ASU Thunderbird: Executive Sales and Marketing Plan

ASU Thunderbird – 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 ASU Thunderbird CEO (or high-level) LinkedIn profile.

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 large data lead lists through LinkedIn outreach campaign and through other data sources
   - HCD and ASU Thunderbird 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 ASU Thunderbird and run event-centered campaigns to help uncover additional leads to set exploratory meetings with ASU Thunderbird.

Sales Training
   Expected Return:
   30-50% Shorter Average Closing Time
   - HCD to work with ASU Thunderbird 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% for the current ASU Thunderbird Alumni Base to Respond
   1-2 Qualified Referrals Each
   - E-mail from ASU Thunderbird to current and past students.
   - HCD to conduct outreach to students and alumni who respond, to set meetings with ASU Thunderbird.
   - ASU Thunderbird to ask for referral and new candidates.
   - Identify best and willing alumni for written testimonials.
   - Identify best and willing alumni for video testimonials.