

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

Which Sample Project Listing did you select to respond to?

Answer: Sample Project Listing #2: Digital Marketing

Expression of Interest:

I am writing to express my interest in working with you as an E-mail digital marketer.

I am happy to help you with your campaign.

I'm a professional marketer with two years of experience in digital marketing, I have been working on multiple digital marketing campaigns through my experience, and They achieve the desired goals for clients.

I can walk faster than most hobbits; your package will be delivered more quickly with me As I will use project management tools for my work.

I would love to schedule a time to speak with you about my offer, please contact me at your earliest convenience.

Project Requirements:

1. Create a marketing campaign.
2. Audience segmentation.
3. Custom email creation.
4. Call-to-action development.
5. Sell 700 tickets.

My skills:

1. 3 years experience in Email marketing.
2. Dedicated, straight to the point.
3. understanding Segmentation and Personalization.
4. Analytical Mindset.
5. Good listener to client review.

How my campaign will impact your project:

1. Less cost per hour. With a total cost of (1080\$) which means 30\$/hr.
2. Fast delivery in less than 30 days.
3. Requirements' check meanwhile the campaign.



Part 3

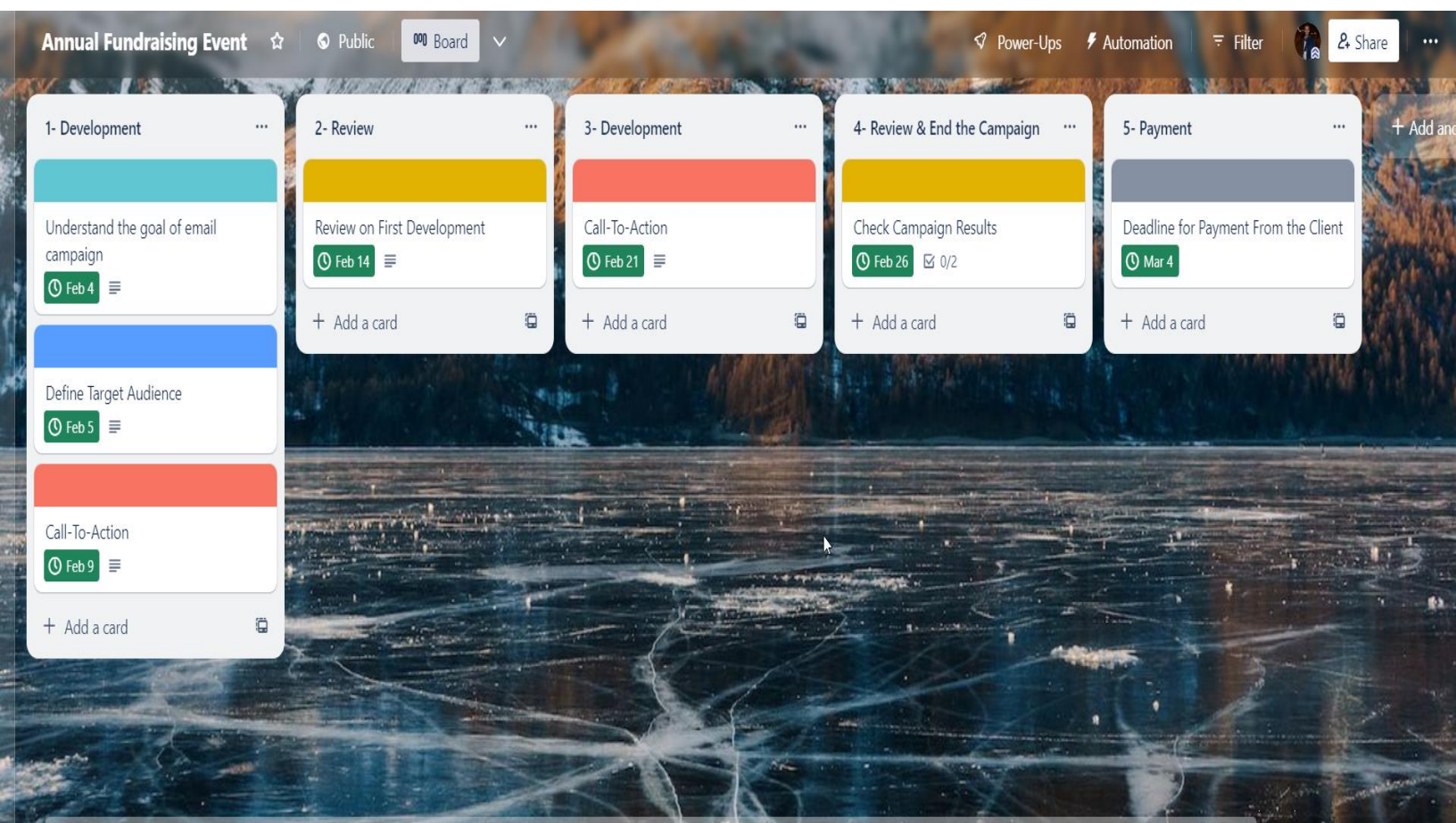
Project Management Process

Trello Board

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

<https://trello.com/b/TJB3adP1/annual-fundraising-event>

Include a screenshot of the board below:





Part 4

Invoice and Payment Options

Invoice

Recipient:
Email Marketer for Annual Fundraising Event.
6th of October, Giza, Egypt.

Invoice #: 01066
Date issued: 3/2/2023
Date due: 4/3/2023

Services Rendered

Service	Description of Work Done	Hours Spent	Amount Per Hour	Total
Understand the goal of email campaign	Understand the goal of your email campaign	2 hrs.	\$30	2*30 = 60\$
Define target audience	Define the target audience who interest with this type of emails	4 hrs.	\$30	4*30 = 120\$
Choose email campaign type	Choose an email campaign type depending on the goal and target audience.	6 hrs.	\$30	6*30 = 180\$
Segment audiences	Segment audiences to classes (A,B,C)	5 hrs.	\$30	6*30 = 150\$

Invoice

Services Rendered

Service	Description of Work Done	Hours Spent	Amount Per Hour	Total
Event-Triggered Automation	Create automated interactions with event-triggered campaigns over the right channel –based on customer actions and their behavior.	6 hrs.	\$30	6*30 = 180\$
A/B Test Campaigns	Tweak and tune your campaigns with A/B testing to see what works best and the perfect channels to use.	7 hrs.	\$30	7*30 = 210\$
Campaign Efficiency Results	Monitor the effectiveness of your communication flow at in real time and set up goals to track key performance indicators.	6 hrs.	\$30	6*30 = 180\$

Total Payment Due: [1080\$]

Payment Options:

- Cash
- PayPal: ShadyMahrous@paypal.com