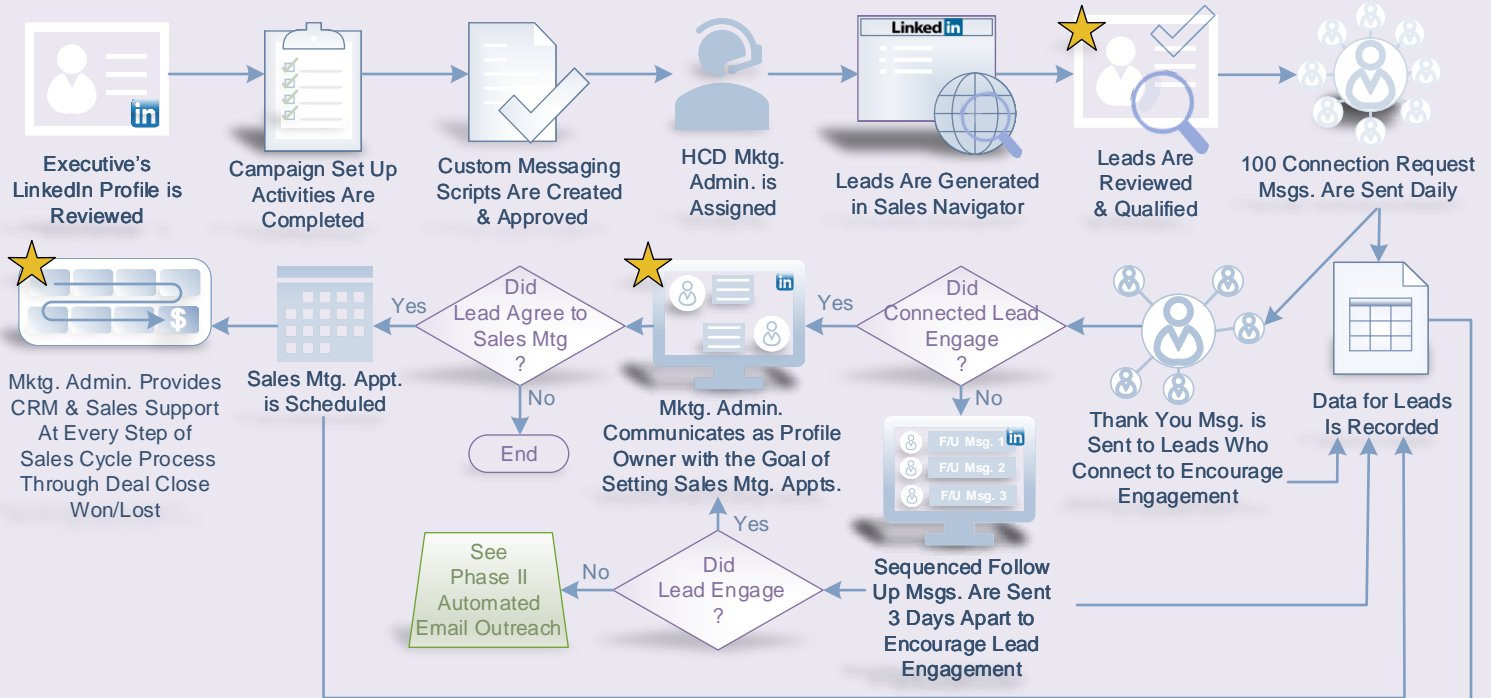


HCD CUSTOMER ACQUISITION CAMPAIGN PHASE I, II & III OVERVIEW

★ = Value-Added Services Unique to HCD

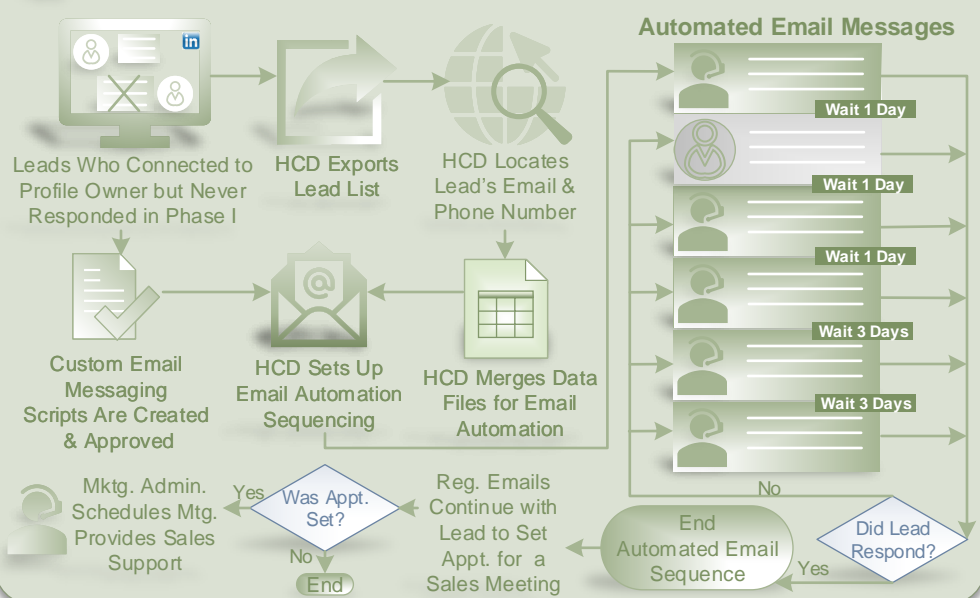
PHASE I – LINKEDIN LEAD OUTREACH



On-Going Campaign Communications & Reporting



★ PHASE II – AUTOMATED EMAIL OUTREACH



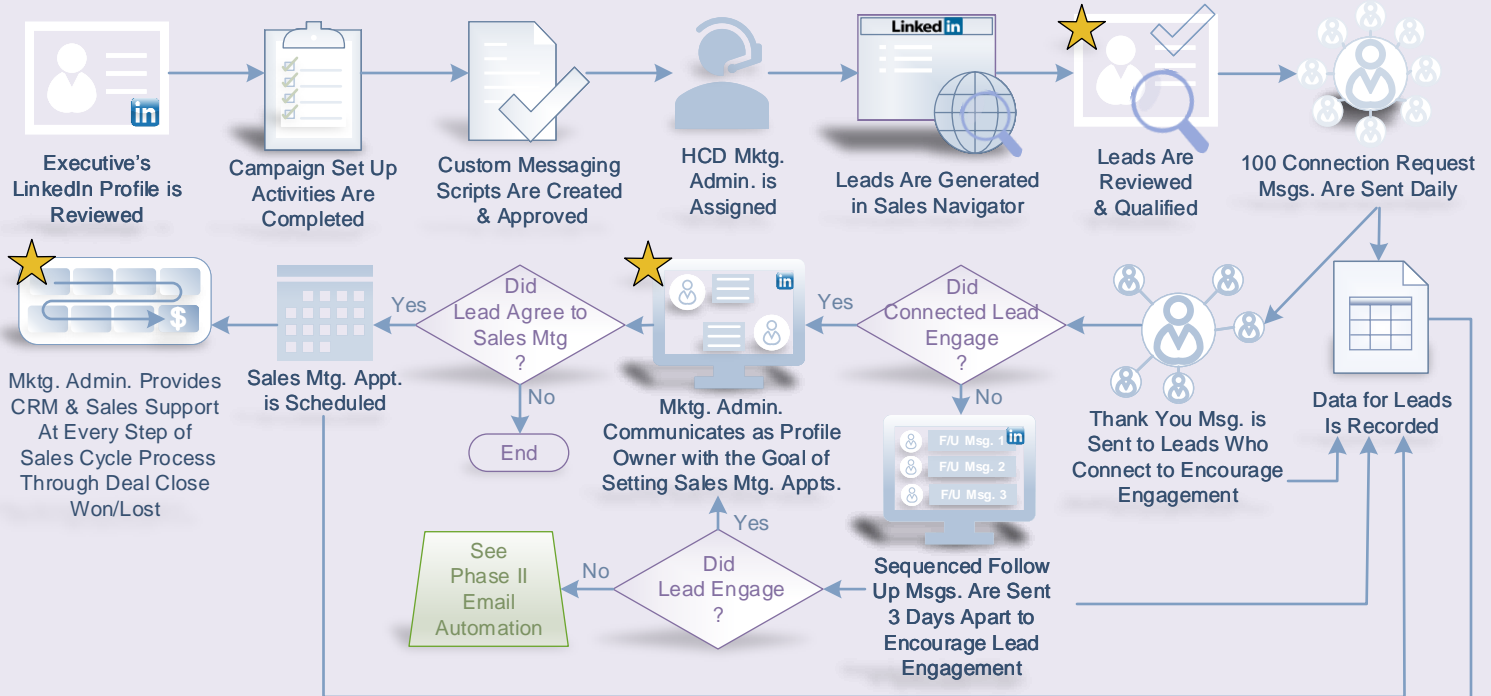
★ PHASE III - TELE-MARKETING OUTREACH



CUSTOMER ACQUISITION CAMPAIGN PHASE I & II OVERVIEW

★ = Value-Added Services Unique to HCD

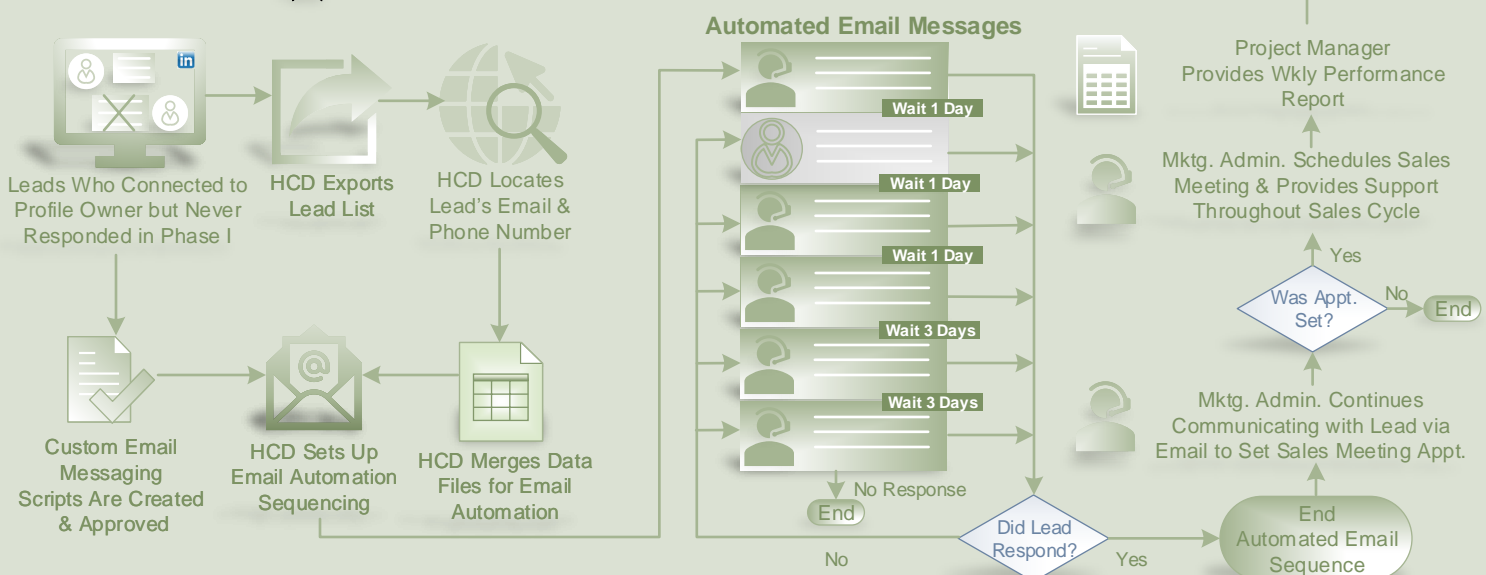
PHASE I – LINKEDIN LEAD OUTREACH



On-Going Campaign Communications & Reporting



★ PHASE II – AUTOMATED EMAIL OUTREACH

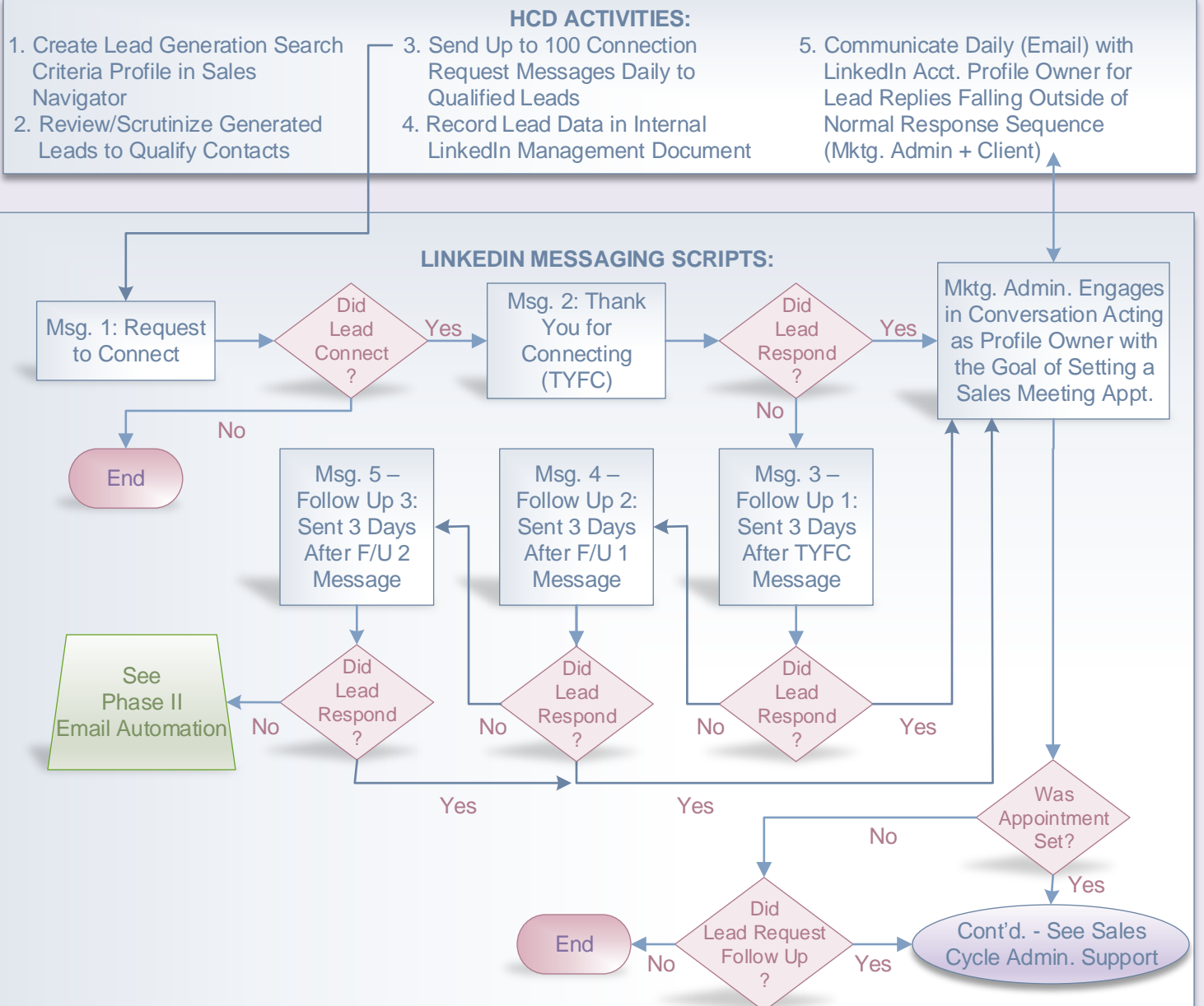


CUSTOMER ACQUISITION CAMPAIGN PHASE I - LINKEDIN LEAD OUTREACH

CAMPAIGN PREPARATIONS



CAMPAIGN LAUNCH



CUSTOMER ACQUISITION CAMPAIGN

PHASE I - LINKEDIN LEAD OUTREACH (Cont'd.)

CAMPAIGN REPORTING & COMMUNICATIONS

Cont'd. from
Previous Page

Client & HCD Team
Meet Weekly to
Review Campaign
Progress &
Performance

LinkedIn Lead Reporting:
Weekly Report KPI's:
1. Number of Connection
Requests Sent (Wkly./Daily)
2. Number & Percentage of
Leads Who Connected
3. Number & Percentage of
Sales Meeting Appts. Set

**HCD Monitoring &
Advisement:**
HCD Recommended
Campaign Script
Adjustments to Bolster
Performance & Increase
Return Rates

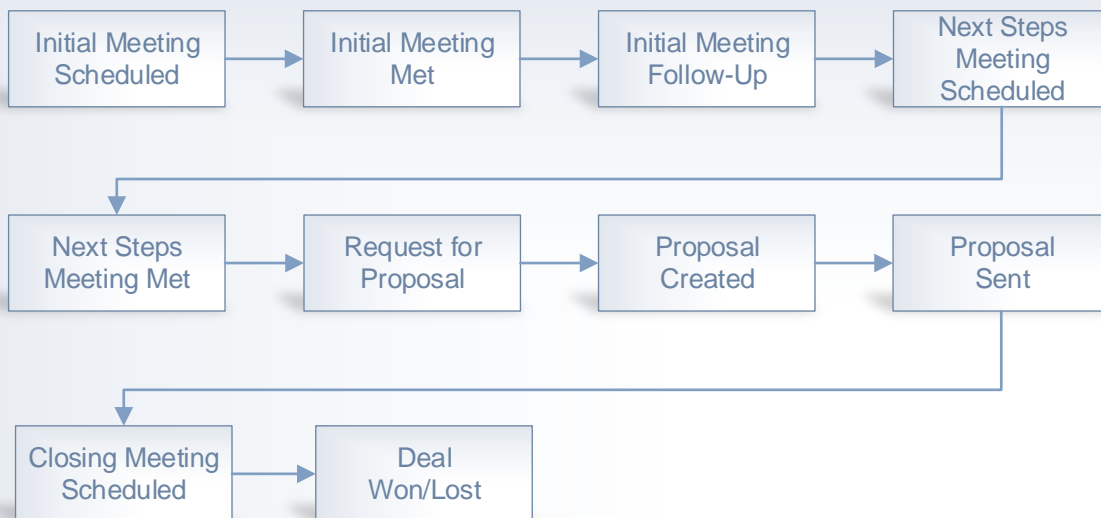
SALES CYCLE ADMINISTRATIVE SUPPORT

1. Mktg. Admin. Learns/Familiarizes
Self with Client's CRM System (or if
Client Doesn't Have CRM, Manages
Sales Activities in Hubspot CRM)

HCD ACTIVITIES:
2. Mktg. Admin. Sets Up Sales
Meetings, Manages Follow Up
Tasks, Confirms Appts. with
Leads, Documents/Enters Mtg.
Notes in CRM

3. Mktg. Admin. Tracks
Sales Progression Through
the Entire Sales Cycle
4. Project Mgr. Provides
Weekly Sales Pipeline Rpt.

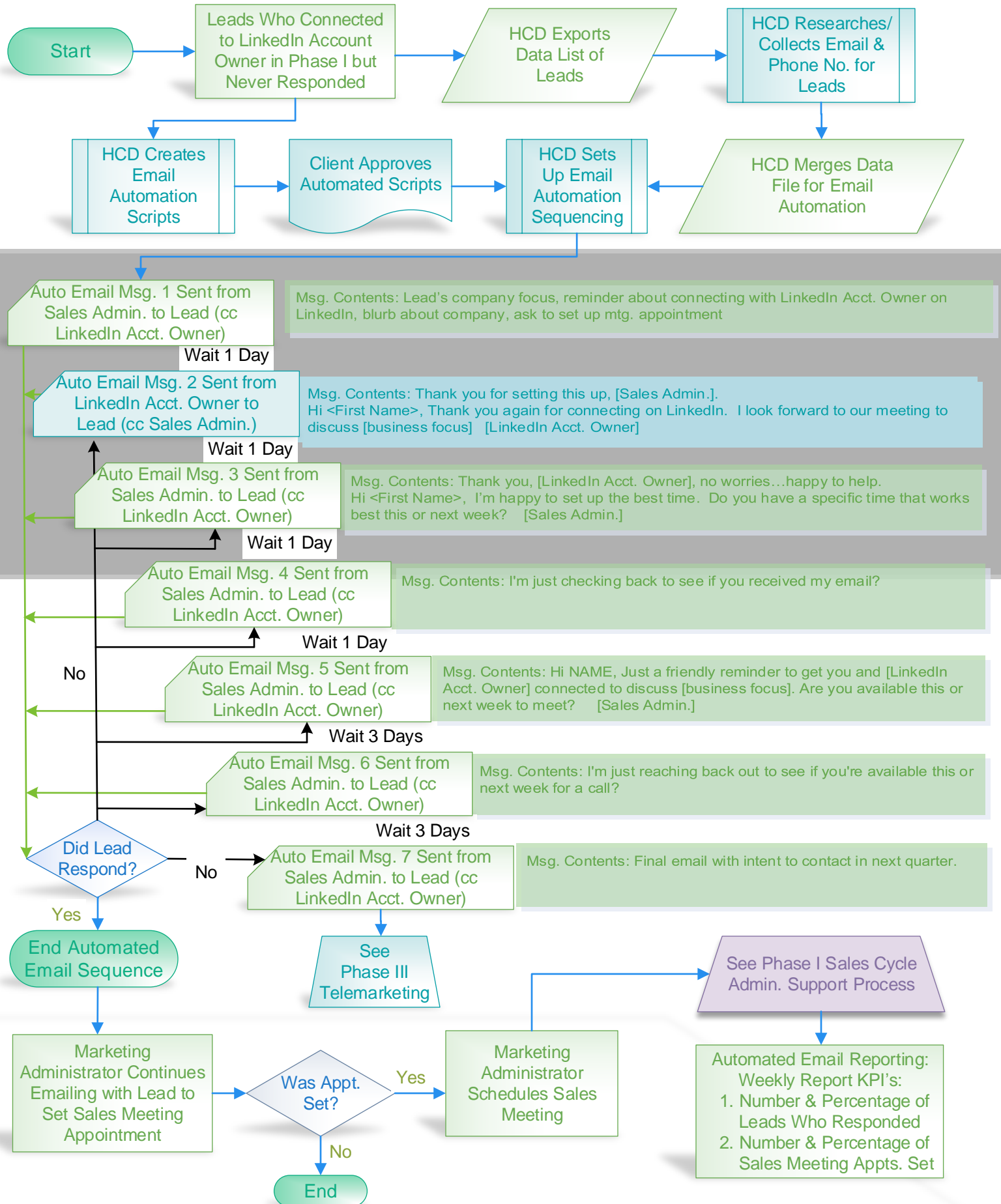
EXAMPLE SALES CYCLE PROCESS MANAGED BY HCD MARKETING ADMINISTRATOR:



End

CUSTOMER ACQUISITION CAMPAIGN

PHASE II – EMAIL AUTOMATION



CUSTOMER ACQUISITION CAMPAIGN PHASE III – TELEMARKETING

