

# Meezan Justuju – A Quest for IT Professionals!

## CONTENT MARKETING & ADVERTISING

### Freelancing Fundamentals

- Introduction to Freelancing
- How to start freelancing
- Different fields in freelancing
- Freelancing websites
- Professional attitude in Freelancing
- Profile building on Freelancer.com & People Per Hour & Upwork & Fiver & LinkedIn
- Writing a proposal and cover letter
- Delivery and Deadlines
- Order completion and cancellation
- Response and rate
- Buyer requests
- Mastering the art of upsell
- Keeping in touch with buyers
- Tips for great experience with new buyers
- How to maximize your productivity
- Understanding the levels system
- Important factors to rank your gig
  
- Communication Skills
- Payment Methods in Pakistan

### Facebook Marketing

- Intro to Facebook pages & admin tools
- Types of Facebook Pages
- How to write effective posts for your business.
- Choosing Which Page suits your Business.
- Optimization of Essential Details.
- Creating Call to Action Button.
- How to Assign Page Roles.
- Integration of Instagram business profile.
- Preferred Page Audience.
- What is Facebook Business Manager
- How to use Facebook Business Manager.
- Setting up Facebook Business Manager
- Adding Your Facebook Business Page(s)
- Adding Your Facebook Ads Account.

- Adding People to help you in managing your business assets.
- Connecting your business partners or ad agency.
- Introduction and setting up Facebook Pixel.
- Increasing Security on your account.
- Facebook ads - Campaign objectives
- Facebook ads - Targeting audience
- Facebook ads - Optimization and reporting

### **Content Marketing and Advertising**

- Introduction to Content Marketing
- Marketing Funnel
- Content marketing what and **why?**
- Funnel goals (Top-Middle-Bottom Funnel Goals)
- Search Engine Optimization (SEO)
- Blogging
- Social Media Marketing
- Content engagement and marketing nurture
- Content Advertising

## **Ecommerce**

- What is Ecommerce
- Types of Ecommerce
- Ecommerce Platforms
- What is WooCommerce?

## **Canva Skills**

- What is Canva and How it works?
- Canva for Digital Marketers
- Instagram Stories
- Selling Instagram Stories at Fiverr
- Facebook Post Designing
  - Selling FB Post Designs at Fiverr
- YouTube Thumbnail Designing
  - Selling YouTube Thumbnail Service at Fiverr
- Editing Short Videos
  - Selling Short Videos at Fiverr
- Web Graphics for Blog Posts
  - Selling Web Graphics for Blog Posts at Fiverr.

## **LinkedIn and Quora**

- LinkedIn for your Freelance Career
- Why is LinkedIn Important?
- Setting up LinkedIn Profile
- Optimizing LinkedIn Profile
- Managing Connects
- Blogging at LinkedIn
- Benefits of Blogging at LinkedIn
- Getting Clients
- Quora for your Freelancing Career
- Why is Quora Important?
- Quora Profile Setup
- Searching Related Questions and Queries