

PROPOSAL: Wake Forest University+HCD Initial Engagement Combination Pricing Options

Option 1: Quadfecta Multi-Platform Outreach

QUADfecta Outreach™
 7500
6500
 \$ / month

LINKEDIN + EMAIL
 VIDEO MSG + PHONE
 1st Profile

Option 2: Quadfecta + Micro Marketing

QUADfecta Outreach™
 7500
6500
 \$ / month

LINKEDIN + EMAIL
 VIDEO MSG + PHONE
 1st Profile

MICRO MARKETING
5500
 \$ / month

Full Social Content
 All Digital Ads Mgmt

COMBINED
 12000
9500
 \$ / month

Option 3: Quadfecta + Micro Marketing + Video Production

QUADfecta Outreach™
 7500
6500
 \$ / month

LINKEDIN + EMAIL
 VIDEO MSG + PHONE
 1st Profile

MICRO MARKETING
 6500
5500
 \$ / month

Full Social Content
 All Digital Ads Mgmt

VIDEO PRODUCTION
 6500
5500
 \$ / month

COMBINED
 17500
15500
 \$ / month

HCD Individual Ala Carte Campaign Pricing

<div style="background-color: #0056b3; color: white; padding: 10px; text-align: center;"> <h3>Quadfecta Outreach</h3> <p>7500</p> <h1>6500</h1> <p>Per Month</p> </div> <ul style="list-style-type: none"> ● MaaS CMO™ Marketing as a Service with Fractional CMO Oversight ● Customer Acquisition Campaign <ul style="list-style-type: none"> ▪ Phase I - LinkedIn Lead Outreach ▪ Phase II - Automated Email Outreach ▪ Phase III - Telemarketing Outreach <ul style="list-style-type: none"> - Select high-priority prospect list ▪ Phase IV - 1-to-1 Video Message Outreach <ul style="list-style-type: none"> - Select high-priority prospect list ● Campaign Project Management <ul style="list-style-type: none"> ▪ Dedicated Marketing Administrator ▪ HCD Research Team ● HCD Email Automation Development Team ● Contacts from Weekly Sample Intent Data 	<div style="background-color: #0056b3; color: white; padding: 10px; text-align: center;"> <h3>Micro Marketing (MM)</h3> <p>6500</p> <h1>5500</h1> <p>Per Month</p> </div> <ul style="list-style-type: none"> ● MaaS CMO™ Marketing as a Service with Fractional CMO Oversight ● Micro Marketing Campaign <ul style="list-style-type: none"> ▪ Daily Posts & Target Interaction for: <ul style="list-style-type: none"> - Facebook Account Management - Instagram Account Management - LinkedIn Account Management ● Digital Ads Management <ul style="list-style-type: none"> ▪ Facebook Ads ▪ Instagram Ads ▪ LinkedIn Ads ▪ AdWords Account Management <ul style="list-style-type: none"> - Text Ads - Re-Targeting & Pre-Roll Video Ads - Intent Based Ads
<div style="background-color: #0056b3; color: white; padding: 10px; text-align: center;"> <h3>Video Production + Video Conversion Marketing</h3> <p>6500</p> <h1>5500</h1> <p>Per Month</p> </div> <ul style="list-style-type: none"> ● Monthly Deliverables <ul style="list-style-type: none"> ▪ 1 Explainer Video ▪ 1 Signature Story Video ▪ 2 Pre-Roll Ad Videos ▪ 2 Social Post Videos ● Editing <ul style="list-style-type: none"> ▪ DOP - Director of Production ▪ Storyboarding & Chronological Layout ▪ Video Editing Team <ul style="list-style-type: none"> - Editing, Rendering and Publishing Video ● SEO <ul style="list-style-type: none"> ▪ Tactical SEO measures for each video ▪ Video Marketing strategies and campaigns 	<div style="background-color: #0056b3; color: white; padding: 10px; text-align: center;"> <h3>Intent Data (ID)</h3> <p>3000</p> <h1>2500</h1> <p>Per Month (add-on service only)</p> </div> <ul style="list-style-type: none"> ● 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 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: Wake Forest University 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.