

Mount Saint Mary's 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"> • MaaS CMO™ Marketing as a Service with Fractional CMO Oversight • Customer Acquisition Campaign <ul style="list-style-type: none"> • Phase I - LinkedIn Lead Outreach • Phase II - Automated Email Outreach • Phase III - Telemarketing Outreach - Select high-priority prospects will be determined for potential calling • Campaign Project Management <ul style="list-style-type: none"> • Dedicated Marketing Administrator • HCD Research Team • HCD Email Automation Development Team • Data Research (Email address & Phone number) - up to 1500 contacts/per month 	<ul style="list-style-type: none"> • LinkedIn Conversation Ads <ul style="list-style-type: none"> • Create conversation scripts • Build and launch conversation ads • Manage and optimize ads • YouTube Video Ads <ul style="list-style-type: none"> • Produce and edit 1 video ad per month • Create ad placement strategy • Align video ad with targeted keywords 	<ul style="list-style-type: none"> • Determine webinar type: Info Session or Expert Topic • Determine target audience for webinar • Use Multi-Channel Outreach to build audience • Plan, facilitate and host webinar • Conduct follow-up nurturing to identify new candidates 	<ul style="list-style-type: none"> • Handle admissions role requirements • Conduct application help sessions • Set meetings and interviews for 1-on-1's • Assist in all steps from intro to matriculation

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: Mount Saint Mary's 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 Mount Saint Mary's 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 Mount Saint Mary's University's campaign project management environment in Basecamp
- HCD and Mount Saint Mary's University begin executing sales and marketing activities and campaign tasks
 - Mount Saint Mary's 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 Mount Saint Mary's 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 Mount Saint Mary's 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 Mount Saint Mary's 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 Mount Saint Mary's 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 Mount Saint Mary's 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

