

Generate Revenues Online through Marketing Strategies

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Abstract - In the paper, we have given brief information about Passive Income Ideas and ways to Generate Online Revenue which includes Public Speaking, Affiliate Marketing or Product Selling via DMAs (Digital Marketing Assets), Freelancing, and SMMA (Social Media Marketing Agency). If you want to Generate Online Revenue, it takes time. But, one cannot do it overnight. At the initial stage, you have to create your value, and know the market & competition. Sometimes, you may have to work for free to gain positive reviews. But after you have gained experience by working in your particular niche (category), and made your value in the market, made your beautiful portfolio, and know the competition, then you will get projects at a much higher bid.

Keywords: Passive Income Ideas, Ways on How to Generate Revenue Online, Earn Money Online, Make More Money as a Freelancer, Work from Home.

I. INTRODUCTION

How does the thought of making money online sound to you? It's a worthwhile idea, for sure. But how much money can you actually make? How does it work? What kind of opportunities exists? These questions and more will be answered throughout this section.

Making money online is a relatively new concept, but it is catching on as more and more people realize the potential of it. There are many online money-making opportunities. Anyone with a computer and internet access can make money online. And also, the process can seem difficult and confusing at first, so patience, ambition, and perseverance is a must. If you are determined, focused, and apply the right methods to it, you can actually make it happen.

Passive income is an income that you don't directly work for, or you do the work once and keep getting paid. For example, any interest you earn on investment would be a passive income, or if you wrote a book then your royalties would also be passive income. Creating a passive income is

about putting in the hard work now to reap the benefits later. Passive income does not start coming in overnight – it could take years to get enough passive income to really make a change in your life. It took me 5 years of blogging alongside a full time job before I was able to leave my job and focus on my online income, and even then it took 4 months of working on it full time before my passive income reached the same amount I was earning from my full time job.

There are plenty of ways to generate a passive income, no matter what your interests are and what your skills are. If you are interested in creating a passive income, then there are things you can do to get started earning a passive income. Some ideas rely on needing a startup investment – such as rental property, and others, such as writing an e-book, can be done without any initial outlay.

II. WAYS TO GENERATE REVENUE ONLINE

2.1 Public Speaking

Let me share with you the first way how you can actually start generating a Lot of Revenue Online and you would realize that it is going to be really amazing. A lot of you can understand how you can actually implement it in your daily life as well.

And that is Facebook groups. Now, all of you are on Facebook, right? There wouldn't be any person who would not be on Facebook. That's a fact everybody's on Facebook. How many of you are also part of Facebook groups? Maybe, All. If you're also part of Facebook groups, what you got to understand here is that you have to pick a niche. And what do you understand by a niche? It is a sector. You have to pick a sector also because when you pick it, then it automatically becomes really very important that you see it, and then you add value according to the particular niche. How that is going to happen is, for example, see, what is the niche that I have chosen? It's Public Speaking. So, niche is your area of expertise. I train people on public speaking and that is the reason why I have chosen this niche for my own self.

1.) Facebook Groups (goldmine)

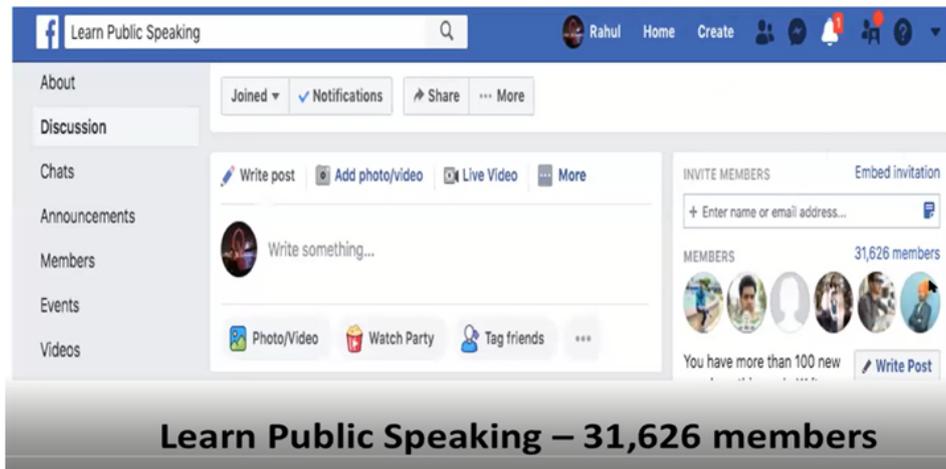


Figure 1: Facebook Groups - Learn Public Speaking

Now, have a look at the number of people who are a part of this group. They are 31,626 people. You are also a part of this group. Now what happens is suppose you have chosen a niche. A niche is also known as a sector or a domain whatever you are good at or what you can monetize too. You got to take care of both the things. They are extremely important and if you talk about public speaking, I know that I have been doing it past so many years. So, I get out a lot of value when you talk about that particular sector. So, what I do is I give public speaking tips. I give public speaking hacks. I give them strategies. I sometimes suggest them books and strategy how you can go about and bring about a massive change in society. And therefore, you would be able to do what create an authority for yourself. And when you create an authority for yourself, what you also do is you develop a trust. Do you understand that it is very much important to develop trust before you start generating revenue for yourself? Yes or No? Of course, Yes.

friends, then, you will ask them to add more friends. And because you are giving so much of content in English, you have given so much information to people, then, after let's say two months, three months or six months, will you be able to get a lot of revenue for yourself? Yes or No? Of course, Yes.

But how? What you can do is, you can promote books, you can promote software's, you can promote courses, either you can make your own courses or you can promote the courses of other people and you can also do a lot of promotions because when you would be doing it, you would automatically start generating a lot of revenue for yourself. And you can actually start doing that from the third month onwards or the sixth month onwards, depending upon how many numbers of people you have had in your group or you have added in your group. Does that make sense? Of course, Yes. And therefore, if you ask me, what is the revenue producing opportunity? I mean it is humongous. Suppose, you are selling the book of some other person, the kind of promotions you will be doing are already written in front of you.

Niche based group

Friends + Friends of Friends
+ their friends

Revenue generation can start from
3rd month onwards

Figure 2: Niche Based Group

After you have created a particular authority, how do you connect more people? That's very much important. First of all, you would be adding your friends. After you have added your

Earning Potential

31,000 Members

Book

Software

Course

Promotions

Figure 3: Earning Potential

Books, software's, courses, promotions. There's a particular brand who's into a public speaking app. They have made a public speaking app. So, they would tell you please promote our app to your audience, and because you have an audience which is pertaining to public speaking, therefore, they would teach you on how to become a part of this and how to go about this opportunity. And, therefore, you would be able to generate a lot of Revenue also.

Now, let me ask you this question. Our group has 31,000 members. Suppose we promote something which is really helpful for people and people know that all the content that you would promote to them is going to be really helpful for them. What is the probability of percentage of people you think can actually buy? What do you think? 5%? 1%? 25%? 20%? or 40%? & 90%? No, that is never going to be possible. Let's just come down to 5% or maybe 4% again. So, how much is 4% of 30,000? It is 1,200.

Let's say just 1200 people buy. So, you do the multiplication and you would understand how much revenue can be generated. And yes, the conversion rate is more because all of them would be the targeted audience. Absolutely, right? Absolutely, true. You do your calculations.

If suppose on every product if you are just earning Rs 200, multiply that by 1200, and you can understand how much revenue can be generated through just one promotion. And I can bet upon this that a very few people actually generate this much amount of savings at the end of the year. Do you agree? And, if you understand everybody will not get to the 31,000 mark very easily. You do the simple calculation. Maybe you get to 3,000 people or maybe to 1,000 people which if promoted in the groups, you can actually start generating revenue from there itself. Awesome.

2.2 Affiliate Marketing/Product Selling via DMAs (Digital Marketing Assets)

So, I just shared the first point with you. Now, I will tell you the second way. So, the second way is doing affiliate marketing or product selling via DMA's (Digital Marketing Assets). Okay! So, a lot of people won't be understanding what a DMA is. So, a DMA is your Digital Marketing Asset. Now, if you will see on internet, on Facebook or on Instagram, there are a lot of pages which are not personal profiles. For example, my personal profile on Facebook or on Instagram, it's all about dagger. But there are a lot of pages such as there are pages on cooking, gardening, minions, etc.

2.) Affiliate Marketing/ Product selling via DMAs Facebook, Instagram

Figure 4: Affiliate Marketing/Product Selling via DMAs

So, one of these pages is this page which belongs to me, theminionssaga. I used to promote this page around 3-4 years ago and they had a lot of sales through this page.

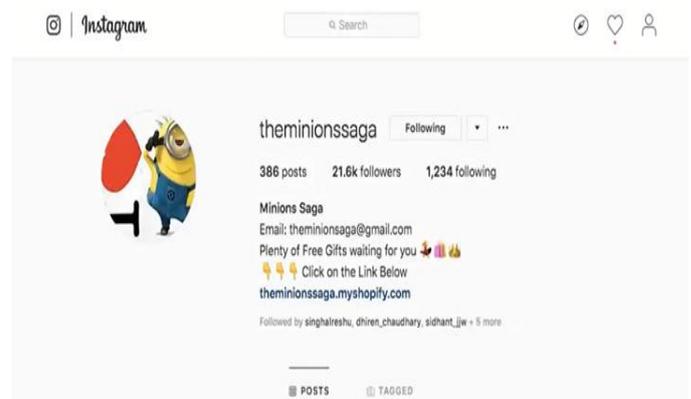


Figure 5: Instagram Page: theminionssaga



Figure 6: Facebook Page: The Minions Saga

If you look at this, this is also one of my Pages. This is the Facebook page The Minions Saga.

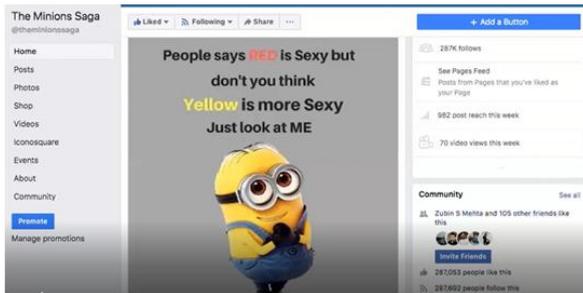


Figure 7: Likes on Facebook Page: The Minions Saga

If you will see the number of likes that I have on this page is almost 3 lakh people. Now just understand that you don't have to think a lot before creating a page, just think of the things about which people are already passionate about. See, understand that people already like minions. Now, all I need to do is, just create a page based on Minions and automatically people start liking, commenting and engaging with this page. And based on this digital marketing asset that I have, there are other pages that are already on the internet.

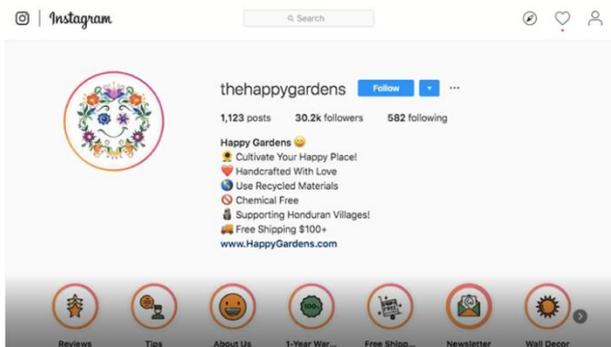


Figure 8: Instagram Page: thehappygardens

For example, this is the gardening page. If you will see there is a website that is given over here. And if you look closely just above this, there is written "free shipping over the order of \$100 plus" which means that if you can create a gardening page, you don't need to come up with your face, you don't need to show anything. All you need to do is just posting photographs of minions, of gardening, of all the other things.



Figure 9: Instagram Page: myyatchgroup

For example, yacht. Okay, anything about which people are passionate about. And with that, you can do affiliate marketing of the products. I am also going to tell you how to get the affiliate of choice. Will you be interested in that? Now, how to get affiliate offers of all kind of products or every kind of product. So, if you will see there is a website that is also available over here. So, you can promote anything in this world.



Figure 10: Message on Instagram Page: theminionssaga

And now this is a message that came to my theminionssaga page. If you will see closely. It says that if I just put their article of their on my page, they are ready to pay me \$3,000 to \$3,500 per week and that too in advance, right? This is the kind of income potential. Now, my page has almost 3 lakh followers.

Your page will start, but ultimately it will grow. Initially, it will have for example, let's say 30,000 followers initially, maybe after 6 months. Then, even if just \$3000, if we divide the earnings by 1/10, even then the earnings are \$300 a week, almost Rs 21,000 rupees per week, right? All of this is possible when you create your Digital Marketing Asset.

Another message I received where he was also discussing about the paid shout out or paid promotion, basically. All they want is just put an article of theirs or a product of theirs on our website and let's say, if I put an article of theirs, they will pay me. Maybe in other cases, if a product sells, in that case, I will get a commission out of it. So, I am referring a product or person to their website and I'm getting a commission out of it. Just understand people are super passionate.

There was a time in which we stopped posting on that page and one lady messaged us that in the last few days, we have not received a single Minion post. Can you please post again? Can you see the kind of passion that people have? So again, you don't need to reinvent the wheel, you don't need to look for anything else, something creative.

Revenue Potential

\$1,000 - \$2,000/month
in 6 months after 15-20K subscribers

Figure 11: Revenue Potential in DMAs

Just create a page on something that people are already passionate about and if I tell you about the revenue potential, if in six months, you are able to grow your page, you can earn a lot. See, everything requires consistency. All you need to do is just keep on putting regular content regularly, you know with consistency and after six months you will have almost 15,000 to 20,000 followers. And with that number, you will be able to generate \$1,000 - \$2,000 a month. That is something that you can generate.

The idea of creating a digital marketing asset without involving your face or without involving anything, just free, just putting in the content that people already like, for example, there are movies that come one after the other, right? One of the movies is Fast and Furious, the other movie that you can come up with is The Mummy, and the other one can be Harry Potter. There are so many more movies such as Krishh, Bahubali and Avengers which can actually be monetized. But understand that a movie comes regularly after a period of time where people are really passionate about it. And, I am also teaching you how to do it in the outside India market, that's extremely important. What about travel based or copyrights? That's not a problem because you would be writing that it's a fan page. Who would not like to have a fan page? In fact, let me give you a very simple example, if your page has a lot of followers, even when a movie is going to be released, then you can actually message them and tell them that we will do a shout out about the movie and we just want \$100, \$200 or \$500. Do you even understand that how much is the budget of a movie? They will not even think twice before giving you the \$500, if you have a decent enough following.

2.3 Freelancing

So, I just shared the second point with you. Now, I will tell you the third way. So, the third way is freelancing. Awesome.

3.) Freelancing

Figure 12: Freelancing

If you look at it, both those aspects that are being told to you, actually did not require a lot of investment. Yes? Of

course, Yes. You can only look for total investment of time. Now that is something if you are looking to do business, you have to invest time, right? So that is something which is a understood thing. Okay. Freelancing is something that you can do and a lot of people ask me that what are the kind of things in which we can do freelancing. You won't even realize that everything that can be done in a company and everything that can be done in this world; you can be a very good freelancer for that. Okay! Let me share with you the kind of freelancing websites that are available in this world.

- [Fiverr](#)
- [Upwork](#)
- [Freelancer](#)
- [99Designs](#)
- [Envato](#)
- [PeoplePerHour](#)
- [DesignCrowd](#)
- [TaskRabbit](#)
- [WriterAccess](#)
- [Hireable](#)
- [Skyword](#)
- [Gigster](#)

Figure 13: Freelancing Websites

These are just the most popular ones. In fact, there are hundreds of other freelancing websites. So on these websites, the people are already coming to these web sites like Fiverr.com, Upwork.com, Freelancer.com, 99designs.com. Whatever skills you are good at, you can create your personal profile on these freelancing sites and you can get work. Okay! So, you can create your freelancing profile on let's say writing articles, blog posts, emails, resumes, cover letters, website content, script writing, and many more. I mean everything. You can also give a voice over to people; you can give something whatever you are good at. And, for example, when I do my software launches outside, the buyer who is over there, he is not able to understand my accent or the accent from Indian people. So, what we do is we go to Fiverr.com; we pay to somebody to get the voiceover in the English language from the outside people. You won't even realize that every time we pay to that particular voiceover service guy, there are 5-6 six orders that are pending in that particular profile. So, these are the kind of things that you can do and you know what? All the freelancing things that I have shared with you, these are not even 20%. You can do freelancing in a lot of things. And let me ask you, what are you good at? Are

you good at coding? Are you good at dancing? Are you good at voiceover? Are you good at talking? Are you good at graphic designing? You can do a freelancing for that. The only thing that is required is you got to reach out to people. Yeah, exactly. And if I tell you what you need to do is just create your profile. The revenue potential that you have with freelancing is almost \$2,000 to \$3,000 a month if you work for six months' time. So initially your profile will take time to grow. Okay? Initially, you will get your first order then automatically you will start getting multiple orders. Automatically you will start getting multiple orders, and see what happens is if you are able to get a lot of reviews or a lot of five-star reviews, then automatically a lot of people will be willing to pay to you. The strategy is initially do the job for a lesser price, for example, let's say \$5 to \$10, and focus on getting the five star reviews that should be the first goal, and if you have a lot of five-star reviews, then what you can do is, on Fiverr.com, you can increase your pricing. Then, the high-paying clients will be ready to pay to you any amount because they know that the kind of work that you do is quality work and people are ready to pay for the quality work, right? Yeah, absolutely. The payment is done after the website takes the payment and it credits the amount to your bank account. You can associate your bank account with the website. You have to give them your bank account details and the money comes to you. So, the Fiverr.com or all the middle websites, they take the payment and they pay to you.

If it's not working for you, you haven't learned the things and you have not been in the work for long enough. Why is it working for 10 lakh people or maybe 1 crore people on Fiverr.com and why not for you? They do not ask for any Deposit or Financial Insurance. Well, if you talk about entrepreneurship, it also does not work for a lot of people, right? Why did it just work for me? Because I was ready to go all in and I was ready to go without fearing. What is going to work and what is not going to work, it depends only upon you. Okay, so what about your bank account security? Don't worry about it. You are just giving your bank account number. That's it.

Revenue Potential

**\$1,000 - \$3,000/month
in 6 months**

Figure 14: Revenue Potential in Freelancing

Now when you will create your Fiverr.com profile, there are a lot of steps that I figured out, in which you can get confused. So, you need to write out the examples of your

service, for example, a video ad service, a copywriting service or a voiceover service, or a coding service, Okay? So, you don't have to be great to start. You have to start to become great, right? That's so very important.

2.4 SMMA (Social Media Marketing Agency)

So, I just shared the third point with you. Now, I will tell you the fourth way. So, the fourth way is SMMA (Social Media Marketing Agency).

4.) SMMA (even mini SMMA)

Figure 15: SMMA (Social Media Marketing Agency)

Now, the SMMA is very easy to understand as long as you are ready to implement this. There are a lot of local businesses where the owners are quite old-fashioned; they do not use digital marketing. They are not really good when it comes to using social media and you people are having a lot of information about the same. Whether you talk about restaurant owners, gym owners, saloon owners or institute owners, you understand that all those people are not as good when it comes to using technology as you are. So, now what you can do is you can reach out to all those clients. You can do it in India. You can also do it outside India. You can reach out to them. You can talk to them. You can tell them about the earning potential and you can tell them that "Sir, you have made a good hotel", "You have made a brilliant Institute", "You have a wonderful gym", "You have invested crores of rupees", if it is outside India, "You have invested millions of dollars, but till the time people don't get to know about your brand, you would never be able to earn money". So, go tell them that "We will take care of your social media presence, your Facebook, your Instagram", "We will make the content or prepare the content", and "We would put the content on your social media pages". And believe me, if there's a very big restaurant or if there's a good enough decent Hotel, they would not even think about twice before giving you \$1,000 and if you understand, how much is \$1,000 in India? Rs 70,000 (approx.), right? More or less 70,000. How many people in our country get Rs 70,000 even after completing their MBA?

But you may think that they will look for the background experience in Social Media Marketing. Well again, that is something on your mind or an excuse on your mind. Everybody starts from zero. And if you think that it is a problem for the first three brands, do it free of cost. After you have done it free of cost, from the fourth client onwards you

can start earning money, right? And do you also understand that the law of averages always works. What it means that go to the first brand, then second, third, fourth, fifth, till the tenth brand, and son on. And then, you get someone and you would automatically start getting results. But how do we convince them that we are good at it? Well, unless and until you work upon your communication skills and you're selling skills, nothing is going to work for you.

Earning Potential

15,000 to 1000\$ per client

- Restaurant
- Gym
- Salon
- Institutes
- Hotels

Figure 16: Earning Potential in SMMA (Social Media Marketing Agency)

When you go to MBA, how many years do you spend there? Four to Six years (Two years for MBA plus your formal education before that)? How much money do you invest? 20 lakh rupees, right? And, after investing so much of money, if you get a job like this, why not work upon your skill sets or work upon your growth, work upon investing on your own self and become a really good salesperson, and then do it so that you can earn a lot of money. That is what I have done. I mean I did not learn digital marketing from an Institute. I learnt it all on my own. You know it now, that is, Social Media Marketing Agency and it is very important. Now, you are going to tell them that for the first two months, we are going to do it free of cost for you and then, after two months we are going to charge money for it. Then, will Brands work for you? When I started coaching people online, I also had that doubt and challenge.

Okay, let me ask you this question, why do you think people became a part of my coaching program? I also started from zero, right? I gave massive value to the first person who joined us. They got convinced and I proved myself. I did the work. I did things continuously. I gave a lot of value. You got to do the same thing. I care about people. You got to care about people and you will get your first client, then, second flat. I sell with honesty. These are all the answers that you get right. I created a trust. But everything started from zero. I kept my promises, but all that happened over a period of time.

III. CONCLUSION

Now, when you know all the answers, why cannot you do the same things for you? So, you got to do the same things for you. Make sense? Of course, Yes. And, if you look at the earning potential, it can be anywhere before Rs 15,000 to \$1,000 (around Rs 70,000) per client. That is the most important part. What about those people who are working? You can do it at the same time after your office or before your office, on Saturdays and Sundays. At last, you got to make time my dear friend.

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