

**PROPOSAL: iResearch+HCD Initial Engagement  
 Combination Pricing Options**

**Option 1: Fractional Chief Marketing Officer Strategy and Campaign Launch**

**FRACTIONAL CMO**  
~~6500~~  
**3500**  
 \$ / month

**Option 2: Quadfecta Multi-Platform Outreach**

*QUADfecta Outreach™*  
~~7500~~  
**6500**  
 \$ / month

LINKEDIN + EMAIL  
 VIDEO MSG + PHONE  
 1st Profile

**Option 3: Quadfecta + Micro Marketing + Video Production**

*QUADfecta Outreach™* ~~7500~~ **6500** \$ / month

**MICRO MARKETING** ~~6500~~ **5500** \$ / month

**VIDEO PRODUCTION** ~~6500~~ **5500** \$ / month

**COMBINED** ~~17500~~ **15500** \$ / month

**HCD Individual Ala Carte Campaign Pricing**

## Quadfecta Outreach

7500  
**6500**  
Per Month

- MaaS CMO™ | Marketing as a Service with Fractional CMO Oversight
- Customer Acquisition Campaign
  - Phase I - LinkedIn Lead Outreach
  - Phase II - Automated Email Outreach
  - Phase III - Telemarketing Outreach
    - Select high-priority prospect list
  - Phase IV - 1-to-1 Video Message Outreach
    - Select high-priority prospect list
- Campaign Project Management
  - Dedicated Marketing Administrator
  - HCD Research Team
- HCD Email Automation Development Team
- Contacts from Weekly Sample Intent Data

## Micro Marketing (MM)

6500  
**5500**  
Per Month

- MaaS CMO™ | Marketing as a Service with Fractional CMO Oversight
- Micro Marketing Campaign
  - Daily Posts & Target Interaction for:
    - Facebook Account Management
    - Instagram Account Management
    - LinkedIn Account Management
- Digital Ads Management
  - Facebook Ads
  - Instagram Ads
  - LinkedIn Ads
  - AdWords Account Management
    - Text Ads
    - Re-Targeting & Pre-Roll Video Ads
    - Intent Based Ads

## Video Production + Video Conversion Marketing

6500  
**5500**  
Per Month

- Monthly Deliverables
  - 1 Explainer Video
  - 1 Signature Story Video
  - 2 Pre-Roll Ad Videos
  - 2 Social Post Videos
- Editing
  - DOP - Director of Production
  - Storyboarding & Chronological Layout
  - Video Editing Team
    - Editing, Rendering and Publishing Video
- SEO
  - Tactical SEO measures for each video
  - Video Marketing strategies and campaigns

## Intent Data (ID)

3000  
**2500**  
Per Month (add-on service only)

- AI Intent Based Data Collection
- Ongoing Customer Buying Intent Activity
- Research for Target Contact Info
- Target List of Surge Topics
- Surge in Intent Activity Verified
- Data for Multiple Search Topics Provided
- Surge Score Criteria = 60+ out of 100 scale
- Intent Data Inserted Into HCD Funnel

**HCD Fractional Chief Marketing Officer Deliverables**

## Fractional CMO

6500

# 3500

Per Month

- MaaS CMO™ | Marketing as a Service with Fractional CMO Oversight
- Marketing & Branding Workshop
  - Ideal Customer Profile (ICP)
  - Statement of Value (SOV)
  - Customer Pain Questions (CPQ)
  - Finding the "Why" Exercise
  - Create Clear One-Liner Statement
  - Competitive Analysis
  - Full Funnel Process Review
  - CRM Optimization
  - Create Unique Value Proposition (UVP)
- Weekly Strategy Calls with Executive Team
- Weekly Campaign Review + Coaching
- Sales Process Evaluation + Coaching

**HCD Engagement Launch with Marketing and Branding Workshop**

## Half-Day Branding and Marketing Workshop

**\*NOTE: Workshop included in 1st month of service**

- Ideal Customer Profile (ICP)
- Statement of Value (SOV)
- Customer Pain Questions (CPQ)
- Finding the "Why" Exercise
- Competitive Analysis
- Website Clarity Exercise
- Build Your Story Brand - One-liner Exercise
- Funnel Process Review & CRM Optimization
- Create Unique Value Proposition (UVP)

**HCD Terms:**

**Workshop:** HCD will conduct a half-day marketing and branding workshop to plan the strategy of launching the first marketing campaigns.

**NOTE:** The full workshop fee is included in the monthly plan.

**Monthly Invoice:** iResearch will be invoiced for (pricing for option 1, 2 or 3) monthly retainer for all marketing services, along with HCD Executive Strategy, Management Oversight and all deliverables, for the duration of the contract term.

**Note:** Up to 3 revisions will be allowed per video.

**Term:** Three (3) month initial commitment. Month-to-month after end of term.  
As a courtesy, we request a 60-day notice to change, cancel, or suspend service after term expires.