

Digital Freelancer:

Managing Freelancing Projects



Project: Working with a Mock Client



Part 1

Project Listing

Sample Project Listing #1:

Web Development

Web application development support needed for healthcare application.

Posted 2 hours ago

Hourly: \$35.00 - \$65.00 Based on experience.

Project Time: 3 months, 25 hours a week.

Project Description:

We are a web development company working with a healthcare client looking to connect patients directly with their doctors. We need someone to be able to take PSD mockup files from our designer and convert them into custom code using HTML, CSS, and JavaScript. We have not decided on which JavaScript library to use, but will be open to working with the one you're most familiar with. We have the designs for 10 pages and will need them to be completed in 3 months. We are open to working with all levels of experience, but the pay will be adjusted based on your experience.

Sample Project Listing #2:

Digital Marketing

Email Marketer for Annual Fundraising Event.

Posted 2 days ago

Hourly: \$30.00 - \$40.00.

Project Time: 1 month, 10 - 15 hours a week.

Project Description:

We are looking for someone to create a drip email campaign to help us sell tickets for our annual fundraising event for our non-profit. This would require audience segmentation, custom email creation, and call-to-action development. We are to reach our goal of 700 tickets sold. We haven't decided on the best tool to do this yet and would be open to your recommendations. Serious inquiries only.

Sample Project Listing #3:

Data Analyst

Seeking experienced Data Analyst to build dashboard for local insurance company.

Posted 1 week ago

Hourly: \$90.00 Based on experience.

Project Time: 1 year, 20 hours a week.

Project Description:

I have taken over a local car insurance company from my parents and have inherited hundreds of Excel spreadsheets with past and current customer information. I need help organizing this data and creating a dashboard to allow me to filter the data and create reports as needed. I would also need guidance on how to transfer the data to the tool of your choice. Looking forward to working together!



Part 2

Expression of Interest

Expression of Interest (Provided)

Which Sample Project Listing did you select to respond to?

Answer: #2 Digital Marketing

Please type your initial response to the client below. This should be between 200 - 300 words.

Expression of Interest:

Hey, happy to help you creating the drip email campaign and sell 700 tickets for the fundraising event. looks like you need to create a drip email campaign with audience segmentation, custom email and call-to-action development to reach 700 tickets sold, this can be done by having a list of the potential customers' emails that will help in the audience segmentation to be sure not to send emails to none targeted audience this will require a targeted persona to be made, then we will create a simple template design with a catchy look, then we will write the email copy it should be short and into the point and it will include a call to action box with contact information or a link to a landing page for taking action and a Catchy image to boost the email look. I recommend Mailchimp tool, it will help us in making the custom emails with all features that we want, I'm a digital marketer with 2.5 years experience with more than 40 clients in the middle east, Europe and the USA. I have made multiple projects in email marketing, Last project has achieved over 1000 calls and +800 product sales. Let me know if you'd like to chat.



Part 3

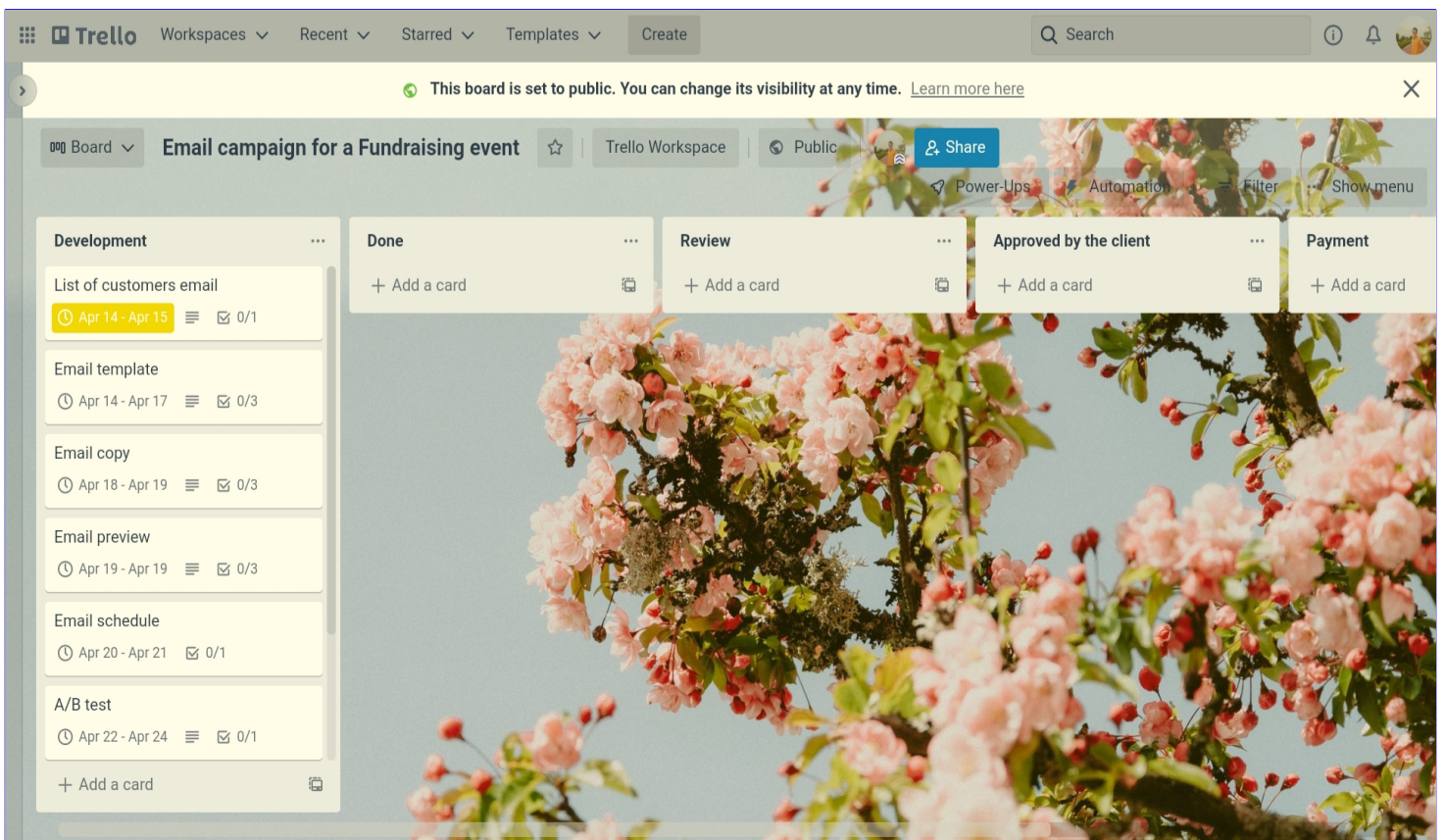
Project Management Process

Trello Board

Please include the following information for your Trello board:

A link to your public Trello board [trello board](#)

Include a screenshot of the board below:





Part 4

Invoice and Payment Options

Invoice

Recipient:

[X company]
[XXX,YYY]

Invoice #: [1111000]

Date issued: 14/4/2022

Date due: 20/4/2022

Services Rendered (Continue on next page)

Service	Description of Work Done	Hours Spent	Amount Per Hour	Total
List of customers email	Collecting potential customers email to target the right audiences	2 hour	\$35/h	\$70
Email template	Simple and attractive email template with an image and a call to action button	4 hours	\$35/h	\$140
Email copy	Writing short, attractive and into the poinr email copy	3 hour	\$35/h	\$105
Email preview	Check any grammer mistakes Check that all links work well	1 hour	\$35/h	\$35

Invoice

Services Rendered (continued)

Service	Description of Work Done	Hours Spent	Amount Per Hour	Total
Email schedule	A research made to set the best time to send the email to the targeted audiences	4 hours	\$35/h	\$140
A/B test	Ran an A/B test Two email templates With the same copy	6 hours	\$35/h	\$210
Results table	Results table containing all the campaign results and achievements in details Keep it up to date	5 hours	\$35/h	\$175
Evolve the email campaign	Boost the campaign based on analysis of the results (develop the template and the email copy) Create a more creative image	12 hours	\$35/h	\$420

Total Payment Due: [\$1,295]
Payment Options: Bank Transfer
Bank of egypt, cairo ON k2E 0t8
Account Number : 00000000xxxx