# Email Marketing - Sample Project

Email marketing continues to grow to be more prevalent in the lives of people around the world. A compelling offer delivered at the right point in time to an individual who wants or needs your product can generate meaningful sales for your business.

Here is a very good sample of a job posting and what makes it so strong:

**Project Name:** Email Marketer Needed For Template Creation And Bi-Weekly Campaigns

## Goals:

It's impossible to measure project success if you have not put the proper goals and metrics in place.  The best time to do this is before the project has even begun. Choose three goals in order of importance from the choices below:

- Increase your email list size or growth rate
- Increase click-to-open or click-through-rate (CTR)
- Decrease unsubscribe rate

## Business Description:

I recently launched a line of high-end perfumes that is currently in several boutique retail locations in Miami, FL. My website has been live for a few months now and I have been able to generate a few thousand email subscribers that I would like to begin marketing to.  I'm looking to grow my digital presence and would like to start with an email campaign to showcase my new product.

## Project Description:

I am looking for an email designer to create a branded, visually appealing and flexible email template that can be used in my bi-weekly newsletter mailings. I can provide detailed product descriptions, photos, and copy for promotional ideas but I will need the email marketer to update the template for me every two weeks based on the content provided. I already have a subscription to an email service provider and would be happy to schedule the emails myself.  However, I would like some help in gathering the relevant email marketing success metrics after each send. The metrics I care most about are as follows: bounce rate, open rate, click through rate, conversion rate and gross transaction value.  Based on these metrics, I would like to receive suggestions on how to improve campaign performance over time.

**Abilities and Knowledge Required:**

- Experience as either a member of an in-house email marketing team or as a member of a digital marketing agency focusing on email marketing
- Experience designing and building email templates in HTML that are optimized for both desktop and mobile
- Strong industry knowledge of email best practices, deliverability, and CAN-SPAM legislation
- Familiarity with the major email service providers, especially ExactTarget
- Execution of A/B subject line, creative and copy tests
- Strong analytical skills and ability to produce reports including email metrics in excel and suggested areas for improvement in PowerPoint
- Basic familiarity with segmentation of databases and relational database languages like SQL is a plus
- Knowledge of fashion / consumer retail industry a plus

**Ideal Provider Attributes:**

Which of the following attributes do you value most in a provider? Please choose three and rank them in order of importance.

- Creativity
- Timeliness
- Quality of Work

**Experience Required:**

How many years of experience would you like your provider to have? Please note that the more experience you desire, the more difficult it is for us to find you a provider that's right for the job.

- 2-3 years

**Desired Provider Interaction:**

How frequently would you like to check in with your provider throughout the duration of the project? Please select from the options below.

- Once per week