

## **HCD Deliverables: Recommended Campaigns + Expected Returns**

### **3-10 Qualified Sales Calls 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**

**1-3 sales calls 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**

**1-2 sales calls per week**

- First LinkedIn connections to start via HCD using Executive (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 sales calls per week**

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

**Expected Return:**

**20-100 attendees**

**10 leads requesting additional information per week**

**2-3 sales calls per webinar**

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

#### **Referral Campaign**

**Expected Return:**

**Estimate of 10% response from all current and past customers**

**1-2 Qualified Referrals Each**

- E-mail current and past customers to request referrals

#### **Sales Training**

**Expected Return:**

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

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

- HCD to work with sales 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 Sales Team Support**

**Expected Return:**

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

**1-2 additional sales calls per week**

- Case Example: HCD rep continued follow-up with an interested lead. After 14 messages sent in response to "Get back to me in a week", from November to February, a \$250k sale was finally closed. The internal sales team said they would have never have been able to give this lead the same attention to close the sale.