

<div>Proposal: Golden Gate University</div> <div>41500</div> <div>28,000</div> <div>per month for 6 months</div>		
Item	Description	Amount
Fractional CMO Services	• MaaS CMO™ Marketing as a Service with Fractional CMO Oversight	Included
Candidate Acquisition Campaigns	• Customer Acquisition Campaign	Standard Rate - \$6,500/mo (\$2,500/mo discount for each additional program)
	• Phase I - LinkedIn Lead Outreach	
	• Phase II - Automated Email Outreach	
	• Phase III - Telemarketing Outreach	
	- Select high-priority prospect list	
	• Campaign Project Management	
	• Dedicated Marketing Administrator	
	• HCD Research Team	
	• HCD Data (Email address and Phone number) First 2500 contacts	\$500/month
	• HCD Email Automation Development Team	
	• Contacts from Weekly Sample Intent Data	
	• DOP - Director of Production	
	• Storyboarding & Chronological Layout	
	• Video Editing Team and Process	
	• SEO	
	• Tactical SEO measures for each video	
	• Video Marketing strategies and campaigns	
Executive Management & Sales Consulting	• Admissions Process & Sales Evaluation with Recommendations	\$10,000/mo
	• HCD to work with Miami Herbert to improve the admissions sales process.	(-\$10,000/mo Discounted)
	• HCD to evaluate current process & implement consultative selling approach.	
Comprehensive Marketing Services: Online & On-Campus Programs		\$5500/month standard rate Bundled Discount - \$1000 \$4500/month Discounted rate per Department (Up to 3 programs per department)
	•Market Strategy & Research	
	•Market Assessment	
	•Digital Media Management	
	•Content Marketing Management	
	•Content & Creative	
	•Web Design & Development; SEO	
	•User Experience & Testing	
	•Marketing Automation	
	•Corporate Partnership Development (B2B)	
Enrollment Services & Application Processing		\$6500/month standard rate Bundled Discount - \$1000 \$5500/month Discounted rate per Department (Up to 3 programs per department)
	•Enrollment Counseling	
	•Enrollment Transfer Specialists	
	•Lead Nurturing, including CRM	
	•Contact Center (Voice, Email, SMS, Chat)	
	•Transcript Ordering & Processing	
Retention Services & Student Support		\$6500/month standard rate Bundled Discount - \$1000 \$5500/month Discounted rate per Department (Up to 3 programs per department)
	•Onboarding/Orientation	
	•Student Academic Advising & Degree Planning	
	•Monitoring & Intervention	
	•Tutoring	
	•Student Coaching	
	•Re-Enrollment Engagement & Counseling	
		\$6500/month standard rate Bundled Discount - \$1000 \$5500/month Discounted rate per Department (Up to 3 programs per department)
Academic Services	•Learning Design	
	•Media & Production	
	•Instructional Technology	
	•Instructional Support	
	•LMS	
	•24/7 Helpdesk	
		Total: \$28,000 per month