

# Google Stacking

Backlinking via Google Services

- Google Docs
- Google Sheets
- Google Drawing
- Google Slides
- Google Sites
- Youtube Videos
- Blogspot Blogs
- e.t.c

# Google Map Stacking

To increase the references to your Local Business through Google Maps

## Facebook Business Concepts

FB Business Manager  <b>FB AdAccount</b> Ads Manager/Campaigns Pages Catalogue Tracking(Pixels is a tool)	Campaigns  Ad sets  Ads
---	-------------------------------------

1. We can create multiple Business Managers according allotted limits
2. Each Business Manager Should has Ad Accounts. Limits of Ad Accounts in any Business Manager is allocated (depending upon your spending & activities in Business Managers)
3. An ad account has a fb page associated with that ad account.

**Task:- Create a Business Manager + Ad a Facebook page to that Business Manager**

**Facebook Business Manager/Account** – [business.facebook.com](https://business.facebook.com)

### **Ad Accounts**

Multiple Facebook Pages

(Your Own Pages)

Run the Ads/Campaign

Ad Account (Client)

Client's FB Page

Run the Ads

**Facebook Ads Manager** - To Create and run the ads

<https://www.facebook.com/adsmanager/>

**Campaigns vs Ad sets vs Ads**

## Types of FB Audience

1. Saved Audience
2. Custom Audience
3. Look a Like Audience

## Local Business SEO

1. Claim the listing and get the access
2. Manage the “My Google Business”
  - a. Update the business information, posts, products & services to Business Listing over Google.
3. Analyze the listing over the internet with Moz or other tools according to NAPW (**Name+Address+Phone#+Website**)
4. List your business to 3<sup>rd</sup> party Business listing websites.

## Is it Possible to Do - Drop shipping Along with Blogging?

Develop a blog	Develop a Dropshipping Store
<ul style="list-style-type: none"> <li>· Develop a Blog</li> <li>· SEO and rank it in Google</li> <li>· Drive Traffic</li> <li>· Connect with Google Adsense &amp; Earn</li> </ul>	<ul style="list-style-type: none"> <li>· Develop a dropshipping store &amp; Upload dropshipping products</li> <li>· SEO and rank it in Google</li> <li>· Drive Traffic</li> <li>· Earn with sales</li> </ul>

<p><b>Step # 01:</b></p> <p><b>Develop a blog</b></p>	<ol style="list-style-type: none"> <li>1. Develop a Blog</li> <li>2. SEO and rank it in Google against specific Keyword</li> <li>3. Drive Traffic</li> <li>4. Connect with Google Adsense &amp; Earn (Optional)</li> </ol>
---	--

Step # 02  Upload Dropshipping Products to the blog/store	5. Upload the dropshipping products 6. Already ranked & traffic is there 7. Earn with sales
---	---

## Sales Funnels

Help us to

How to Find the Right Potential Customers

from Large Number of Interested People.

### Marketing Funnels implementation in Sales Funnels

1. Top of the Funnel - Awareness
2. Middle of the Funnel - Evaluation
3. Bottom of the Funnel - Conversion/Sales

## Sales Funnels

How to Find the Right Potential Customers from Large Number of Interested People

### Awareness

Create a facebook/Google Ad  
Increase the reach the Ad  
To Increase the Awareness of  
our Brand

People Started to visit our  
business/website

Run a Campaign & our ad reached to  
150,000 persons  
10,000 perosns subscried to our email list

### Evaluation

[A Landing Page in our website](#)

Leads Generation Form  
Page

To Get Free Whitepaper for  
Weight Loss

Name   
Email

[Submit](#)

$10,000 * 4\% = 400$  visitors

### Conversion

[A Landing Page in our website](#)

Leads Generation Form  
Page

Get Weight Loss Diet Chart  
in \$10

Product  [Buy Now](#)

Sent Email to 400 persons with the  
link of this Page

$400 \times 4\% = 16$  persons

## Sales Funnels

How to Find the Right Potential Customers from Large Number of Interested People

### Awareness

Create a facebook/Google Ad  
Increase the reach the Ad  
To Increase the Awareness of  
our Brand

People Started to visit our  
business/website

Run a Campaign & our ad reached to  
150,000 persons  
10,000 perosns subscried to our email list

### Evaluation

[A Landing Page in our website](#)

Leads Generation Form  
Page

To Get Free Whitepaper for  
Weight Loss

Name   
Email

[Submit](#)

$10,000 * 4\% = 400$  visitors

### Conversion

[A Landing Page in our website](#)

Leads Generation Form  
Page

Get Weight Loss Diet Chart  
in \$10

Product  [Buy Now](#)

Sent Email to 400 persons with the  
link of this Page

$400 \times 4\% = 16$  persons

### Advance Conversion

[A Landing Page in our website](#)

Leads Generation Form  
Page

Buy Matcha Tea 500 gm Pack  
in \$70 for your weight loss

Product  [Buy Now](#)

Sent Email to 400 persons with the  
link of this Page

# Email Marketing

## Process

1. Email Creation/Crafting/Template
2. Email Sending / Email Blasting to several thousand email addresses of Subscribers
3. Report Generation

## Purpose/Goals of Email Marketing

1. Sales Funnels
2. Inform About Company's New Services/Products Launch
3. Weekly/Monthly/bi-Monthly/Quarterly Newsletter
4. For Conversion / Sales / Paisa Bananay k liye
5. Offers Claims

**In short to increase the business.**

# Products Listings

**You will get a Product Listing Form, Fill it and Publish.**

**i.e. WordPress, Shopify, Amazon, ebay e.t.c.**

## Fields of the Form

- Product Title
- Product Description
- Product Pricing/Inventory
- Product Specifications & Variations — Size,Weight, e.t.c.
- Product Image
- Product Category
- Product Tags

### Product Listing over Daraz.pk

Create Account on Daraz seller center

Pass the test

Order packing Material (Postal Address Verification)

Bank Account Cheque Image/Picture with crossed



# Shopify, Uberlo, Products Listing & Dropshipping

Wordpress = Manually Products Listings/Uploading

Shopify = Automatically Products Listings/Uploading

## How Shopify Makes it Possible to List Products Automatically?

Shopify has Plugin

Uberlo = Import the Products from AliExpress Automatically to Shopify Website.

1. Register & Setting up a Shopify Store
2. Choose a theme
3. Add Pages, Posts, Navigation Menu
4. Install App: Oberlo
5. Import Products to Oberlo App
6. Import Oberlo Products to Shopify Store

## Orders & Payment

- AliExpress Imported Products' Orders will be shown in Shopify Store & Oberlo.
- Ober & Shopify will show that Customer paid you.
- Oberlo will ask you to order the same product on Aliexpress FOR CUSTOMER. Order processing will be from Oberlo Interface. You do not need to go to AliExpress.

# Proposal Writing Tips

سلام دعا

اسکے مسئلہ کو ڈسکس کرنا ہے، اگر آپ کو مسئلہ سمجھ آ گیا ہے تو اسے بتائیں کہ اس مسئلہ کو آپ کیسے حل کریں گی۔ لیکن اگر کوئی سوال ہو تو وہ پوچھ لیں۔

اب آپ اپنی سکل، تجربہ اور دوسری پروفیشنلزم کے بارے میں بتائیں۔ جیسا مسئلہ ہے، اپنا تجربہ بھی ویسا ہی بیان کریں۔

آپ اپنے پورٹ فولیو کا لنک دیں۔

وعدے وعید لے لیں، اسے بتائیں کہ آپ وعدے کے کتنے پکے ہیں۔ وقت پہ کام کر کے دیتے ہیں اور کوالٹی کا کام کر کے دیتے ہیں۔

کام ملنے کی امید کا اظہار کریں۔

اختتامی کلمات

## Fiver Rules & Regulations

- Never open multiple Fiverr Accounts from a Single PC/Laptop.
- Never Share Your contact information with client. i.e. Phone Number, Skype id, Email Address e.t.c.
- Never ask client for a better review in direct words.
- Never take client out of the Fiverr.
- Never exchange payments out of the Fiverr.
- After 3rd warning, your account will be blocked and all amount will be seized.
- Rating less than 4.7 in last 60 days will result in degrading of your Fiverr Level and you will not see any buyer requests.

•

## Complete Website Optimization

•

## Buyer Request Show Time:

4:00 PM to 5:00 PM

8:00 PM to 11:00 PM

2:00 AM to 5:00 AM

## Scams

Sample Content write ker k dein

Paisey mangein gy

## Social Media Optimization VS Social Media Marketing

**Social Media:-** Social Platforms to increase Social Presence on the internet... i.e.

### Social Media Platforms

- Facebook (pages & increase fans / engagements (Like, Comment, Share))

- Twitter (create account & increase followers)
- Instagram (to Increase Followers)
- Pintrest
- Linked in
- Youtube
- long list ahead

## Facebook - 2 techniques to increase Page Likes

### Social Media Optimization (SMO - Organic Method - **Free**)

پیسہ خرچ کیے بغیر، لائیکس بڑھائے جائیں۔  
تسلسل کے ساتھ بلا ناغہ اور روزانہ کی بنیاد پہ پوسٹس کی جائیں، اور ان میں  
ہیش ٹیگز، ڈسکریپشن، تصویریں یا ویڈیوز، ٹیگنگ اور کی ورڈز وغیرہ  
استعمال کیے جائیں۔

### Social Media Marketing (SMM - In-Organic Method - **PAID**)

پیسہ خرچ کر کے لائیکس بڑھائے جائیں - اشتہار لگا کے اپنے پیج کے  
لائیکس بڑھائے جائیں۔ پیسہ پھینک، تماشہ دیکھ - جتنا گڑ، اتنا میٹھا

## How to Create a Facebook Page

1. Create Facebook Page - <https://www.facebook.com/pages/creation/>
2. Write Name & Description of the Page.
3. Create & Upload Profile Photo and Cover Photo.
4. Create Username
5. Create at least 3 canva images of your business & Post them with proper description & Hashtags.

Modify Facebook URL - Create username

<https://www.facebook.com/US-Businesses-112624214393902>

<https://www.facebook.com/USABusinessesHub>

جاننے والوں کی 4 قسمیں ہوتی ہیں۔۔۔  
- کہ جو نہیں جانتے ، کہ کیا جانتے ہیں۔۔۔

## Email Temaplate

Email Template Creation:- **Unlayer.com**

Email Marketing Software

- **Mail chimp**
- **GetResponse**

