

# Rawan Alharbi

Digital Marketing Portfolio

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# Introduction

## **About me**

Hello, I'm Rawan. I'm passionate about digital marketing and skilled in using data-driven strategies to boost brand engagement. I'm currently interning in digital marketing, gaining hands-on experience.

I'm very interested in Marketing analytics ,SEO ,SEM and more.



# why digital marketing.....

*I passionate in digital marketing because it's exciting and always changing. It lets me be creative and use data to engage people and get real results. I love learning new things and seeing the impact of my work. Digital marketing is a fast-paced field that keeps me motivated and challenged.*



# Education

🎓 Bachelor Degree Business administration  
2020 - 2023  
Umm Al-Qura university

🎓 Nanodegree Marketing analytics  
scholarship from BSF bank  
2023

its a comprehensive 6-subject online course on Udacity,  
each requiring a final project for progression.  
( interpret data visualization, analysis survey data, build  
data dashboard ,build data dashboard in Tableau)

🎓 Nanodegree Digital Marketing  
2024

its a comprehensive 7-subject online course on Udacity,  
each requiring a final project for progression.  
( SEO, SEM, Email marketing ,Google ads ,social media  
marketing)



# certification

2023



Nanodegree in marketing analytics

2024



Nanodegree in digital marketing

2024



google of digital marketing & E-commerce

# Digital Marketing tools..

## Marketing Tools



Google Trend



MOZ



Google Analytics



mailchimp



semrush



Google Tag Manager



Tableau



Excel



Google Sheets

## Marketing Design



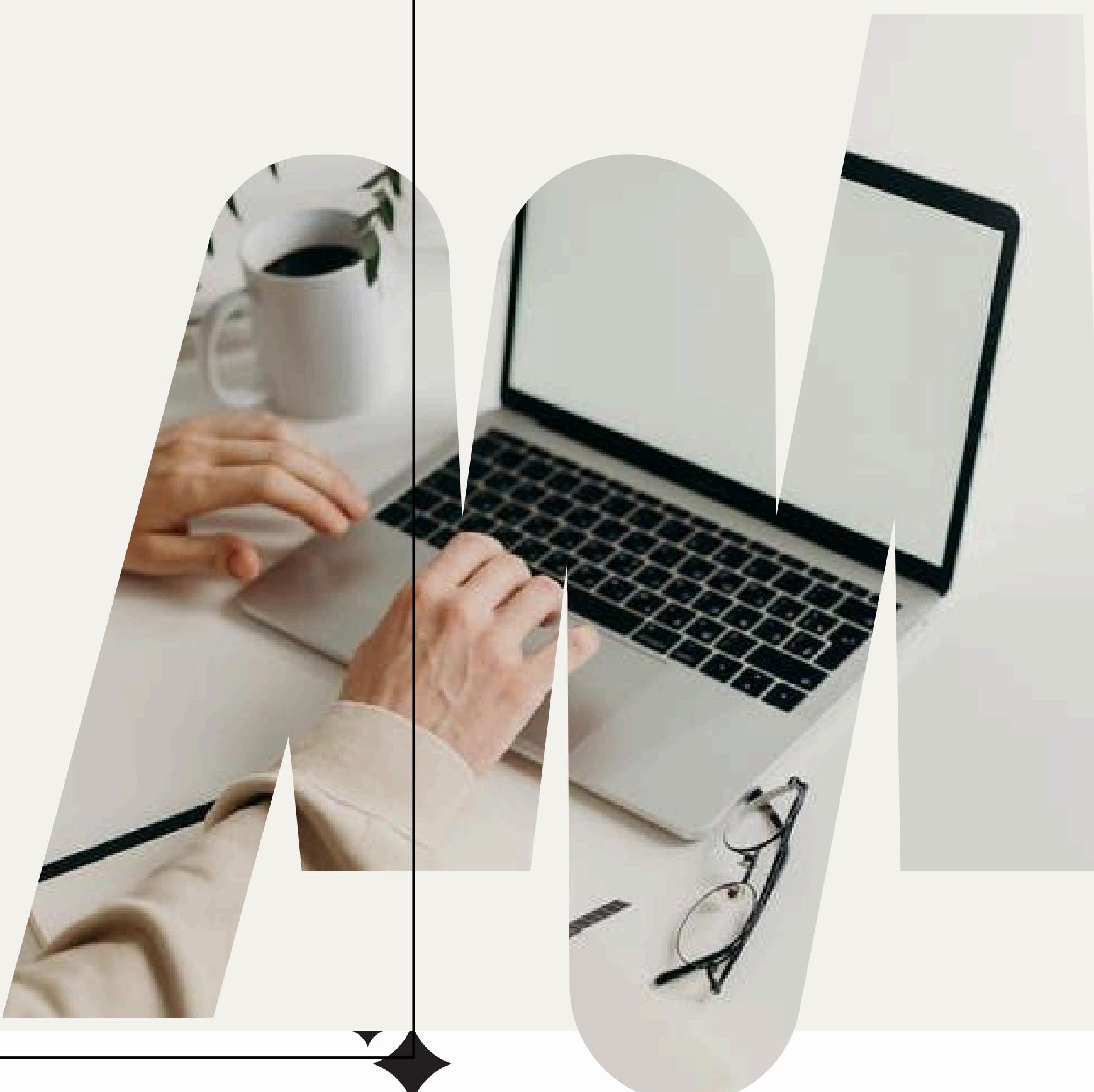
Canva



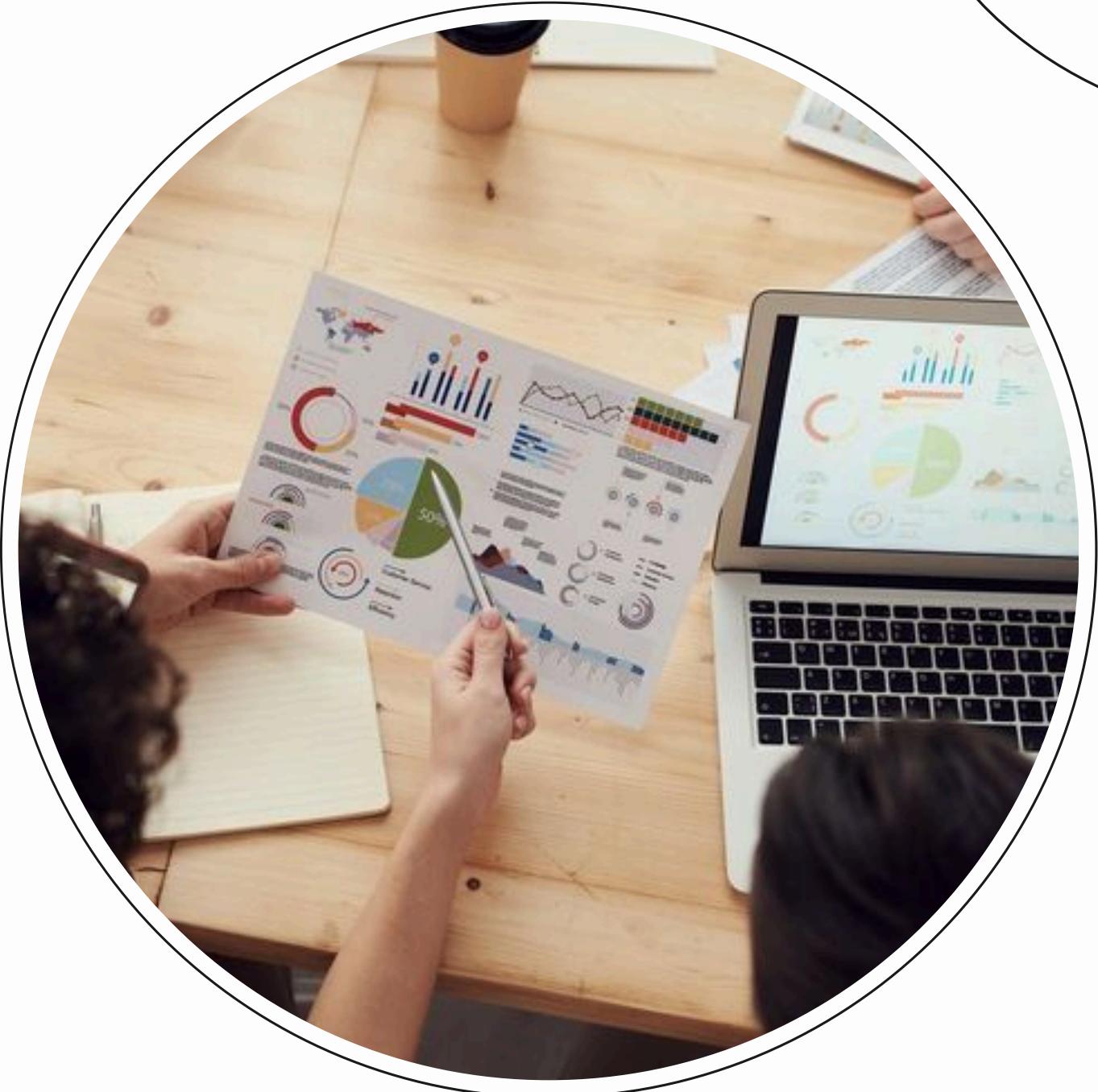
Figma



miro



# My projects as digital marketer



# Evaluate a Google Ads campaign by using (SEM)

**Case Study: Increasing Brand Visibility and Driving Bookings for Airline Services in Saudi Arabia**

**Goal: Increasing Brand Visibility and Driving Bookings for Airline Services in Saudi Arabia**

**Client: Saudi Arabia Airline Client**

**Challenge:** Our client, a leading airline in Saudi Arabia, aimed to increase brand visibility and drive bookings in a competitive market.

**Target Audience:** Adult travelers aged 25-55 in Saudi Arabia, seeking convenient, affordable, and quality airline services.

**Results:**

- Significantly boosted brand visibility.
- Increased booking inquiries and conversions.
- Enhanced customer perception of service quality



# Evaluate a Google Ads campaign by using (SEM) Approach

Key Term:	Justification:
Saudi Airlines bookings	There was an increase in interest in May 2024 for the term "first class flights" according to Google Trends. This indicates a growing demand or curiosity about premium travel options, making it a strategic choice for an SEM campaign to capitalize on this interest and convert it into sales or inquiries.
International Flights	Justification: With a high interest level (69), this keyword targets users searching for international travel options, supporting the campaign's goal of promoting international flight services provided by Saudia Airlines.
Flight Booking	Justification: This keyword has an interest level of 94, indicating very high search activity. It is essential for capturing users actively looking to book flights, thereby directly contributing to the campaign's objective of driving bookings.
Flight Ticket Booking	Justification: With an interest level of 75, this keyword is critical as it targets users specifically looking to book flight tickets, directly supporting the objective of driving more bookings.
Cheap Flight Tickets	The keyword "Cheap Flight Tickets" has an interest level of 67, which indicates a moderate level of search activity. Despite not being at the highest level, it still reflects a significant interest from users seeking affordable flight options. By targeting this keyword, Saudia Airlines can attract cost-conscious travelers and promote any available deals or competitive pricing, ultimately driving bookings and increasing brand visibility among this segment of travelers.

Key Word:	Match Type:	Justification:
Saudi Airlines	Broad Match	Justification: With a significant monthly search volume of 118k-300k and a Clicks rate of 12%, "Saudi Airlines" effectively targets users seeking information about the airline, supporting the campaign's objective to increase brand visibility. Utilizing broad match allows for maximum reach and flexibility in capturing related searches, optimizing visibility and potential engagement. However, it's important to monitor CPCs closely to maintain cost-effectiveness while achieving campaign objectives.
Flight Booking	Broad Match	Justification: "Flight Booking" targets users actively seeking to book flights, with a significant monthly search volume of 11.5k-30.3k and a Clicks rate of 100%, aligning closely with the campaign's objective to drive bookings for airline services. Utilizing broad match allows for maximum reach and flexibility in capturing related searches, optimizing visibility and increasing the likelihood of conversions. However, monitoring CPCs is essential to ensure cost-effectiveness while achieving campaign objectives.
Cheap Flights	Broad Match Modifier	Justification: "Cheap Flights" with a monthly search volume of 11.5k-30.3k and a Clicks rate of 64% effectively targets users seeking affordable flight options, aligning with the campaign's goal to drive bookings. Broad match ensures maximum visibility by capturing a wide range of related searches, although it requires vigilant monitoring of CPCs to maintain cost-effectiveness while achieving campaign objectives.
International Flight Tickets	Phrase Match	Justification: With a monthly search volume of 501-850, "International Flight Tickets" targets users actively seeking to book international flights, supporting the campaign's objective to drive bookings for airline services. Phrase match allows for flexibility in capturing related searches while maintaining relevance, optimizing ad spend and maximizing the potential for conversions.

KPI:
Impressions
Click-Through Rate (CTR)
Conversion Rate
Justification:
High impressions are crucial for enhancing brand visibility, ensuring that the airline services reach a wide audience and attract potential travelers in Saudi Arabia. A high CTR indicates that the ads are effectively engaging and intriguing the audience, driving more users to visit the booking platform. This KPI measures the campaign's success in turning clicks into bookings, directly aligning with the campaign's goal of increasing airline service bookings.

Optimization Suggestion:	Justification:
Ad Type Testing	Test different ad types such as text, image, and video to determine which performs better in terms of click-through rates (CTR) and conversions. By analyzing performance data, you can allocate more budget to the ad type that resonates most with your target audience, ultimately improving campaign effectiveness.
Negative Keyword Addition	Pause keywords like "How to learn marketing" and "[Marketing basics course online free]" as they may attract users seeking free resources or general information rather than those likely to enroll in a paid course. By excluding these keywords, you can refine targeting and focus budget on more qualified leads, increasing the likelihood of conversions.
Optimization Suggestion: Budget Reallocation Based on Performance	Utilize the EXAT (Exact Match Impression Share) metric to identify keywords with high potential but limited budget. Increase budget allocation for these keywords to maximize impression share and capture more relevant traffic. This ensures that budget is prioritized for keywords that have a higher likelihood of driving conversions.
Ad Copy Refinement	Continuously refine ad copy by incorporating compelling value propositions, clear calls-to-action, and relevant keywords. A/B test different ad variations to identify which messaging resonates best with your target audience. By optimizing ad copy, you can improve ad relevance and drive higher CTRs, leading to more conversions.
Landing Page Optimization	Review and optimize the landing page experience to ensure it aligns with the ad messaging and offers a seamless user journey. Improve page load speed, clarity of information, and ease of navigation to reduce bounce rates and increase conversion rates. By optimizing the landing page, you can maximize the likelihood of converting clicks into leads or sales, ultimately improving campaign performance.

Negative Keyword:	Justification:
[Marketing basics course online free]	Marketing basics course online free": Despite having a low search volume and not generating any clicks or impressions
"How to learn marketing"	This phrase also exhibits low search volume and minimal clicks despite impressions
"Online marketing for students"	While not explicitly labeled as low volume, the lack of clicks despite spending suggests limited interest. Excluding it avoids targeting users who may not have the purchasing power or intent to enroll, thereby optimizing campaign efficiency and focusing on more promising audiences.
"Online marketing basics"	This term hasn't generated clicks despite spending, indicating low user interest. Excluding it ensures resources are not wasted on a keyword with minimal traction, allowing for better allocation towards terms more likely to yield conversions.
Digital marketing tutorial basics"	The keyword "Digital marketing tutorial basics" has a high cost/conversion ratio of 24, indicating that acquiring a single conversion for this keyword is expensive compared to other keywords in the campaign. Due to its inefficient performance in generating conversions, it may be wise to exclude this keyword from the campaign to allocate resources more effectively. By removing this keyword, the campaign can focus on more cost-effective options, leading to better overall performance and return on investment.

In optimizing a Google Search Campaign, including ad extensions, device targeting, and smart bidding can profoundly enhance campaign effectiveness. Ad extensions, such as sitelinks and callouts, augment ad visibility and provide additional context, enticing users to engage with the ad and explore offerings further. Device targeting allows advertisers to tailor their campaigns to specific device preferences, optimizing user experience and increasing the likelihood of conversions on mobile, desktop, and tablet devices. Smart bidding strategies, like Target CPA or Target ROAS, leverage machine learning to automatically adjust bids based on historical performance data, optimizing ad spend and maximizing return on investment. By integrating these elements, advertisers can not only improve ad relevance and engagement but also streamline campaign management and drive better results across key performance metrics.
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# SEO Audit

Case Study: Improving SEO for Python Programming Courses to Increase Enrollments

Client: Udacity



Objective: Enhance search engine rankings for Udacity's Python programming courses to drive new enrollments.

Background: Udacity is a leading provider of online courses known for practical learning experiences.

**Primary Keywords:**

- learn/learning python
- python courses
- learn python programming

**Results:**

- **Improved Rankings:** Achieved higher rankings for primary keywords, increasing visibility in search engines.
- **Increased Traffic:** Generated significant organic traffic growth to Python course pages.
- **Higher Enrollments:** Successfully boosted enrollments through enhanced online visibility and targeted SEO efforts

# SEO Audit

## Approach

### Technical Review: Screaming Frog

Please answer the following questions.

1 Does Screaming Frog successfully spider the website?

Yes, Screaming Frog successfully spiders the website. The first image shows a list of URLs with their status codes, content types, and indexability status. All the URLs listed have a status code of "200 OK," indicating that the pages were successfully crawled. The tool also provides detailed information about each URL, including metadata and content length, which further confirms that the spidering was successful.

2 Is the site developed with a clear information hierarchy; how so?

Yes, the site is developed with a clear information hierarchy. The third image shows a structured sitemap or crawl map that visualizes the hierarchy of the website. This hierarchical structure groups related content together, starting from broader categories and drilling down into more specific pages. For instance, it shows major sections like "school-of-programming," "school-of-data-science," and "digital-marketing-nanodegree," with each section branching into more specific subcategories and pages.

3 Is the content organized in a logical structure; how so?

The content is organized in a logical structure, as evidenced by the visual sitemaps in the second and third images. The organization follows a topical and categorical approach: Top-Level Categories: Major sections like "blog," "resources," "school-of-data-science," etc., serve as top-level categories. Subcategories and Pages: Each top-level category branches out into more specific subcategories and individual pages. For example, under "school-of-programming," there are further subdivisions like specific courses or nanodegrees. Interconnections: The connections between different sections are logical, indicating that related content is linked appropriately to guide users through related topics and resources.

### Competitive Analysis Pt 1

Please answer the following questions.

1 Which of the competing websites has the most backlinks?

Coursera.org: 20.6M

2 Which of the competing sites has the most referring domain links?

Coursera.org: 346.5k

3 What are the Domain Trust rankings of the competing sites?

Codecademy.com: 90 Coursera.org: 91 programiz.com: 76

Geeksforgeeks.org: 89

4 Analyze the competitor rankings for 'Learn Python' in both reports:

Do the rankings lineup with backlinks factors? Where do factors not lineup to the rankings? Alignments: Coursera.org: Most Backlinks: 20.6M Most Referring Domains: 346.5k Highest Domain Trust: 91 Result: Likely ranks highest due to extensive backlinks and high trust. Codecademy.com: Domain Trust: 90 Result: High ranking due to strong domain trust. Geeksforgeeks.org: Domain Trust: 89 Result: High ranking supported by good domain trust. Discrepancy: Programiz.com: Domain Trust: 76 Result: If it ranks higher than expected, it suggests strong content, on-page SEO, or user engagement compensates for lower domain trust.

Alignment: Coursera.org's top rankings align well with its backlink metrics and domain trust. Codecademy and Geeksforgeeks also align with their high trust scores. Discrepancy: Programiz.com might rank higher due to other factors beyond backlinks and trust.

1 What factors are used to determine Core Web Vitals assessment? Largest Contentful Paint (LCP): LCP measures the time it takes for the largest content element (such as an image, video, or text block) in the viewport to become visible. A good LCP score is under 2.5 seconds.

First Input Delay (FID): FID measures the time from when a user first interacts with a page (e.g., clicks a link, taps a button) to the time when the browser begins processing that interaction. A good FID score is under 100 milliseconds.

Cumulative Layout Shift (CLS): CLS measures the total of all unexpected layout shifts that occur during the entire lifespan of the page. A good CLS score is less than 0.1.

2 Which specific measurement is lacking (scoring poorly)?

Largest Contentful Paint (LCP), Cumulative Layout Shift (CLS)

3 What are 3 things that could be done to improve CVW for Udacity.com?

Define Explicit Width and Height for Image Elements: Action: Ensure all image elements on the site have explicit width and height attributes in their HTML or CSS. 2. Reduce JavaScript Execution Time: Action: Optimize JavaScript: Minify and compress JavaScript files to reduce their size. Defer Non-Critical JavaScript: Use the defer attribute for non-essential JavaScript to load it after the main content is rendered. Code Splitting: Break down large JavaScript files into smaller chunks and load them as needed. 3. Minimize Main-Thread Work

4 What is the value of passing the Core Web Vitals test?

1-Improved User Experience: Faster, more interactive, and stable web pages. 2-Better SEO Rankings: Higher visibility in search engine results. 3-Increased User Engagement and Conversions: More time spent on site and higher conversion rates. 4-Competitive Advantage: Standing out in the market with superior performance.

### Final Assessment: Audit Synthesis Pt 1

Please answer the following questions in complete sentences

1 Please write a single sentence summary of your Audit findings.

The audit looked at different educational websites to see how trustworthy they are online and how many other websites link to them. This information helps understand how well they might perform in search engine results. Each website has its own scores and numbers, showing how much they're trusted and how many other websites talk about them. These differences tell us that some websites might be more likely to show up higher in search results than others.

2 Highlight at least one area where the website is performing well.

Code Academy stands out for its high Page Trust score of 23, indicating strong individual page authority within its domain.

3 List 3 issues that are inhibiting the website's performance.

1-Coursera's Low Number of Referring Domains (15.3k): Despite a high domain trust score (91) and a substantial number of backlinks (20.6M), Coursera's low number of referring domains suggests a lack of diversity in its backlink profile, potentially limiting its visibility and authority. 2-Programiz's Low Domain Trust (76): Programiz's domain trust score of 76 is notably lower than its competitors, indicating less trustworthiness in the eyes of search engines, which could impact its rankings and visibility in search results. 3-GeeksForGeeks' Limited Total Number of Links (5.1M): While GeeksForGeeks has a high domain trust score (89) and a decent number of referring domains (74.1k), its total number of backlinks (5.1M) is relatively low compared to other websites analyzed, potentially affecting its overall authority and visibility in search engine rankings.

### On-Page Content Review: Screaming Frog

Please answer the following questions.

1 How many on-page factors are duplicated?

3 factor

2 What is the advantage of Page Titles being less than 60 characters?

Keeping page titles under 60 characters ensures they are fully displayed in search results, improving readability and click-through rates. This aligns with SEO best practices and enhances user experience, especially on mobile devices where screen space is limited.

3 Why are Meta-Descriptions important?

Meta descriptions are important because they appear in 1-Search Results: Provide a summary below the page title. Improve Click-Through Rates: Attract users with compelling text. Enhance User Experience: Help users understand page content before clicking. Indirectly Boost SEO: Higher CTR can improve overall SEO performance. Include Keywords: Enhance visibility for relevant search queries.

4 Which on-page factors are missing? Codecademy.com

Factor are missing :keywords, search visibility

### On-Page Content Review: Website SEO Analysis Pt 1

In your understanding of SEO, how effective are these pages for the keyword "learning python?" Provide at least 3 specific reasons on your answer.

1 Please write your #1 specific reason for effectiveness or lack of effectiveness here: Keyword Placement: Title Tags and Headers: The keyword "Python" is prominently featured in the main title ("Introduction to Python Programming") and in the headers (e.g., H1, H2) of the page. This helps search engines understand the relevance of the content to Python learning

2 Please write your #2 specific reason for effectiveness or lack of effectiveness here: Content: The keyword is included in the body of the text, especially in the "About this Course" section and the "What You Will Learn" section, ensuring it is seen as relevant by search engines.

3 Please write your #3 specific reason for effectiveness or lack of effectiveness here: Comprehensive Content: The course description is detailed, explaining what learners will gain from the course, such as learning the fundamentals of Python programming, data types, control flow, functions, and scripting. This thoroughness helps search engines reco...

### Off-Page Content Review: Backlinks Pt 2

Please answer the following questions.

6 How many links are to the homepage? 93

7 How many links are to other pages? Why is this desirable? 99.9%

Having a large number of links to other pages is desirable for several key reasons: 1. Enhanced User Experience 2. Building Relationships 3-SEO Benefits

8 What is the link trend over the past 12 months? Fixed line

9 What do you learn from the Anchor Text report? "Admissions-udacity" is the most common anchor text (27.91%), indicating a strong focus on admissions-related content. A variety of call-to-action texts like "Apply Now" (5.23%) and "Go Now" (4.65%) are used, which encourage user engagement. There are some generic ("here" - 4.07%) and no-text (6.98%) links, which are less optimal for SEO.

### Final Assessment: Audit Synthesis Pt 2

Please answer the following questions in complete sentences

1 Explain why the first issue inhibiting the website's performance needs to be corrected.

The low number of referring domains for Coursera means its content isn't getting enough recognition from diverse websites, which can hurt its visibility in search engines. To fix this, Coursera needs to get more links from different websites to improve its credibility and ranking.

2 Explain why the second issue inhibiting the website's performance needs to be corrected.

Programiz's low domain trust score means search engines may not view it as a reliable or authoritative source, which could negatively impact its rankings and visibility in search results. Improving domain trust is crucial for enhancing Programiz's credibility and increasing its chances of attracting organic traffic and users.

3 Explain why the third issue inhibiting the website's performance needs to be corrected.

GeeksForGeeks' limited total number of links means it may not be receiving enough recognition and validation from other websites, which could impact its authority and visibility in search engine results. Increasing the total number of links from diverse and authoritative sources is essential for improving GeeksForGeeks' search engine rankings, attracting more organic traffic, and establishing itself as a reputable and trusted resource in its niche.

### Final Assessment: Recommendations

List your Top 5 SEO Recommendations below with #1 being the recommendation with the greatest potential for positive impact on SEO.

1 Diversify Backlink Profile: Actively seek links from a diverse range of authoritative and relevant websites to improve domain authority and search engine visibility.

2 Optimize On-Page SEO: Ensure each webpage is optimized with relevant keywords, meta tags, headings, and internal linking to enhance its visibility and relevance to search engines.

3 Create High-Quality Content: Produce informative, engaging, and original content that satisfies user intent and encourages natural backlinks from other websites.

4 Improve Website Speed: Optimize website loading times to provide a better user experience, reduce bounce rates, and potentially improve search engine rankings.

5 Mobile-Friendly Optimization: Ensure the website is fully optimized for mobile devices to accommodate the growing number of users accessing the internet via smartphones and tablets.

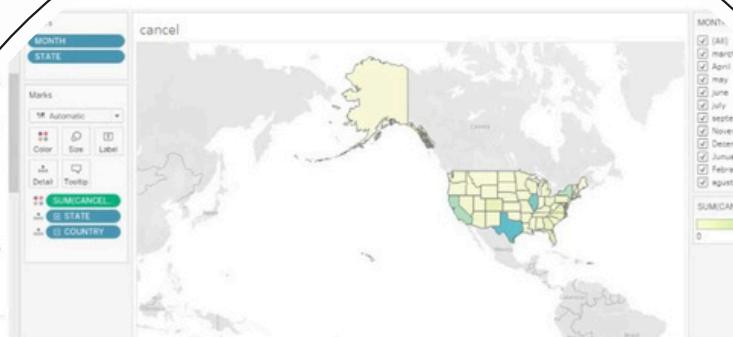
1 Write your 1 paragraph assessment here:

In assessing the off-page factors of competitors compared to Udacity, it's evident that Udacity maintains a strong backlink profile with 14.1M total backlinks, positioning it competitively within the market. However, competitors such as Coursera demonstrate an even larger backlink count of 20.6M, indicating potentially greater external recognition and authority. Code Academy also boasts a substantial backlink profile with 10.2M total backlinks, while Geeks for Geeks lags behind with 5.1M total backlinks. To increase high-value backlinks, Udacity could implement several off-page tactics. Firstly, fostering partnerships with industry influencers, organizations, and authoritative websites to earn endorsements and mentions. Secondly, creating and promoting valuable, shareable content such as industry reports, case studies, or original research that naturally attracts backlinks from relevant sources. Finally, actively engaging in outreach campaigns to relevant websites and communities, offering to contribute guest posts, interviews, or expert opinions to gain exposure and earn backlinks. These tactics would help Udacity enhance its off-page SEO efforts, attract high-value backlinks, and strengthen its authority and search engine rankings.

# Build data visualitaion project

create visualizations to reveal insights from a data set. I created data visualizations that tell a story or highlight patterns in the data set.

**The cancellation map for USA**



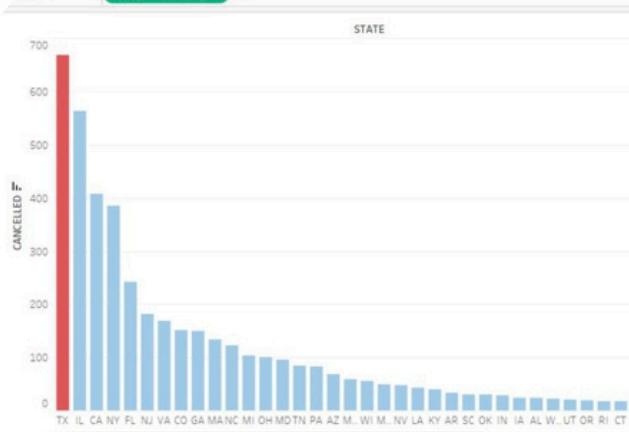
<https://public.tableau.com/app/profile/rawan.alharbi4547/viz/mapsheetofcountryandstate/cancel?publish=yes>

The data show us the highest state in canceled flights in USA is the state of TX , and the number of canceled flights is 668 and the loswest state in canceled in USA is WV and MT the number of canceled flights is 3.

We chose this map because it clear ,simple, and more effective.it shows canceled flights clearly by distinguish light and dark colors ,the light color means decreased canceled flights and the dark color means increased canceled flight

- We have put in a filter for months
- The blue color shows the state that have the most cancellation and the lighter the color shows the less cancelled the state.

**The cancellation rate for USA**

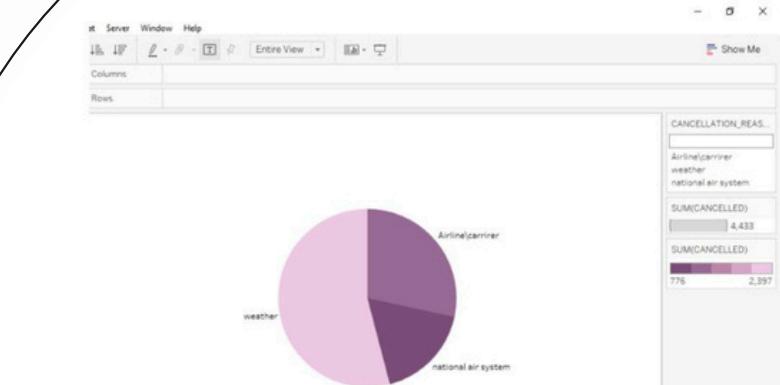


-I chose the red color for the state with the highest cancellation.and the blue color for the states with the lowest cancellation.in order to distinguish

- We have put in a filter for months

<https://public.tableau.com/app/profile/rawan.alharbi4547/viz/sheetofthenumberofcancellationsperstate/cancel2?publish=yes>

**The reasons of cancellation**

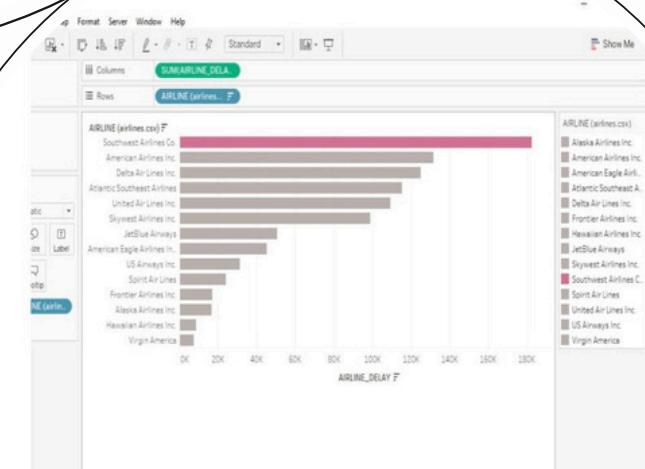


Here I chose the pie chart, the data showed very clearly Airline/Carrier cancelled 1.260 National Air System cancelled 776 Weather cancelled 2.397

The most reason for cancellation is the weather, so we put the light purple color is the highest reason for cancellation, and the dark purple color is the lowest reason for cancellation

<https://public.tableau.com/app/profile/rawan.alharbi4547/viz/sheetpiechartcancellationresone/Sheet3?publish=yes>

**Airline Delay**



I used bar chart and the figure showed that the most delayed flight is southwest airlines and the least delayed flight is virgin America.

-I chose the dark pink color for the top delayed flights and put it another color so that the viewer can distinguish and know at first sight what are the most delayed flights.

<https://public.tableau.com/app/profile/rawan.alharbi4547/viz/sheetairlinedelay/>

**Dashboard of The cancellation for USA**



we applied the filter to the bar chart and the map, then we created the dashboard and made sure to choose the appropriate colors.

<https://public.tableau.com/app/profile/rawan.alharbi4547/viz/canceldashboard2/canceldashboard?publish=yes>

# Email marketing

Case Study: Email Campaign for Furry Friends Adoption

Client: Furry Friends Adoption (fictional organization)

Objective: Increase adoptions and foster placements for animals in the rescue organization's care through an email campaign.

Background: Furry Friends Adoption is dedicated to rescuing and finding homes for animals in need.

Target Audience :

Adults aged 25-45, including young professionals, couples, and families with children in pet-friendly homes. They are active on social media, value community involvement, respond to emotionally-driven messages about pet adoption and fostering, and prefer clear calls-to-action for easy adoption, donations, and volunteering.

Results:

- Increased Adoptions: Achieved a significant increase in pet adoptions during the campaign period.
- Boosted Fostering: Successfully generated more foster applications, supporting temporary care for animals awaiting adoption.
- Community Engagement: Fostered community involvement and support for animal welfare through effective email communication.

# Email marketing

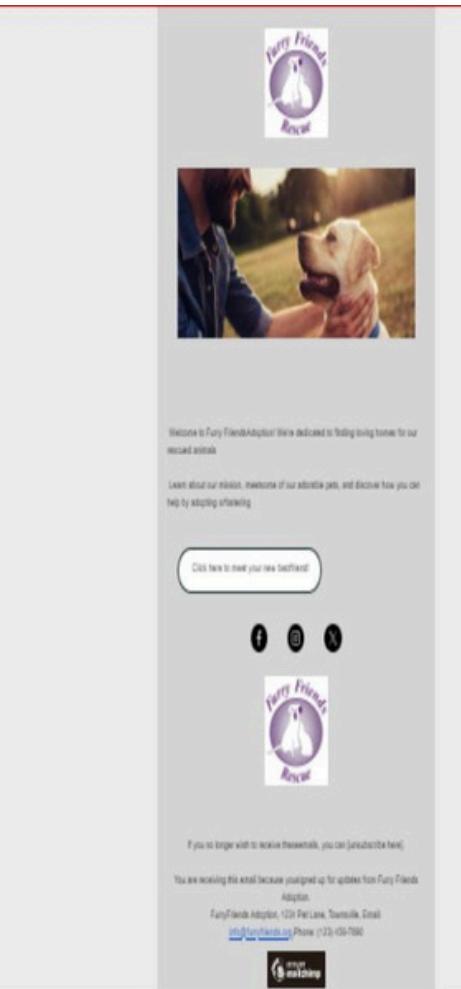
## A/B test:

The A/B test showed that Variant B ("Save a Life: Adopt a Furry Friend Today!") had a 5% higher open rate compared to Variant A. This suggests that emphasizing saving lives resonated more with our audience, leading to better engagement with adoption and fostering messages. By using the more effective subject line, Furry Friends Adoption can improve email engagement and potentially increase adoptions and fosters.

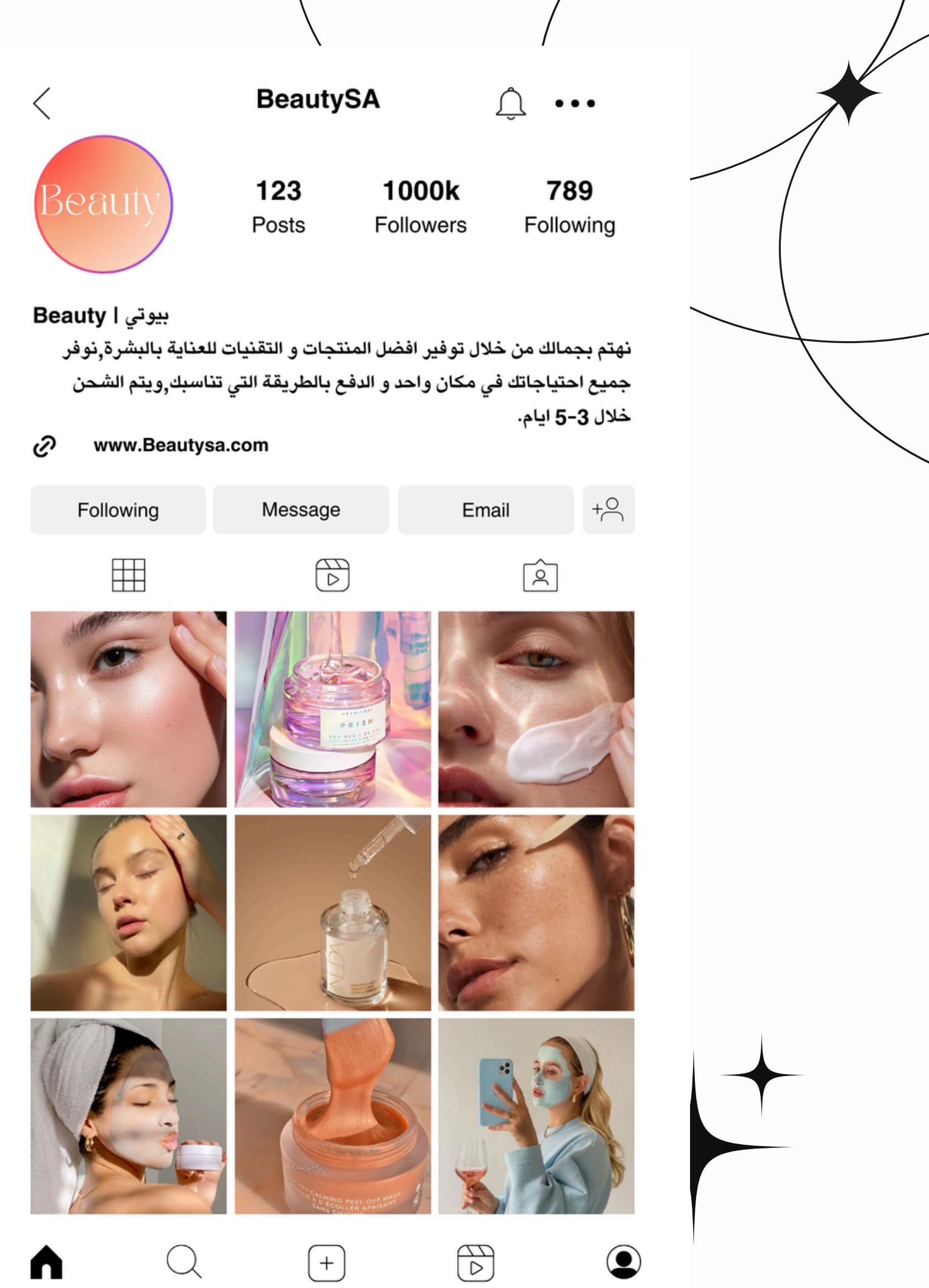
## Results:

- Variant A (Control): 20% of recipients opened the email.
- Variant B (Test): 25% of recipients opened the email.

Subscriber Form	
	
<b>Stay Updated with Furry Friends Join Our Newsletter</b>	
<p>Be the first to join and the first to know when new pets become available for adoption. Get detailed profiles, adorable photos, and videos of our furry friends looking for their forever homes. Whether you're looking for a playful puppy or a cuddly kitten, our newsletter will keep you informed about all the wonderful animals waiting for a family</p>	
<a href="#">Sign up now!</a>	
<input type="text" value="Email Address"/>	
<a href="#">Subscribe</a>	
Subject Line 1 (up to 60 characters)	Meet Our Furry Friends Ready for Adoption
Subject Line 2 (for A/B testing)	Find Your New Best Friend Today
Preview Text (35-40 characters)	Discover loving pets waiting for a home.
Body	
<p>Welcome to Furry Friends Adoption! We're dedicated to finding loving homes for our rescued animals. Learn about our mission, meet some of our adorable pets, and discover how you can help by adopting or fostering</p>	
Outro CTA 1	<a href="#">Meet Our Pets</a>
Outro CTA 2 (A/B testing)	<a href="#">Click here to meet your new best friend!</a>
Footer	<ol style="list-style-type: none"><li><i>If you no longer wish to receive these emails, you can <a href="#">[unsubscribe here]</a>.</i></li><li><i>You are receiving this email because you signed up for updates from Furry Friends Adoption.</i></li><li><i>Furry Friends Adoption, 1234 Pet Lane, Townsville, Email: <a href="mailto:info@furryfriends.org">info@furryfriends.org</a>, Phone: (123) 456-7890.</i></li></ol>



# social media marketing





# Let's Work Together

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