

Loyola Law School+HCD: Expected Deliverables

LinkedIn Connection Campaign

Expected Return:

60 qualified connections per week

30 leads requesting additional information per week

9 appointments per week

- First LinkedIn connections to start via HCD using an Admissions Team member profile.

Admissions Sales Process Review and Training

Expected Return:

30-50% Shorter Average Closing Time

- HCD to work with your Admissions Team 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 Alumni Base to Respond

1-2 Qualified Referrals Each

- E-mail from Program Admin e-mail to test alumni sample.
- HCD to conduct calls with alumni who respond, to set meetings with Admissions Team.
- Admissions to ask for new qualified candidate referrals.
- 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 Admissions Team to accumulate all contact lists to create new master list to be used for e-mail outreach campaigns.
- HCD will set-up and manage an Autovation.io account and run event-centered campaigns to help uncover additional candidates to set exploratory meetings with your Admissions Team.

PPC Ads and Landing Page - Funnel Management Campaign

Expected Return:

2-4 qualified appointments set per week (based on \$300/mo ad spend)

- First draft of landing page to be completed by HCD.
- Each page will be created to target a unique industry or segments.
- PPC (Pay-Per-Click) ads will be created and managed by HCD to drive traffic to each landing page. Ads will be run on multiple social platforms and will initially launch with Google AdWords, LinkedIn, Instagram, and Facebook. Other platforms which will be considered are; Twitter, YouTube, TikTok, MyOpportunity, etc.

Curated Content Marketing – News Aggregation Platform

Expected Return:

5-10 social follows per post

- HCD will create social connections to news subdomain (news.yourdomain.com).
- University to create initial subdomain URL and upload base WordPress version to site.
- HCD will format and set up proprietary article re-posting platform and train Admissions to use and manage.