

Digital Freelancer:

Managing Freelancing Projects



Project: Working with a Mock Client

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.



Part 2

Expression of Interest

Expression of Interest

Write an initial expression of interest (Eoi) to the client:

- Now that you've understood what the client is asking for, it's time for you to reach out to them.
- Write out an Eoi message addressing their requirements as well as how you can help them.
- This message will be their first impression of how you communicate with them, so it is good to be professional.
- Please keep word limit between 200 - 300 words.

Expression of Interest (Provided)

Which Sample Project Listing did you select to respond to?

Answer: Digital Marketing number 2

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

Expression of Interest:

Hey Mark, I took an interest in your fundraiser and I really find the end-goal noble and I salute you for that, you should try using Hubspot's new Email marketing tool, it helps personalizing the email– by making a catchy design with a CTA button that encourages the reader, which is going to make a significant raise the number of people clicking on your link, I'm a digital marketer with one year of experience with core strength in Search Engine Optimization (SEO), Marketing campaigns and Email Marketing, you can see that my prices are relatively cheap because I value experience and your case, so I can offer a free forty five minute call to discuss what we can do for your end goal, My vision includes a whole email campaign that speaks to your audience to their hearts and encourages them to act, we can use **Kissmetrics** when it comes to audience segmentation which will be really useful in getting more people from different groups to get tickets to your fundraising event, and the more diverse the audience is, the more your fundraising is going to look good and even bring more customers and visitors, you can see my previous work with The Blue Jay company which is also a non-profit that aims to rescue animals, I think that if we followed the vision i have in mine we could even exceed 700 tickets sold, I would be honored to work with you and gain the experience of this journey!



Part 3

Project Management Process

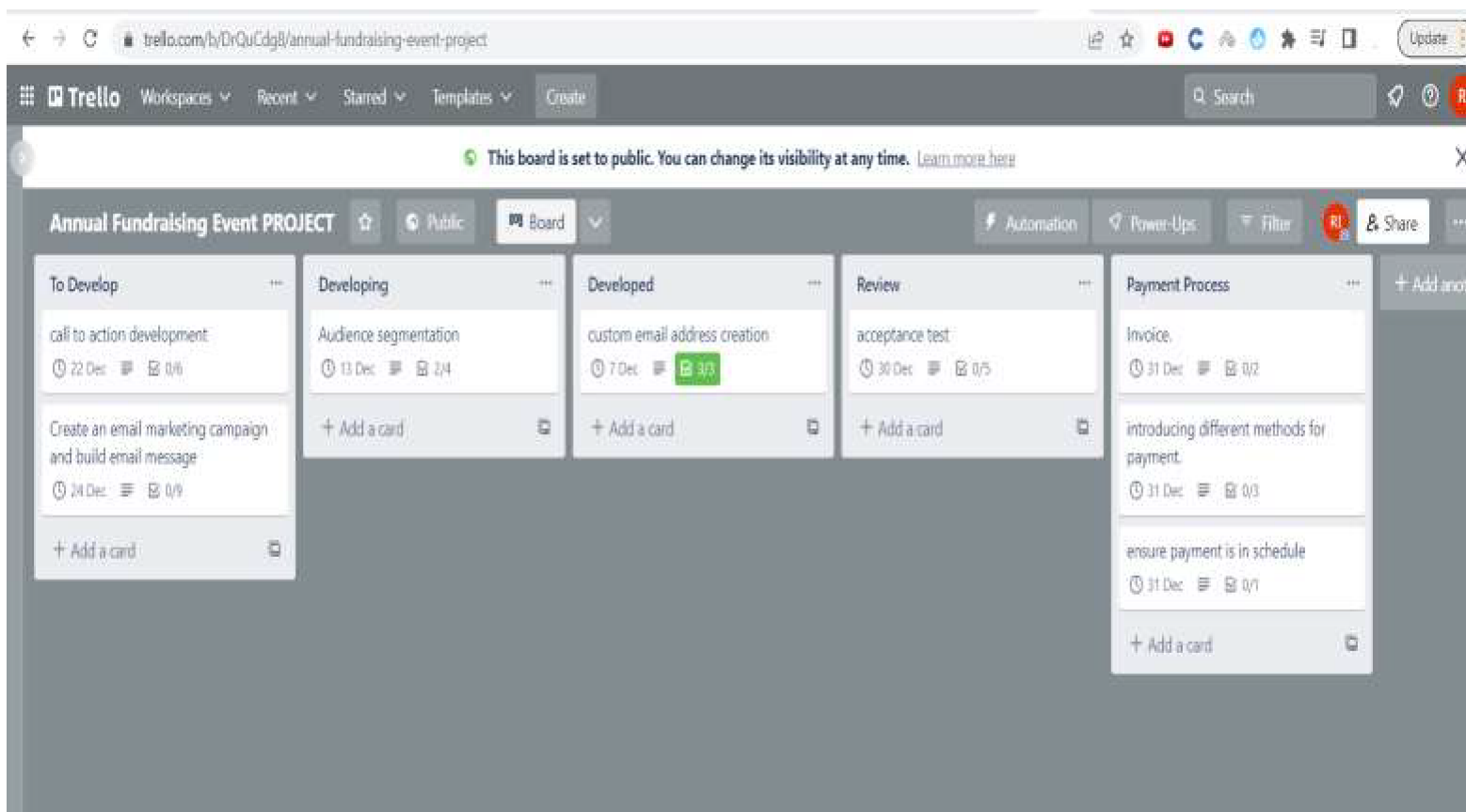
Trello Board

Please include the following information for your Trello board:

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

<https://trello.com/b/DrQuCdg8/annual-fundraising-event-project>

Include a screenshot of the board below:





Part 4

Invoice and Payment Options

Invoice

Recipient:

Mark Jones

12 baker st.

Invoice #: 0009

Date issued: 31 dec 2022

Date due: 30 january 2023

Payment is done with : Paypal,

PayPal : 00231 Bank : The sakura bank

Payoneer ID : 92831bw3 , bank account details : 298sxd3i

Services Rendered (Continue on next page)

Service	Description of Work Done	Hours Spent	Amount Per Hour	Total
Audience segmentation	Review Audience Information Determine Segmentation Criteria Develop Audience Profiles Ensure that the segments chosen are different enough	30	40 usd	1200 usd
CTA development	Work on a CTA that caused 60% more people to buy the ticket.	20	30 usd	600 usd
custom email address creation	Get a Domain Choose a Format Connect The Provider and Create Email Address	20	35 usd	700 usd
Create an email marketing campaign and build email message	Build a Targeted Email List Look for templates, use tools like wordpress. Create Great Optins Plan Emails and Followups Craft Subject Line Write the Copy	130	40 usd	5200 usd

Invoice

Services Rendered (continued)

Service	Description of Work Done	Hours Spent	Amount Per Hour	Total
Email design	Use Hubspot AB testing make it pop out create an aesthetic design	70	35 usd	2450 usd
Meetings	Daily online meeting with the client	30	30 usd	900 usd
total	The total	300	30 to 40 usd	11050 usd

Total Payment Due: 11050 USD]
Payment Options:PAYPAL , PAYONEER