**Task 1:**

**Why Personalization Matters in Email Marketing**

Personalization is vital when it comes to email marketing as it drives more engagement, enhances open rates, and establishes a deeper connection with the recipient. A personalized message makes the recipient feel important and understood, enhancing the chances of a positive reaction.

For DT, personal emails will introduce business owners to the Growth Readiness Score by making the message industry-specific and aligned with company needs. Rather than a blanket sales pitch, the email will show that DT has done its homework, so business owners will trust and engage with the offer more.

**How Personalization Helps DT Stand Out**

Most business owners get dozens of emails a day, and so a standard message will get ignored. When the business owner's name, company information, industry-specific problems, and latest business news are included, the email will feel extremely relevant. This is how DT demonstrates it knows the recipient's business and has a solution for them.

**The email needs to emphasize:**

The business owner's name and company to create trust.

Discussing industry-specific issues to prove DT's proficiency.

Mentioning recent company news to demonstrate applicability.

Adding a call to action that invites the recipient to learn more about their Growth Readiness Score.

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| Data Point | Why It’s Important | How It Will Be Used |
| Business Owner’s Name | Personalizes the email and makes it feel more direct. | Used in the email greeting (e.g., "Hi [Name],"). |
| Company Name | Shows that DT has researched the recipient’s business. | Mentioned in the introduction to build credibility. |
| Industry | Helps tailor the message to industry-specific challenges. | Includes industry-relevant insights and solutions. |
| Recent News about Company | Demonstrates awareness of company updates. | Referenced to create a timely and relevant message. |
| Public Posts or Comments | Provides insight into the business owner’s interests. | Helps craft a message that aligns with their priorities. |

**Task 2:**

The Google Sheet serves as a dynamic campaign dashboard, tracking and organizing email engagement in real time. It contains key columns: Client Name, Email Address, Email Status (Sent, Opened, Replied), and Funnel Stage (L1, L2, L3). Email statuses update automatically based on recipient interactions.

To track email opens, we embedded a tracking pixel in each email using a PHP script (`track.php`), which records when an email is opened. This script is hosted on an AWS-deployed website, ensuring high availability and performance. We used MAMP for local testing before deploying to AWS, enabling a smooth setup process.

The Google Apps Script reads the tracking data from the PHP script and updates the Google Sheet accordingly. Additionally, Gmail filters detect replies and mark them in the sheet.

The dashboard highlights L2 prospects (Opened but not Replied) using conditional formatting, ensuring that sales teams prioritize follow-ups. The summary section provides insights into total emails sent, opens, and replies, allowing for effective campaign analysis.

By integrating Google Sheets, PHP, AWS, and Gmail automation, this system eliminates manual tracking, enhances follow-ups, and streamlines email outreach efforts.





