

Digital Freelancer:

Managing Freelancing Projects



Project: Working with a Mock Client



Part 2

Expression of Interest

Expression of Interest (Provided)

Which Sample Project Listing did you select to respond to?

Answer: Udacity project

Hi Oliver,

I would like to express my interest in helping you to run your email campaign.

My name is Michael, I am a social media specialist, and email marketer.

After going through your project requirements I found you need to set up an email campaign to sell 700 tickets for your annual fundraising event ,and I will help you to realize this aim by using the MailChim tool because it offers a free project plan, and it is a trusted Tool.

It will take me three hours daily for fifteen days to finish the project. My hourly pay is 32\$ and the total amount is $(3\text{Hr} \times 15\text{d} \times 32\$ = 1440\$)$ I will help you to improve your campaign based on the initial results, and reach the largest possible number of people furthermore, I will pay more attention to your notes and put it into action.

You can rely on me due to I had 5 years of valuable experience, and ran 11 successful email campaigns for many companies before.

For more details you can email me.

Thank you for taking the time to read my message.

All the best,

Michael



Part 3

Project Management Process

Trello Board

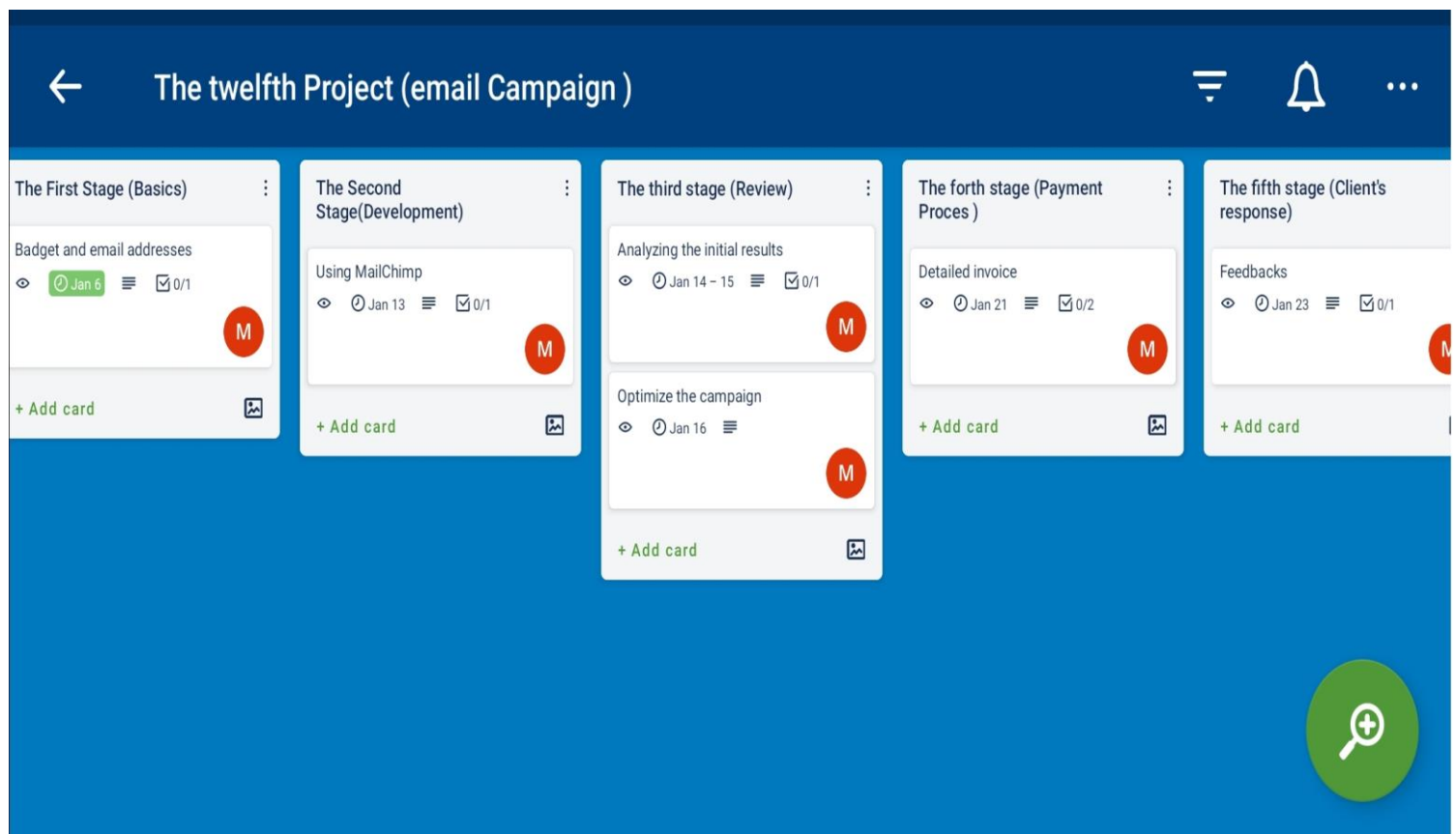
Please include the following information for your Trello board:

A link to your public Trello board should be provided here:

<https://trello.com/b/pMiaFVJc/the-twelfth-project-email-campaign>

Include a screenshot of the board below:

A Screenshot from my account on Trello app





Part 4

Invoice and Payment Options

Invoice

Recipient:

Client Name: Oliver

Client Address: California State

Invoice #: 754153

Date issued: [January 15 , 2023]

Date due: [january 31, 2023]

Services Rendered (Continue on next page)

| Service | Description of Work Done | Hours Spent | Amount Per Hour | Total |
|-----------------------|--|-------------|-----------------|--------|
| The tool and budget | Choosing the best tool and budget | 3 | 32\$ | 96\$ |
| Starting the campaign | Using MailChim tool to create the campaign | 9 | 32\$ | 288 \$ |
| Email templates | Creating four email templates | 6 | 32\$ | 192\$ |
| Call to action | Adding call to action button | 10 | 32\$ | 320\$ |

Invoice

Services Rendered (continued)

| Service | Description of Work Done | Hours Spent | Amount Per Hour | Total |
|-------------------------------|--|-------------|-----------------|-------|
| Sending emails | Sending emails to the customers | 4 | 32\$ | 128\$ |
| Analyzing the initial results | Which email template preformed well | 6 | 32\$ | 192\$ |
| Optimizing the campaign | Target more people in other cities | 3 | 32\$ | 96\$ |
| Optimizing the landing page | Changing the headlines of the landing page | 4 | 32\$ | 128\$ |

Total Payment Due: [1440\$]

Payment Option

Payoneer: ML347@gmail.com