

PROPOSAL: UCLA Anderson + HCD Digital Marketing Services

The Problem

1. Cost-Per-Acquisition (CPA) is too high
2. Too much competition driving up ad costs on crowded platforms
 - a. Spent too much money on irrelevant clicks
 - b. Advertising on ineffective platforms

The goal(s) – what goal(s) were set to resolve the problem?

Lower the CPA while finding the best-fit candidates for each program and making the advertising effective by synchronizing PPC efforts with other campaigns such as Video Follow-ups, Video Retargeting, multi-channel outreach efforts, etc.

The strategy — separate from exact tactics, what methods and reasoning were recommended to drive success?

1. Use video to increase conversion
 - a. Video typically has 20-30% more conversions than image ads
 - b. 95% memory retention with video versus 10% with image/text
 - c. Users' positive experience with the video increases up to 140%
2. Follow-ups
 - a. “The money is in the follow-up”
 - i. Most agencies do not support the clients' follow-up process
 - ii. Proper follow-up can yield up to an additional 40% engagement/interaction
3. Synchronizing PPC efforts with other campaigns
 - a. Making sure all campaigns are aligned can increase conversion by a 160%

Proposed tactics — what platforms, websites, CRM integration, retargeting campaigns, drip campaigns and other ways of reaching the lead would get the lead to apply/buy?

1. Platforms: LinkedIn, Facebook, Adwords, YouTube, Instagram, Twitter
2. Retargeting Ads on LinkedIn, Google Ads, and YouTube (video retargeting ads)
3. CRM integration: Integration of all the advertising platforms leads data to client CRM (both manual entry and Zapier integration where possible)
4. Drip Campaign: Automation email platform to run appropriate nurture sequences
5. Multi-channel Outreach: Any PPC leads expressing interest are plugged into the HCD Quadfecta multi-channel outreach process

How were other tactics, including the CRM's tools, used to nurture the leads toward application/purchase?

1. As leads from the PPC campaign came in, Zapier and our team populated contact data into the CRM
2. Fractional Admissions Team support:
After a lead expressed interest, HCD employed our "Fractional Admissions Team" to manage all interaction and scheduling with the lead until they either became a "Closed/Won" or "Closed/Lost" candidate for the program
3. Multi-Channel Outreach Includes LinkedIn, E-mail, Telephone, 1-to-1 Video Messages, etc.

The creative — while this RFCP does not include Bidder proposal for creative work, how did the creative fit with the strategy and the prescribed platforms?

1. HCD includes creative work in each client campaign:
 - a. Video production
 - b. Graphic Design: Ad design, infographics, etc.
2. Shortform video was used across each platform to increase the CTR and overall conversion. Different sizing and aspect ratio videos were created to fit the requirements for each platform.

The budget — how much was proposed, how much was used, and how was it strategically divided between platforms and time periods for maximum and quality lead generation?

1. Approximately \$30,000

The results — how many leads were generated on each platform and how well did the tactics bring the leads to a personal interaction (event, webinar, one-on-one) and to apply?

- HCD was able to bring another MBA program marketing cost from \$96,500 down to \$15,000 for only 3 months with over 100 qualified leads.

Measurement of campaigns — please show/explain how regular measurement is conducted via dashboards, spreadsheets, proprietary tools, etc.

Our data team will present weekly analytics for the large volume of prospect data. This information will show KPIs with metrics and success rate percentages of outreach results. To avoid clutter, this data is kept in a customized report.

Daily and weekly evaluations are conducted to review the data to develop a strategy as an ongoing process. If a campaign is underperforming, we pivot constantly.

Demonstrated experience working with graduate schools, particularly those at institutions similar to UC; please identify at least one customer similar to UC along with period of performance;

HC Development (HCD) offers MaaS CMO™ | Marketing as a Service with Executive Oversight, which has helped one Masters program generate \$1.2 million in new enrollments generated more than \$1.8 million and helped another graduate program double their results while at the same time reducing costs from \$96,500 to \$15,000 in just 3 months.

Demonstrated expertise in Slate CRM (or similar), Google Analytics and Zapier. Other proprietary measurement/analytical tool expertise should be specified.

Once a prospect expresses interest, the contact information is transferred into a Slate CRM platform to manage the Lead from introduction through application. Our team will manage the Slate CRM platform. Our team has deep knowledge and experience of the following applications: Salesforce, HubSpot, Zapier, Microsoft Dynamics, Active Campaign, Autovation, Zoho, etc.

HCD has implemented and trained clients to use a wide array of CRM and marketing software systems. With limited exposure to Slate, our team will effectively support and manage all needed activities and be able to train new admissions faculty as well.

HCD will present full and comprehensive reporting within Slate CRM as well as additional reporting tools from the HCD dashboard.

Financial strength and stability of the Bidder;

Founded in 2004, HCD has realized more than 20% growth year-on-year for the past 5 years and saw its largest growth during the pandemic. The HCD team have been recognized as turn-around specialists for struggling programs.

By implementing the Lean CMO Blueprint™ HCD has been able to quickly grow revenue through innovation, Digital Marketing, Sales & Marketing automation, and unique outreach strategies. HCD works exclusively with graduate programs globally.

Our CEO, Dwight Holcomb is personally involved with each client to provide Executive Strategy and Oversight.

Current staffing capability and availability with resumes and employee certifications, where possible. Detail redundancies in place so that there will not be service interruptions due to employee absence;

Many graduate programs struggle to reach qualified candidates and spend a lot of money on paid ads that don't produce results. So HC Development developed Masters Candidate Micro Marketing™ so we uncover candidates just-in-time as they begin their search and engage them in a more relevant way to win more business over our competitor programs.

HCD recently hired its 24th full-time employee, having a team with a range of experience from 10-26 years of Digital Advertising, Sales and Marketing outreach, and customer interaction. HCD has been able to effectively scale to meet the demands of any project of any scope utilizing both internal and external resources and talent.

Fee structure

o Provide agency hourly fees for each employee position that would work with UCLA Anderson

1. OPTION 1 - 20% Agency fee:

HCD Masters Candidate Micro Marketing and Digital Advertising™

- a. Digital Marketing and Advertising
- b. Micro Marketing and Social Engagement

2. OPTION 2 - 30% Agency fee:

(Full Suite of HCD Services)

HCD Masters Candidate Micro Marketing and Digital Advertising™

- a. Digital Marketing and Advertising
- b. Micro Marketing and Social Engagement

PLUS

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

PLUS

HCD Video Conversion Marketing™

- a. Video Placement Strategy Sessions
- b. Video Storyboarding
- c. Video Production
- d. Video Editing

PLUS

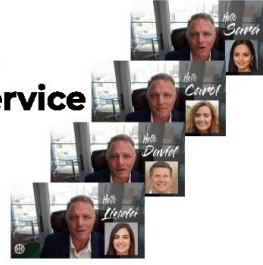
HCD 1:1 Video Automation™

- e. 1-to-1 Automated Video outreach at scale
- f. Dedicated Media Server
- g. Dedicated Landing Page Creation
- h. Vanity URL Creation for EACH Candidate
- i. Video Storyboarding
- j. Video Production
- k. Video Editing
- l. Server and Nurture Sequence Management

1-to-1 Video Automated Outreach



**Video Automation
Value Stack ~~\$19000-~~
All Included in Monthly Service**



-  **\$4500 MEDIA SERVER**
-  **\$5000 BRANDING WORKSHOP**
-  **\$1000 STORYBOARDING**
-  **\$1000 SCRIPT WRITING**
-  **\$2000 FULL PRODUCTION TEAM**
-  **\$2000 VIDEO EDITING**
-  **\$2500 TECH MGT & SERVER HOSTING**
-  **\$1000 NURTURE SEQUENCE BUILD**



Provide media placement rates for each media recommendation including agency markup as a percentage

The Total Ad budget of \$35000-\$40000 per month will be spent on all platforms in a 40/40/20 ratio.

- 40% of Ad spend would be to bring awareness (Branding). This helps us in reaching more users who don't have prior experience with our brand (University)
- 40% of the budget will be used to get more engagement and then to convert in a 30/10 ratio
 - 25 to 30% of the budget will be used to get the engagement by letting them know what our specialties are and why they should opt for us instead of others. Just like letting them know our USP/UVP (Unique Selling Point/Unique Value proposition)
 - Remaining 10 to 15% would be spent on compelling them to take action if they have engaged with us and have not taken any action.
 - This 40% of the budget is spent on Retargeting/Remarketing campaigns.
- Remaining 20% would be spent on other platforms which allow ad placements directly, or to add on some other platforms (if needed) & used to make some media creative production.
- **Platform Wise Ad Spends would be**
 - **LinkedIn** (30% i.e., ~ \$8,000 - \$12,000)
 - Awareness ~\$5000
 - Banner Ads
 - Conversation Ads
 - Video Ads
 - Carousel Ads
 - Lead Generation - ~ \$3000 (Retargeting/Remarketing)
 - Banner Ads
 - Conversation Ads
 - Video Ads
 - Carousel Ads
 - **Google Ads** (30% i.e., ~ \$8,000 - \$12,000)
 - Awareness ~\$5000
 - Display Ads
 - Responsive Search Ads
 - Lead Generation - ~ \$3000 (Retargeting/Remarketing)
 - **YouTube** (15% i.e., ~\$4000 - \$5000)
 - Awareness ~ \$1500 - \$ 2500
 - Pre-roll Video ads which shows University details/campus etc
 - Lead Generation - ~\$1500 - \$2500 (Retargeting/Remarketing)

- **Facebook/Instagram** (20% i.e., ~\$6000 - \$8000)
 - Awareness ~ \$2500 - \$ 4000
 - Image Ads
 - Video Ads
 - Lead Generation - ~\$2000 - \$2500 (Retargeting/Remarketing)
- **Program-wise** spends would be approximately
 - **FTMBA** - 30% - 35% ~ \$10,000 - \$12,000
 - **FEMBA** - 20% - 25% ~ \$7,000 - \$8,000
 - **EMBA** - 15% - 20% ~ \$5,000 - \$6,000
 - **GEMBA** - 5% - 10% ~ \$1,500 - \$2,000
 - **MSB** -10% - 15% ~ \$3,000 - \$4,000
 - **MFE** - 10% -15% ~ \$3,000 - \$4,000

These % may differ based on performance/optimizations on each platform and based on the no. of platforms apart from the above-listed platforms like Twitter, TikTok, Pinterest, etc.

The above % given are approximate and given only for the platform subtracting the agency fee (~20% - 30%) from the total budget given.

Provide any other relevant fees associated with Bidder recommendations such as third-party tools, service fees, transportation, shipping, and expedition Charges

All third-party fees and tools are currently included. If new requirements emerge HCD will present the details to UCLA Anderson for consideration.

Describe your sustainability practices in your operation of business. Sustainability practices might include but are not limited to: Takeback program, resource conservation, waste reduction, minimized paper use, and use of alternative transportation methods among other sustainable best practices. Also, clearly identify any related programs/items that will directly benefit UCLA.

HCD has been following the practices below:

- Reducing carbon footprint through remote work and virtual employment
- Improving labor policies by practicing fully inclusive hiring policies
- Charitable giving to non-profits such as the Muscular Dystrophy Association and Medical Teams International
- Volunteering in the community by serving on a number of non-profit Boards
- Corporate policies that benefit the environment such as going 100% digital in all areas of our business

References

- UCLA Law - Jason Fiske | Executive Director
 - fiske@law.ucla.edu | 310-794-9161
- UCLA Anderson - Shannon Bell | Executive Director
 - shannon.bell@anderson.ucla.edu | (310) 206-2544
- Seattle University - Kathleen McGill
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