

Proposal Questions for Bidders

Exhibit B

Request for Proposal

UCLA Law School

Question #	Question	Bidder Response: CONFIDENTIAL
	Experience and Success with LinkedIn Outreach	Experience and Success with LinkedIn Outreach
1	Describe how your company has successfully conducted LinkedIn outreach directly through a profile.	<ul style="list-style-type: none"> The first step is to become hyper-focused on creating our Ideal Customer Profile (ICP). We can do this for multiple Avatars and then run parallel campaigns, but by having a singular focus we can customize messaging that is highly relevant for each ICP. This process consistently yields better results than a "spray and pray" method of marketing and is essential in this extremely cluttered content environment that we face today. We then use this ICP to look for qualified leads on LinkedIn and follow our proprietary Trifecta outreach process, so we are able to connect with people on a personal level and address them with customized messaging that resonates with their experience, skills, and interests. By utilizing advanced analytics, AI and Machine Learning, we run a parallel campaign to seek out those candidates who are already showing "Intent to Buy" activity. By analyzing Big Data, we can get in front of companies and individuals who are researching and showing interest in legal and graduate degrees to advance their career. Additionally, by using our proprietary Trifecta outreach process, we are able to connect with people on a personal level and address them with customized messaging that resonates with their experience, skills, and interests.
2	Describe how your company has successfully engaged with prospective students after the prospect connects on LinkedIn with the profile.	We stay on top of our follow up messages. We have created a process so our administrators can stay on track of the follow up messages - both on LinkedIn and email. By assigning a dedicated Marketing Administrator to support the sales/admissions team, we ensure that no contacts fall through the cracks. As the saying goes, "The money is in the follow-up". By properly managing the CRM system and relentlessly attending to follow-ups and important closing activities, you will have the highest probability to close with a team that knows how to successfully drive the process.
	Experience and Success with Email Automation	Experience and Success with Email Automation
3	Describe how your company has successfully conducted email automation to engage with prospective students.	HCD uses an internal and proprietary process and platform so we can create a conversation style campaign, which no other known platform in the market can emulate. This conversation style allows for 3 separate messages to be sent, appearing as a conversation and not as a single person over doing the outreach. The results from this method have been compared to hundreds of thousands of messages sent in various send structure and has proven to be one of the most successful ways to engage with a prospect. We target all the leads who are not responsive on LinkedIn. HCD develops a customized email script and reach out via email to set up the appointment. We have helped one of our clients closed 4 deals all from the email campaign in the past 6 months.
4	Describe how your company has successfully engaged with prospective students after they reply to the email automation.	We stay on top of our follow up messages. We have created a process so our administrators can stay on track of the follow up messages - both on LinkedIn and email. By assigning a dedicated Marketing Administrator to support the sales/admissions team, we ensure that no contacts fall through the crack. As the saying goes, "The money is in the follow-up". By properly managing the CRM system and relentlessly attending to follow-ups and important closing activities, you will have the highest probability to close with a team that knows how to successfully drive the process.
	Service Capability	Service Capability
5	Does your company have redundancies so that if one person is unable to perform that the function will still be adequately performed?	Consistent follow up with prospects is critical to the HCD Trifecta Outreach process. To make sure we have an optimized process, HCD assigns each client account with a back-up administrator. All HCD admins are trained to follow the protocol for each profile, which is created during the Marketing and Branding Workshop, throughout all LinkedIn and email automation outreach. HCD also assigns a back-up Marketing Administrator to each profile so that in the event of PTO or emergencies, there is always someone there to manage the account.

6	Describe the length and scope of your company's operations and why your company will sustain high level services throughout the length of the service engagement.	<p>HCD is dedicated to producing profitable results for the UCLA School of Law. This singular focus insures we sustain a high level of service throughout the length of the service. We meet weekly and sometimes daily with your internal team to insure that the campaign is successful and uncover areas we can improve and pivot to make sure the campaign is always successful. HCD is the only company that offers a full end-to-end sales solution. We not only help generate the qualified candidates, we hand-hold these interested leads, until they officially apply for your program. All other marketing companies hand the lead off and that is where the service ends. Whoever you do business with, make sure they have an end-to-end solution in place as this is critical to the success of the engagement. HCD was founded in 2004 and in 2012 began serving as a "Fractional CMO" and offering MaaS CMO™, which stands for Marketing as a Service with Chief Marketing Officer strategy and oversight. HCD breaks from the traditional styles of awareness marketing and operates on a performance model, with the assumption that if we do not create profit and success for our clients, then they will not continue working with us. Most companies are focussed on creating beautiful images and content. While it is nice to have quality branding, if every bit of ad copy, scripting, images and content do not have the singular purpose of generating revenue, then it is not money wisely spent and because this is our focus, that keeps our campaigns successful. We owe a duty to provide Return on Investment and every process we implement bears this in mind.</p> <p>Additional Factors to Support Innovation and Growth:</p> <ul style="list-style-type: none"> HCD has had tremendous success using new technology, innovation and video to drive meaningful improvement in all areas of marketing. We will continue exploring and discussing strategy. Our CEO, Dwight Holcomb, has built an AI Intent Data team to use technology and Big Data to find prospects at the exact moment they are seeking program related search activity. HCD is committed to stay ahead of the technology curve to keep our clients relevant in the rapid changes we are now seeing, which will only continue to accelerate. By being a technology evangelist in the marketing space, we will continue to offer new strategies and platforms to generate unusual success for our clients. Micro Marketing continues to be an effective tool to stand out and gain credibility with a very targeted audience. By aligning the posts, likes, shares, and follows with the specific ad campaigns, prospects feel that the engagement is authentic and extremely relevant. HCD has both training and implemented profitable Video Conversion Marketing strategy and campaigns. From Testimonials, to One-to-One Video Marketing, to Pre-Roll Retargeting Video Ads, to increasing conversion rates for Landing Page Funnel Sequences by as much as 80% through the proper use of video, HCD has a long successful list of video campaigns to recommend. Our most important Unique Value Proposition (UVP) is that we are involved intimately throughout the entire Sales AND Marketing process. By assigning a dedicated Marketing Administrator to support the sales team, we ensure that no contacts fall through the crack. As the saying goes, "The money is in the follow-up". By properly managing the CRM system and relentlessly attending to follow-ups and important closing activities, you will have the highest probability to close with a team that knows how to successfully drive the process. Through on-going assessment and strategy discussions of better sales and closing techniques, Dwight will personally collaborate with your team to find the best sales process that works for each specific program. We typically start with a consultative selling method known as "SPIN Selling" by Neil Rackam. Together, we uncover the best possible steps to close sales and get prospects into the application process.
7	Describe who would be assigned the key roles to service the functions required. What would be the plan to ensure a person of equal or greater level of quality would continue the services if the existing person is unable to perform?	<ul style="list-style-type: none"> Dwight Holcomb, CEO Monica Ariston, Senior Project Manager Sudheer Banoth, E-Mail Automation Manager Marie Anden, Marketing Administrator Charis Hernandez, Marketing Administrator Faye Buenafior, Marketing Administrator (back-up) Marilou Aquino, Marketing Administrator (back-up)
	Sustainability and Social Responsibility	Sustainability and Social Responsibility
8	Describe your sustainability practices in your operation of business. Sustainability practices might include but not limited to: Takeback program, resource conservation, waste reduction, minimized paper use, and use of alternative transportation methods among other sustainable best practices. Also, clearly identify any related programs/items that will directly benefit UCLA.	HCD places a high-priority on sustainability practices and continues to explore new and innovative ways to achieve meaningful results. HCD has structured our operations and employees to be 100% remote to save fuel and promote a clean air environment. We are also 100% paperless and provide a digital delivery of service, invoices, agreements, etc.
9	Describe how your company is socially responsible.	<p>Socially responsibility is at the forefront of our society. Now more than ever, it is important that we show leadership to help encourage everyone to give fair consideration to social responsibility in all areas of business. Our Corporate Social Responsibility (CSR) policy includes a number of actions that we take to stand up as leaders who can make an impact at the base level of our work. HCD is fully inclusive in our hiring process. We provide equal opportunity and review "blind" submissions that have no information on an individuals background or personal attributes to insure a fully inclusive and caring work environment.</p> <p>Examples of HCD CSR</p> <ul style="list-style-type: none"> Reducing carbon footprint through remote work and virtual employment Improving labor policies by practicing fully inclusive hiring policies Charitable giving to non-profits such as the Muscular Dystrophy Association and Medical Teams International Volunteering in the community by serving on a number of non-profit Boards Corporate policies that benefit the environment such as going 100% digital in all areas of our business

10	Describe how your company complies with ADA in your outreach.	We remain 100% ADA compliant through utilizing the LinkedIn and Sales Navigator platform, so we are able to insure ADA compliance through the rigorous ADA compliance actions of LinkedIn. https://www.linkedin.com/accessibility
11	Are you a small business? (If yes, provide certification)	Yes. SBA application for certification, in process.
12	Are you a veteran owned business - any size? (If yes, provide certification)	N
13	Are you a service-disabled veteran owned business - any size? (If yes, provide certification)	N
14	If you are a large business, provide a copy of your small business plan and 2 year results.	N/A
	If Bidder cannot comply with, or accept, any of said provisions, <u>Bidder must identify any and all exceptions, and submit recommended language</u> that Bidder would find acceptable. Said exceptions and recommended language shall be included in Bidder's proposal. UCLA will review any exceptions and recommended language that Bidder submits with its proposal to determine if said exceptions and recommended language are acceptable to UCLA. If Bidder does not identify any exceptions and/or recommended language, UCLA will assume that Bidder finds all of the Contract's provisions acceptable, and no changes will be accepted at a later time. Note that this is one of the important criteria in UCLA's bidder selection process. As such, Bidder's proposal should be in accordance with the terms and conditions included therein.	N/A _____ (Initial). All of Bidder's proposed revisions are reflected in the attached revised Contract