quality training at very a nominal price. Plus, the online training mode was also a factor due to which I decided to join the training program of Croma Campus as I didn't want to attend physical classes. "



Meet Our Team



Sales Team

Our Sales team is highly passionate, emphatic, positive attitude, great listening skills, ability to deliver quick solutions, and they are multitasker too. Our team always remains up-to-date about all the latest technologies and market trends. With effective communication skills, they always work to deliver the right information to customers when it is needed.



Product Team

Our product team is highly functional and collaborative working together to achieve the common outcome of designing exceptional digital experiences. Each of our members is a contributor to help us achieve success in long-run. Sitting at the high-end of technology and innovation, team helps to deliver high-end customer experiences and always comes out with a big idea as a game-changing plan.



Marketing Team

Our Marketing team works as gladiators and helps us to achieve business success in all possible ways. They are included in almost everything either it is building a brand, creating brand awareness, promoting products or services, delivering trailblazing customer experiences or increasing engagement at public forums. They are the true backbone of the Company.



Content Team

Our content team is responsible for ideation, creation, optimization, and distribution of content throughout the company. The team always starts its work with a strategy, how to create high-quality contents, and how to promote or share the content. Our in-house content team help us to produce all types of contents either they are educational content pieces, marketing content, SEO content, or any other forms too.



Customer Access Team

This is the team that has actually been taken up us from reactive state to a pro-active state. The team utilizes high-valued solutions to satisfy customers in all possible ways. It is truly said that no company can succeed if your customers are not satisfied. And our customer success team is dedicatedly working to keep all the customers satisfied and we always consider our customer feedback on priority.



HR Team

Our HR team is committed to provide high-end solutions to employees as they require. Our HR team has the right skills and knowledge to make sure that the HR department can always be legally and strategically successful. They know how to keep employees motivated all the time with the best HR policies and fun activities too from time to time.



Glimpse Of Our Office

Look Who We are

Our office's infrastructure comprises all the necessary software and network resources that are required to deliver IT & Design, Human Resources, Digital Marketing, and training services.

We are well-equipped with bright designed work bays for employees and managers having separate cabins with spacious cafeteria and training classrooms.



About Croma Campus

“ Our Mission is to Build Nation through Education & Beyond Limitation. ”

Croma Campus Training & Development Private Limited is an education platform providing rigorous industry-relevant programs designed and delivered in collaboration with world-class faculty, industry & Infrastructure. In the past 12 years we have trained 18000+ candidates and out of which we are able to place 12000+ professionals in various industries successfully.

We Are
Affiliated
With Different
Partners



follow us on:



[cromacampus/facebook](https://www.facebook.com/cromacampus/)



[cromacampus/pinterest](https://www.pinterest.com/cromacampus/)



[cromacampus/instagram](https://www.instagram.com/cromacampus/)



[cromacampus/linkedin](https://www.linkedin.com/company/cromacampus/)



[cromacampus/twitter](https://twitter.com/cromacampus/)



[cromacampus/youtube](https://www.youtube.com/cromacampus/)

REACH US:

Croma Campus Training & Development (P) Ltd.

📍 G-21, Block G, Sector 3, Noida, Uttar Pradesh - 201301

☎ +91-9711-5269-42 | 📞 +91-0120-4155255

✉ helpdesk@cromacampus.com | 🌐 www.cromacampus.com