

DIGITAL EARNING PROGRAM

Batch 7

Certified Course

Turn Your Skills into Steady
Income Streams!



Social Media Marketing



WordPress



Freelancing



Client Hunting

REGISTER NOW



021 38104700 EXT (1148)

cict@iba.edu.pk cict.iba.edu.pk

PROGRAM DETAILS:

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

Venue: IBA City Campus.

Days: Mondays & Wednesdays.

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

Starting: August 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

Continue on next page.

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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

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