
Email Marketing Portfolio

By. **Prayogo Santoso**

Portfolio.

2024

Hello.



Introduction.

Hi! I'm **Prayogo Santoso**

A passionate email marketer and design enthusiast with a constant drive to learn and embrace new challenges.

2023

Interest

In addition to email marketing, I have expertise in lead generation, social media management, data analysis, and software testing. I am also passionate about graphic design, video editing, copywriting, and web design.

Education

2024 - 2025

Growia Education

Software Tester, UI/UX Design

2024

SGB Virtual Assistane Course

Lead Generation, Email Marketing, SMM, Project Management

2023

Hari Senin BootCamp

Full Stack Developer

1996 - 2002

ITS Surabaya

Mechanical Engineer

Language

English



Bahasa Indo



Email Marketing.

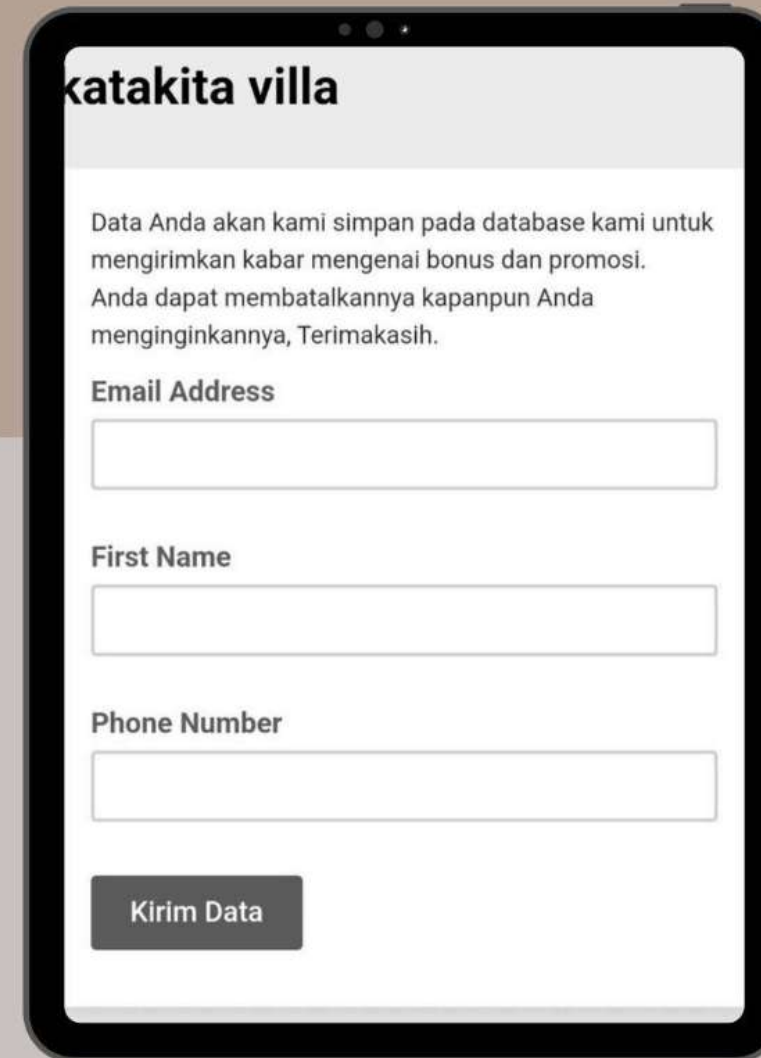
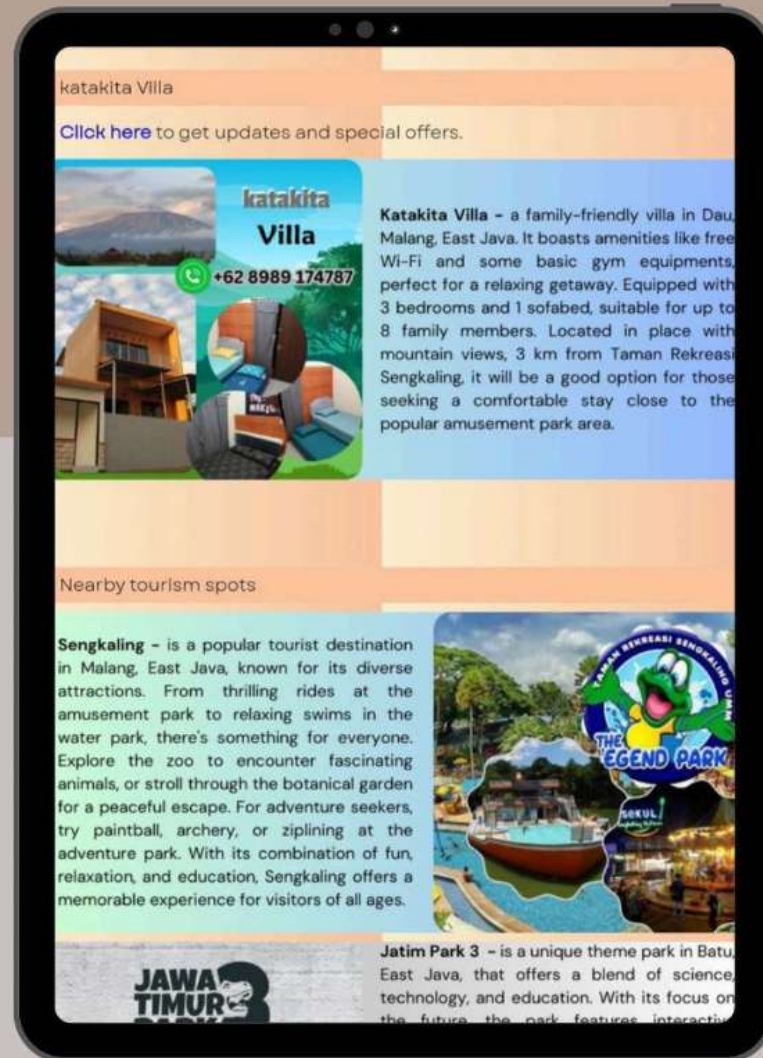
As a passionate in email marketing, I'm focused on creating emails that grab attention and help businesses connect with their audience. I work hard to write clear and engaging subject lines and content that get people to open and click. I always keep up with the latest trends and tools to make sure my campaigns are effective and bring results. I'm excited to help businesses grow through email marketing and build strong relationships with their customers.

Email Marketing.

Landing Page and Lead Magnet - Email Newsletter
and Campaign -Performance Analyst

2024

Landing Page and Lead Magnet



Recommendation

Instead of just providing a contact link that only responds to customer inquiries, it would be better to send periodic automated emails products.

- **Email 1:** Welcome
Subject: Discover Your Dream Property – Exclusive Listings Just for You!
- **Email 2:** New Listings – Hot Properties Just for You!
Subject: New Listings! Explore the Hottest Properties Today
- **Email 3:** Property Investment Opportunities
Subject: Maximize Your Investment with Our Top Property Picks
- **Email 4:** Open House Invitations
Subject: You're Invited! Join Us for Our Upcoming Open Houses
- **Email 5:** Closing the Deal
Subject: Ready to Take the Next Step in Finding Your Perfect Property?
- **Email 6:** Follow-Up and Feedback Request
Subject: How Are We Doing? Let Us Know Your Thoughts!

Things to be considered:

Personalize the Emails: Use the recipient's name and specific property preferences to create a more engaging and targeted experience.

Incorporate Clear Calls-to-Action: Buttons like "Browse Properties," "Schedule a Viewing," or "Contact Us" should be easy to find and click.

Maintain Consistent Branding: Ensure your emails reflect your company's tone, logo, and colour scheme for brand consistency.

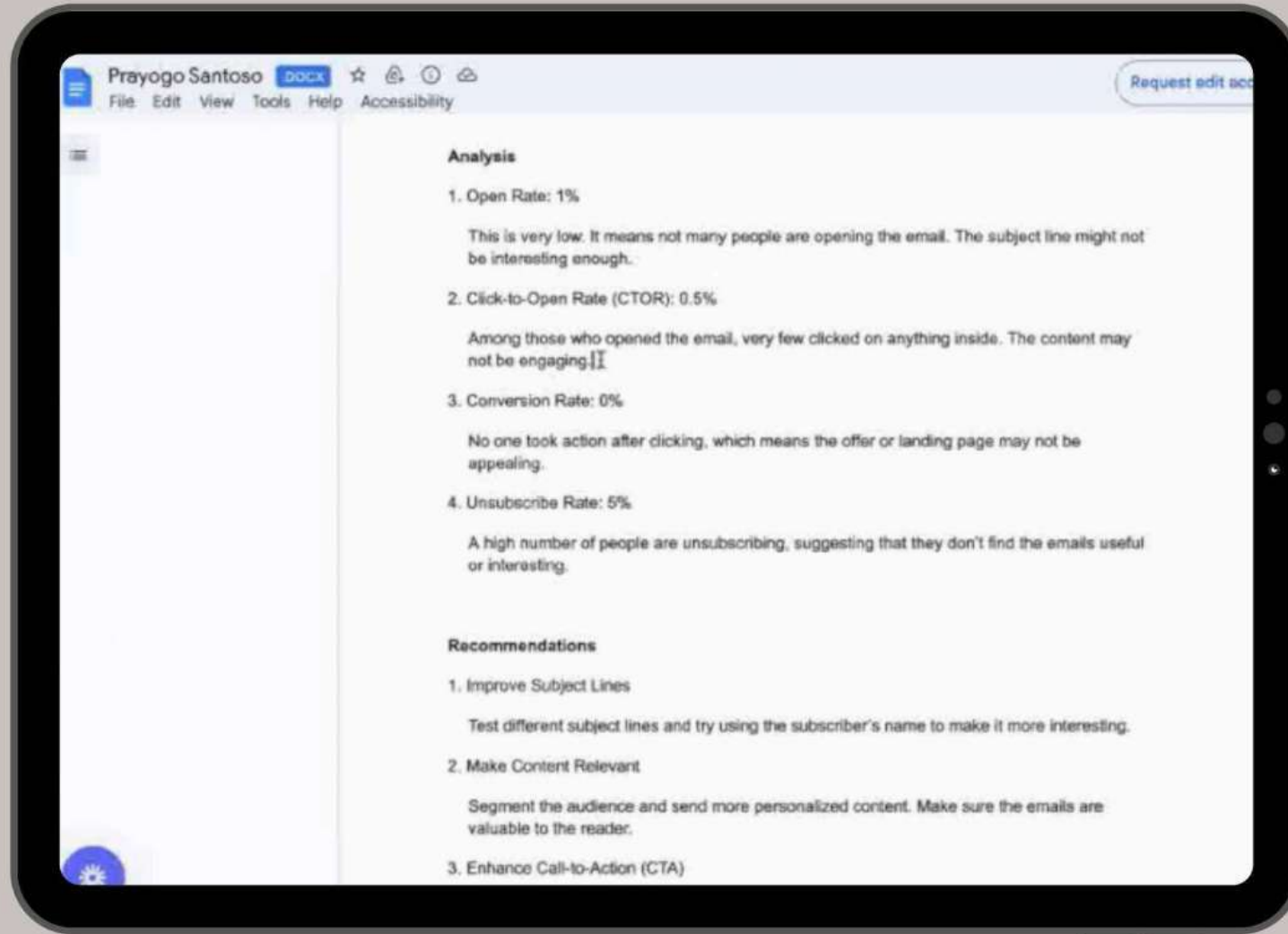
Email Newsletter and Campaign



2024

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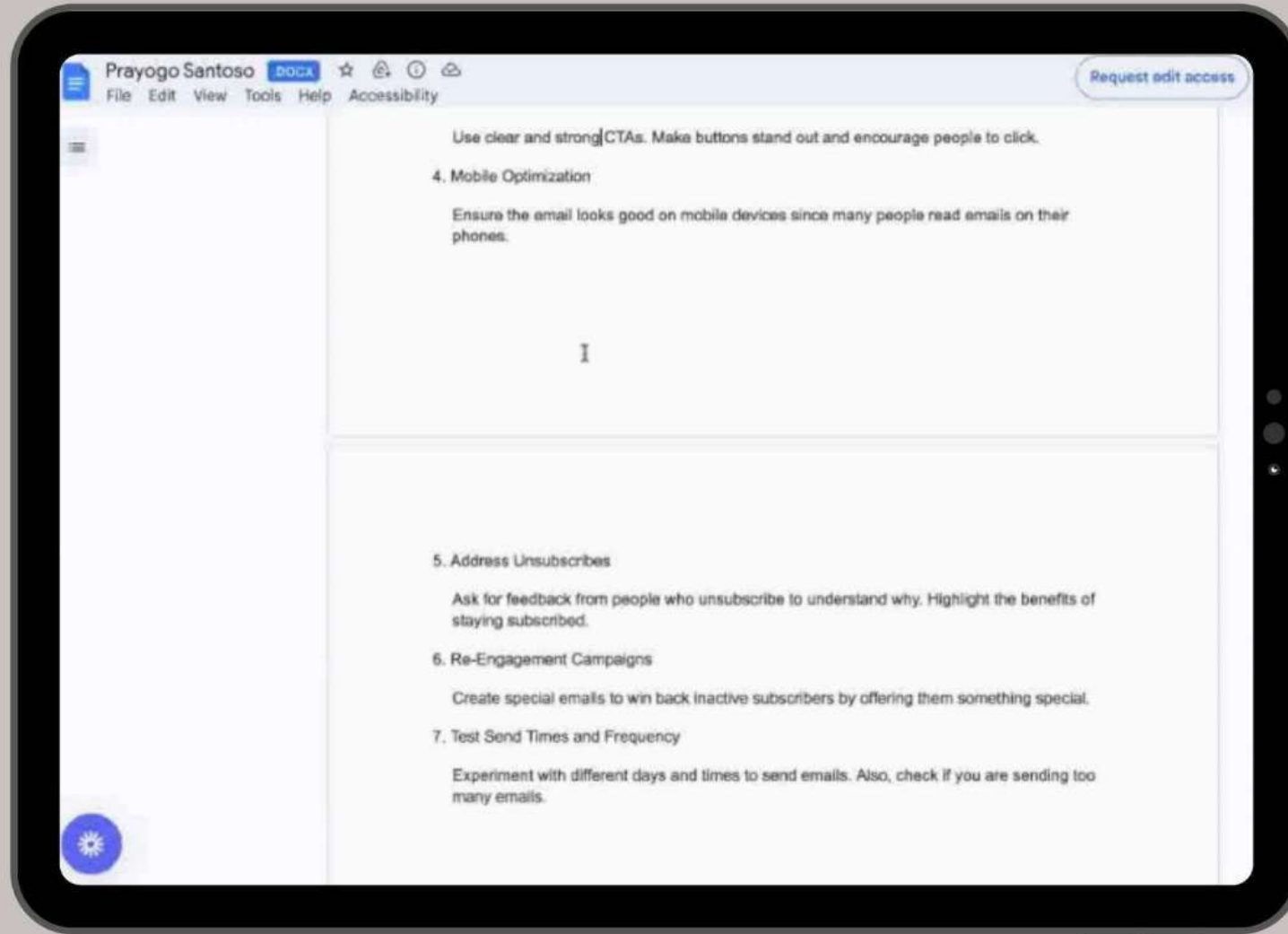
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Performance Analysis

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Performance Analysis

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Proficient in.

- Mailchimp and other platform as required
- Graphic design with Canva and GIMP software



**Thank
you.**

Contact Me

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