vilabs academy

Certified Professional Diploma

Digital Marketing and Freelancing

Practical Training on Real World Industrial Projects

Target Learners: Undergraduates and Job Professionals

Pre-requisite: Basic computer technological skills and Basic graphic designing knowledge required

Duration: 4 Months (2 sessions each week = Total 32 sessions)

Credit Hours: 64 (4 Hours each week)

Program Manager: Meerab shabeeh - meerab.shabeeh@vilabsacademy.uk

Enrollment Form: https://forms.gle/wHUTGTGtAAba5AjN6

Key Takeaways

During this 4-month program, students will be able to:

- Understand core SEO principles and their impact on online visibility.
- Recognize top freelancing platforms and create optimized professional profiles.
- Apply strategies to improve gig ranking, client communication, and project delivery.
- Understand e-commerce marketplace concepts and design appealing product listings.
- Set up Facebook business pages and run basic to advanced advertising campaigns.
- Differentiate between organic and paid marketing strategies across major social platforms.
- Apply platform-specific marketing techniques for Facebook, Instagram, and YouTube.
- Build and present mock marketing campaigns with performance analysis.
- Create and maintain a professional portfolio on Behance with complete case studies.
- Optimize personal branding for Facebook/Instagram for higher visibility.
- Develop client communication skills, proposal writing, and project management techniques for freelancing success.

Approved by

ViLabs Academy, Advisory Board Members (ABM) comprises senior educators, industry leaders, and global technology experts who provide strategic guidance across training design and curriculum development. The Board actively reviews course content, ensures alignment with current industry demands, and validates learning outcomes against global skill standards. Their involvement guarantees that all ViLabs Academy programs remain credible, practical, and workforce-ready, giving learners and partners confidence in the quality and relevance of our education.

Software/Tools to be learn

- SEO Tools (Ubersuggest / Google Tools)
- Facebook Business Suite & Ads Manager
- Instagram Professional Tools
- YouTube Creator Tools
- Fiverr / Upwork tools
- Amazon & Daraz Seller Center basics
- Canva / Photoshop for listings/posters
- Behance Portfolio Setup

Course Outline

LEVEL 1 (MONTH 1–2)

Module 1: Foundations of Digital Marketing & SEO

- Introduction to Digital Marketing
- What is SEO?
- Keyword research for beginners
- Google Search Console & Google Trends overview
- Practical SEO optimization exercises

Module 2: Introduction to Freelancing

- What is freelancing and how it works
- Major freelancing platforms
- Role of freelancing in digital marketing
- Fiverr introduction
- Upwork introduction
- Understanding gig ranking & importance of SEO
- Creating optimized Fiverr/Upwork profiles

- Publishing your first Fiverr gig
- Freelance profile activation task

Module 3: Client Communication Essentials

- Understanding client requirements
- Professional communication techniques
- Do's and Don'ts of client messaging
- Handling revisions, disputes & customer expectations
- Proposal writing basics
- Customer conversion strategies

Module 4: E-Commerce Marketplace Basics

- Introduction to e-commerce platforms
- Amazon & Daraz marketplace overview
- Understanding seller dashboards
- Creating appealing product listings
- Designing listing posters
- Practical project: Create your first marketplace listing

LEVEL 2 (MONTH 3–4)

Module 5: Social Media & Facebook Marketing

- Introduction to social media marketing
- Facebook business page setup
- Understanding Meta Business Suite
- Creating and managing Facebook ads
- Ad types (Traffic, Conversion, Engagement, Awareness)
- Best practices for Facebook advertising
- Practical: Create a mock Facebook ad

Module 6: Advanced Digital Marketing Techniques

- Organic vs Paid marketing
- Instagram optimization for personal branding
- YouTube marketing fundamentals
- Content strategy development
- Platform-specific marketing strategies (FB, IG, YouTube)
- Analytics, insights & reporting

Module 7: Freelancing + Digital Marketing Integration

- Handling digital marketing freelance projects
- Advanced gig ranking techniques
- Client reporting formats & tracking
- Creating campaign-based case studies
- Portfolio development on Behance
- Uploading detailed project breakdowns
- Portfolio branding & layout

Module 8: Capstone Project

- Students will complete a full digital marketing project including:
- Freelance profile setup & optimization
- Facebook/Instagram professional branding
- SEO mini-project
- E-commerce listing project
- Facebook advertising mock campaign
- Behance case study portfolio

Projects

1. Weekly hands-on practical tasks
2. Fiverr gig creation & optimization
3. E-commerce poster design
4. Facebook page setup project
5. SEO keyword research assignment
6. Portfolio development tasks
7. Client communication practice tasks
8. Final presentation will be assessed through rubrics focusing on marketing strategy, client communication, execution, and overall professionalism.