

## Lakeland University: Executive Sales and Marketing Plan

### Lakeland University – 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 Lakeland University 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 Lakeland University 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 Lakeland University and run event-centered campaigns to help uncover additional leads to set exploratory meetings with Lakeland University.

#### **Sales Training**

**Expected Return:**

**30-50% Shorter Average Closing Time**

- HCD to work with Lakeland University 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 Lakeland University Alumni Base to Respond**

**1-2 Qualified Referrals Each**

- E-mail from Lakeland University to current and past students.
- HCD to conduct outreach to students and alumni who respond, to set meetings with Lakeland University.
- Lakeland University to ask for referral and new candidates.
- Identify best and willing alumni for written testimonials.
- Identify best and willing alumni for video testimonials.