

# PROPOSAL: UCLA Anderson + HCD Digital Marketing Services

50,000

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per month for 12 months

Item	Description	Amount
<b>Fractional CMO Services</b>	<ul style="list-style-type: none"> <li>● MaaS CMO™   Marketing as a Service with Fractional CMO Oversight</li> </ul>	Included
<b>Executive Management &amp; Sales Consulting</b>	<ul style="list-style-type: none"> <li>● Admissions Process &amp; Sales Evaluation with Recommendations                             <ul style="list-style-type: none"> <li>● HCD to work with UCLA Anderson to improve the admissions sales process.</li> <li>● HCD to evaluate current process &amp; implement consultative selling approach.</li> </ul> </li> </ul>	\$10,000/mo (-\$10,000/mo Discounted)
<b>Digital Advertising and PPC Campaigns</b>	<ul style="list-style-type: none"> <li>● LinkedIn Conversation Ad Creation and Management                             <ul style="list-style-type: none"> <li>● HCD to create nested conversation ad sequences</li> <li>● HCD to build and launch conversation ad campaign</li> </ul> </li> <li>● Pay-per-Click Campaign Creation and Management                             <ul style="list-style-type: none"> <li>All Platforms includes Google, Facebook, LinkedIn, Twitter, Instagram</li> <li>● SEM - Search Engine Marketing                                     <ul style="list-style-type: none"> <li>● HCD to Manage Google ads</li> <li>● HCD to develop PPC strategy, setup campaigns, regular monitoring and optimization</li> </ul> </li> <li>● SMM - Social Media Marketing                                     <ul style="list-style-type: none"> <li>● HCD to Manage Facebook, LinkedIn, Twitter, Instagram ads</li> <li>● HCD to develop social media advertising strategy, setup campaigns, regular monitoring and optimization</li> </ul> </li> <li>● SEO - Search Engine Optimization: Strategy and Execution                                     <ul style="list-style-type: none"> <li>● HCD to build an SEO strategy to target the best fit keywords</li> <li>● HCD to implement SEO strategy</li> </ul> </li> <li>● Social Media Optimization (SMO)                                     <ul style="list-style-type: none"> <li>● HCD to Manage all social media accounts using the content calendar</li> <li>● HCD to Manage all social media accounts using the content calendar</li> </ul> </li> <li>● Digital Content &amp; Video                                     <ul style="list-style-type: none"> <li>● HCD to develop content strategy, content production, video production, and graphic design</li> </ul> </li> </ul> </li> </ul>	<b>OPTION 1: 20% Agency Fee</b> HCD Masters Candidate Micro Marketing and Digital Advertising™ a. Digital Marketing and Advertising b. Micro Marketing and Social Engagement  <b>OPTION 2 - 30% Agency fee:</b> (Full Suite of HCD Services) HCD Masters Candidate Micro Marketing and Digital Advertising™ a. Digital Marketing and Advertising b. Micro Marketing and Social Engagement HCD Fractional Admissions Team™ a. Full Candidate Lifecycle Admissions Support b. Lead follow-up c. Calendar and Interview scheduling d. Candidate nurture through application and matriculation HCD Video Conversion Marketing™ a. Video Placement Strategy Sessions b. Video Storyboarding c. Video Production d. Video Editing
<b>Video Marketing</b>	<ul style="list-style-type: none"> <li>● Video Storyboarding</li> <li>● Production</li> <li>● Videography</li> <li>● Video Editing</li> <li>● Video Ad Placement</li> <li>● Pre-roll Video Retargeting Ads (up to 4 per month)</li> </ul>	HCD 1:1 Video Automation™ a. 1-to-1 Automated Video outreach at scale b. Dedicated Media Server c. Dedicated Landing Page Creation d. Vanity URL Creation for EACH Candidate e. Video Storyboarding
<b>1-to-1 Video Automated Messages</b>	<ul style="list-style-type: none"> <li>● Production of 1-to-1 Video (1 per month)</li> </ul>	f. Video Production
<b>• up to 200 individual videos sent per day</b>	<ul style="list-style-type: none"> <li>● Creation of branded landing page</li> <li>● Individual vanity URLs for each candidate</li> </ul>	g. Video Editing h. Server and Nurture Sequence Management
<b>Admissions Support</b>	<ul style="list-style-type: none"> <li>● Management of all candidate correspondence</li> <li>● Continual follow-up for all PPC leads</li> <li>● Managing all scheduling and calendar activity for admissions</li> </ul>	