

IT6506 - e-Business Technologies

10. Entrepreneurial Opportunities in eBusiness

Level III - Semester 6

Overview

In the present day there are lot of entrepreneurial opportunities in e Business. In this section we will discuss some of there opportunities including Fiverr, Google AdSense, Google AdMob, Dropshipping, affiliate marketing and cryptocurrency.

Fiverr is an online marketplace for digital services. AdSense is a Google program that allows website owners to earn revenue from ads while AdMob is Google's mobile advertising platform. Dropshipping is a business model where retailers ship products directly from suppliers. Affiliate marketing involves earning commissions by promoting others' products or services. Cryptocurrency is a digital form of currency based on blockchain technology.

Intended Learning Outcomes

At the end of this lesson, you will be able to;

- describe Fiverr, Google AdSense, Google AdMob, dropshipping, affiliate marketing, and earning money through cryptocurrency
- create a gig on Fiverr
- create a Google AdSense account

List of sub topics

- 10.1 Fiverr
- 10.2 Google AdSense and AdMob
- 10.3 Dropshipping
- 10.4 Affiliate marketing
- 10.5 Cryptocurrency

10.1 Fiverr

- Fiverr, the largest global platform for digital services, provides an optimized online marketplace for both buyers and sellers. On Fiverr, sellers offer their services in the form of "Gigs," which represent their unique service offerings. When creating Gigs, sellers have the flexibility to set their starting price. Moreover, sellers can enhance their offerings by providing Gig Packages, which include multiple price ranges and customized service bundles. This allows buyers to select and customize services based on their specific needs and preferences. As a result, Fiverr empowers buyers to choose from a wide range of tailored options that perfectly align with their requirements.

10.1 Fiverr ...contd.

- Categories of services provided by Fiverr
 - Graphics & Design
 - Music & Audio
 - Programming & Tech
 - Digital Marketing
 - Business
 - Writing & Translation
 - Data
 - Video & Animation
 - Lifestyle
 - Photography
- Under these main categories, there are several subcategories. The next slide contains some of the subcategories provided by Fiverr.

10.1 Fiverr ...contd.

Graphics & Design

Logo Design
 Brand Style Guides
 Game Art
 - Character Design
 - Props & Objects
 - Backgrounds & Environments
 - UI & UX
 Graphics for Streamers
 Business Cards & Stationery
 Website Design
 App Design
 UX Design
 Landing Page Design
 Resume Design
 Illustration
 Children's Book Illustration
 AI Artists
 NFT Art
 Pattern Design
 Fonts & Typography
 - Font Design
 - Typography
 - Hand Lettering
 - Calligraphy
 Poster Design
 Brochure Design
 Flyer Design
 Book Design
 - Book Layout Design & Typesetting
 - Book Cover Design
 Album Cover Design
 Podcast Cover Art

Music & Audio

Voice Over
 Mixing & Mastering
 - Mixing
 - Mastering
 Producers & Composers
 - Composing & Soundtracks
 - Ghost Production
 - Backing Tracks
 Singers & Vocalists
 - Male Singers
 - Female Singers
 - Gender Neutral Singers
 Session Musicians
 Songwriters
 Podcast Production
 Beat Making
 - Beats
 - Loops & Kits
 Sound Design
 - Sound Effects
 - Foley
 Audiobook Production
 Online Music Lessons
 - Instruments
 - Production
 - Vocals
 - Theory
 Audio Editing
 Audio Ads Production
 Music Transcription
 Vocal Tuning
 DJ Drops & Tags
 - DJ Drops

Programming & Tech

Website Development
 - WordPress
 - Shopify
 - Wix
 - Squarespace
 - Webflow
 - GoDaddy
 - WooCommerce
 - ClickFunnels
 - Custom Websites
 - Magento
 - SiteBuilder
 - Thinkific
 - Drupal
 - Joomla
 - Blogger
 - Opencart
 - BigCommerce
 - Prestashop
 - Shopware
 - Big Cartel
 - OsCommerce
 Website Maintenance
 - Customization
 - Bug Fixes
 - Backup & Migration
 - Hosting
 - Themes/Plugins Installation
 - Help/Consultation
 - Installation
 - Speed Optimization
 - Security
 - Analytics

Digital Marketing

Social Media Marketing
 - Profile Setup & Integration
 - Social Content
 - Social Media Management
 - Analytics & Tracking
 - Paid Social Media
 - Social Media Strategy
 - Organic Social Promotions
 Guest Posting
 Search Engine Optimization (SEO)
 - Keyword Research
 - On-Page SEO
 - Voice Search SEO
 - Technical SEO
 - Off-Page SEO
 - Full SEO Package
 - Competitor Analysis
 Public Relations
 - Consultation
 - Events, Conferences & Awards
 - Press Release Pitching
 - Strategy & Planning
 Book & eBook Marketing
 Podcast Marketing
 - Podcast Promotion
 - Advertising within Podcasts
 Video Marketing
 - YouTube Channel Management
 - Consultation & Audience Research
 - Video SEO
 - Video Promotion & Distribution
 Other

10.1 Fiverr ...contd.

Advantages of Fiverr for Freelancers

- Global Exposure
 - As Fiverr is used by clients around the world, freelancers will be able to showcase their services to a global audience
- Diverse Range of Clients
 - Fiverr is used by clients worldwide with different requirements and budgets.
- Flexibility and Control
 - Freelancers will be able to set their own prices and customized gig packages. They can define their own schedule.
- Portfolio Building
 - When a service is delivered, the freelancer has the opportunity to add the final product to their portfolio.
- Additional Revenue Streams
 - Freelancers can cross-sell and up-sell services.

10.1 Fiverr ...contd.

- Streamlined Workflow
 - Freelancers can easily communicate with clients, track orders, share files, and receive feedback seamlessly.
- Secure Payment System
 - The built-in payment system ensures secure and timely payments for freelancers. Fiverr acts as an escrow service so that freelancers don't have to worry about payments.
- Ratings and Reviews
 - Positive reviews and ratings received by the freelancers will help to get more clients
- Continuous Support
 - Fiverr customer support can help freelancers with platform-related issues as well as issues related to clients. They will act as a mediator between clients and freelancers.

10.1 Fiverr ...contd.

Disadvantages of Fiverr for Freelancers

- High Competition
 - Due to the huge number of freelancers providing similar services the competition in the market is high and it's difficult to acquire clients as a new freelance
- Low Pricing Expectations
 - Due to high competition, freelancers tend to keep prices low to attract clients. Therefore, clients expect low prices from all the freelancers.
- Service Oversaturation
 - Some services are provided by a large number of freelancers. The demand is lower than the supply.

10.1 Fiverr ...contd.

- Fee Structure
 - Fiverr takes 20% of the earnings from freelancers.
- Dependence on the Platform
 - Freelancers are dependent on Fiverr to get new clients and project management. This might limit their ability to build direct relationships with the clients.
- Potential for Unreliable Clients
 - Freelancers may find clients who may be unresponsive, demanding, or difficult to work with.

10.1 Fiverr ...contd.

Advantages of Fiverr for Clients

- Access to a Wide Pool of Talent
 - As there are freelancers from around the world, clients can find skilled freelancers from many different fields and specializations.
- Cost-Effective
 - Due to the competitiveness of the market, the pricing is competitive. Clients can find freelancers fitting their budget
- Customization and Flexibility
 - Clients can directly communicate with freelancers and discuss project requirements and customizations.
- Efficient and Time-Saving
 - Clients can easily browse through available freelancers and their portfolios to select the best person for their job.

10.1 Fiverr ...contd.

- Quality Assurance
 - Clients can read the ratings and reviews of previous clients and make an informed decision to hire a freelancer. If the quality of the service is poor, the client can contact customer service to get a resolution
- Secure Transactions
 - The built-in payment system ensures secure and timely payments for freelancers. Fiverr acts as an escrow service so that clients don't have to worry about fraud.
- Collaboration and Communication Tools:
 - Clients can share project details, provide feedback, and track the progress of their projects, ensuring clear and effective communication throughout the engagement.
- Continuous Support
 - Fiverr customer support can help clients with platform-related issues as well as issues related to freelancers. They will act as a mediator between clients and freelancers.

10.1 Fiverr ...contd.

Disadvantages of Fiverr for Clients

- **Quality Variability**
 - Due to the large number of freelancers available, their quality may vary drastically. The client needs to carefully review freelancers' portfolios before choosing.
- **Communication Challenges**
 - Communication should be done through the Fiverr platform. It may not provide the same level of real-time and direct interaction as other communication channels. But as an alternative Fiverr supports video calls for easy communication. But language might still be an issue.
- **Limited Revisions**
 - Most of the freelancers provide a limited number of revisions
- **Fee Structure**
 - Fiverr takes 5.5% of the purchase amount as a service fee. Furthermore, for orders under \$50, there is a \$2 small order fee.

10.1 Fiverr ...contd.

- Limited Control over the Hiring Process
 - Clients have to reply to information provided by freelancers, their portfolio, and reviews to select the freelancer.
- Platform-Driven Search Results
 - Fiverr's search algorithm and rankings determine the visibility of freelancers, which may not always align perfectly with a client's specific needs or preferences.
- Potential for Unreliable Freelancers
 - Clients may encounter unreliable freelancers who won't provide good quality services.
- Fake Reviews and Ratings
 - Freelancers may have paid others to post fake reviews to boost their profiles

10.1 Fiverr ...contd.

Activity

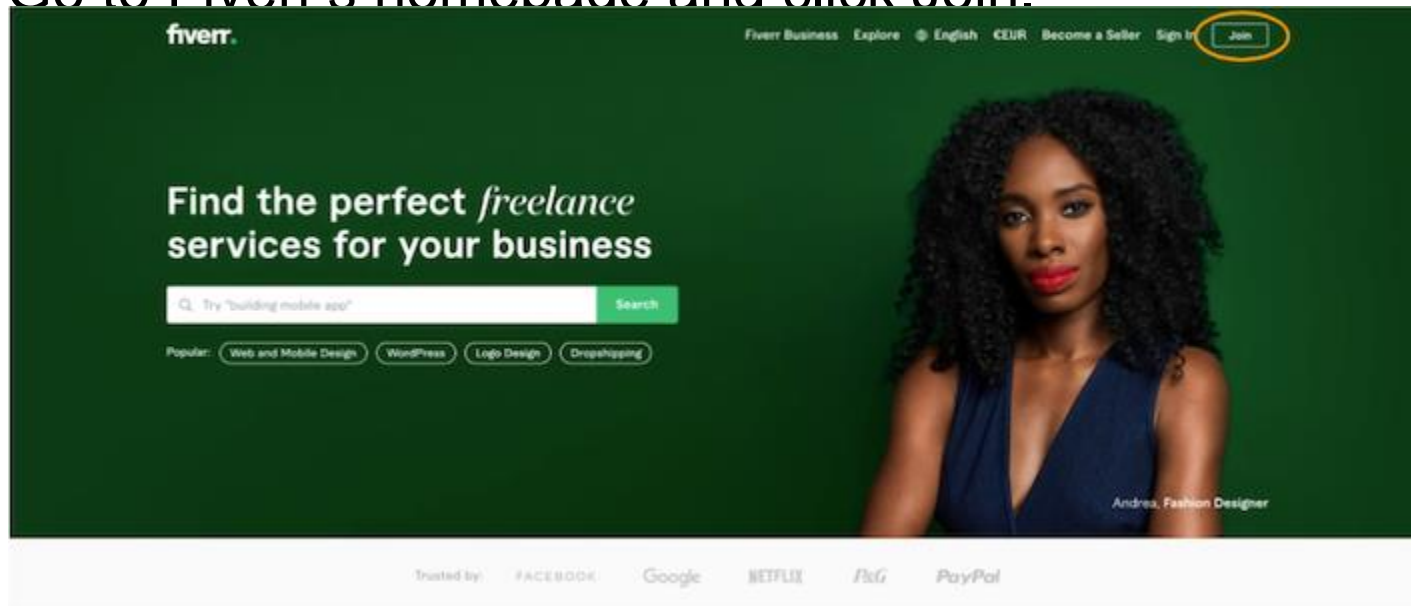
How to create a Fiverr Gig?

The following slides contain a guide on how to create a Fiverr Gig.

Fiverr Activity ...contd.

Creating a Fiverr account


1. Go to Fiverr's homepage and click Join.





Fiverr Activity ...contd.

2. Enter your email address and click Continue. You can also join with Facebook, Google, and Apple.

Join Fiverr

 Continue with Facebook

 Continue with Google

 Continue with Apple

OR

Continue

By joining I agree to receive emails from Fiverr.

Already a member? [Sign In](#)

Fiverr Activity ...contd.

3. Choose your username.
4. Choose your password and click Join.
5. Activate your account by clicking on the activation link in the activation email.



You're almost there! Just confirm your email

You've successfully created a Fiverr account. To activate it, please click below to verify your email address.

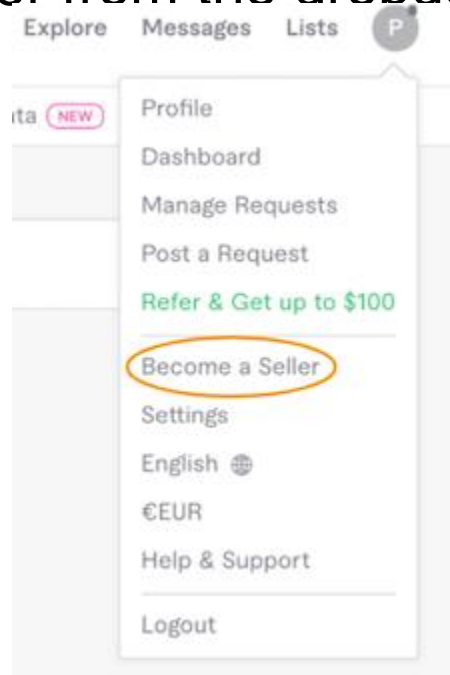
[Activate Your Account](#)

Thanks,
The Fiverr Team

Fiverr Activity ...contd.

Activating your seller account

1. Log in to your Fiverr account > click on your profile picture > select Become a Seller from the dropdown menu.



Fiverr Activity ...contd.

2. On the page you are redirected to, click on Become a Seller again to start the onboarding process. This includes watching three videos on how to use Fiverr as a seller.

fiverr.

Ready to start selling on Fiverr?
Here's the breakdown:



Learn what makes a successful profile

Discover the do's and don'ts to ensure you're always on the right track.



Create your seller profile

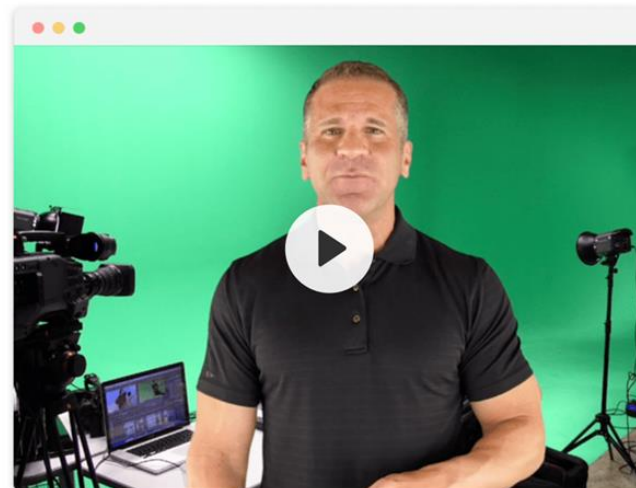
Add your profile picture, description, and professional information.



Publish your Gig

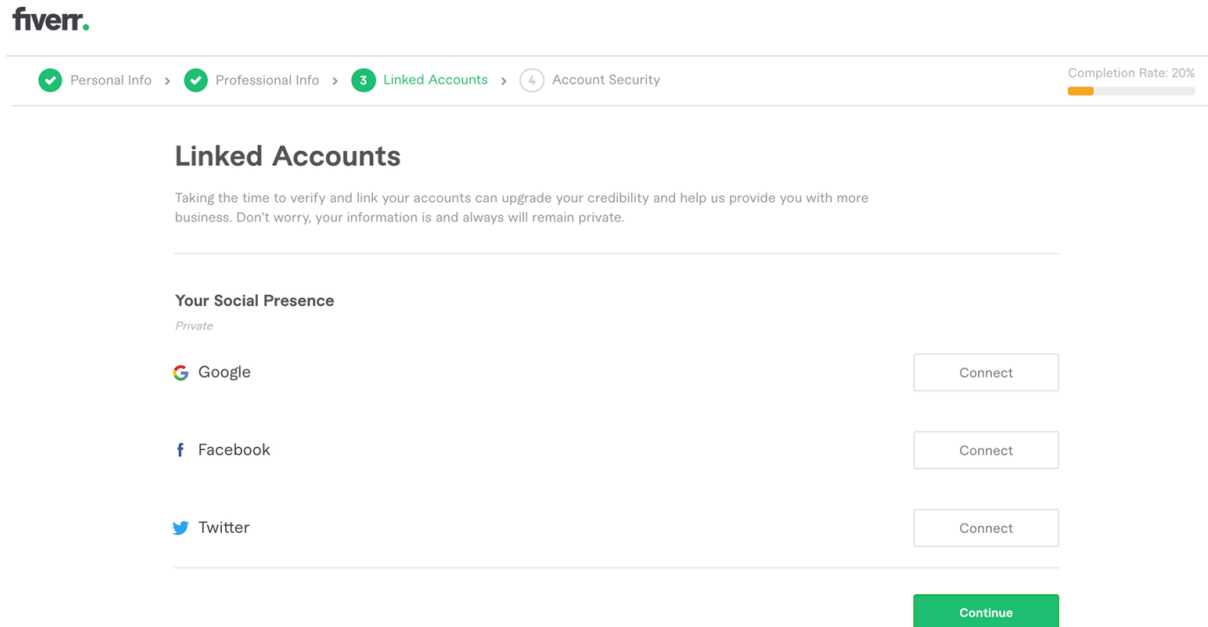
Create a Gig of the service you're offering and start selling instantly.

[Continue](#)



Fiverr Activity ...contd.

3. Once you're done watching the videos, you will be directed to Fiverr's tips on what makes a successful Fiverr profile and what to steer clear of as a seller. After that, click Continue.
4. Complete the mandatory fields
5. Next, you can choose to link your account to other social media channels.



The screenshot shows the Fiverr user profile setup interface. At the top, the Fiverr logo is on the left, and a progress bar on the right shows 'Completion Rate: 20%' with an orange bar. Below the logo, a navigation bar contains four steps: 'Personal Info' (checked), 'Professional Info' (checked), '3 Linked Accounts' (active), and '4 Account Security' (disabled). The main heading is 'Linked Accounts'. Below it, a message states: 'Taking the time to verify and link your accounts can upgrade your credibility and help us provide you with more business. Don't worry, your information is and always will remain private.' Under the heading 'Your Social Presence', there is a 'Private' status indicator. Three social media options are listed: Google, Facebook, and Twitter, each with a 'Connect' button. A green 'Continue' button is located at the bottom right of the form.

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✓ Personal Info > ✓ Professional Info > **3 Linked Accounts** > 4 Account Security Completion Rate: 20%

Linked Accounts

Taking the time to verify and link your accounts can upgrade your credibility and help us provide you with more business. Don't worry, your information is and always will remain private.

Your Social Presence

Private

 Google	Connect
 Facebook	Connect
 Twitter	Connect

Continue

Fiverr Activity ...contd.

6. At the end of the onboarding process, you are required to phone verify your account.

fiverr.

✓ Personal Info >

✓ Professional Info >

✓ Linked Accounts >

4 Account Security

Completion Rate: 20%

Account Security

Trust and safety is a big deal in our community. Please verify your email and phone number so that we can keep your account secured.

✉ Email *Private*

Please check your email and click the verification link we've sent you.
Didn't get the verification email? [Click Here](#)

Not Verified

📞 Phone Number *Private*

We'll never share your phone number.

Add Phone Number

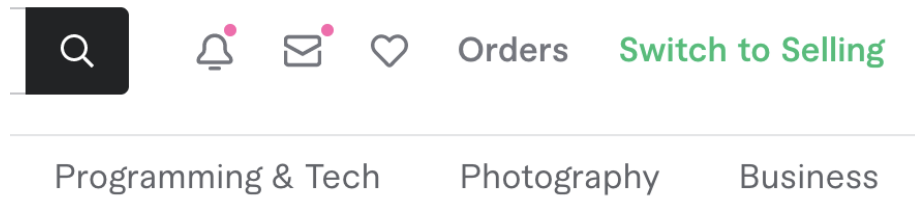
Continue & Create Your First Gig

7. After that click on the “Continue & Create Your Gig” button.

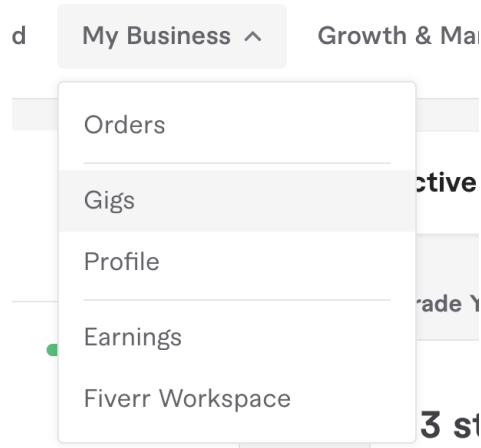
Fiverr Activity ...contd.

Creating a Gig

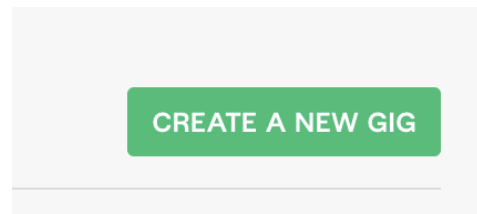
1. Log in > Click on Switch to Selling



1. Click on My Business > Gigs



1. Click > Create a New Gig.



Fiverr Activity ...contd.

4. Fill in the details required in the Gig overview and click Save & Continue.

1 Overview > 2 Pricing > 3 Description & FAQ > 4 Requirements > 5 Gallery > 6 Publish Save

Gig title

As your Gig storefront, your title is the most important place to include keywords that buyers would likely use to search for a service like yours.

Just perfect! 34 / 80 max

Category

Choose the category and sub-category most suitable for your Gig.

PHOTOGRAPHY

AERIAL PHOTOGRAPHERS

Suggested categories

[Video & Animation > Video Editing](#)
[Graphics & Design > Logo Design](#)
[Graphics & Design > Image Editing](#)

Gig metadata

THEME *

✓

Select the city you can shoot at*

CITY *

✓

Colombo

Other ⓘ

Search tags

Tag your Gig with buzz words that are relevant to the services you offer. Use all 5 tags to get found.

Positive keywords

Enter search terms you feel your buyers will use when looking for your service.

PHOTOGRAPHY X LANDSCAPE X ARCHITECTURE X

5 tags maximum. Use letters and numbers only.

☒ I confirm that these materials were created by myself or by my team and do not infringe any third party rights. I understand that the unlawful use of digital assets is against the Fiverr [TOS](#) and [Community Standards](#) and could result in suspension of my account. If my services involve participation of minors, I agree to follow all child labor laws and regulations, and comply with Fiverr's [Minors policy](#)

ⓘ Please note: Some categories require that sellers verify their skills.

Start Defining Your Gig

- Create a catchy title.
- Choose a category that fits your Gig.
- Add meta data to help buyers find more information regarding your Gig.
- Add tags to help buyers find your Gig while searching.

[General Gig Policy](#)

Save & Continue

Fiverr Activity ...contd.

- Gig Title
 - Introducing the service you provide.
- Category
 - Type of service you provide. You cannot change the category once you publish the Gig.
- Gig Metadata
 - Detailed information about your service. The options provided will change depending on the category.
- Search Tags
 - Terms which the clients may search your service.

Fiverr Activity ...contd.

5. Fill in the details required in Gig Scope and pricing and click Save & Continue. Fiverr recommends offering 3 packages with different price points and deliverables. (Available in some categories)

Scope & Pricing

Offer packages

1 The scope of this service is to deliver buyers aerial photography. Some pricing options should be included/excluded from your packages. If you're unable to provide these services, we suggest moving your Gig to another category.

Packages

	BASIC	STANDARD	PREMIUM
	Bronze	Gold	Platinum
	I will deliver photos of your location	I will deliver photos and videos of your location	I will deliver photos and videos of your location
	3 days Delivery	2 days Delivery	2 days Delivery
Hours on set	1	2	2
Number of locations	1	1	1
# of Photos	10	20	30
Photo retouching	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Licensed photoshoot	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Revisions	0	1	1
Price	50	80	100

Set your packages

- Set the prices for your 3 packages.
- Select the elements you want to include in each offer.
- Add Extras to increase your order value.

Add extra services

☐ Additional hour on set

☐ Additional locations

☐ Additional Photo

☐ Extra fast delivery

☒ Photo retouching for an extra 20 \$ and additional 1 DAY

☐ Additional Revision

[+ Add Gig Extra](#)

Save & Continue

Back

Fiverr Activity ...contd.




- Package Names
 - Name your packages to reflect your services
- Delivery Time
 - Number of days it will take for you to complete your Gig
- Revisions
 - The number of revisions you offer to your clients for free.
- Price
 - Price for each of your packages. The minimum is \$5.
- Other Options
 - Depending on the category Fiverr will create additional options.
 - For example, Hours on set, Number of locations, # of Photos, Photo retouching, and Licensed photoshoot options shown in the example Gig are relevant to the “aerial photography” category.
- Extra Services
 - The services that you offer for an additional price can be listed here.

Fiverr Activity ...contd.

5. Fill in the Description and FAQ click Save & Continue.

Description

Briefly Describe Your Gig

B **I**   

Welcome to my Drone Photography Service on Fiverr! If you're looking for aerial shots of Colombo, Sri Lanka, you've come to the right place.



With my expertise in drone photography, I offer you a unique and professional service. Whether you need captivating shots of Colombo's iconic landmarks, the coastline, or aerial footage of special events, I've got you covered.

As an experienced drone pilot, I ensure the highest level of safety and quality for every project. I'm well-versed in navigating the regulations and permissions required for drone flights in Sri Lanka, guaranteeing a seamless and compliant aerial photography experience.

Frequently Asked Questions

[+ Add FAQ](#)


Add Questions & Answers for Your Buyers.

 What is the drone you use? 

What is the drone you use?

DJI Mavic 3 Pro

15 / 300

 Delete

Cancel

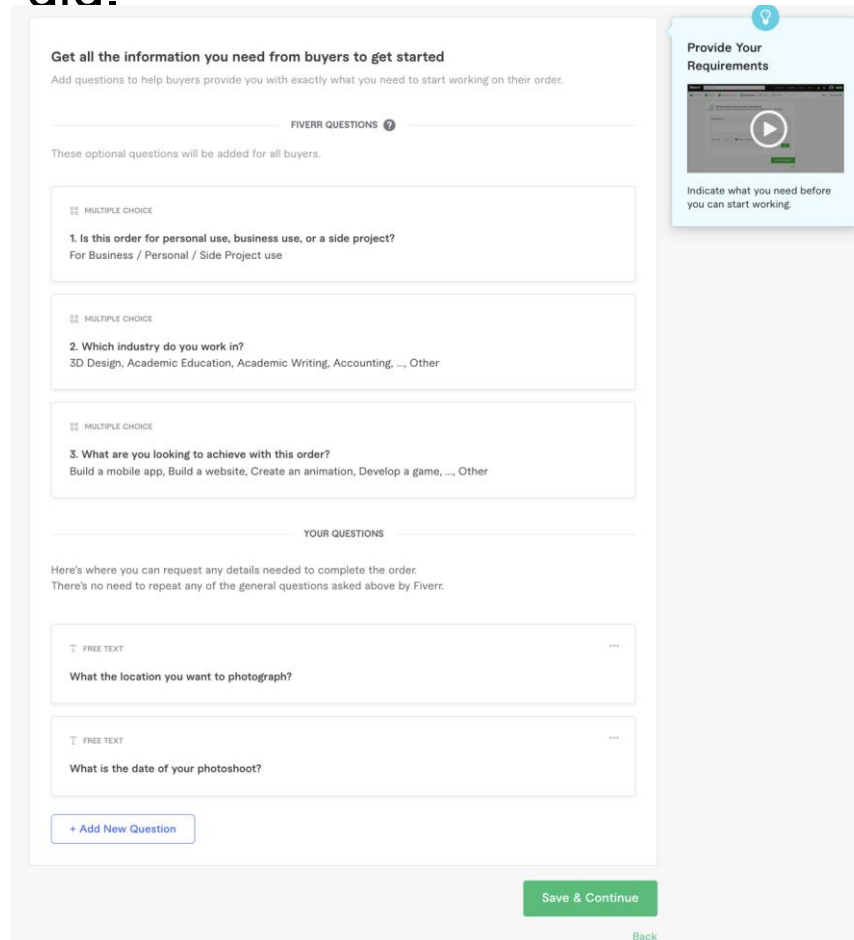
Update

Save & Continue

[Back](#)

Fiverr Activity ...contd.

6. Enter details for requirements and click Save & Continue. This is where you can gather information from the buyers which are required for your ad.



The screenshot shows the Fiverr 'Provide Your Requirements' form. The main heading is 'Get all the information you need from buyers to get started', followed by the instruction 'Add questions to help buyers provide you with exactly what you need to start working on their order.' Below this is a section for 'FIVERR QUESTIONS' with a note that optional questions will be added for all buyers. There are three multiple-choice questions: 1. 'Is this order for personal use, business use, or a side project?' with options 'For Business / Personal / Side Project use'; 2. 'Which industry do you work in?' with options '3D Design, Academic Education, Academic Writing, Accounting, ... Other'; and 3. 'What are you looking to achieve with this order?' with options 'Build a mobile app, Build a website, Create an animation, Develop a game, ... Other'. Below these is a section for 'YOUR QUESTIONS' with the instruction 'Here's where you can request any details needed to complete the order. There's no need to repeat any of the general questions asked above by Fiverr.' There are two free-text questions: 'What the location you want to photograph?' and 'What is the date of your photoshoot?'. At the bottom of the form is a '+ Add New Question' button. To the right of the form is a 'Provide Your Requirements' sidebar with a video player and the instruction 'Indicate what you need before you can start working.' At the bottom right of the form is a 'Save & Continue' button and a 'Back' link.

Get all the information you need from buyers to get started

Add questions to help buyers provide you with exactly what you need to start working on their order.

FIVERR QUESTIONS

These optional questions will be added for all buyers.

MULTIPLE CHOICE

1. Is this order for personal use, business use, or a side project?
For Business / Personal / Side Project use

MULTIPLE CHOICE

2. Which industry do you work in?
3D Design, Academic Education, Academic Writing, Accounting, ... Other

MULTIPLE CHOICE

3. What are you looking to achieve with this order?
Build a mobile app, Build a website, Create an animation, Develop a game, ... Other

YOUR QUESTIONS

Here's where you can request any details needed to complete the order.
There's no need to repeat any of the general questions asked above by Fiverr.

FREE TEXT

What the location you want to photograph?

FREE TEXT

What is the date of your photoshoot?

+ Add New Question

Save & Continue

Back

Provide Your Requirements

Indicate what you need before you can start working.

Fiverr Activity ...contd.

7. Add photos/videos/PDFs in the Gig gallery and click Save & Continue. You must add at least one image.


Showcase Your Services In A Gig Gallery

Encourage buyers to choose your Gig by featuring a variety of your work.


To comply with Fiverr's terms of service, make sure to upload only content you either own or you have the permission or license to use.

Gig image guidelines

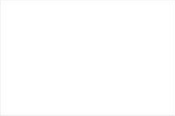
Images (up to 3)
Get noticed by the right buyers with visual examples of your services.




★ Primary



Drag & drop a Photo or
[Browse](#)




Video (one only)
Capture buyers' attention with a video that showcases your service.
Please choose a video shorter than 75 seconds and smaller than 50MB




Drag & drop a Video or
[Browse](#)

Documents (up to 2)
Show some of the best work you created in a document (PDFs only).




Drag & drop a PDF or
[Browse](#)



[Save & Continue](#)

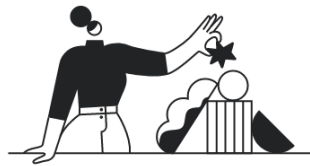
Showcase Your Talent



• Add images, an introduction video, or PDF files that best represent your service.

Fiverr Activity ...contd.

8. Publish your gig.



You're almost there!

Let's publish your Gig and get you ready to start selling.

[Publish Gig](#)

[Back](#)

<https://www.fiverr.com/support/articles/360010451397>

10.2 Google AdSense and AdMob

- Google AdSense and AdMob are two advertising platforms offered by Google that help publishers and app developers monetize their online content and mobile applications, respectively.
- Google AdSense is a program where publishers can earn money by displaying targeted ads on their websites. They can earn money whenever visitors interact with the ads. There are a variety of ad formats such as display ads, text ads, and video ads which will seamlessly integrate with the website design.
- Google AdMob is a mobile advertising platform where app developers can monetize their apps by displaying ads. AdMob supports a range of ad formats such as banner ads, interstitial ads, and reward ads.

10.2 Google AdSense and AdMob ...contd.

Advantages of AdSense and AdMob for Publishers / Developers

- Easy Integration
 - They can easily integrate AdSense with their website and AdMob with their apps
- Revenue Generation
 - They can easily generate money by using the ad network
- Multiple Ad Formats
 - AdSense and AdMob support several formats of ads where they can choose optimal formats for their website/app
- Advanced Targeting Capabilities
 - The ads shown are targeted to the user, therefore the chance of interactions with the ad is higher.
- Extensive Advertiser Network
 - They can connect with a large number of advertisers around the world.

10.2 Google AdSense and AdMob ...contd.

Disadvantages of AdSense and AdMob for Publishers/Developers

- Revenue Volatility
 - Earnings can vary rapidly due to rapid changes in ad rates, demand, and user behavior.
- Revenue Sharing
 - In AdMob, developers get only 60% of the ad revenue.
 - In AdSense, the publishers get only 68% of the ad revenue.
- Account Suspension or Termination
 - Due to strict policies, ad account can get suspended
- Limited Control over Advertisements
 - While there is some control over the ads shown, ads are automatically selected based on visitors' preferences.

10.2 Google AdSense and AdMob ...contd.

- Ad Blocking and Ad Fatigue
 - Some users may employ ad-blocking software or develop ad blindness, resulting in lower ad impressions and potentially reduced revenue for developers.
- Potential User Experience Impact
 - Ads might distract the user from the content of the website or the app. This may also lead to annoyance or decreased user satisfaction.

10.2 Google AdSense and AdMob ...contd.

Advantages of AdSense and AdMob for Advertisers

- Extensive Network Reach
 - When using these ad services, they can reach a large audience of users
- Targeted Advertising
 - These ad services use advanced targeting technology to match ads with relevant website content and user interests. This ensures that advertisers can reach their desired audience.
- Variety of Ad Formats
 - There are different types of ads where you can advertise using text to videos.
- Performance Tracking and Optimization
 - They will be able to get detailed insights into the performance of their ads.

10.2 Google AdSense and AdMob ...contd.

Disadvantages of AdSense and AdMob for Advertisers

- Limited Control over Ad Placements:
 - AdSense and AdMob automatically select the websites/apps where ads are displayed based on content relevance and user behavior
- Ad Placement Quality
 - AdSense and AdMob rely on algorithms to determine ad placement, and while Google has quality control measures in place, there is still a possibility of ads being displayed alongside low-quality or irrelevant content.
- Ad Fraud and Invalid Clicks
 - People may click ads displayed on their own website/app to generate income.

10.2 Google AdSense and AdMob ...contd.

Activity

How to create an AdSense account?

The following slides contain a guide on how to create an AdSense account.

Google AdSense Activity ...contd.

Creating an AdSense account

1. Visit <https://adsense.google.com/start/>.
2. Click Get Started.
3. Sign in to your Google Account.
4. Enter the URL of the site that you want to show ads on.
5. Choose whether you'd like AdSense to send you customized help and performance suggestions.
6. Select your payment country or territory.
7. Review and accept the AdSense Terms and Conditions.
8. Click Start using AdSense.

<https://support.google.com/adsense/answer/7402253>

Google AdSense Activity ...contd.

Home

Home

Ads

Sites

Privacy & messaging

Brand safety

Reports

Optimization

Policy center

Payments

Account

Feedback

Estimated earnings

Today so far
\$0.00

Yesterday
\$0.00
▼ -\$0.04 (-100%)
vs same day last week

Last 7 days
\$0.04
▼ -\$0.03 (-43%)
vs previous 7 days

This month
\$0.13
▲ +\$0.01 (+8%)
vs same period last year

Last 28 days
\$0.32
▲ +\$0.09 (+39%)
vs previous 28 days

Balance
\$14.20
Last payment
\$0.00

Google

[Privacy](#)

[Terms](#)

Google AdSense Activity ...contd.

Activating your AdSense account

- To activate your AdSense account you need to complete the following tasks
 - Enter your payments information
 - You need to provide your name as it appears on your banking information, full postal address, and a valid phone number.
 - Connect your site to AdSense
 - You need to copy the AdSense code and paste it between the <head> and </head> tags of a page that contains content and gets regular traffic.

Google AdSense Activity ...contd.

Setting up ads on your site

- Once you activate your AdSense account you can start displaying ads. There are 2 ways to do this.
 - Auto ads
 - Automatically shows ads in effective places on your site
 - Ad units
 - You can manually control where the ads are shown by placing a code on your web page

<https://support.google.com/adsense/answer/7037624>

10.3 Dropshipping

- Dropshipping is a business model that allows entrepreneurs to sell products without the need to carry inventory. Unlike in the traditional retail model where the retailer has to buy products in bulk from a wholesaler, add them to inventory, and then sell and ship it, in dropshipping the retailer does not handle the product directly.
- When a customer places an order, the retailer transfers the order and customer details to the supplier. The supplier will then directly ship the product to the customer.

10.3 Dropshipping ...contd.

Advantages of dropshipping

- Low Startup Costs
 - As there is no need to maintain an inventory, entrepreneurs can start an online store with minimal upfront investment.
- Reduced Risk
 - As there is no need to invest in inventory, the risk is low. If the product doesn't sell well the entrepreneur can switch to another product.
- Flexibility and Scalability
 - The business can be run from anywhere in the world. Furthermore, if the sales grow, they can scale the business without worrying about inventory.
- Wide range of products
 - The entrepreneur can offer a wide range of products as there are no inventory limitations. They can use different suppliers at the same time to achieve this.

10.3 Dropshipping ...contd.

- Time efficient
 - The entrepreneur has to only focus on marketing and customer service. Inventory management and order fulfillment are handled by the respective supplier.

10.3 Dropshipping ...contd.

Disadvantages of dropshipping

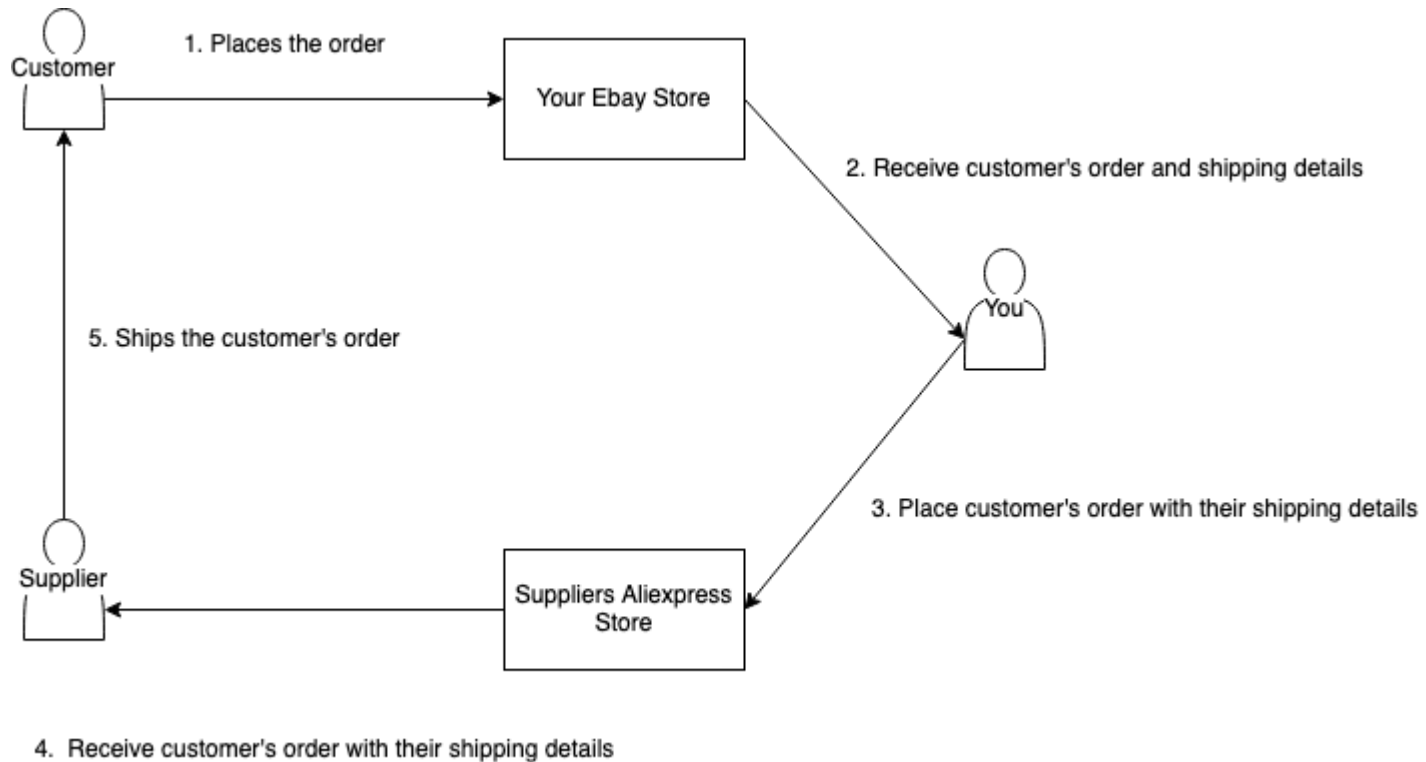
- Lower Profit Margins
 - Normally when dropshipping the orders are placed as retail orders. Therefore does not qualify for bulk discounts. Thus the profit might be reduced.
- Limited control of Product Quality Control
 - The product is shipped directly from the supplier. The entrepreneur will have to trust them to ship quality products. If the product is damaged or of low quality then the customer satisfaction will be lowered.
- Dependency on Suppliers
 - Dropshippers heavily rely on their suppliers for inventory availability, timely order fulfillment, and shipping. If the supplier fails on any of those aspects, the dropshippers' business will be affected.

10.3 Dropshipping ...contd.

- Limited Brand Control
 - As the product is shipped directly from the supplier, the dropshipper has very little control over branding the delivered product such as adding branded promotional materials to the product package.
- Customer Service Challenges
 - Since the seller is not directly involved in the order fulfillment process, handling customer inquiries, returns, and exchanges can be more complex.
- Shipping and Delivery Times
 - Dropshipping often involves products being shipped from suppliers located in different countries or regions. This can result in longer shipping times and potential delays, which may lead to customer dissatisfaction.

10.3 Dropshipping ...contd.

A typical dropshipping scenario



10.3 Dropshipping ...contd.

How to dropship?

1. Create an online store - First, you need to create an e-commerce store. This can be either in a platform like eBay or Amazon, or your own e-commerce store using technology like Shopify or WooCommerce.
2. Research and select some products to sell - Browse through AliExpress (or any other e-commerce platform), to find products that you want to sell in your store. Look for products with high demand, good ratings, and reliable sellers. Take into account factors such as product quality, shipping options, and pricing to ensure a positive customer experience.
3. List the selected product - You can either manually add products to your e-commerce site or use plugins and tools to import them directly.
4. Receive orders - When a customer orders a product, you will receive the order details including the shipping information.

10.3 Dropshipping ...contd.

How to dropship ? ...contd.

5. Order Fulfillment - Goto Aliexpress (or your supplier) and purchase the corresponding product. Make sure to enter the customer's shipping address during checkout.

6. Shipping and Deliver - The Aliexpress seller (or your supplier) will handle packaging and shipping. When they update the shipping status (estimated delivery date, tracking information, etc.) you can inform your customer.

7. Profit - The profit you earn will be the difference between the price the customer paid you for the product and shipping, and the price you paid the supplier for the product and shipping.

It's important to note that this is a simplified overview of the dropshipping process using AliExpress and eBay.

10.4 Affiliate marketing

Affiliate marketing is a performance-based marketing model where individuals or businesses, known as affiliates or publishers, promote products or services on behalf of a merchant or advertiser. In this arrangement, the affiliate earns a commission for each successful sale, lead, or action generated through their marketing efforts.

An example of affiliate marketing

- John is a tech reviewer and has a popular blog. He writes an in-depth review of a mobile phone, including a link to purchase the phone from Amazon. This link has a unique ID, which allows Amazon to identify customers coming to the site through John's blog. When a user reads the blog and buys the phone from Amazon using John's affiliate link, a commission is paid to John.

10.4 Affiliate marketing

Popular affiliate marketing sites.

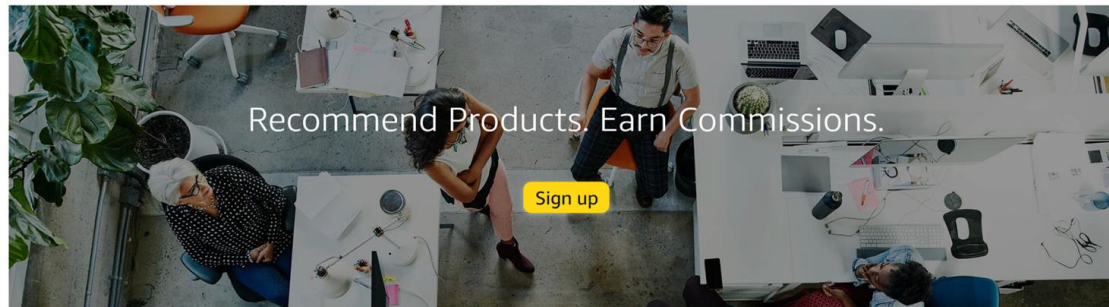
- Amazon Associates - Amazon offers one of the largest and most well-known affiliate programs, allowing affiliates to earn commissions by promoting a wide range of products available on Amazon.
- eBay Partner Network - eBay offers its own affiliate program, allowing affiliates to earn commissions by driving traffic and sales to eBay's marketplace.
- AliExpress Affiliate Program - By sharing unique affiliate links or banners on their websites, social media platforms, or other promotional channels, affiliates can earn commissions for each sale generated through their referrals.

10.4 Affiliate marketing ...contd.

Amazon Associates - A popular affiliate marketing site

amazonassociates

Sign in | English - EN | United States



Amazon Associates - Amazon's affiliate marketing program

Welcome to one of the largest affiliate marketing programs in the world. The Amazon Associates Program helps content creators, publishers and bloggers monetize their traffic. With millions of products and programs available on Amazon, associates use easy link-building tools to direct their audience to their recommendations, and earn from qualifying purchases and programs.



1

Sign up

Join tens of thousands of creators, publishers and bloggers who are earning with the Amazon Associates Program.



2

Recommend

Share millions of products with your audience. We have customized linking tools for large publishers, individual bloggers and social media influencers.



3



Earn

Earn up to 10% in associate commissions from qualifying purchases and programs. Our competitive conversion rates help maximize earnings.

Amazon Associates has been a critical driver of our

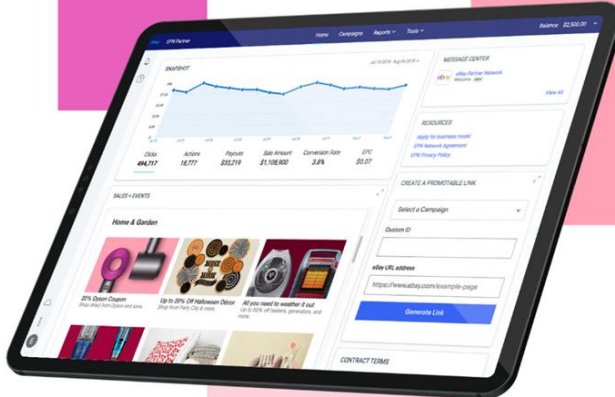
10.4 Affiliate marketing ...contd.

eBay Partner Network - A popular affiliate marketing site

[Our Program](#)[Resources](#)[Solutions](#)English (US)[Log In](#)[Sign Up](#)

Welcome to the eBay Partner Network

Earn money by driving traffic and prompting sales across one of the world's largest and most diverse marketplaces.

[Sign Up](#)

Why eBay Partner Network?



Work with a global commerce



Leverage deals and promotions



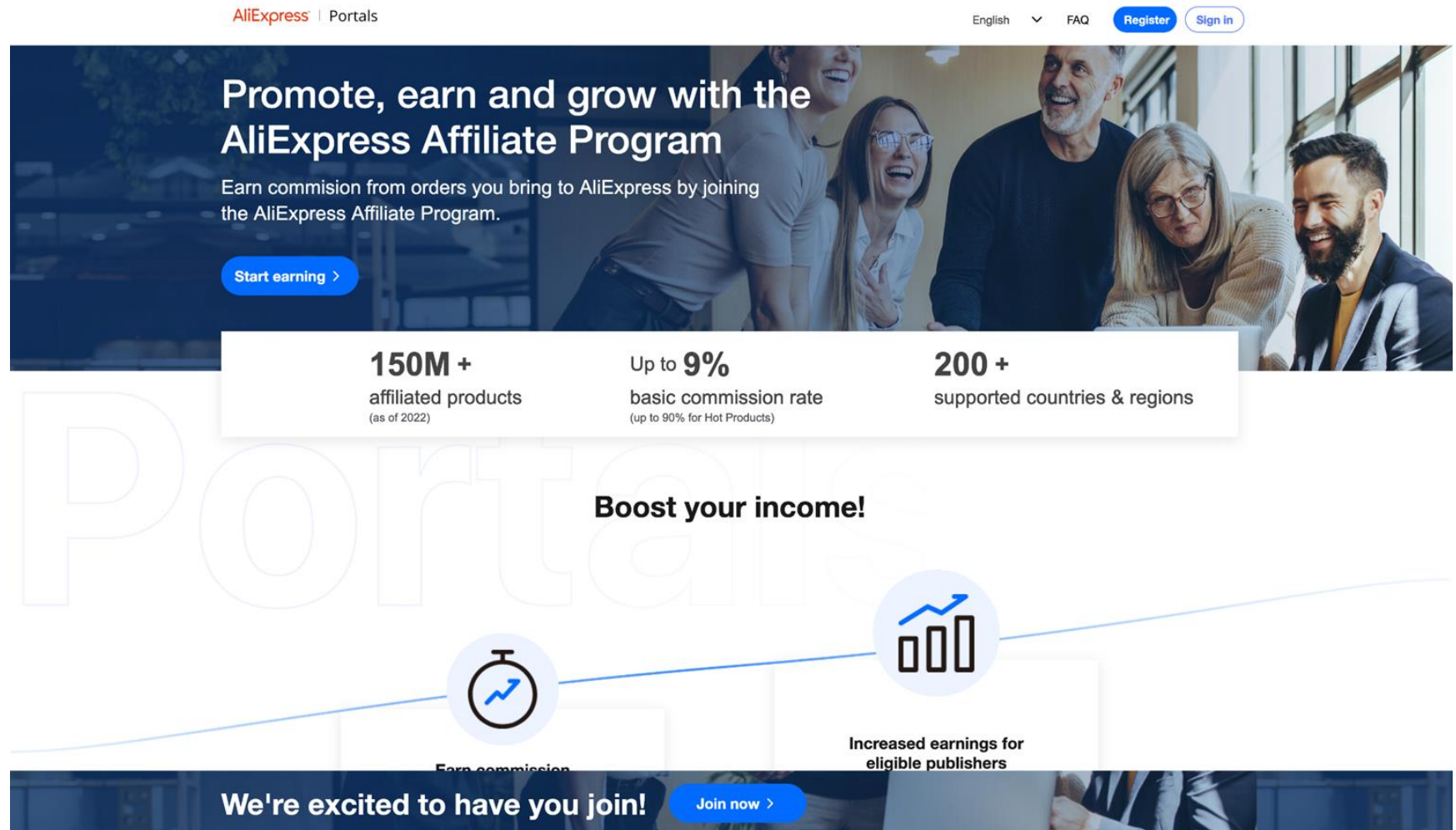
Track, analyze, and optimize



Get rewarded for innovation

10.4 Affiliate marketing ...contd.

AliExpress Affiliate Program - A popular affiliate marketing site



The image shows the AliExpress Affiliate Program landing page. At the top, there's a navigation bar with the AliExpress logo, 'Portals', a language dropdown set to 'English', an 'FAQ' link, and 'Register' and 'Sign in' buttons. The main header features a large image of a diverse group of people smiling and looking at a laptop. Overlaid on this image is the text 'Promote, earn and grow with the AliExpress Affiliate Program' and a sub-headline 'Earn commission from orders you bring to AliExpress by joining the AliExpress Affiliate Program.' Below this is a blue 'Start earning >' button. A large, faint 'Portals' watermark is visible in the background. Below the header, there are three white boxes with statistics: '150M + affiliated products (as of 2022)', 'Up to 9% basic commission rate (up to 90% for Hot Products)', and '200 + supported countries & regions'. Below these is the text 'Boost your income!'. A blue line with circular icons (a stopwatch and a bar chart) leads to the text 'Increased earnings for eligible publishers'. At the bottom, there's a dark blue banner with the text 'We're excited to have you join!' and a blue 'Join now >' button.

AliExpress | Portals

English ▼ FAQ [Register](#) [Sign in](#)

Promote, earn and grow with the AliExpress Affiliate Program

Earn commission from orders you bring to AliExpress by joining the AliExpress Affiliate Program.



[Start earning >](#)

150M +
affiliated products
(as of 2022)

Up to 9%
basic commission rate
(up to 90% for Hot Products)

200 +
supported countries & regions

Boost your income!

Earn commission

Increased earnings for eligible publishers

We're excited to have you join! [Join now >](#)

10.4 Affiliate marketing

Advantages affiliate marketing

- **Passive Income** - Once the initial promotion is set up, affiliates can continue to earn commissions on sales generated through their referrals.
- **Targeted Marketing** - Affiliates can choose products or services that align with their niche or audience, ensuring that their promotional efforts are targeted and relevant.
- **Flexibility and Scalability** - Affiliate marketing offers flexibility for affiliates to choose their own promotional strategies and work at their own pace. Affiliates can scale their efforts by promoting multiple products or joining multiple affiliate programs, potentially increasing their earning potential.

10.4 Affiliate marketing

Disadvantages affiliate marketing

- Commission-based Earnings - Affiliates only earn a commission from successful referrals or actions. If the promotion does not convert, they might lose money.
- Dependency on Merchant - Affiliates rely on the merchant's ability to fulfill orders, provide customer support, and handle product delivery. If the merchant fails to meet customer expectations or faces issues with inventory or shipping, it can negatively impact the affiliate's reputation and credibility.
- Market Saturation and Competition - Due to the high number of people engaged in affiliate marketing, it is hard to stand out among the competition.
- Payment Delays - Depending on the affiliate program, commission payouts may have delays or minimum payment thresholds that need to be met before receiving earnings.

10.5 Cryptocurrency

































Cryptocurrency refers to digital or virtual currencies that use cryptography to secure financial transactions, control the creation of new units, and verify the transfer of assets. Unlike traditional currencies issued by governments, cryptocurrencies operate on decentralized networks known as blockchain technology.

Some of the cryptocurrencies available are

- Bitcoins - BTC
- Ethereum - ETH
- Tether - USDT
- BNB
- USD Coin - USDC

10.5 Cryptocurrency ...contd.

A list of popular cryptocurrencies and their prices

#	Coin	Price	1h	24h	7d	24h Volume	Mkt Cap	Last 7 Days
☆ 1	 Bitcoin BTC	\$26,888.52	-0.1%	-0.1%	0.3%	\$5,669,980,005	\$521,088,723,433	
☆ 2	 Ethereum ETH	\$1,813.11	0.0%	-0.1%	0.6%	\$3,653,871,177	\$217,944,052,389	
☆ 3	 Tether USDT	\$1.00	-0.0%	0.1%	0.0%	\$10,159,477,528	\$82,990,247,115	
☆ 4	 BNB BNB	\$309.77	-0.1%	0.2%	-0.7%	\$316,736,772	\$48,937,370,942	
☆ 5	 USD Coin USDC	\$1.00	-0.1%	0.0%	0.1%	\$1,968,338,644	\$29,565,892,635	
☆ 6	 XRP XRP	\$0.466962	-0.1%	-0.2%	9.3%	\$463,137,329	\$24,217,729,586	
☆ 7	 Cardano ADA	\$0.362497	-0.0%	-1.0%	-1.4%	\$106,394,430	\$12,706,158,627	
☆ 8	 Lido Staked Ether STETH	\$1,811.14	0.0%	-0.1%	0.6%	\$7,309,024	\$11,705,565,014	
☆ 9	 Dogecoin DOGE	\$0.073310	-0.2%	-0.1%	1.7%	\$152,622,896	\$10,221,515,798	
☆ 10	 Polygon MATIC	\$0.873699	-0.0%	0.2%	2.2%	\$117,938,020	\$8,110,562,888	
☆ 11	 Solana SOL	\$20.08	-0.5%	-0.8%	-4.2%	\$129,379,003	\$7,970,918,796	
☆ 12	 Litecoin LTC	\$92.47	-0.1%	1.1%	14.4%	\$348,387,923	\$6,751,984,476	
☆ 13	 Polkadot DOT	\$5.32	-0.2%	-1.4%	-0.8%	\$78,275,545	\$6,570,518,649	
☆ 14	 TRON TRX	\$0.072707	0.2%	2.5%	4.7%	\$363,658,868	\$6,561,719,748	
☆ 15	 Binance USD BUSD	\$1.00	0.0%	0.1%	0.1%	\$732,482,487	\$5,502,097,692	
☆ 16	 Shiba Inu SHIB	\$0.00000866	0.1%	-0.8%	-2.1%	\$67,336,072	\$5,104,506,189	

Earning money using cryptocurrency

There are several ways you can earn money using cryptocurrency such as

- Cryptocurrency Mining
- Cryptocurrency Trading
- Cryptocurrency Investing
- Cryptocurrency Staking

Cryptocurrency Mining

Cryptocurrency mining is the process of validating transactions and adding them to the blockchain ledger. Miners use specialized hardware and software to solve complex mathematical puzzles, ensuring the authenticity and integrity of transactions. By successfully solving these puzzles, miners earn rewards in the form of newly minted cryptocurrency tokens. However, mining requires significant investments in equipment and energy consumption, and it has become highly competitive, often necessitating participation in mining pools or farms to increase the chances of earning rewards.

Cryptocurrency Mining ...contd.

A cryptocurrency mining farm



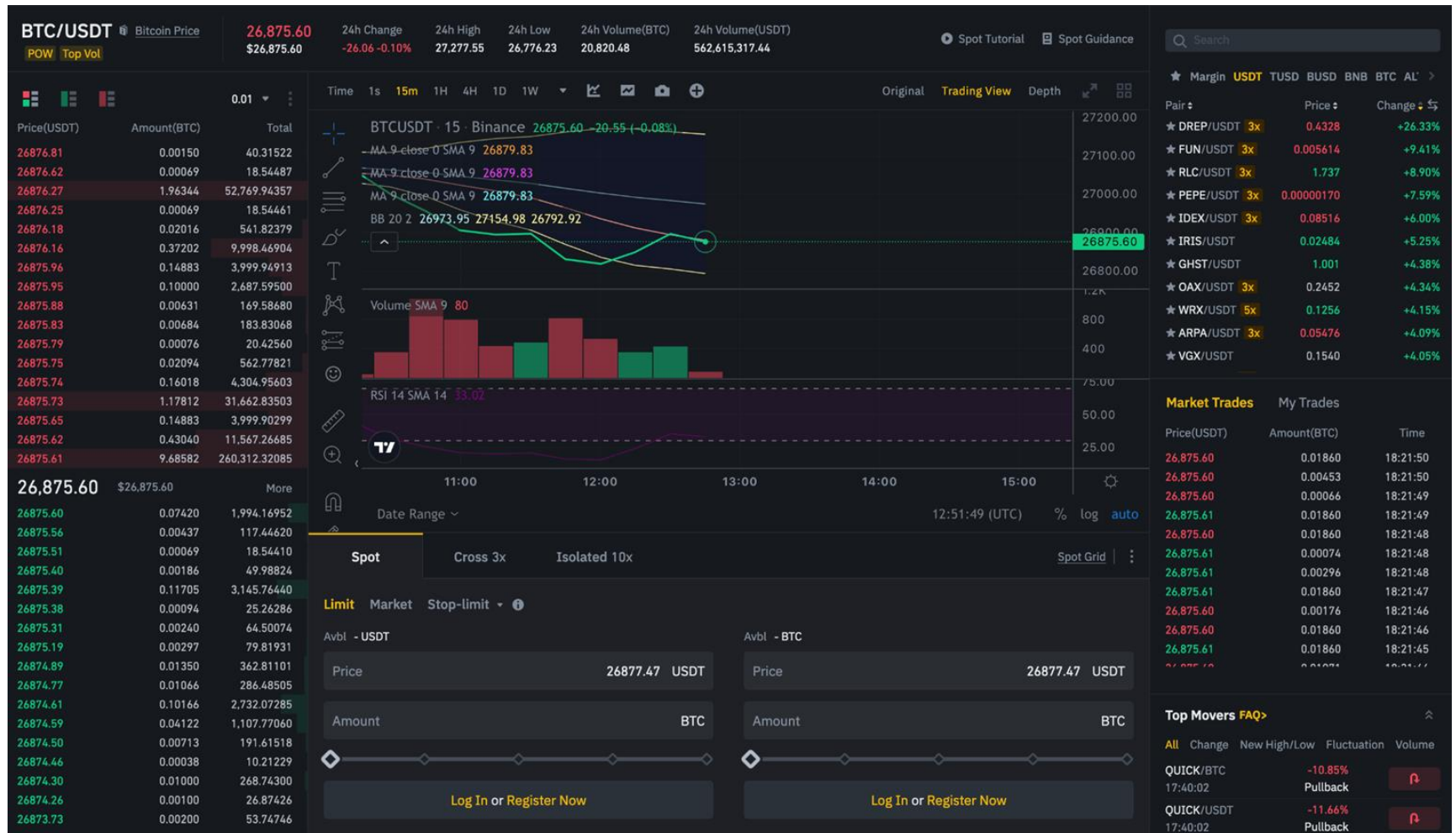
By Marco Krohn - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=40495567>

Cryptocurrency Trading

Cryptocurrency trading involves buying and selling digital currencies on various exchanges to make a profit from price fluctuations. Traders analyze market trends, study chart patterns, and use technical indicators to identify potential trading opportunities. They execute trades by placing buy or sell orders on exchanges, taking advantage of price movements to generate profits. Cryptocurrency trading can be done manually by actively monitoring the market and making trading decisions, or it can be automated using trading bots and algorithms.

Cryptocurrency Trading ...contd.

A cryptocurrency trading platform (Binance)



Cryptocurrency Investing

Cryptocurrency investing involves acquiring digital currencies with the expectation of long-term growth and profitability. Investors research and select cryptocurrencies based on factors such as technology, team expertise, market demand, and potential use cases. They aim to build a diversified portfolio of digital assets, allocating funds to cryptocurrencies they believe have strong growth prospects. Cryptocurrency investors adopt a long-term approach, anticipating that their investments will increase in value over time as the adoption and utility of cryptocurrencies expand.

Cryptocurrency Staking

Crypto staking is a process that allows individuals to participate in the proof-of-stake (PoS) consensus mechanism used by certain cryptocurrencies. Stakers hold and "stake" their digital assets in a compatible wallet, actively participating in securing the network and validating transactions. In return for staking, participants earn additional cryptocurrency rewards. Staking provides an alternative to traditional mining, which requires significant computational power and energy consumption.

Cryptocurrency exchanges

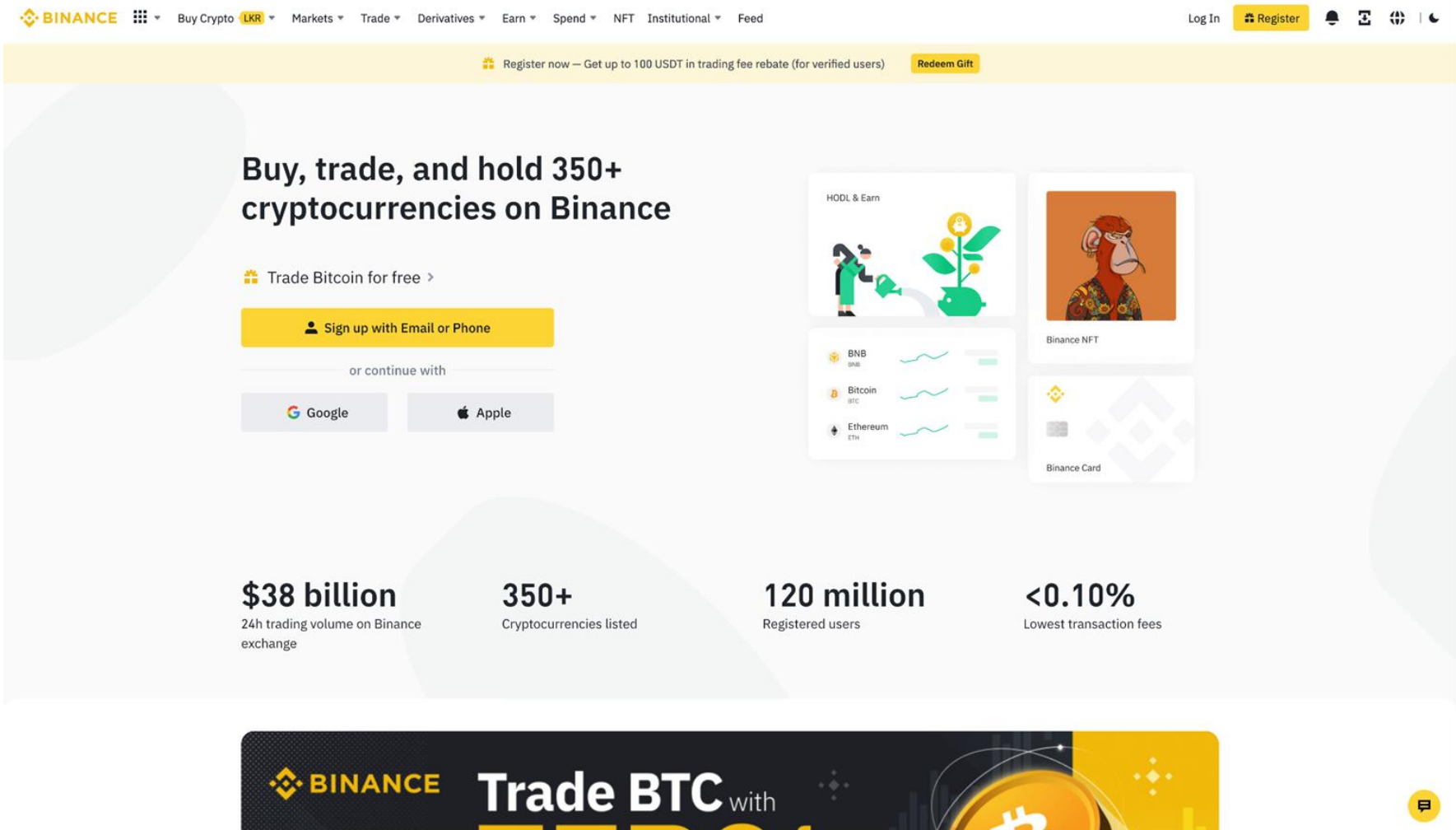
Cryptocurrency exchanges are online platforms that enable users to buy, sell, stake, and trade cryptocurrencies. These exchanges serve as intermediaries, facilitating the exchange of digital currencies for traditional fiat currencies or other cryptocurrencies. They provide a convenient and accessible marketplace for individuals and businesses to engage in cryptocurrency transactions.

Some examples of cryptocurrency exchanges are

- Binance
- Coinbase
- Kraken
- Bybit
- Crypto.com Exchange

Cryptocurrency exchanges ...contd.

Binance - A cryptocurrency exchange



The screenshot shows the Binance website homepage. At the top, the Binance logo is on the left, followed by navigation links: Buy Crypto (with a dropdown arrow), Markets, Trade, Derivatives, Earn, Spend, NFT, Institutional, and Feed. On the right, there are links for Log In, Register, and social media icons. A yellow banner below the navigation bar contains the text "Register now — Get up to 100 USDT in trading fee rebate (for verified users)" and a "Redeem Gift" button.

The main content area features a large heading: "Buy, trade, and hold 350+ cryptocurrencies on Binance". Below this is a link "Trade Bitcoin for free >". A yellow button says "Sign up with Email or Phone". Below that, it says "or continue with" followed by "Google" and "Apple" buttons.

To the right of the sign-up section are four cards: "HODL & Earn" (with an illustration of a person watering a plant), "Binance NFT" (with a cartoon monkey), "Binance Card" (with a card icon), and a list of cryptocurrencies: BNB, Bitcoin, and Ethereum, each with a small line chart.

At the bottom, four statistics are displayed: "\$38 billion 24h trading volume on Binance exchange", "350+ Cryptocurrencies listed", "120 million Registered users", and "<0.10% Lowest transaction fees".

The footer features a dark banner with the Binance logo and the text "Trade BTC with". On the right side of the footer, there is a yellow chat icon.

Cryptocurrency exchanges ...contd.

Coinbase - A cryptocurrency exchange

coinbase

Explore

Web3

Learn

Individuals

Businesses

Developers

Company

Sign in

Get started

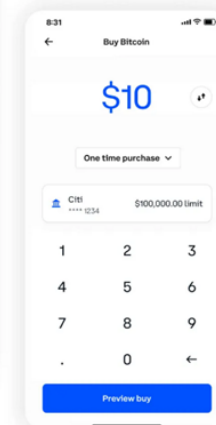
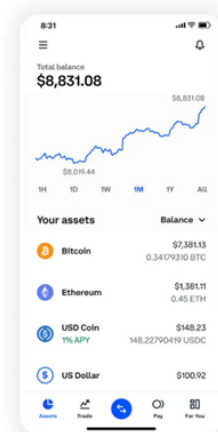
[Jump start your portfolio →](#)

Jump start your crypto portfolio

Coinbase is the easiest place to buy and sell cryptocurrency. Sign up and get started today.

Email address

Get started



Explore web3 profiles, and claim one for free

Create and customize your web3 profile, check out other profiles, and explore popular NFT collections and tokens.

[Learn more →](#)

Name

Price

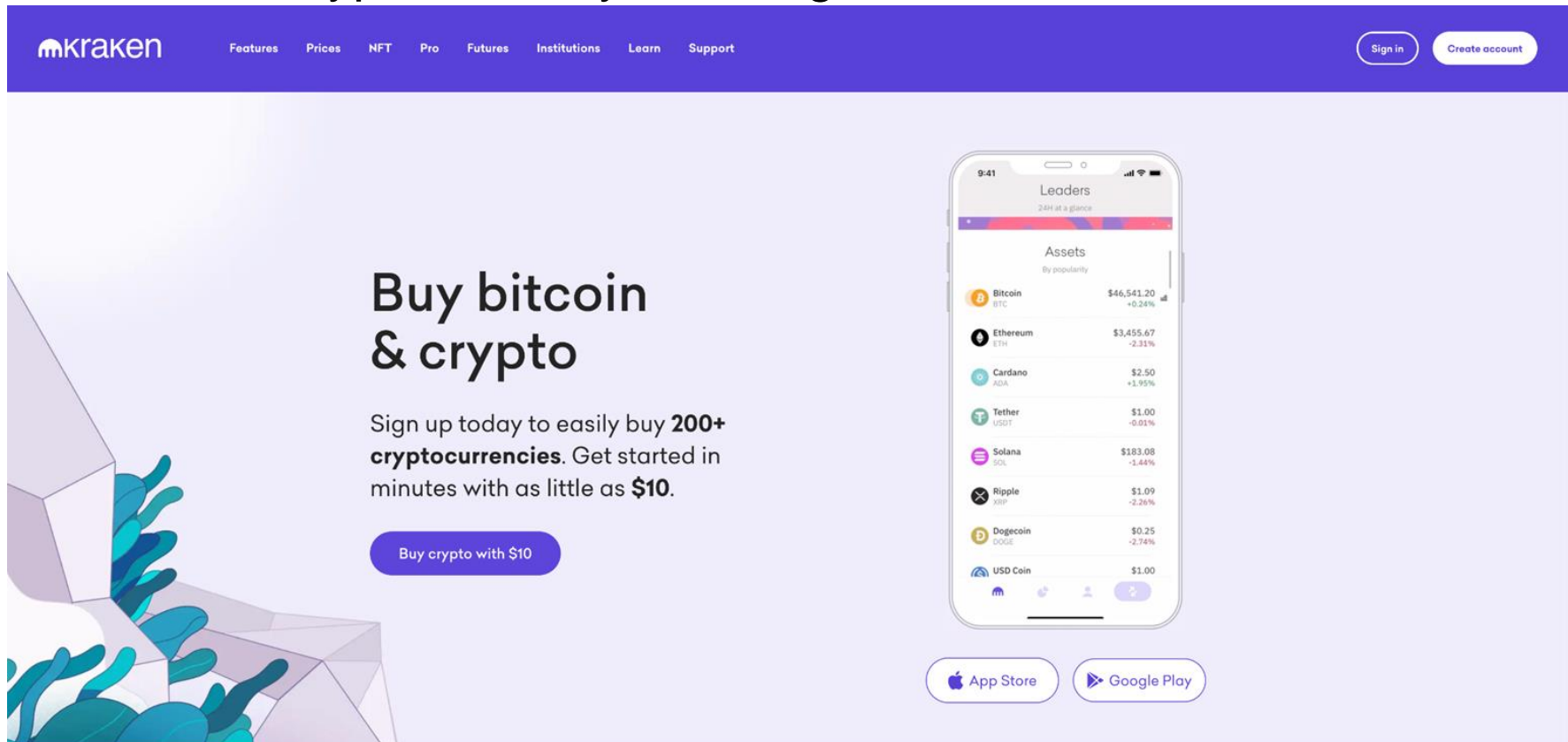
Change

Chart

Trade

Cryptocurrency exchanges ...contd.

Kraken - A cryptocurrency exchange



The banner features a purple header with the Kraken logo and navigation links. The main content area has a light purple background with a stylized illustration of a hand holding a large, faceted gemstone on the left. The text promotes buying over 200 cryptocurrencies starting from \$10. A smartphone on the right displays the Kraken app's 'Leaders' screen, showing a list of top cryptocurrencies by popularity.

Buy bitcoin & crypto

Sign up today to easily buy **200+ cryptocurrencies**. Get started in minutes with as little as **\$10**.

[Buy crypto with \\$10](#)

Leaders
200 at a glance

Assets
By popularity

Asset	Price	% Change
Bitcoin (BTC)	\$46,541.20	+0.24%
Ethereum (ETH)	\$3,455.67	-2.31%
Cardano (ADA)	\$2.50	+1.95%
Tether (USDT)	\$1.00	-0.01%
Solana (SOL)	\$183.08	-1.44%
Ripple (XRP)	\$1.09	-2.26%
Dogecoin (DOGE)	\$0.25	-2.74%
USD Coin	\$1.00	

[App Store](#) [Google Play](#)

Kraken is a crypto exchange for everyone

Cryptocurrency exchanges ...contd.

Bybit - A cryptocurrency exchange

The screenshot shows the Bybit website interface. At the top, there is a navigation bar with the Bybit logo, a menu of services (Buy Crypto, Markets, Trade, Derivatives, Tools, Finance, Web3), a search bar, and links for Log In and Sign Up. The main banner features a large 'SUI Listing' announcement with the text '100,000 USDT in Prizes Up for Grabs!' and a 'Get Started' button. Below this is a registration form with a placeholder for 'Email / Phone number' and a 'Register' button, followed by icons for Apple, Google Play, and a QR code. To the right of the text is an illustration of two people standing on a platform with large SUI coins floating around them.

⚡ New PHBUSDT Contract

[See More >](#)



15 Million Celebration
20 USDT Welcome Rewards Await



Referral Program 2.0
Reloaded With Up to 1,025 USDT in Rewards and 30% Commission!



Coming Soon: TURBOS/USDT
Deposit and Share 16,000,000 TURBOS Prize Pool!

Cryptocurrency exchanges ...contd.

crypto.com exchange - A cryptocurrency exchange

The screenshot displays the crypto.com website interface. At the top, a navigation bar includes links for Markets, Trade, Bots, Stake (marked as NEW), Yield, Partnerships, and More, along with a 'Refer and Get \$2,000' button. The main banner features the text 'TRADING COMPETITION DCA and Grid Trading Bots' and 'Use trading bots and win \$1000 in USDC!', with a 'Trade Now' button. Below the banner is an email sign-up form. The 'Trending' section shows a table of market data for BTC/USD.

Instrument	Last Price	24H Change	24H Volume
BTC/USD	\$26,894.48	-0.05%	\$14,543,792.50