

VIRTUAL STAFF:

Entrepreneur Program Session 5 & 6



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Elance, Inc.



SOCIAL MEDIA JOBS ARE IN DEMAND



Internet Marketers

SOCIAL MEDIA MANAGEMENT

FACEBOOK TWITTER TUMBLR

INSTAGRAM LINKEDIN PINTEREST

JOB REQUIREMENT

FAN ENAGAGEMENT

ADS / PROMOTION

CONTENT GENERATION

Diverse work opportunities

▼ Web & Programming (6,765)

- Web Programming (1,752)
- Website Design (1,626)
- Mobile Applications (869)
- Other Web & Progr... (692)
- Software Application (522)
- Search Engine Opt... (351)
- Database Development (2
- Blog Programming (204)
- Flash & Flex Anim... (110)
- System Administra... (95)
- Technical Support (81)
- User Experience D... (76)
- Project Management (52)
- Testing & QA (37)

▼ Design & Multimedia (2,318)

- Graphic Design (557)
- Logos (328)
- Other - Design (223)
- Videos (166)
- Illustration (148)
- Animation (142)
- Other - Multimedi... (128)
- Page & Book Design (91)
- Brochures (83)
- Voice Talent (56)
- Corporate Identit... (55)
- Presentations (55)
- Emails & Newsletters (5
- Digital Image Edi... (51)
- Cartoons & Comics (50)
- Banner Ads (46)
- Label & Package D... (45)
- Photography (28)
- Stationery Design (14)

▼ Writing & Translation (1,78

- Article Writing (500)
- Web Content (224)
- E-books and Blogs (146)
- Translation (136)
- Other - Writing S... (121)
- Copywriting (110)
- Ghost Writing (86)
- Editing & Proofre... (83)
- Academic Writing (75)
- Creative Writing (70)
- Sales Writing (60)
- Resumes & Cover L... (
- Technical Writing (36)
- Press Releases (28)
- Report Writing (23)
- Newsletters (15)
- User Guides & Man... (13
- Children's Writing (10)
- Speeches (6)

▼ Sales & Marketing (1,346)

- Other - Sales & M... (239)
- Search Engine Mar... (18
- Lead Generation (179)
- Telemarketing (138)
- Marketing Strategy (96)
- Marketing & Sales... (94)
- Ad Campaigns (87)
- Email Marketing (77)
- Viral Marketing (70)
- Research & Surveys (57)
- Public Relations ... (49)
- Sales Presentations (37)
- Business Plans (32)
- Training (10)

▼ Admin Support (833)

- Virtual Assistant (224)
- Research (147)
- Data Entry (146)
- Other - Administr... (87)
- Customer Service (59)
- Transcription (44)
- Mailing List Deve... (40)
- Office Management (22)
- Bulk Mailing (20)
- Word Processing (18)
- Presentation Form... (10)
- Fact Checking (8)
- Event Planning (6)

THE VIRTUAL STAFF

\$17/hr

THE KEY IS GREAT PROFILE

- Register for a free account
- Describe your services
- Take the skills test
- Upload your portfolio
- Upload a photo

Jeremy Rivera
Designing Excellence

United States | Los Angeles, CA | 5:38 pm Local Time

Overview
Minimum Hourly Rate \$25
Our company is experienced in areas of software and web development. We provide all around development for Web services & e-commerce. Specialty website as well as client server software. We are a certified GOLD partner with Microsoft and a LAMP system with Redhat.
We provide e-business solutions to our enterprise customers as well as product realization services to our internet infrastructure customers...
Need More »

Job History
Job Information Website
Jan 7, 2008 | Website Design | \$3,000 | Working
Web Development
Jan 7, 2008 | Web Programming | \$3,000 | Working
Site builder for money...
Jan 7, 2008 | Website Design | \$3,000 | Complete 4.7
Original PHP/CSG form...
Jan 7, 2008 | Website Design | \$3,000 | Complete 4.7
View All »

Portfolio
Flash - Website for Ads Surveys
The website offers some unique products and concept related to Ads, Surveys, Online...
View All »

Skills (25)
Tracked | De-Track

Skill	Score
Microsoft Access 2007	100%
Microsoft Access 2003	100%
Microsoft.NET	100%

My Snapshot
Design & Multimedia 12
12 months | Lifetime

Category	Total	Subtotal
Jobs	81	260
Reviews	180	4.5
Clients	121	20%
Earnings	\$1,000,000	\$1422 Per Client

Identity
Username: jrg_1
Type: Company
Member Since: March 2008
Elance URL: http://www.elance.com
Verifications: [Icons]

COMPLETING YOUR PROFILE

The screenshot shows the Elance user interface. At the top left is the Elance logo. On the right, there is a user profile icon for 'roncirujano', an 'Inbox (7)' notification, and a 'Help' link. Below the logo is a navigation bar with tabs: 'MY ELANCE' (highlighted with a green background), 'HIRE', 'FIND WORK', 'MANAGE', and 'RESOURCES'. To the right of these tabs is a search bar with a 'Jobs' dropdown, a 'Go' button, and a green 'Post Your Job' button. Below the navigation bar is a secondary navigation bar with links for 'My Jobs', 'My Freelancers', and 'Opportunities BETA'. At the bottom of this bar is a search filter area with a checkbox, 'Job Status: All', 'I'm the Client or Freelancer', a search input field, and several icons for search, home, folder, notification, and settings.

When you log in, you will be taken to this landing page.

A box on the right side of your screen shows you how to improve your profile.

The screenshot shows a 'Your Profile Completeness' widget. It features a green progress bar that is 80% full, with the number '80%' displayed to the right. Below the bar, the text reads: 'Complete your profile so that clients can find and hire you. More Info'. There are two blue arrows pointing to the right, each followed by text and a '+10%' value: 'Add portfolio' and 'Add credentials'. Below this, the text says 'Fine-tune your profile to get hired quickly.' and 'How to Improve ^'. Underneath are three blue arrows pointing to the right, each followed by text: 'Take Skills Tests', 'Join Groups', and 'View profile tips'. A close button (an 'X' in a circle) is located in the top right corner of the widget.

ACTUAL PROJECT SAMPLES

Social media and marketing Associate Add to Watch List

Hourly Rate: \$20 - \$30 / hr | **Duration:** Not Sure | **Posted:** Dec 20, 2013 | **Ends:** 11d, 13h | **19 Proposals**

Work with written content to create more content, post on social media platforms through hootsuite, buffer, socialgro or other platform management program. Syndicate blogs to judiciously chosen sites. Pick i... ▼

Category: Social Network Management **Skills:** Branding, Social Media Marketing, Marketing, Content Moderation
Preferred Location: United States

  | D****DHD |  United States

Help driving more visitors to social media accounts and website

Fixed Price: \$1,000 - \$5,000 | **Posted:** 4h, 55m ago | **Ends:** 14d, 19h | **0 Proposals**

As a company we sell online health and fitness information via eBooks. We are a new seller with only two products online but a social media following of nearly 500,000 in total among our 2-3 pages. With the ... ▼

Category: Product Marketing **Skills:** Facebook Development, instagram, website traffic



  | t****rce |  Australia

Social media marketing for e-commerce website

Hourly Rate: \$20 - \$30 / hr | **Duration:** Not Sure | **Posted:** Jan 06, 2014 | **Ends:** 28d, 14h | **16 Proposals**

We are a small but growing e-commerce company in the home improvement space, and are looking for someone to help us expand our social media presence. Specifically, managing our Google+ page. We would prefer... ▼

Category: Viral Marketing **Skills:** Advertising, Internet Marketing, Social Media Marketing
Preferred Location: United States

  | a****321 |  United States

ACTUAL PROJECT SAMPLES

Social Media and Admin for Education Company

Featured Job

Hourly Rate: \$10 - \$15 / hr | Duration: 1-3 months | Posted: Dec 28, 2013 | Ends: 18d, 13h | **34 Proposals**

We are junelabs.com We're an education startup in San Jose, Ca. We're looking to hire a few part-time admins interested in managing social media channels, researching and lead generation via email and list ... ▾

Category: Social Network Management Skills: Lead Generation, Social Media Optimization (SMO)

💰 ●●●● | m****sky * | 🇺🇸 United States

Social media management

Hourly Rate: \$15 - \$20 / hr | Duration: 7-9 months | Posted: Dec 26, 2013 | Ends: 2d, 15h | **48 Proposals**

I am looking for someone to handle my ever-growing social media following on Twitter and FaceBook and LinkedIn. This includes posting of pieces 1-3 times a day and managing the ensuing correspondence.

Category: Social Network Management

💰 ●●●● | b****e_1 | 🇺🇸 United States

Linkedin Premium account expert (Social Network Manager)

Featured Job

Fixed Price: \$300 - \$1,000 | Posted: Oct 30, 2013 | Ends: 20d, 7h | **4 Proposals**

Hi, my name is Joe Rickards and I'm a Canadian living in Kelowna, BC Canada. FOR YOUR PEACE OF MIND, I HAVE MANY REFERENCES OF PROFESSIONALS THAT I HAVE WORKED WITH... THESE REFERENCES ARE

Category: Social Network Management Skills: Copywriting, Social Media Marketing, Marketing

💰 ●●●● | J****rds | 🇨🇦 Canada

SKILLS TEST

Elance Skill Tests

Set yourself apart from the competition with your expertise. Skill tests are free to take, and you choose which ones to display

All IT & Programming Design & Multimedia Writing & Trans. **Sales & Mktg.** Admin Eng. & Mfg. Fin. & Mgt.

Advertising Skills Certification

Affiliate Marketing **NEW**

Bing Ads **NEW**

Constant Contact **NEW**

Corporate Communication... **NEW**

Display Ads **NEW**

Eloqua **NEW**

Email Marketing **NEW**

Facebook (Marketing) **NEW**

Internet/Online Marketing **NEW**

Knowledge of Google AdSense T...

Knowledge of Google AdWords T...

Knowledge of Google Analytics Test

Knowledge of Google Webmaster...

Knowledge of Google Website O...

Knowledge of Ning Skills Test

MailChimp **NEW**

Market Research **NEW**

Marketing Analytics Funda... **NEW**

Outbound Sales Skills Test

Public Relations **NEW**

Public Speaking **NEW**

Search Engine Marketing **NEW**

Search Engine Optimization Test

Selling Skills Test

Social Media Marketing **NEW**

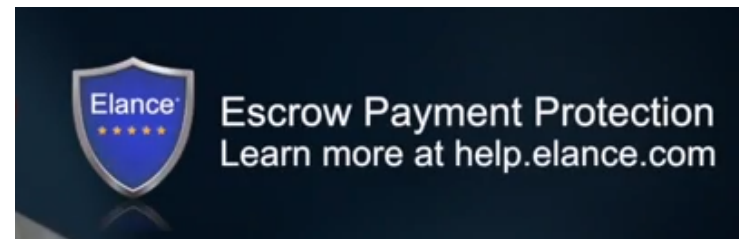
Twitter (Marketing) **NEW**

PAYMENT PROTECTION

Hourly Jobs

The screenshot shows the Elance Tracker login window. At the top left is the Elance logo with 'beta' next to it. Below the logo is a clock icon. The window title is 'Elance beta' and it has 'Tracker' and 'Help' buttons. The main heading is 'Welcome to Tracker'. There are two input fields: 'Username' with the text 'Elance_Alex' and 'Password' with masked characters '*****'. Below the password field is a 'Forgot password' link. A green 'Sign In' button is at the bottom. At the very bottom, there is a checkbox labeled 'Start Tracker when computer starts.' which is checked.







Fixed Rate Jobs



Contract Amount	Fund Escrow	Release Escrow
\$1,496.25	✓	✓
\$165.00	✓	Request Release
\$1,496.25	✓	Request Release

PAYMENT MILESTONE

Set up your payment

Milestone	Payments	Notes	Delivery Date	Amount	Actions
1. Outline			Apr 01, 2013	\$50.00	Edit Delete
2. First Draft			Apr 15, 2013	\$50.00	Edit Delete
3. Final Draft			May 01, 2013	\$50.00	Edit Delete

[+ Create a New Milestone](#) **Total: \$150.00**

Payment can be scheduled, funded and released upon your agreement

Milestone	Delivery Date	Contract Amount	Funded
<input checked="" type="radio"/> 1. Outline	01-APR-13	\$50.00	\$0.00
<input type="radio"/> 2. First Draft	15-APR-13	\$50.00	\$0.00
<input type="radio"/> 3. Final Draft	01-MAY-13	\$50.00	\$0.00

Funding Method
Elance Account [\$50.00]

Elance[®]
work differently[™]