

“Your Business Growth is in your hands.”



DEDICATION

This service eBook is dedicated to all small & medium business owners who want to be a **Brand & Grow their Business**.

Also, my supporting team who helps on the various service.

Special thanks to God, Parents, and all our valuable Customers who support us on our Mission!

Regards,
Sitanshu Behera | Digital MKT Consultant
WhatsApp# 7760511522
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Email: SellnBuyBazaar@gmail.com

Connect:

FREE Consultation: <https://calendly.com/sitanshu/>
Professional Detail & Testimonial: <https://www.linkedin.com/in/sitansb/>
Google MyBusiness: <https://bit.ly/32xNtdl> (Customer Feedback)
YouTube Channel: www.youtube.com/user/sitansb/
Linktree (Other Contact): <https://linktr.ee/sitansb>

Meet Sitanshu Behera

Who am I?

As an S/W Professional (17 years), I understand the different Technology better.

As an International Certified Digital Marketer, I help Business go from Offline to Online, increase efficiency with a lesser resource through Automation, Market well & be a Brand.

Mission: Our Mission is to help Business from their Current state to the Desired state through the latest tools & Technology.

Vision: Our Vision is to create a community of Seller & Buyer, to exchange their Product or Service.

Whom do we serve? Small & Medium Business owners, Doctors, Trainer, Coach, etc.

How do We do? We use Premium Software for our daily service.



BERHAMPUR UNIVERSITY

WEBINAR

4th JULY 2020 (Saturday) 11 AM - 12.30 PM

Topic:
Industry Readiness Blueprint In 2020 By Working From Home | Make Money Online

About the Speaker:
Sitanshu Behera has more than 16 years of Professional experience in the IT industry at various levels and was involved in many industry projects. He turned into a Freelancer to start his own business in Bangalore with a mission to help Graduates & Freshers to succeed in their Career.

This talk will focus on:

- ✓ How to Make Money Online by Working at Anytime from Anywhere
- ✓ Make a Passive income
- ✓ MSI: Multi-Source of Income
- ✓ Help your own or nearby Business to grow 10X by taking from Local to Global
- ✓ Build your own Brand

Organized by:
Department of Computer Science, Berhampur University
Berhampur 760 007

Sitanshu Behera
Software Professional,
Author and Writer
Bangalore

Click on the following link for FREE Registration
<https://forms.gle/cyUk&yvjDvZGBANv7>

What do we offer?

“If you want to be successful in life & career, then you should know to leverage your time by utilizing the latest tools, technology & others help.”

VA (Virtual Assistant): Any Business owners / Entrepreneurs / independent Professionals like Doctors, Lawyers can utilize the help of a Virtual Assistant (VA).

If there are administrative, creative, or technical digital marketing tasks that can be outsourced, we can step in as a VA and help out. That way, Business owners / Entrepreneurs / independent Professionals can focus on doing the tasks that enable them to make more money!

Being a Virtual Assistant isn't always easy, and it certainly isn't for everyone. It takes commitment, hard work, and dedication. And I would love to share my experience and knowledge to help you succeed in the digital era.

In these unusual /challenging times now, with the current set of events forcing everyone to work from home. To help you easily transition to work from home environment, I have captured a step-by-step service that you can avail, which enables you to start/ scale-up and work effectively.

We look forward to helping you!

Virtual Assistant (VA) Services

"If you have great Product or Service & others don't know, then it is like Kissing someone in the dark."

INCREASE YOUR SALE TO 10X
BY SALES COPY, CONTENT WRITING & SOCIAL MEDIA MARKETING

SITANSHU BEHERA
Author, Writer, S/W Professional

ISB | Srinu Raju Centre for IT and the Networked Economy

Digital India
Power To Empower

CSC ACADEMY

Ref no. TEC5742165566

Certificate of Completion

This is to certify that Mr./Ms. SITANSHU KUMAR BEHERA
Son/Wife/Daughter of Shri ARAKHITA BEHERA
District BANGALORE State KARNATAKA has successfully completed
Certificate Course in Entrepreneurship (CCE) offered by Srinu Raju Centre for IT and the
Networked Economy at Indian School of Business and CSC Academy.

Prof. Deepa Mani
(ISB)

Dr. Dinesh Kumar Tyagi
(Secretary - CSC Academy)

As an International Certified Digital Marketer, how we can help you to ease your life & grow:

VA Services to Help You

- **Administrative Support**

1. Create & Maintain Social media a/c: Facebook, Instagram, Twitter, Pinterest, YouTube.

"If you are Visible, then you are Sellable."

All celebrity, including our PM also actively present in major Social media, do you think they communicate with the audience on their own?

2. Any kind of Research.
3. Basic Computer, S/W & Digital training to the staff.
4. Setting up an Interview with the influencers and clients

- **Customer Support**

1. Competition Research
2. Create online contests
3. Online Business Management

- **Blog / Website Management / Maintenance**

1. Ecommerce Website
2. Personal Branding Website.
3. Update Plugins
4. Affiliate Setup
5. Create additional pages on the website
6. Events Calendar in Website
7. Google Analytics Set up
8. Organize Web content
9. Blog Marketing
10. Backup Websites

Sample Reference:

Personal: <https://SitanshuBehera.com>

eCommerce: <https://SellnBuyBazaar.com>

Sample Website using FREE Astra theme:

1. <https://websitedemos.net/learndash-academy-02/>
2. <https://websitedemos.net/life-coach-sara-john/>

3. <https://websitedemos.net/chartered-accountant-02/>
4. <https://websitedemos.net/content-marketing-02/>
5. <https://websitedemos.net/coach-02/>
6. <https://websitedemos.net/law-02/>
7. <http://scaleupwithpk.com/>
was built using <https://websitedemos.net/law-02/> theme

- **Content:**

“The more valuable content you give, the more you will get.”

1. Blog Marketing: Make people aware of your Product or Service.
2. Content Marketing
3. Content Planning
4. Add Content to Newsletters
5. E-book writing: “Get a tag of Author”
6. Content Post Scheduling
7. Content Calendar Creation
8. Content writing
9. Repurpose Content
10. Create Forum Content

Sample Reference: <https://bit.ly/33KBZUm>

- **SEO (Search Engine Optimization):** Let’s BigBoss Google know you better.

1. Competition Research
2. On-site / Off-site SEO
3. SEO Ranking Report
4. Search Engine Optimization
5. Key Word Research
6. SEO Checklist
7. SEO Audit

- **Social Media:** “Where Audience is there, Business is there”

1. Social Media Marketing
2. Posting to Facebook
3. Posting to Instagram
4. Create e-covers
5. Posting on LinkedIn
6. Newsletter Management
7. Manage Social Media Community Groups

Sample Reference: <https://www.facebook.com/sitansb1>

- **Ad:** Facebook, Google, YouTube.

- **Sales Funnel / Landing Page Creation.**

Sample Reference: <https://mailchi.mp/3d6c71f822c3/jolly-phonics-teacher-training>

- **Email Marketing:** “Your Mobile number might change but not Email; everyone must check their email.”

1. Instagram Marketing
2. Autoresponder Management (Get Response, Mail chimp, Active Campaign)
3. Facebook Marketing
4. Lead Generation
5. List Building
6. Autoresponders Management
7. Send Newsletters
8. Segregation of Email List

Sample Reference: <https://sitanshubehera.com/sample-sales-copy/>

- **Copywriting: Sales Copy, Ad Copy**

- **WhatsApp / SMS Marketing**

- **Website Testing:** As a QA professional, I can test your website & it’s functionality.

- **Audio (Podcast) / Video related VA Support**

1. Video editing
2. Video scripting
3. Edit Audio Files
4. Remove background noise in Audio / Video
5. Intro / Outro
6. Branding Videos: [https://youtu.be/ bK3z4WCmos](https://youtu.be/bK3z4WCmos)
7. Video Cover Graph
8. B-Rolls
9. Animation Videos: <https://youtu.be/4Z0XP274ifo>

Sample Reference: <https://www.youtube.com/user/sitansb>

- **Branding / Graphic Design**

1. Canva Editor
2. Cover Designs
3. Product Boxes
4. Create Banners
5. Story Post
6. Menu Design
7. Banners
8. Logo / Video Logo Designs: <https://youtu.be/HI7gGM-MI9E>
9. Infographics
10. PowerPoint Presentation

Sample Reference: <https://sitanshubehera.com/sample-creativity/>

- **Other VA Support**

1. Analytics reporting
2. Reporting Dashboard on overall Business
3. Keyword ranking reports
4. Setting up affiliate programs on WordPress website
5. Monitoring online reviews
6. Monitoring and reporting industry news/trends
7. Support for Virtual Event(s)
8. Summarizing the latest research findings specific to the client's niche
9. Create Sales Funnel
10. Affiliate WP Reporting
11. Business Reporting and Metrics

"Marketing is not an Expense; it is an Investment."

What our happy Clients Say?

The screenshot shows a review page for a business named "Top Sales CopyWriter In India". At the top, there are three colored circles (red, orange, green) and a blue button that says "Write a review". Below the business name, the address is listed: "Maithri Opulance, 6th A Main Post, GM Palya, New Tippasandra, Bengaluru, Karnataka". The overall rating is 4.8 stars, based on 5 reviews, with a "Sort by: Most relevant" dropdown menu. The first review is from Sambit Kumar Samanta, who gave a 5-star rating and wrote a detailed positive review about the quality and responsiveness of the service. The owner responded to this review, thanking Sambit for his collaboration. The second review is from Sonia Sharma, who also gave a 5-star rating and mentioned the professionalism and promptness of the service. The owner responded to her review as well. The third review is from Siddha Sankalpa Sethi, who has given 1 review.

Top Sales CopyWriter In India [Write a review](#)
Maithri Opulance, 6th A Main Post, GM Palya, New Tippasandra, Bengaluru, Karnataka

4.8 ★★★★★ 5 reviews ⓘ Sort by: Most relevant ▾

Sambit Kumar Samanta
3 reviews
★★★★★ 2 weeks ago
Sitanshu is wonderful to work with and has exceptional expertise in Content Writing. He is an extremely quick learner, delivers quality, and never fails to add a creative touch when appropriate. I would highly recommend him for any kind of content creation.

👍 Like

Response from the owner 2 weeks ago
Thank you very much Sambit, looking much more Collaboration with Ceptes & you awesome team.

✎ Edit

S **sonia sharma**
2 reviews
★★★★★ a month ago
Positive: Professionalism, Quality, Responsiveness, Value
It was a good experience. We got a lot of support and help in a very professional and prompt manner. Thank u so much for helping us build our digital profile and name

👍 Like

Response from the owner a month ago
Thank you Sonia Mam for the valuable feedback.

✎ Edit

S **Siddha Sankalpa Sethi**
1 review



Shalini Subramanian
Manager Software
Development - 2

April 1, 2020, Sitanshu worked
with Shalini in the same group

I have had the opportunity to work with Sitanshu when I joined as a Quality Engineer at PayPal, where he helped me learn through the automation framework which was built from scratch for the new tool. He puts himself forward to lead projects and makes sure to go the extra mile in every task that he does, with the best attitude, and is always finding solutions to issues and willing to help when needed. He is a valuable asset to the team and always had an authentic commitment to deliver the best experience for the customers. [See less](#)



Prasanna Jeet
Senior Software Engineer at
Informatica

January 17, 2017, Sitanshu was
senior to Prasanna but didn't
manage directly

Sitanshu is an incredibly valuable colleague. He is exceptionally smart, thorough, friendly and very easy to work with. As a QA engineer, he is highhandedly responsible for many of the quality improvements in our products. His care for the product and for his teammates is transparent and uses this understanding to dream up all sorts of new ways to overcome assignments. [See less](#)



Testimony from Managers & Senior:

**Premkumar Somakumar**

Sr. Director at Informatica

October 8, 2015, Premkumar managed Sitanshu directly

I have worked with Sitanshu for more than 3 years when he led the Informatica Cloud Connector QA team. Sitanshu is an awesome resource to work with and is great at multi-tasking. Sitanshu had the tough task in certifying more than 30 Informatica Cloud Connectors every 3 months. He has put in a lot of efforts in coming up with QA processes as the team was completely new and a "startup" one. He has also setup a great relationships with QA Managers in other departments thereby introducing new ideas, processes, etc. [See less](#)

**Jitendranath Guptha (A-CSM)**

Senior SWE Manager at Microsoft

January 6, 2016, Jitendranath managed Sitanshu directly

Sitanshu is a great asset to the team. He has excellent attitude and dedication. Always willing to learn and grow. Highly dependable resource. Go to person for every team member

**Rahul Nayak**

Product Manager at Informatica | Cloud | Artificial Intelligence | Customer Experience

March 4, 2020, Rahul worked with Sitanshu in different groups

It was great working with Sitanshu. He has been absolutely helpful and meticulous as part of the QA team in Informatica. He goes out of his way to help out his colleagues and is also one of the most approachable people.

**Jagadish Chandran**

Senior Software Test Analyst at FIS

November 7, 2015, Sitanshu worked with Jagadish in the same group

I had a chance to work with sitanshu in Paypal. He is dedicated person at work who always looks perfection in his work. Being a senior member in the team, he was very good mentor and he is always approachable. He always keep enhancing his technical skill set. He is a good singer as well.

**Yoganayagam Sundaram**
Principal Software Engineer at Informatica

October 21, 2015, Yoganayagam managed Sitanshu directly

I have worked with Sitanshu and seen that he is a person who never loses his cool during job. He understands and perceives the issue in right fashion before reacting to the situation. As a Scrum Master, his co-ordination skills are awesome. His contribution to QA, Certification process are immense and commendable.

Service Details:

To help the Business to grow, we believe in high-quality service at a pocket-friendly price.

Website Development:

PACKAGE
Website Hosting
Website Development
Theme Deployment
10 Product Image & Description
Payment Gateway Integration
Content Upload
Ecommerce functionality
Plugins Installation
Contact form
BONUS: Google Analytics, Google Ads & Google my Business

Website SEO:

PACKAGE
Details
Research the Niche
Keyword Research
Competitor Research
SEO Optimized Content
On Page SEO
Off Page SEO
SEO Audit

- *Separate charge for Domain, Hosting, Theme, Plugin & other extra accessories.
- *Currency conversion charges will separate.
- *For the customized or final price, we can always discuss.

We are looking forward to work together!

