

VETRI TECHNOLOGY SOLUTIONS

AI - DIGITAL MARKETING

-Duration-

3 months

-Training Fees-

₹ 10,000+GST



+91 8438164827, +91 8438781327



vetritechnologiesolutions.in



**Shanthi complex, Second floor,
Surandai, Tenkasi - 627 859**

AI Based Live Learning

Complete AI Based Learning Model to get the Hands on AI



Industry Projects

100+ Industry projects with AI to make the Candidate Job Ready



90:10 Learning Model

90 Practical : 10 Theoretical Training Sessions – Daily Live Online Training & Mentorship



IT Job Workflow

An IT Job Workflow is being followed in the Training Period itself to be a Day 1 Productive.



One-One Mentorship

One-One Mentorship would be arranged as per the Request to Clear the Doubts in the Projects



Mock Interviews

20+ Mock Interviews in the Training Period to Build the Confidence of the IT Trainee



Course Final Exam

This Exam will be conducted after the Training gets over to Process the Certificate



100% Internship

An Internship is Integrated within the Training Period to get the Hands on Experience.



Job Ready Profile

Be Job Ready Profile to get the Job in IT with AI Tools & Projects





VTS IT TRAINING BENEFITS



You Get Your
Dream Job!



**Course
Duration**

**-3-
MONTHS**



Placement Ready

Resume Building
Interview Tips



20+ Mock Interviews

20+ Hands on Projects,
20+ Internal Mock Interviews



Assured AI Integrated Internship

Assured Integrated Internship from our
Own IT Startup VETRI IT SYSTEMS



IT Industry Projects with AI

20+ Industry Projects with AI Prompts
to Complete the FullStack Projects



IT Skills Training with AI

HTML, CSS, JS, REACT JS,
JAVA, PYTHON, MYSQL



90/10 Learning Model

VTS 90 % Practical & 10% Theory Learning
Model Helps to get Hands on Experience



Enrollment

SDLC, Business Analysis,
Introduction to AI

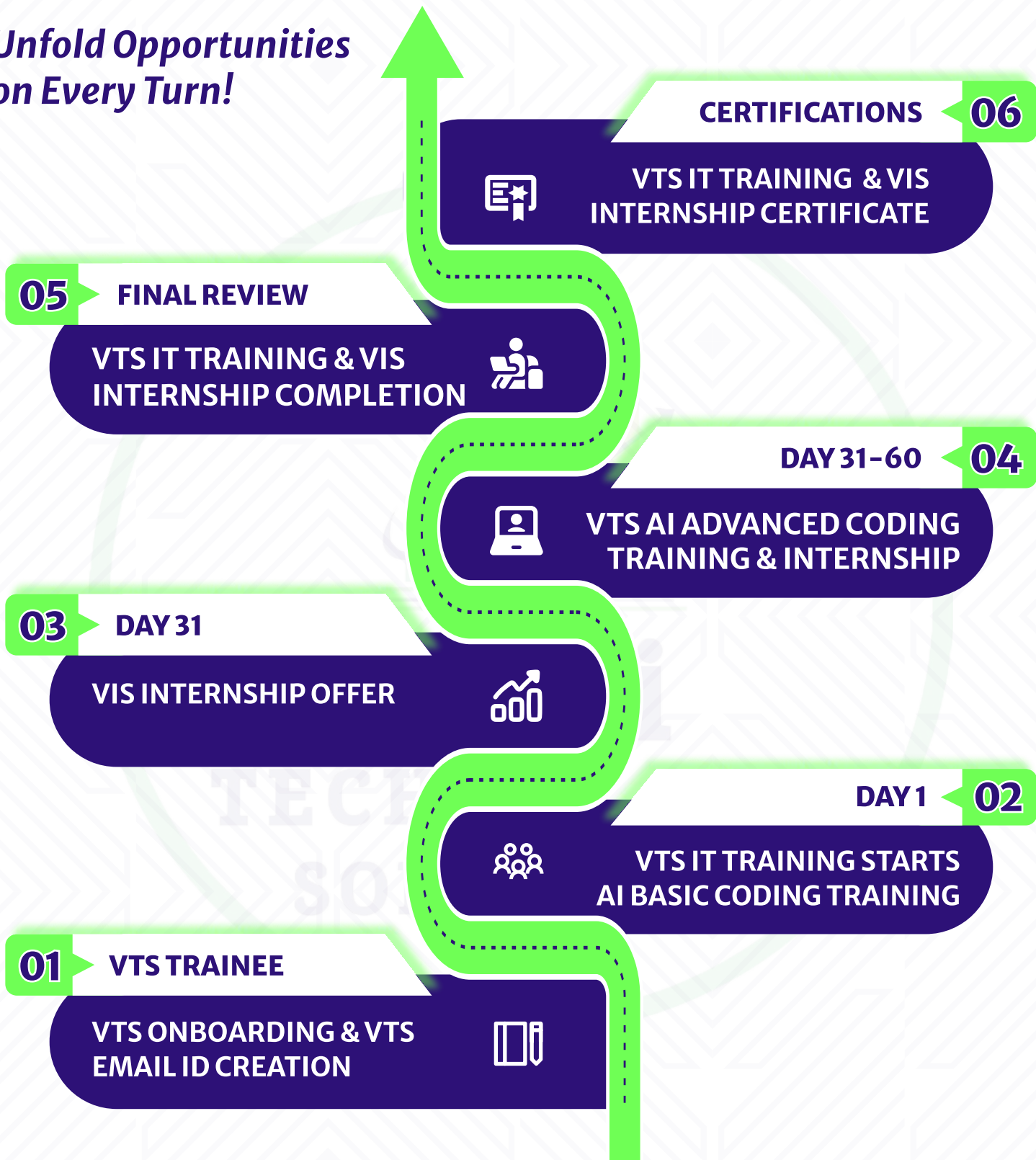




VTS & VIS LEARNING JOURNEY



Unfold Opportunities on Every Turn!



*VTS - VETRI TECHNOLOGY SOLUTIONS
 *VIS - VETRI IT SYSTEMS PRIVATE LIMITED

*Note : Additional Days will be added with the Course Duration for the Mock Interviews, Any Additional Free Tools Covered, Weekly Reviews, Tasks, Mini & Main Projects review.

DIGITAL MARKETING TOOLS



-WORDPRESS-

WIX

-WIX-



**-GOOGLE
ANALYTICS-**



**-GOOGLE SEARCH
CONSOLE-**



-AHREFS-

MOZ

-MOZ-



**-META BUSINESS
SUITE-**



-BUFFER-



-CANVA-



-HOOTSUITE-



-MAILCHIMP-



-BREVO-





DIGITAL MARKETING & AI TOOLS COVERED



-GOOGLE ADS-



**-FACEBOOK ADS
MANAGER-**

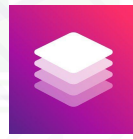


-HOTJAR-

AI TOOLS



-SURFERSEO-



-ADCREATIVE.AI-



-MANYCHAT-



-JASPER.AI-



-COPY.AI-



-PICTORY.AI-

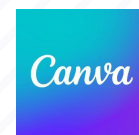


-ADOBE FIREFLY-



lumen5

-LUMEN5-



-CANVA AI-





-On Successful Completion- EARN CERTIFICATION









VETRI TECHNOLOGY SOLUTIONS
An ISO 9001:2015 Certified Organization

Certificate





FOR ONLINE VERIFICATION SCAN

This is to certify that,

VETRI VEERIYAN V S/O VETRIYAN

ATC : VETRI TECHNOLOGY SOLUTIONS | SURANDAI, TENKASI

Has passed the prescribed examination with **A+** grade (**88.00 %** marks)
has been awarded the
CERTIFICATE IN PYTHON FULL STACK
designed and developed as per the standards of
VETRI TECHNOLOGY SOLUTIONS
An ISO 9001:2015 Certified Organization



Certificate No : 75TW8F2V45
Date Of Issue : 10-01-2025

Online Certificate Verification Available on.:
www.vetritechnologiesolutions.com


 PRAVIN KUMAR P
 Controller Of Examination


 PUNITHA V
 DIRECTOR

Contact No: 84385 58627/84385 58527
ADDRESS : APRIL'S COMPLEX & SHANTI COMPLEX, SIVAGURUNATHAPURAM, SURANDAI-627 859.

VTS provides you an ISO 9001:2015 Training Completion Certificate with online Verification at our Portal vetritechnologiesolutions.com





FREQUENTLY ASKED QUESTIONS



01

What is the Eligibility to Join the IT Training Programs?

Any Degree Candidates, Freshers and Career Gap candidates are eligible for this Program. Any Degree Candidates (No Arrears) are Eligible and the Age should be Below 35 (DOB Year 1991 & Above) for Female Candidates. The age should be below 30 (DOB Year 1995 & Above) for Male Candidates

02

What is Integrated Internship? How this will give Benefit to the Candidates in the Real World?

An Integrated Internship Program will be for 60 Days which is Free of Cost from our Own Startup VETRI IT SYSTEMS PRIVATE LIMITED which will help Candidates to get the Hands on Experience in Projects during their Training Period itself. It will save the Candidate's Training Duration also if the Candidate use the Internship effectively an Immediate hands on experience would be gained and make them available as Job Ready in the Training Period itself. IT Training & Internship will happen at the same time to implement the Practical Tasks and Projects. A Candidate will receive IT Training Completion Certificate from VTS & Internship Completion Certificate from our own Startup VETRI IT SYSTEMS PRIVATE LIMITED after the Successful Training & Internship Completion. (Additional Days will be added with the Course Duration for the Mock Interviews, Any Additional Tools Covered, Weekly Reviews, Tasks, Mini & Main Projects review).

03

The Training will be Live Classes or Recorded Sessions?

All the IT Trainings are Live Classes only via Microsoft Teams/ Offline. The Recordings will be shared post daily sessions. It can be accessible for lifetime





FREQUENTLY ASKED QUESTIONS



04 **Any Exams will be Conducted in the Training Period ?**

Yes, definitely. Weekly exams and reviews will be conducted to make the Candidate as Job Ready Profile.

05 **IT Training Certificate Would be Given Post Completion of IT Training ?**

Yes, Soft Copy of Certificate Would be Provided with Online Login & QR Code Verification to the candidate. A Separate Credentials Would be given to the Candidate Post Completion and the Certificate Can get downloaded at anytime from our Website. It's an ISO 9001:2015 Certificate which can be utilized for Further Job Opportunities in the Industry.

06 **Internship Certificate Would be Provided Post Completion ?**

Yes, an Internship Certificate would be provided whoever Completing the Internship Successfully from VETRI IT SYSTEMS PRIVATE LIMITED.

07 **Is there any Placement Guidance/Placement Assistance would be Provided ?**

Yes, All VTS Trainees are eligible for the Placement Training Program which is Free of Cost which includes Resume, Portfolio Building, Business English for 10 Hours of Training. The Placement Training either will be conducted within the Training Period/will be conducted after Training Completion based on the Placement Trainer's Availability.





FREQUENTLY ASKED QUESTIONS



08 **Can Candidate Visit Office Directly for Joining the Program? Where is the office located ?**

Yes, the Office is located at - VTS & VIS, April's Complex, Shanthi Complex, Surandai - 627859, Tenkasi District - No Other Branches.

09 **What is the Office Timings ?**

It is 10.00 AM to 07.00 PM (Monday to Saturday - Excluding Public Holidays)

10 **How to Join the Training & WFH Internship Program ?**

Kindly reach out to our Customer Support team at +91 8438164827. The Customer Support team will assist you on the Eligibility/ Documents required to Join the Program.

11 **Who will get the Job Offer with Work From Home Option ?**

Top 2 Performers from the Batch will be Eligible for the Interview with VETRI IT SYSTEMS. After Clearing the 5 Rounds of Interview with VETRI IT SYSTEMS - They will receive the Job Offer/Internship with Stipend Offer with Work From Home Option.





INTEGRATED INTERNSHIP BENEFITS



Claim Your Benefits!

DURATION

3 Months



ELIGIBILITY

Any Degree Holders,
Below 40 - Females,
Below 25 - Males



PROJECTS

Industry Based
Projects



WORKFLOW

Assigned Tasks,
One-on-One
Daily live Mentorship



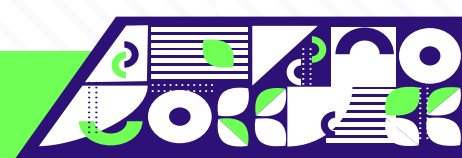
INTERNSHIP

Work From Home
Internship for
All Candidates



ADD-ONS

Placement
Assistance &
Guidance



INTEGRATED INTERNSHIP



What is Integrated Internship ? How this will give Benefit to the Candidates in the Real World ?

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JOB OFFER FOR TOP 10 PERFORMERS!



Who will get the Work From Home Job Offer for Top 10 Performers ?

Top 10 Performers from the Batch will be eligible for the Interview with **VETRI IT SYSTEMS** – Post successful completion of the Interview a Job Offer will be Provided in Work From Home from our Startup **VETRI IT SYSTEMS Private Limited**.





VTS AI DIGITAL MARKETING MODULES



DIGITAL MARKETING FUNDAMENTALS

Introduction to Digital Marketing | Traditional vs Digital Marketing | Key Channels in Digital Marketing | Customer Journey in Digital Marketing | Introduction to Digital Marketing Funnel | Market Research & Competitor Analysis | Case Study | Website Basics – Domain, Hosting, CMS | Website Structure & Mobile Responsiveness | Introduction to SEO | Keyword Research | On-Page SEO | Off-Page SEO | Technical SEO | Google Algorithm Basics | Indexing | Google Search Console | Sitemap & Robots.txt Optimization | Core Web Vitals | Common SEO Mistakes & Fixes | Practical SEO Project Work | Introduction to Content Marketing | Blogging | Copywriting vs Content Writing | Content Strategy | Video Marketing Basics | Podcast & Audio Content | Case Study: Viral Content | Facebook Marketing | Facebook Ads | Instagram Marketing | Instagram Ads | LinkedIn Marketing | Twitter (X) & Emerging Platforms | Google Ads | Google Display Ads & Retargeting | YouTube Ads | Facebook Ads | Instagram Paid Campaigns | LinkedIn Ads & B2B Lead Generation | Ad Performance Analysis & Optimization | Email Marketing Basics | Email Campaign Setup | Email Segmentation & Personalization | Affiliate Marketing Introduction | Affiliate Platforms (Amazon, ShareASale) | Building Affiliate Websites | Affiliate Marketing Case Studies | Google Analytics Basics | Google Tag Manager Setup | Conversion Rate Optimization (CRO) | Landing Page Optimization | Heatmaps & User Behavior (Hotjar) | Customer Retention & Remarketing | A/B Testing Strategies | E-commerce Marketing Strategies | Mobile Marketing & Push Notifications | Influencer Marketing & PR | Growth Hacking & Digital Trends 2025





VTS AI DIGITAL MARKETING MODULES



AI TOOLS IN DIGITAL MARKETING

SurferSEO – AI Content Optimization | Clearscope & Frase.io – AI Keyword Research
Jasper.ai – AI Blogging & Copywriting | Copy.ai – Email & Ad Copywriting |
Pictory.ai – Convert Text to Videos | Synthesia – AI Video Avatars & Presentations |
Lumen5 – Social Media Video Creation | Canva AI – Design Posts & Ads |
Adobe Firefly – Creative AI for Ads & Graphics | Predis.ai – Instagram Reels &
Post Ideas | Ocoya – Social Media Content + AI Captions | AdCreative.ai –
High Converting AI Ads | Phrasee – AI-Powered Ad Messaging | Zopto – AI for
LinkedIn Outreach | Crayon AI – Competitor Market Intelligence |
Hootsuite AI – Social Media Scheduling & Analytics | SocialBee AI – Automated
Social Posting | SEMrush AI Writing Assistant | Seventh Sense – AI Email Marketing
Persado – AI for Email & SMS Personalization | MarketMuse – AI Content Strategy
& Planning | Rephrase.ai – AI Personalized Video Messages | Drift – AI
Conversational Marketing (Chatbots) | ManyChat – AI for WhatsApp
& Messenger Marketing | Optimove – Predictive AI for Customer Retention |
Albert.ai – Autonomous AI Ad Campaigns | Madgicx – AI for Facebook & Google Ads
Trend Forecasting Tools – Exploding Topics, Glimpse AI | Build a Full Digital
Campaign using AI Tools (SEO + Ads + Email + Social) | Present AI-Integrated
Digital Marketing Strategy Portfolio

SEO & CONTENT WRITING AI TOOLS

SurferSEO → SEO content optimization | Frase.io → AI keyword research & content
briefs | Clearscope → SEO-based content suggestions | Jasper.ai → Blog writing,
ad copy, social posts | MarketMuse → Content strategy & topic clustering |
Copy.ai → Product descriptions, ad copies, emails | SEMrush AI Writing Assistant |





VTS AI DIGITAL MARKETING MODULES



SOCIAL MEDIA & ADS AI TOOLS

Canva AI → Creative posts, reels, ad designs | Adobe Firefly → Creative AI for images & graphics | Predis.ai → Generate Instagram posts & reels ideas | Ocoya → Social posts + AI captions + scheduling | AdCreative.ai → Create ad banners & creatives automatically | Phrasee → AI-powered ad headlines & email subject lines | Zopto → LinkedIn outreach automation

VIDEO & MULTIMEDIA AI TOOLS

Pictory.ai → Convert blogs into videos | Synthesia → Create AI avatar explainer videos
Mathematical Functions in NumPy | Advanced Indexing & Boolean Masking
Lumen5 → Convert text into social videos | Rephrase.ai → Personalized AI video messages

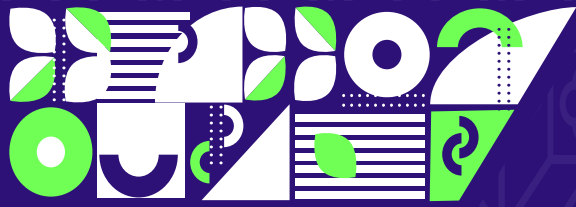
EMAIL & AUTOMATION AI TOOL

Seventh Sense → Optimize email send time | Persado → AI for email subject lines & personalization | GetResponse AI → Email automation with AI | ManyChat → WhatsApp + Messenger chatbot marketing | Drift → Conversational AI chatbot for websites | SocialBee AI → Automated social posting | Hootsuite AI → Social media management + analytics

ADVERTISING & ANALYTICS AI TOOLS

Albert.ai → Autonomous AI ad campaign management | Madgicx → AI-powered Facebook & Google ads optimization | Optimove → Predictive AI for customer retention | Crayon AI → Competitor analysis & market intelligence
Exploding Topics / Glimpse AI → Trend forecasting





OUR MEMORIES & ACHIEVEMENTS



Best IT STARTUP



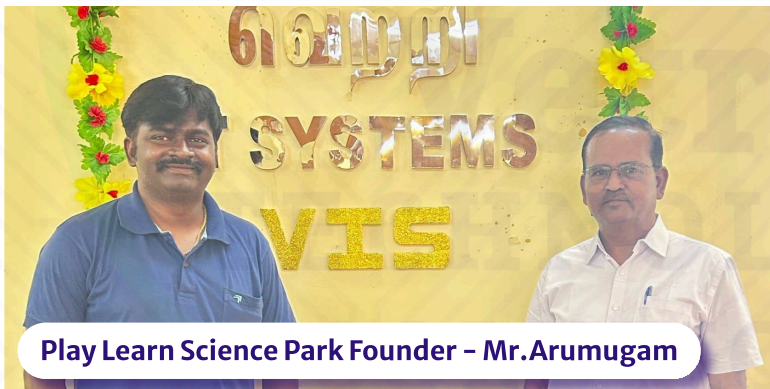
Vetri Organisation Opening Ceremony - 2021



Emerging Achiever of the Year



Vetri IT Systems Job Offer



Play Learn Science Park Founder - Mr.Arumugam



AWARDS

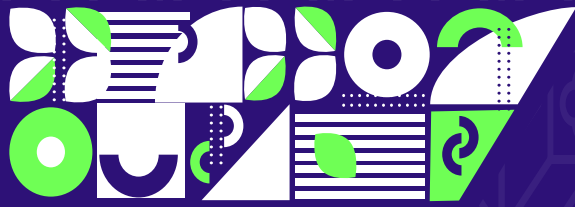


India's Best IT STARTUP Award



Trade EXPO Tenkasi





OUR MEMORIES & ACHIEVEMENTS



NEWS 7 Award - Emerging Achiever



Vetri IT Systems Job Offer



Best Emerging IT Startup - Tenkasi District



Placement session



Emerging Startup Award



Best IT STARTUP



Founder's Brother Mr.Siva Shankar



India's Business Iconic Award

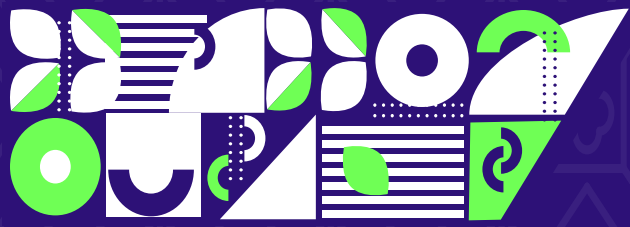


Alumni Meet



Placement session





CONNECT WITH US



VETRI TECHNOLOGY SOLUTIONS

-CONNECT WITH US-



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+91 84387-81327**



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vetritechnologysolutions.in



**VETRI TECHNOLOGY SOLUTIONS,
Shanthi complex, Second floor,
Surandai, Tenkasi - 627 859 & Opposite VOC
Stadium, Tirunelveli - 627002.**

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