

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.