

Chapman University: Executive Sales and Marketing Plan

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

Sales Training

Expected Return:

30-50% Shorter Average Closing Time

- HCD to work with Chapman 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 Chapman University Alumni Base to Respond

1-2 Qualified Referrals Each

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