

Turn Your Spare Time Into A Business

DIGITAL **EARNING PROGRAM**

Certified Course

Batch 6

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021-38104701 (Ext. 1146)



PROGRAM DETAILS:

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

Venue: IBA City Campus.

Days: Mondays, Tuesdays, and Thursdays.

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

Classes Commencement: March 2024

KEY FEATURE:

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

LEARNING OUTCOMES:

- Digital earning
- Passive income
- Digital hands-on skills
- Product hunting
- Client hunting
- Freelancing portfolio
- 30 above freelancing skills
- Prototype business startup
- Local business plan & strategies
- Adaptability and flexibility
- Technical Skills



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TOPICS

1. Introduction to tools & platforms
2. WordPress
3. Social Media Marketing
4. Client Hunting
5. Freelancing

COURSE OUTLINE:

UNIT	TOPICS
Unit 1.	<p>Introduction to tools & platforms</p> <ul style="list-style-type: none"> • Platforms Introduction • Domain • Hosting • Accounts Signing • Facebook, Instagram, Fiverr, Upwork, Google Account • Tools • Canva (Content Creation) • Video Content Creation
Unit 2	<p>WordPress</p> <ul style="list-style-type: none"> • Setting up a WordPress website • Customizing the appearance of a WordPress website using themes and templates • Creating and managing pages and posts • Using widgets and plugins to add functionality to a website. • Managing users and permissions • Optimizing a website for search engines (SEO) • Creating and managing forms



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COURSE OUTLINE:

UNIT	TOPICS
Unit 2	<p>WordPress</p> <ul style="list-style-type: none"> • Creating and managing custom post types and taxonomies • Customizing the WordPress dashboard • Creating and customizing menus • Adding e-commerce functionality on WordPress • Creating and managing a WordPress multisite • Backing up and restoring a WordPress website • Troubleshooting common issues and errors • Best practices for website design and development using WordPress
Unit 3	<p>Social Media Marketing</p> <ul style="list-style-type: none"> • Facebook, Instagram, YouTube, & LinkedIn. • Understanding the different social media platforms and their specific audiences, features, & uses. • Setting up and optimizing business profiles on various social media platforms • Running social media advertising campaigns • Creating and managing a content calendar • Identifying and targeting specific audience segments



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COURSE OUTLINE:

UNIT	TOPICS
<p>Unit 3.</p>	<p>Social Media Marketing</p> <ul style="list-style-type: none"> • Creating and managing a crisis communication plan for social media • Utilizing automation tools for social media management. • Develop a social media marketing strategy • Measuring and analyzing social media metrics • Integrating social media with a website and email marketing • Ad Campaigns & Analytics • KPI (Key Performing Indicators)
<p>Unit 4.</p>	<p>Freelancing</p> <ul style="list-style-type: none"> • Upwork, Fiver, Freelancer, Facebook, LinkedIn, & more. • Understanding freelancing platforms and their audiences • Setting up a freelancing business • Finding and winning clients • Pricing and negotiating & Building a portfolio • Marketing and networking • Upwork & Fiverr profile optimization • Gig creation live, posting & checking • Work search on freelancing platforms • Proposal-making and effective pitching • Keyword Searching



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COURSE OUTLINE:

UNIT	TOPICS
<p>Unit 5.</p>	<p>Client Hunting</p> <ul style="list-style-type: none"> • Proposal and pitch development: Learning how to create effective and persuasive proposals and pitches that clearly communicate the value of your services or products. • Negotiation and closing: Understanding how to effectively negotiate and close deals with clients, including how to handle objections and close on the first call. • Building a sales pipeline: Understanding how to create and maintain a sales pipeline that ensures a steady stream of new clients. • Lead generation: Understanding the best practices for lead generation, including how to use online tools and platforms to identify and attract new clients. • Marketing and branding: Understanding how to create and execute a marketing strategy that positions your business as the go-to solution for your target clients, and how to build a strong brand that resonates with your target market. • Case studies and role-playing: Identifying and analyzing real-life client hunting scenarios, practicing and role-playing different scenarios, to develop skills and confidence in handling different situations.



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CONTACT US:

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