

DIGITAL EARNING PROGRAM

Batch 7

Certified Course

Turn Your Skills into Steady
Income Streams!



Social Media Marketing



WordPress



Freelancing



Client Hunting

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PROGRAM DETAILS:

Program Fees: Rs. 40,000 + 5% SST

Venue: IBA City Campus.

Days: Mondays & Wednesdays.

Timings: 06:00 PM - 09:00 PM.

Starting: May 2025 (**tentative**)



KEY FEATURES:

- Leads to Google Certification
- IBA Certification
- Understanding of the digital freelancing industry
- Key players in the market
- Online business model
- Work showcases to clients
- Collaboration tools, and software specific to certain industries
- Graphic design, Writing, & video editing.
- Managing a remote team effectively

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LEARNING OUTCOMES

By the end of the course, students will be able to:

- Clearly define their ideal niche and audience for their online business.
- Build a professional and functional website using WordPress.
- Apply SEO principles to improve their website's ranking in search engines.
- Utilize social media platforms to grow their audience and brand awareness.
- Create and run effective social media advertising campaigns.
- Develop and execute lead generation strategies to attract clients.
- Build a successful profile and market themselves effectively on freelancing platforms.
- Create compelling personal branding and storytelling elements.
- Design basic graphics using Canva for their online business needs.
- **Generate passive income through digital earning.**

COURSE OUTLINE

UNIT	TOPICS
Introduction to Tools & Platforms	<ul style="list-style-type: none">• Platforms Introduction: Domain, Hosting, Account Signings• Social Media Platforms: Facebook, Instagram, Fiverr, Upwork, Google Account• Tools: Canva (Content Creation), Video Content Creation

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cict.iba.edu.pk 
cict@iba.edu.pk  +92 326 2434642 

COURSE OUTLINE

UNIT	TOPICS
WordPress	<ul style="list-style-type: none"> • Setting up a WordPress website • Customizing appearance with themes and templates • Creating and managing pages/posts • Using widgets/plugins for added functionality • SEO Optimization & Managing Forms • Custom post types and taxonomies • Customizing the WordPress dashboard & menus • Adding e-commerce functionality • Managing a WordPress multisite & Backing up/restoring
Social Media Marketing	<ul style="list-style-type: none"> • Understanding different platforms & audiences • Running social media advertising campaigns • Setting up business profiles • Content calendar creation & audience targeting • Crisis communication planning & Automation tools • Developing marketing strategy • Measuring and analyzing social media metrics • Integration with websites & email marketing • Ad Campaigns & Analytics • KPI (Key Performing Indicators)

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COURSE OUTLINE

UNIT	TOPICS
Freelancing Essentials	<ul style="list-style-type: none"> • Understanding freelancing platforms & audiences • Setting up a freelancing business & Finding clients • Pricing, negotiating, & portfolio building
Client Hunting Strategies	<ul style="list-style-type: none"> • Proposal & pitch development • Negotiation techniques & closing deals • Building a sales pipeline & Lead generation • Marketing, branding, & case studies

CONTACT US:



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