

FREELANCING + DIGITAL MARKETING WITH AI



*Become a
High-Income Digital Freelancer
Using the Power of AI*



Course Objectives

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

01

Understand the fundamentals of freelancing and how to get started on top platforms like Fiverr, Upwork, Freelancer, and LinkedIn

02

Build a powerful freelancing profile and optimize it for maximum visibility and job invitations

03

Master essential digital marketing skills, including SEO, content marketing, and paid advertising

04

Leverage AI tools (like ChatGPT, Canva AI, Copy.ai, Surfer SEO, Jasper, Semrush etc.) to boost productivity, creativity, and client satisfaction

05

Create high-converting digital marketing campaigns using AI automation tools and analytics

06

Design attractive gig packages, proposals, and portfolios to land high-paying clients

07

Apply real-time projects and strategies to earn through freelancing and digital marketing gigs

08

Build a personal brand and long-term career as a freelancer and digital marketer



Course Modules & Contents

Module-01

Introduction to Freelancing



- What is freelancing? Who is it for?
- Freelancing success mindset
- Choosing your niche or service
- Overview of Fiverr, Upwork, Freelancer, and PeoplePerHour
- Setting income goals



Module-02

Creating Winning Freelancing Profiles



- Profile creation & optimization (Fiverr, Upwork, Freelancer.com)
- Writing professional bios and descriptions
- Portfolio development using AI (using Canva, ChatGPT)
- Niche selection strategy with Google Trends and AI research

Module-03

Gig Creation & Proposal Writing



- Creating attractive service titles and gig images
- Using ChatGPT to write proposals and gig descriptions
- Understanding buyer intent and communication
- Proposal templates and live examples

Module-04

Introduction to Digital Marketing



- What is digital marketing? Why it's crucial for freelancers
- Overview: SEO, SEM, SMM, content marketing, and email marketing
- Building a digital strategy with the AIDA model
- Freelancer services in digital marketing



Module-05

Content Marketing & SEO with AI



- Basics of content marketing & blogging
- SEO: Keywords, On-page & Off-page optimization
- Tools: Surfer SEO, Ubersuggest, ChatGPT SEO prompts
- Using AI for keyword research, article writing, and SEO audits

DIGITAL MARKETING



Course Modules & Contents

Module-06

Social Media Marketing & Management



- Social platforms overview: Facebook, Instagram, LinkedIn, TikTok
- Creating content calendars using AI
- Automating posts with tools like Buffer & Hootsuite
- Canva AI & Copy.ai for content creation
- Running Facebook Ads using Meta Ads Manager + AI suggestions

Module-07

YouTube Marketing and Monetization Strategies



- YouTube Channel Setup & Optimization
- Content Strategy & Video Creation
- Audience Growth & Engagement
- Monetization Methods
- YouTube Ads & Marketing



Module-08

Paid Ads & Analytics (Google & Meta)



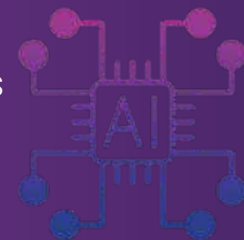
- Google Ads overview: types, goals, setup
- Meta Ads (Facebook/Instagram): creating campaigns, targeting, optimization
- Using AI to write ad copies & A/B test
- Understanding performance data & conversion tracking

Module-09

AI Tools Every Freelancer Must Use



- ChatGPT for writing, customer support, idea generation
- Jasper AI for ad & web copywriting
- Canva AI for designing portfolios & social content
- Surfer SEO for content optimization
- Grammarly, Notion AI, and more productivity tools



Module-10

Building Long-Term Success



- Building a personal brand on LinkedIn & YouTube
- Passive income with affiliate marketing & digital products
- Scaling as a freelancer: building a small team
- Setting up your website & blog with AI tools (WordPress+ ChatGPT)

Real Client Projects + Earning Strategies

Bonus Module

- Case studies: How to turn skills into recurring income
- Pricing your services confidently
- Communication, time management & delivery tips
- Getting 5-star reviews and repeat clients
- Trading, Amazon and Etsy E-Commerce Lectures



Course Deliverables

- Downloadable templates (Proposals, gig descriptions, email copies)
- Portfolio samples
- 20+ AI tool prompts
- Video tutorials and assignments
- Community group access
- Certificate of completion





Milestone



PUTRA 
Business School
Nurturing Human Leaders

