

## PROPOSAL: Krista Software +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**  
147500  
**15500**  
\$/ month

### HCD Individual Ala Carte Campaign Pricing

<p><b>Quadfecta Outreach</b></p> <p>7500</p> <p><b>6500</b></p> <p>Per Month</p> <ul style="list-style-type: none"> <li>• MaaS CMO™   Marketing as a Service with Fractional CMO Oversight</li> <li>• Customer Acquisition Campaign <ul style="list-style-type: none"> <li>▪ Phase I - LinkedIn Lead Outreach</li> <li>▪ Phase II - Automated Email Outreach</li> <li>▪ Phase III - Telemarketing Outreach <ul style="list-style-type: none"> <li>- Select high-priority prospect list</li> </ul> </li> <li>▪ Phase IV - 1-to-1 Video Message Outreach <ul style="list-style-type: none"> <li>- Select high-priority prospect list</li> </ul> </li> </ul> </li> <li>• Campaign Project Management <ul style="list-style-type: none"> <li>▪ Dedicated Marketing Administrator</li> <li>▪ HCD Research Team</li> </ul> </li> <li>• HCD Email Automation Development Team</li> <li>• Contacts from Weekly Sample Intent Data</li> </ul>	<p><b>Micro Marketing (MM)</b></p> <p>6500</p> <p><b>5500</b></p> <p>Per Month</p> <ul style="list-style-type: none"> <li>• MaaS CMO™   Marketing as a Service with Fractional CMO Oversight</li> <li>• Micro Marketing Campaign <ul style="list-style-type: none"> <li>▪ Daily Posts &amp; Target Interaction for: <ul style="list-style-type: none"> <li>- Facebook Account Management</li> <li>- Instagram Account Management</li> <li>- LinkedIn Account Management</li> </ul> </li> </ul> </li> <li>• Digital Ads Management <ul style="list-style-type: none"> <li>▪ Facebook Ads</li> <li>▪ Instagram Ads</li> <li>▪ LinkedIn Ads</li> <li>▪ AdWords Account Management <ul style="list-style-type: none"> <li>- Text Ads</li> <li>- Re-Targeting &amp; Pre-Roll Video Ads</li> <li>- Intent Based Ads</li> </ul> </li> </ul> </li> </ul>
<p><b>Video Production + Video Conversion Marketing</b></p> <p>6500</p> <p><b>5500</b></p> <p>Per Month</p> <ul style="list-style-type: none"> <li>• Monthly Deliverables <ul style="list-style-type: none"> <li>▪ 1 Explainer Video</li> <li>▪ 1 Signature Story Video</li> <li>▪ 2 Pre-Roll Ad Videos</li> <li>▪ 2 Social Post Videos</li> </ul> </li> <li>• Editing <ul style="list-style-type: none"> <li>▪ DOP - Director of Production</li> <li>▪ Storyboarding &amp; Chronological Layout</li> <li>▪ Video Editing Team <ul style="list-style-type: none"> <li>- Editing, Rendering and Publishing Video</li> </ul> </li> </ul> </li> <li>• SEO <ul style="list-style-type: none"> <li>▪ Tactical SEO measures for each video</li> <li>▪ Video Marketing strategies and campaigns</li> </ul> </li> </ul>	<p><b>Intent Data (ID)</b></p> <p>3000</p> <p><b>2500</b></p> <p>Per Month (add-on service only)</p> <ul style="list-style-type: none"> <li>• AI Intent Based Data Collection</li> <li>• Ongoing Customer Buying Intent Activity</li> <li>• Research for Target Contact Info</li> <li>• Target List of Surge Topics</li> <li>• Surge in Intent Activity Verified</li> <li>• Data for Multiple Search Topics Provided</li> <li>• Surge Score Criteria = 60+ out of 100 scale</li> <li>• Intent Data Inserted Into HCD Funnel</li> </ul>

## 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:** Krista Software 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.