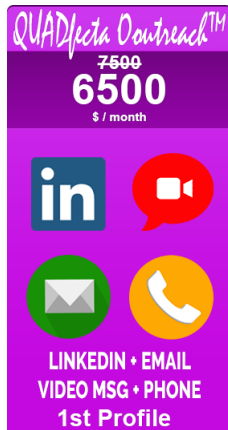


PROPOSAL: Duke University +HCD Initial Engagement Combination Pricing Options

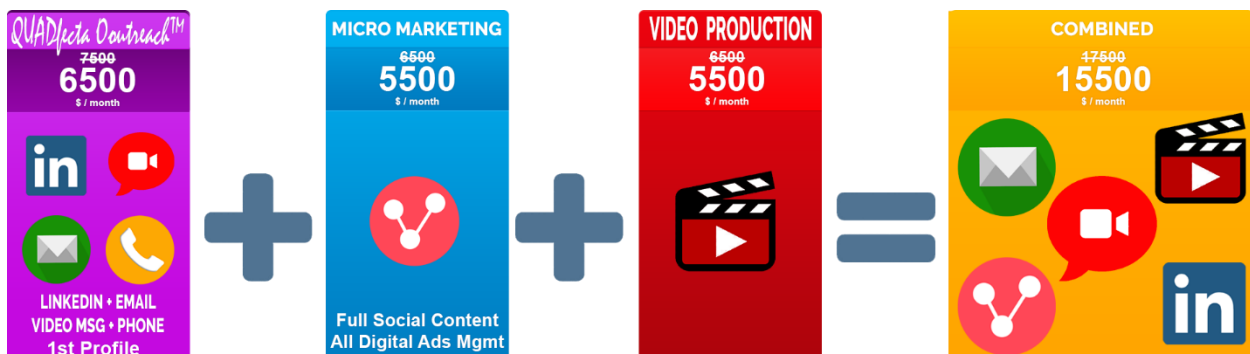
Option 1: Quadfecta Multi-Platform Outreach



Option 2: Quadfecta + Micro Marketing



Option 3: Quadfecta + Micro Marketing + Video Production



HCD Individual Ala Carte Campaign Pricing

<h3>Quadfecta Outreach</h3> <p>7500 6500 Per Month</p> <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 	<h3>Micro Marketing (MM)</h3> <p>6500 5500 Per Month</p> <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
<h3>Video Production + Video Conversion Marketing</h3> <p>6500 5500 Per Month</p> <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 	<h3>Intent Data (ID)</h3> <p>3000 2500 Per Month (add-on service only)</p> <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: Duke 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.