# Outsourcing Secrets

- The GIG Economy trend is taking the World by storm. Independent contractor opportunities are available everywhere, especially in the digital world.

- However, it is impractical to acquire all the in-demand skillsets within the gig economy.

- This is where outsourcing comes in. Outsourcing is the art of engaging usually freelance talents to accomplish tasks you:
  - Don't know how to do
  - Don't want to do
  - Don't like to do

- The key to outsourcing success is in knowing WHAT, WHERE & WHO to outsource to. This is what you'll learn during this training!

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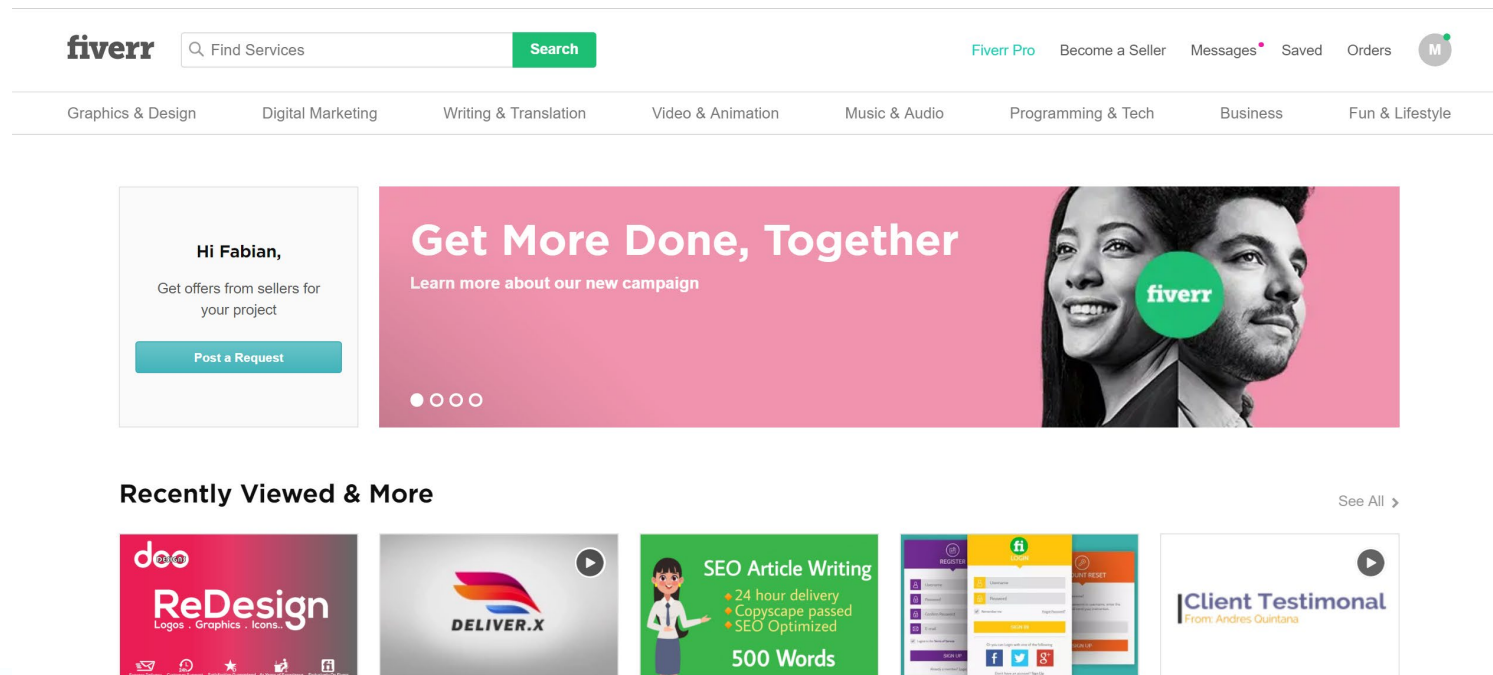BEST PLACE TO LEARN
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# What To Outsource

- In the realm of digital marketing, the good news is you can almost outsource EVERYTHING, except mission critical core-competencies. Certainly outsource tasks that other people can accomplish better and more cheaply than you can.
- You should therefore outsource tasks like:
    - Design related (logo design, video intro, banners, website design)
    - Content (website content, social media content, seo & blog content)
    - Technical (development, programming, source code & CSS)
    - Creative (animation, video ads creation, visual effects)
- Mission critical tasks you should not outsource include:
    - Business Plan Development
    - Vendor Negotiation
    - Traffic Generation Campaign Setup & Optimization
        - Paid Search, Organic Search, FB Advertising, Display Advertising, Content Network etc.

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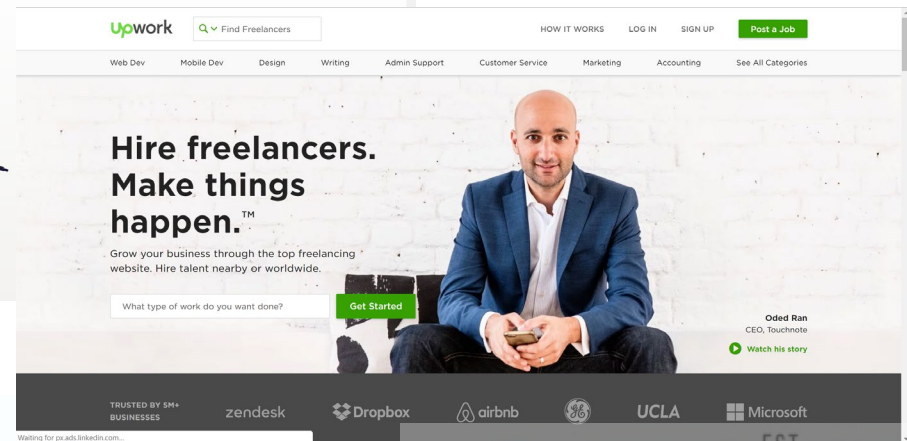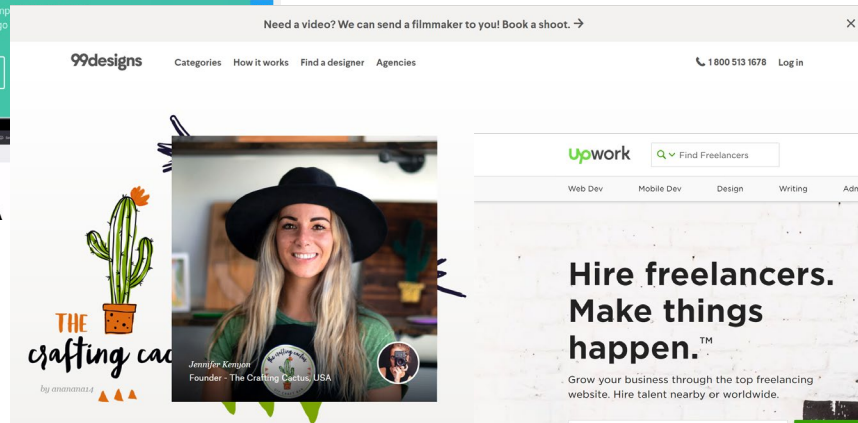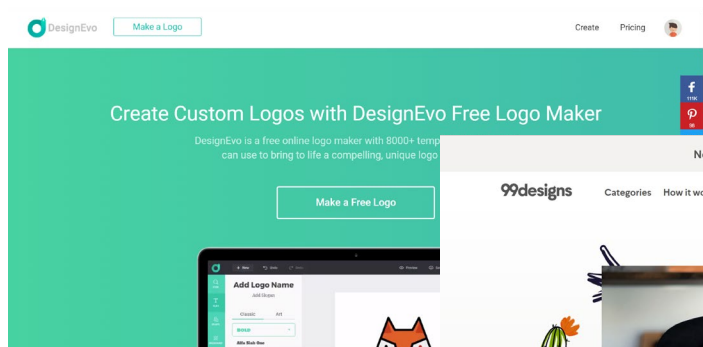BEST PLACE TO LEARN
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# Where To Outsource

- My current favourite outsourcing site is fiverr.com
- Here's why:
  - Good quality work & trusted reviews
  - Very affordable
  - Quick turnaround (As fast as 3 hours!)

- My other favourite outsourcing sites:
  - DesignEvo.com – For INSANELY QUICK logo design
  - 99Designs.com – For high-quality custom designs (logos, mobile app, clothing etc.)
  - Upwork.com – For high-quality longer-term outsourcing talents

# Who To Outsource To

- Use keyword or category search to shortlist relevant talents
- Further refine shortlist by selecting more filters on the left pane

- Review talent's portfolio & reviews
- If necessary, chat with the talent to get your questions answered

# Questions?