

## **HCD Deliverables: Recommended Campaigns + Expected Returns** **5-15 Candidate Interviews Per Week**

### **Outbound E-Mail Marketing**

**Expected Return:**

**10% response rate for targeted contact lists**

**100 leads via 1000 contacts through e-mail drip campaign**

**3-4 candidate interviews per week**

- HCD to build large data lead lists through LinkedIn outreach campaign and through other data sources
- HCD to accumulate all contact lists from events, research, cold calling, etc. to create new master list to be used for e-mail outreach campaigns.

### **LinkedIn Connection Campaign**

**Expected Return:**

**40 qualified connections per week**

**10 leads requesting additional information per week**

**2-3 candidate interviews per week**

- First LinkedIn connections to start via HCD using Admissions Director (or high-level) LinkedIn profile.

### **LinkedIn Conversation Ads + YouTube Video Ads - \$10 minimum ad spend per day**

**Expected Return:**

**5 leads requesting additional information per week**

**1-2 candidate interviews per week**

### **Webinars: Info Sessions + Value Added Industry Expert Workshops**

**Expected Return:**

**20-100 attendees**

**10 leads requesting additional information per week**

**2-3 candidate interviews per webinar**

- HCD to plan, market, host and facilitate webinar for admissions team.

### **Referral Campaign**

**Expected Return:**

**Estimate of 10% for the current Alumni Base to Respond**

**1-2 Qualified Referrals Each**

- E-mail current students and alumni to request program referrals

### **Sales Training**

**Expected Return:**

**30-50% Shorter Average Closing Time**

**25-40% Increase in Closing Ratio**

- HCD to work with admissions team to improve the sales process.
- HCD to implement S.P.I.N. Selling model and evaluate current consultative selling approach.

### **Video E-mail Messaging**

**Expected Return:**

**Estimate of 20 times better open rate for each e-mail sent with video in body**

- HCD to build video landing page and help produce video e-mail messages, video script and call-to-action sequence.

### **Fractional Admissions Team Support**

**Expected Return:**

**Estimate of 20% increase in candidate response via additional HCD admissions follow-up and support**

**1-2 additional candidate interviews per week**

- Case Example: HCD Fractional Admissions conducted outreach to offer assistance to begin the application for those expressing interest but had not yet started application. There was a 20% increase in those starting the application process due to this added support.