

Digital Freelancer:

Managing Freelancing Projects



Project: Working with a Mock Client



Part 1

Project Listing

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 (Provided)

Which Sample Project Listing did you select to respond to?

Answer:

Email Marketer for Annual Fundraising Event.

Expression of Interest:

Hi Udacity;

I'm pleased to be collaborating with you on the annual fundraising event as an email marketer. You need to create a drip email campaign to sell tickets. I've been an email marketer for 2 years with 20 clients in Egypt and the United States.

Your requirement :

- 1) create a drip email campaign
- 2) audience segmentation
- 3) custom email creation
- 4) call-to-action development
- 5) reach to 700 tickets sold
- 6) best tools to do this

I am able to do all of the following :

- 1) In one month, 10-15 hours each week, I will develop a beautiful drip email campaign. The total cost will be in the area of \$1200 and \$2400, or \$30 to \$40 per
- 2) hour. Audience segmentation: I'll divide the group into three classes (A, B, and C) To be more professional on a social level.
- 3) I'll make a personalised email address (contact@Ola.website).
- 4) Until I sell 700 tickets, I'll send them an email message with a compelling call to action to persuade them to purchase the ticket. To do this, I'll employ the best resources, including: Sender, Send Pulse, HubSpot Email Marketing, or Mail Chimp

My Skills:

- I am familiar with a variety of email marketing applications
- Improving Deliverability....
- Recognizing Segmentation and Personalization
- Compliance knowledge...
- Analytical Mindset

My proposal is:

Lower cost per hour. I'll finish your project for \$25 per hour.

Finish your job in no more than 15 days.

Save your money so that it will be 750-1000 dollars after I make my offer rather than 1200-4000 dollars.

I hope you would accept my offer and confirm it by getting in touch with me right away.

best wishes

Ola Mohamed



Part 3

Project Management Process

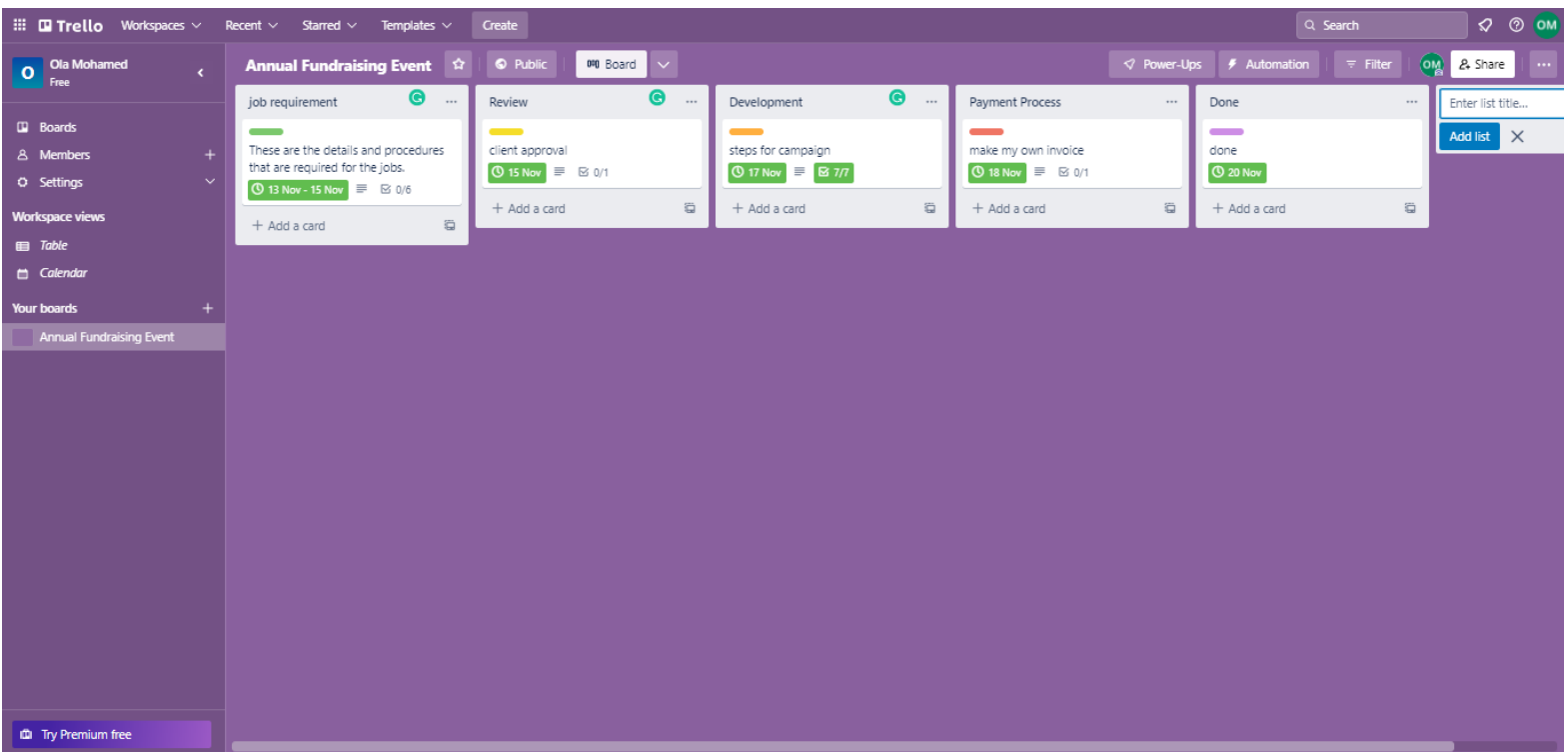
Trello Board

Please include the following information for your Trello board:

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

[<https://trello.com/b/9eYAC8bv/annual-fundraising-event>]

Include a screenshot of the board below:





Part 4

Invoice and Payment Options

Invoice

Recipient:

[Udacity]

[USA]

Invoice #: [272024]

Date issued: [13/11/2022]

Date due: [28/11/2022]

Services Rendered (Continue on next page)

Service	Description of Work Done	Hours Spent	Amount Per Hour	Total
Recognize the purpose of the email campaign.	Understand the goal of your email campaign	2hrs.	25\$	$2 \times 25 = 50\$$
Define your target market.	Identify the audience that will be interested in receiving these emails.	5hrs.	25\$	$5 \times 25 = 125\$$
Select a type of email	Determine the type of email campaign to use based on the target audience and goal.	5hrs.	25\$	$5 \times 25 = 125\$$
audience segments	Segment audiences to classes (A,B,C)	5hrs.	25\$	$5 \times 25 = 125\$$

[Ola Mohamed Ahmed Mohamed]
[Egypt, Cairo, Shubhra]

Invoice

Services Rendered (continued)

Service	Description of Work Done	Hours Spent	Amount Per Hour	Total
Automation Triggered by Events	Create automated interactions based on customer actions and behaviour with event-triggered campaigns over the appropriate channel.	5hrs.	25\$	5*25 =125\$
Campaigns for A/B Tests	A/B testing can be used to fine-tune your campaigns and determine the most effective channels to use.	5hrs.	[25\$	5*25 =125\$
Results of Campaign Efficiency	Real-time monitoring of the efficiency of your communication is important. You should also define targets for tracking key performance metrics.	5hrs.	25\$	5*25 =125\$

Total Payment Due: [800\$]
Payment Options: By My **PayPal** ,
PayMob , **Payoneer**
at e-mail address
(olametwaly3@gmail.com)