UCLA School of Law: Executive Sales and Marketing Plan

UCLA School of Law – Recommended Campaigns with Expected Returns:

LinkedIn Connection Campaign
    Expected Return:
    40 qualified connections per week
    10 leads requesting additional information per week
    2-3 appointments per week
- First LinkedIn connections to start via HCD using UCLA School of Law CEO (or high-level) LinkedIn profile.

Sales Training
    Expected Return:
    30-50% Shorter Average Closing Time
- HCD to work with UCLA School of Law to improve the sales process.
- HCD to implement S.P.I.N. Selling model and evaluate current consultative selling approach.

Referral Campaign
    Expected Return:
    Estimate of 10% of Current UCLA Undergrad and the UCLA School of Law Alumni Base to Respond
    1-2 Qualified Referrals Each
- E-mail from UCLA School of Law to current and past students.
- HCD to conduct outreach to students and alumni who respond, to set meetings with UCLA School of Law.
- UCLA School of Law to ask for referral and new candidates.
- Identify best and willing alumni for written testimonials.
- Identify best and willing alumni for video testimonials.

Outbound E-Mail Marketing
    Expected Return:
    10% response rate for targeted contact lists
    100 leads via 1000 contacts through e-mail drip campaign
- HCD to build lead lists through LinkedIn outreach campaign
- HCD and UCLA School of Law to accumulate all contact lists from events, research, cold-calling, etc. to create new master list to be used for e-mail outreach campaigns.
- HCD will set-up and manage a Autovation.io account for UCLA School of Law and run event-centered campaigns to help uncover additional leads to set exploratory meetings with UCLA School of Law.