

PROPOSAL: FileWave+HCD Video Proposal

1:1 Video Automation

~~10000~~
6500
Per Month

- MaaS CMO™ | Marketing as a Service with Fractional CMO Oversight
- 1:1 Video Automation Marketing Campaign
 - Daily Video E-mail Outreach (100/day avg)
 - Dedicated E-mail Automation Server
 - Media Server for Rendering at Scale
 - Video Editing and Production Included
- Direct Outreach
 - Phase 1 - Automated Email with Animated GIF
 - Phase 2 - LinkedIn Msg with Animated GIF
- Editing
 - DOP - Director of Production
 - Storyboarding & Chronological Layout
 - Video Editing Team
 - Editing, Rendering and Publishing Video

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: FileWave will be invoiced \$6,500 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.

HCD Service Guarantee: If we are unable to achieve an agreed level of qualified meetings by the end of 90 days, we will reduce our rate by half, and continue to run all campaigns for two additional months, to help get us to the outcome we need.

- We offer this because some engagements can be more challenging than others and in almost all cases, we are successful in getting the results to be where they need to be, even if it happens in the 4th or 5th month
- You don't want to walk away feeling that you've wasted money if there is still potential and you can see progress in month 3 but aren't willing to risk the full rate for an unknown.
- We make this an easier decision by giving this guarantee that we will reduce the rate if we are not where we need to be, so we have some additional runway to make it work.