

**PROPOSAL: Stoneridge 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**

<p><i>QUADfecta Outreach™</i>        7500  <b>6500</b>        \$ / month</p> <p>LINKEDIN + EMAIL        VIDEO MSG + PHONE        1st Profile</p>	+	<p><b>MICRO MARKETING</b>        6500  <b>5500</b>        \$ / month</p> <p>Full Social Content        All Digital Ads Mgmt</p>	=	<p><b>COMBINED</b>        12000  <b>9500</b>        \$ / month</p>
--	---	---	---	--

**Option 3: Quadfecta + Micro Marketing + Video Production**

<p><i>QUADfecta Outreach™</i>        7500  <b>6500</b>        \$ / month</p> <p>LINKEDIN + EMAIL        VIDEO MSG + PHONE        1st Profile</p>	+	<p><b>MICRO MARKETING</b>        6500  <b>5500</b>        \$ / month</p> <p>Full Social Content        All Digital Ads Mgmt</p>	+	<p><b>VIDEO PRODUCTION</b>        6500  <b>5500</b>        \$ / month</p>	=	<p><b>COMBINED</b>        17500  <b>15500</b>        \$ / month</p>
--	---	---	---	---	---	---

## HCD Individual Ala Carte Campaign Pricing

<div style="background-color: #0056b3; color: white; padding: 10px; text-align: center;"> <h3>Quadfecta Outreach</h3> <p>7500</p> <h1>6500</h1> <p>Per Month</p> </div> <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>	<div style="background-color: #0056b3; color: white; padding: 10px; text-align: center;"> <h3>Micro Marketing (MM)</h3> <p>6500</p> <h1>5500</h1> <p>Per Month</p> </div> <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>
<div style="background-color: #0056b3; color: white; padding: 10px; text-align: center;"> <h3>Video Production + Video Conversion Marketing</h3> <p>6500</p> <h1>5500</h1> <p>Per Month</p> </div> <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>	<div style="background-color: #0056b3; color: white; padding: 10px; text-align: center;"> <h3>Intent Data (ID)</h3> <p>3000</p> <h1>2500</h1> <p>Per Month (add-on service only)</p> </div> <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:** Stoneridge 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.