



Final task  
Email marketing  
December 2018

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No	Task	Delivery	Score
1	Email marketing strategy	Google Doc	0-15
2	Email marketing software account setup (incl. List setup)	Screenshots in Google Doc	0-10
3	Segmentation strategy	Google Doc	0-15
4	Email campaign (design and content)	Screenshots in Google Doc	0-25
5	List Building – 20+ collected	Screenshots in Google Doc	0-10
6	Summary / Analyses of the results	Google Doc	0-25
	Total		100