

VIRTUAL STAFF:

Entrepreneur Program Session 7



Ron Cirujano
Country Manager, Philippines
Elance, Inc.



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

18/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 | 5:58 pm Local Time

[Contact or Post a Job >](#)

Overview
Minimum Hourly Rate \$25

Our company is experienced in internet 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 Zend.

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 Rev...
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)

Skill	Score	Tested	Default
Microsoft Access 2007	★★★★★	Yes	Yes
Microsoft Access 2003	★★★★★	Yes	Yes
Microsoft.NET	★★★★★	Yes	Yes

[iphone applications](#) [android](#) [ios](#) [windows 8](#) [...](#)

My Snapshot
Design & Multimedia 12

12 months | Lifetime

Jobs	81 Total
250 Milestones	92 Hours
Reviews	180 ★★★★★ 4.5
100% Recommended	100% Recommended
Clients	121 Total
20% Repeat	20% Repeat
Earnings	\$1,000,000 Total
\$1422 Per Client	\$1422 Per Client

Identity

Username: jrg_1
Type: Company

Member Since: March 2008

Elance URL: <http://www.elance.com>

Verifications: [ID](#) [Phone](#) [Social](#) [Bank](#)

COMPLETING YOUR PROFILE

The screenshot shows the Elance user interface. At the top left is the Elance logo. On the top 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, mail, 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.

SKILLS TEST

E lance 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**



 Facebook Ads

ACTUAL PROJECT SAMPLES

Ad Campaign Specialist

Fixed Price: More than \$10,000 | Posted: Jan 05, 2014 | Ends: 20d, 18h | **9 Proposals**

We are looking for an experienced Ad Campaign Specialist with above average skills and ability. For more information about our products see the link below: <http://www.indiegogo.com/projects/rapide-one-affor...> ▼

Category: Ad Campaigns Skills: Freelance Marketing, Social Media Marketing, Facebook Marketing

§ ● ● ● ● | i****tal * | 🇭🇰 Hong Kong SAR, PRC

Facebook Advertising

Fixed Price: \$20 - \$21 | Posted: 7h, 7m ago | Ends: 14d, 16h | **5 Proposals**

Knows how ads work and knows how to write them the right way to draw people in to my page. How to write an engaging Ad that will call people to action and like my page. Way with words. Job Description: We... ▼

Category: Ad Campaigns Skills: Advertising

● ● ● ● ● | Y****iss | 🇺🇸 United States

Facebook Advertising

Hourly Rate: \$20 - \$30 / hr | Duration: Not Sure | Posted: Jan 03, 2014 | Ends: 8d, 0h | **21 Proposals**

I'm looking for a Facebook advertising expert who knows how to run successful campaigns. We are a small literary journal that offers workshops and a writing contest. I need someone who knows how to maximize ... ▼

Category: Ad Campaigns Skills: Advertising, Google AdWords, Internet Marketing

§ ● ● ● ● | d****ter | 🇺🇸 United States

ACTUAL PROJECT SAMPLES

Virtual Facebook Marketing Department

Featured Job

Fixed Price: \$250 - \$3,700 | Posted: 19h, 25m ago | Ends: 6d, 4h | **10 Proposals**

I have a potentially very lucrative opportunity for an ambitious, but skilled person with Facebook Marketing expertise. I am a small business growth and development consultant. I have very recently compl... ▼

Category: Ad Campaigns Skills: Facebook Marketing

💰 ● ● ● ● | j****all | 🇺🇸 United States

Facebook,website banner design for a fashion ecommerce website

Hourly Rate: \$10 - \$15 / hr | Duration: 1-3 months | Posted: Dec 27, 2013 | Ends: 1d, 5h | **16 Proposals**

Job Description: Our company sells fashion brands online with worldwide shipping. We are in need of a talented graphic designer who can design engaging banners for our web site and facebook page. Your res... ▼

Category: Banner Ads Skills: Graphic Design, Adobe Illustrator, Adobe Photoshop, Banner Ads

💰 ● ● ● ● | c****oov | 🇺🇸 United States

Urgently Required - Facebook PPC Campaign Manager

Hourly Rate: \$10 - \$15 / hr | Duration: 1-2 weeks | Posted: Jan 03, 2014 | Ends: 8d, 12h | **16 Proposals**

I am looking for someone who is experienced in Facebook Ads You need to make a new verified facebook advertising account in order to complete this project successfully. If you think you can do this. You ar... ▼

Category: Marketing & Sales... Skills: Internet Marketing, Social Media Marketing, Facebook Marketing

💰 ● ● ● ● | X****ian | 🇵🇰 Pakistan

KNOW THE DIFFERENCE

Facebook, website banner design for a fashion ecommerce website

Hourly Rate: \$10 - \$15 / hr | Duration: 1-3 months | Posted: Dec 27, 2013 | Ends: 1d, 5h | 16 Proposals

Job Description: Our company sells fashion brands online with worldwide shipping. We are in need of a talented graphic designer who can design engaging banners for our web site and facebook page. Your res... ▼

Category: Banner Ads Skills: Graphic Design, Adobe Illustrator, Adobe Photoshop, Banner Ads

\$ ● ● ● ● | c****oov | 🇺🇸 United States



Design

Urgently Required - Facebook PPC Campaign Manager

Hourly Rate: \$10 - \$15 / hr | Duration: 1-2 weeks | Posted: Jan 03, 2014 | Ends: 8d, 12h | 16 Proposals

I am looking for someone who is experienced in Facebook Ads You need to make a new verified facebook advertising account in order to complete this project successfully. If you think you can do this. You ar... ▼

Category: Marketing & Sales... Skills: Internet Marketing, Social Media Marketing, Facebook Marketing

\$ ● ● ● ● | X****ian | 🇵🇰 Pakistan



Account Management

UNDERSTANDING THE PROJECT

Facebook Ad

Fixed Price: Not Sure | Posted: Dec 03, 2013 | Ends: 52d, 5h | 6 Proposals


I need 10K Facebook page likes, from real accounts. My page is for English speaking persons in France. Please briefly describe how will you gain likes through fb ads. I'm not interested in buying likes or an... ▾

Category: Ad Campaigns Skills: Advertising, Google AdWords, Internet Marketing

●●●● | z****res | 🇷🇸 Serbia

 Posted: Tue, Dec 03, 2013
 Time Left: 52d, 4h
 Location: Anywhere
 Start: Immediately
 Budget: Not Sure
 Fixed Price Job
 Elance Escrow Protection
 W9 Not Required

[Less Detail ▾](#)

 [Client Info](#) | Serbia 🇷🇸
●●●●

I need 10K Facebook page likes, from real accounts. My page is for English speaking persons in France. Please briefly describe how will you gain likes through fb ads. I'm not interested in buying likes or anything else - use just Facebook recommended service. Start your proposal with the word two. My target audience is English speaking persons in France. Every price is negotiable with a serious bidder. I'll set 4 milestones, for every 2.5K likes

Desired Skills

Advertising, Google AdWords, Internet Marketing

Job ID: 50074886

[Report Violation](#)

UNDERSTANDING THE PROJECT

Ad Campaign Specialist

Fixed Price: More than \$10,000 | Posted: Jan 05, 2014 | Ends: 20d, 18h | 9 Proposals

We are looking for an experienced Ad Campaign Specialist with above average skills and ability. For more information about our products see the link below: <http://www.indiegogo.com/projects/rapide-one-affor...> ▼

Category: Ad Campaigns Skills: Freelance Marketing, Social Media Marketing, Facebook Marketing

\$ ● ● ● ● | |****tal * | 🇭🇰 Hong Kong SAR, PRC



Client Info | MONGKOK, KLN, Hong Kong SAR, PRC 🇭🇰

\$ ● ● ● ●

We are looking for an experienced Ad Campaign Specialist with above average skills and ability. For more information about our products see the link below:

<http://www.indiegogo.com/projects/rapide-one-affordable-professional-desktop-3d-printer-by-rapide-3d/x/5589650>

You would be responsible for the future development of our Ad Campaigns for the Rapide 3D range of products.

Desired Skills

Freelance Marketing, Social Media Marketing, Facebook Marketing, Google+ Marketing, Marketing Strategy

Google™ AdWords

ACTUAL PROJECT SAMPLES

Google Adwords, marketing and advertising.

Featured Job

Fixed Price: \$50 - \$60 | Posted: Jan 05, 2014 | Ends: 9d, 20h | **16 Proposals**

Google Adwords expert. I need to attract people to my new website: bluebirdmedicaltraining.co.uk I have no idea, you tell me how. Job Description: Your responsibilities: - Collaborate with team members ... ▾

Category: Search Engine Marketing Skills: Google AdWords, Google AdSense, Google AdWords Development

§ ● ● ● ● | a****ies | 🇳🇿 New Zealand

Google Adwords Expert certified by Google

Hourly Rate: \$20 - \$30 / hr | Duration: 4-6 months | Posted: Dec 24, 2013 | Ends: 23d, 18h | **10 Proposals**

I need an expert in Google Adwords with long experience in this field and certificate of Google Adwords Expert in order to develop the strategy and campaigns for the Italian market of our online shop of auto... ▾

Category: Ad Campaigns Skills: Advertising, Google AdWords, Internet Marketing Preferred Location: Italy

§ ● ● ● ● | O****rte | 🇪🇸 Spain

Google Adwords Account Management

Featured Job

Hourly Rate: \$20 - \$30 / hr | Duration: Not Sure | Posted: Jan 07, 2014 | Ends: 12d, 9h | **24 Proposals**

The suitable candidate will be tasked to create and develop an adwords account based on specified criteria. This job will start immediately and will continue based on performance of the individual on the acc... ▾

Category: Search Engine Marketing Skills: Google AdWords, SEM, Bing Ads, Google AdWords Development

Preferred Location: United States

§ ● ● ● ● | m****tef * | 🇨🇦 Canada

KNOW THE DIFFERENCE

Landing Page for PPC Campaign

Fixed Price: \$20 - \$300 | Posted: 11h, 18m ago | Ends: 14d, 12h | 9 Proposals

Need 1 Landing Page for PPC Campaign. I have actually 2 Landing Pages to be done. But will proceed with 1 first. Look of Pages that am looking at is as per url below (plus critique to be taken note of): ht... ▾

Category: Ad Campaigns Skills: Advertising, Google AdWords, Internet Marketing, WordPress

💰 ●●●● | I****cer | 🇸🇬 Singapore



Design

AdWords Management and CRO ☆ Add to Watch List

Hourly Rate: \$20 - \$30 / hr | Duration: 7-9 months | Posted: Sep 05, 2013 | Ends: 50d, 12h | 51 Proposals

We are an agency with a number of digital marketing clients in varying stages of success. You will help to improve campaigns that are struggling, and contribute to the team's work on campaigns that are alrea... ▾

Category: Search Engine Marketing Skills: Google AdWords, Internet Marketing, SEM, Web Design

Preferred Location: North America

💰 ●●●● | F****ing | 🇺🇸 United States



Account Management

Elance®

UNDERSTANDING THE PROJECT

Lead Generation Experts

Fixed Price: More than \$10,000 | Posted: Nov 01, 2013 | Ends: 20d, 8h | **22** Proposals

I need lead generators for life insurance, health insurance, medical insurance, loans and log book loans. I will be paying £31 to £85 per lead generated and I have the capacity to receive around 1000 leads ... ▾

Category: Lead Generation Skills: **Google AdWords, Lead Generation**

🇸🇬 | c****cer | 🇬🇧 United Kingdom

Search Engine Marketing Expert - \$40K / year annual budget (and growing)

Fixed Price: Not Sure | Posted: Jan 02, 2014 | Ends: 7d, 1h | **44** Proposals

We are a fast growing internet retailer with >\$250K in sales and 5 major independent e-commerce stores. We are currently spending ~\$40K / yr on search engine marketing. We manage the campaign unprofessio... ▾

Category: Search Engine Marketing Skills: **Google AdWords, Internet Marketing, SEM**

🇺🇸 | P****010 | 🇺🇸 United States

UNDERSTANDING THE PROJECT



Internet Marketers

TYPE OF ACTIVITY

SETUP

DESIGN

MANAGEMENT

CONVERSION

OPTIMIZATION

PROJECT SPECIFIC

BUDGET

CPC/CPA

CAMPAIGN KEYWORD POPULATION

SCOPE: DESIGN AND CONTENT

LANDING PAGE CONVERSION

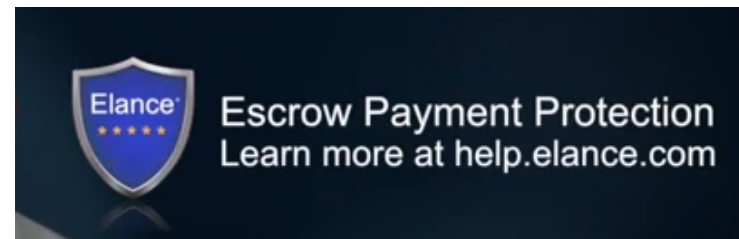
LOCATIONS

PAYMENT PROTECTION

Hourly Jobs

The screenshot shows the Elance Tracker login window. At the top left is a clock icon and the text 'Elance beta'. To the right are 'Tracker' and 'Help' links. The main heading is 'Welcome to Tracker'. Below this are two input fields: 'Username' with the value 'Elance_Alex' and 'Password' with masked characters '*****'. There are links for 'Forgot username' and 'Forgot password'. A green 'Sign In' button is at the bottom. A checkbox at the bottom left is checked and labeled 'Start Tracker when computer starts.'

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[™]