

## The Ohio State University + HCD Proposal

Candidate Acquisition Campaign			
6500			
\$/Per Month (between 1-2 profiles)			
Plus \$3,500/month per additional program			
Multi-Channel Outreach	Digital Marketing	Webinar Hosting & Facilitation	Fractional Admissions Team
<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</li> <li>- Select high-priority prospects will be determined for potential calling</li> </ul> </li> <li>• Campaign Project Management               <ul style="list-style-type: none"> <li>• Dedicated Marketing Administrator</li> <li>• HCD Research Team</li> <li>• HCD Email Automation Development Team</li> </ul> </li> <li>• Data Research (Email address &amp; Phone number) - up to 1500 contacts/per month</li> </ul>	<ul style="list-style-type: none"> <li>• LinkedIn Conversation Ads               <ul style="list-style-type: none"> <li>• Create conversation scripts</li> <li>• Build and launch conversation ads</li> <li>• Manage and optimize ads</li> </ul> </li> <li>• YouTube Video Ads               <ul style="list-style-type: none"> <li>• Produce and edit 1 video ad per month</li> <li>• Create ad placement strategy</li> <li>• Align video ad with targeted keywords</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Determine webinar type: Info Session or Expert Topic</li> <li>• Determine target audience for webinar</li> <li>• Use Multi-Channel Outreach to build audience</li> <li>• Plan, facilitate and host webinar</li> <li>• Conduct follow-up nurturing to identify new candidates</li> </ul>	<ul style="list-style-type: none"> <li>• Handle admissions role requirements</li> <li>• Conduct application help sessions</li> <li>• Set meetings and interviews for 1-on-1's</li> <li>• Assist in all steps from intro to matriculation</li> </ul>

### HCD Terms:

**Workshop:** HCD will conduct a 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:** Ohio State University will be invoiced for \$6,500 monthly retainer for all marketing services, 3-month trial period as a Proof of Concept for the Fractional Admissions Team, along with HCD Executive Strategy, Management Oversight and all deliverables, for the duration of the contract term.

**Term:** 90-day (3) month 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.

## STATEMENT OF WORK

### Initial Engagement – Branding Workshop

- HCD will conduct an in-depth marketing and branding workshop with Ohio State University to assess the current situation to then create a marketing strategy which will have the greatest impact and quickest Return on Investment (ROI).

## Execution

- HCD establishes the Ohio State University's campaign project management environment in Basecamp
- HCD and Ohio State University begin executing sales and marketing activities and campaign tasks
  - Ohio State University involvement in campaign activity is usually greatest during this initial start-up period
- Reporting metrics are determined, and the related reporting tools/mechanisms are established

## Communications, Monitoring, Reporting & Feedback

- HCD's collaborative approach allows Ohio State University to maintain control of their own level of active engagement, visibility and feedback towards campaign success, including:
  - Basecamp access and visibility to tasks and progress monitoring
  - Weekly progress and reporting review meetings
  - Campaign refinements/adjustments
  - Access to schedule one-on-one meetings with Dwight Holcomb for advice on course correction and making pivots based on measured KPI's

## HCD TEAM INVOLVEMENT:

- **MaaS CMO™ | Marketing as a Service with Fractional CMO Oversight:** provides on-going campaign consultation, recommendations and guidance to Ohio State University, as well as, providing oversight and guidance to the HCD team
- **Campaign Project Manager:** provides on-going tactical campaign project management oversight, communication and support of campaign success
  - Maintains Ohio State University's Customer Acquisition Campaign project management environment in Basecamp (tasks, resource assignments, due dates)
  - Manages all campaign efforts for both phases of the Customer Acquisition Campaign
  - Provides guidance and direction to assigned HCD Marketing Administrator, research and email automation development teams
  - Maintains weekly campaign metrics and performance reporting
  - Participates in weekly progress review meetings
- **Dedicated HCD Marketing Administrator:** manages the CEO's or designated Executive's LinkedIn profile to set sales meeting appointments with qualified leads
  - HCD will manage and execute the following 3-phase approach to lead generation and outreach, including campaign monitoring, reporting, and providing sales support assistance:
    - **Phase I: LinkedIn Lead Outreach**
      - Qualifying and sending connection request messages to leads (50 connection requests/day, Monday – Friday, except major holidays)
      - Responding to leads who connect, acting as LinkedIn account profile owner and following sequenced messaging scripts, designed to encourage active lead engagement
      - Communicating with LinkedIn profile owner daily for assistance with lead replies falling outside of normal response sequence
      - Scheduling appointments for sales meetings and sending correspondence to the Ohio State University sales executive and lead

- Following-up with leads to confirm sales meeting appointments
  - Recording lead data: contact, connection, communication, and appointment information for reporting purposes
  - **Phase II: Automated Email Outreach:** to encourage active lead engagement via a different medium, email, for leads who have connected to account profile owner in Phase I, but who have not yet responded
    - Handling email communications with leads who respond during the automated email outreach
  - **Phase III: Telemarketing Outreach:** A skilled telemarketer will make calls to a pre-determined list of high-priority leads with the greatest potential for meeting
- **HCD Research Team:** performs data search for missing email contact information for qualified leads, needed for phases II
  - Updates incorrect or missing data in contact file
  - Provides merged lead data file to HCD Email Automation Development team
  - Data Research for email address and phone numbers for the first 1500 contacts
- **HCD Email Automation Development Team:** programs the email automation software messaging
  - Combines the merged lead data file with the custom sequenced messaging scripts
  - Programs the timing for the auto email messaging release
  - Programs the automated stop sequencing when lead response is received
- **HCD Reporting and Tracking**
  - HCD will provide on-going, weekly reporting of campaign metrics
  - HCD will meet regularly with Ohio State University for campaign progress and reporting review meetings
  - HCD will continually monitor and recommend adjustments to bolster campaign performance and increase returns

[Workflow Process Chart Below]

## CUSTOMER ACQUISITION CAMPAIGN PHASE I & II OVERVIEW

★ = Value-Added Services Unique to HCD

