
Shared Earth: Email Campaigns

PHASE 1 - Email Campaign Service Setup	36 HRS
Application sync/integration	32 HRS
Data migration	4 HRS
PHASE 2 - Welcome Email Series	38 HRS
Copywriting	18 HRS
Template design	8 HRS
Detailed asset support	2 HRS
Profile customization	2 HRS
Configure automation & test	3 HRS
Set up in mail campaign service	5 HRS
PHASE 3 - Come Back Emails	18 HRS
Copywriting	5 HRS
Template	3 HRS
Detailed assets	2 HRS
Profile customization	2 HRS
Configure automation & test	3 HRS
Set up in mail campaign service	3 HRS
	HRS
PHASE 4 - Personalized Seasonal Emails	48 HRS
Copywriting	20 HRS
Template layout design	3 HRS
Detailed asset support	5 HRS
Set up in newsletter service	5 HRS
Profile customization	2 HRS
Configure automation & test	3 HRS
Segmenting & setting up mailing lists	10 HRS
	HRS
PHASE 5 - Tailored Content Emails	61 HRS
Collecting & indexing content	12 HRS
Copywriting templates for automated content	18 HRS
Template design	8 HRS
Detailed asset support	4 HRS
Profile customization	8 HRS
Configure automation & test	3 HRS
Segmenting & setting up mailing lists	8 HRS



TOTAL HOURS

201 HRS

Total Cost (201HRS x \$190/HR)	\$38,190.00
10% Project Management Fee	\$3,819.00

Total Budget	\$42,009.00
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