

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

**15-25 Qualified Sales Calls Per Month**

### **DIRECT OUTREACH**

#### **AI Agent Outbound Calling**

**Expected Return:**

2-5% response rate for targeted contact lists  
20-50 leads via 1000 contacts through e-mail drip campaign  
20-30 LIVE conversations per day

**1-3 sales calls per week**

- HCD Data Team will use AI to build large data lead lists through all available data sources
- HCD AI Development Team plan, build and manage AI Agent for outbound calling.

#### **Telemarketing with Predictive Dialing**

**Expected Return:**

2-5% response rate for targeted contact lists  
20-30 LIVE conversations per day

**2-5 sales calls per week**

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

**Expected Return:**

2-5% response rate for targeted contact lists  
100 leads via 1000 contacts through e-mail drip campaign

**1-3 sales calls per week**

#### **1-to-1 Video Messaging**

**Expected Return:**

20% greater open rate with video

**1-3 sales calls per week**

#### **LinkedIn Connection Campaign**

**Expected Return:**

40 qualified connections per week  
10 leads requesting additional information per week

**1 sales calls per week**

### **STRATEGIC UNIQUE CAMPAIGNS & SALES IMPROVEMENT**

#### **Referral Campaign**

- Quick win with existing and past customers
- Contact sent to ask about new projects
- Request for “introduction” to colleagues

#### **AI Agent – Inbound and Outbound**

- High volume with hyper-personalization
- For people who don't want to get into a 'high-pressure' sales call, they can ask the AI anything they need to see if there is a fit for them.

#### **Events**

- Simple question asking if they are attending
- (does not matter if you will attend)
- The event is the common ground to get the reply
- Any reply is used to ask to meet to discuss the event and/or our service

### **Open Job Postings**

- Great signal that they need help in this area
- The open job posting will be mentioned in all outreach

### **Intention to Buy AI Signaling**

- AI data set that shows companies who are searching for topics related to your service
- They are showing “Intention to buy signaling”

### **Platform Specific Outreach**

- Outdated platforms that need update
- Prospects using competitor software and we know our UVP is stronger

### **Podcast Interview Outreach**

- The interviewee is the prospect

### **Value-Added Content Sharing**

- Webinars, surveys, articles, videos, white papers

### **General Outreach**

- Not ideal but with continued volume and working through the entire nurture sequence, some of the meetings will still come from this form of outreach LinkedIn Conversation Ads + YouTube Video Ads - \$10 minimum ad spend per day

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

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

### **Referral Campaign**

- 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.

### **Fractional Sales Support Team**

#### **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.