

VOCAL"

PORTFOLIO





WHAT OUR CLIENTS SAY!

Due to the confidentiality status of some projects we can't always include examples in our portfolio but see below for what these clients have to say.

Staff was very responsive and fast with edits and suggestions and creativity. I believe they made my proposal look at a whole new level and I feel I have an excellent change of being awarded.
Melinda Hamsher
VES

The team was very professional through the entire process and we received an amazing project at the end. Their work was just incredible! We will use Hudson Outsourcing again!
Lea Harvey
CEO, Almr Staffing

Beniwise contracted Hudson to develop a new company profile and its came out perfectly in meeting expectations. They assisted us throughout the process, understanding our needs and expectations and providing us with what we requested for.
Isaac Aikins
Beniwise

You are rockstars, this looks amazing!
Irene Catsibris Clary
Catclar

We've had the pleasure of working with the Hudson team on multiple proposals, and their contributions have been invaluable to xFact, Inc. Their services are not only well-priced but also delivered with impressive speed and responsiveness. The quality of their work is consistently outstanding, and we're always confident knowing we have their support.

A special note to Ajay's design expertise, which has elevated our proposals with creative and impactful visuals. We are truly grateful to have Hudson Outsourcing as a partner in our success.

Vijay Rajagopalan
Principal, xFact, Inc.

Had a positive experience working with the team at Hudson. The writers we worked with took the time to understand our strengths as a bidder and the specification of the tendering body and produced some great content. No hesitation to recommend them or work with them in the future.

Omar Mahmood
River Garden Care

Ajay from the Hudson Outsourcing team did an amazing job with the professional formatting of our bid response. Ajay quickly addressed all feedback and comments from the team, and worked hard to meet our aggressive timeline. The overall product looked amazing, and we are very pleased with both the quality, attention to detail, and collaboration from Ajay!

Tricia O'Neill
Slalom

The full team was very thorough, professional, and personable in the development of a very intensive bid package. We sincerely appreciate the partnership with Jill and her team, and would highly recommend their services.
Rick Sweeney
Amwaste

I highly recommend this company! They assisted us with a bid and were incredibly easy to work with. Their fast turnaround and professionalism made the process smooth and efficient.
Abraham Ruiz
G.S. California Towing Service

It was very easy to work with your team and collaborate to provide the best RFP response. The design was outstanding as well. It was the best design out of the other bids by far. Great work!
Tyler Borzileri
Medride

From the initial contact through the end of the project, my design team was always responsive when I had a question. They met the timeline and objective of what I wanted accomplished.
Stephen Wingard
Avalon Regal Theatre

WHAT'S INCLUDED?

BUSINESS TO BUSINESS

05 Technology

Askabidwriter.com
The IPB
Alpha
Procure Smart
Navigate

13 Healthcare

Safeguard Business Growth
Do you care?

BUSINESS TO CONSUMER

22 Construction

Glitz 4UT

23 Technology

Turkeys

24 Food and Beverage

Saucy Meal Queens

25 Publishing

Hudson Publishing Company

15 Consultancy

The Global Bid Guru
Hudson Outsourcing

17 Education

Tender Starter
Grad Comm

19 Hospitality

Just Cos Catering

20 Mining

Beniwise

26 Childrens

Santa Academy
Lacus Herald
Princess University

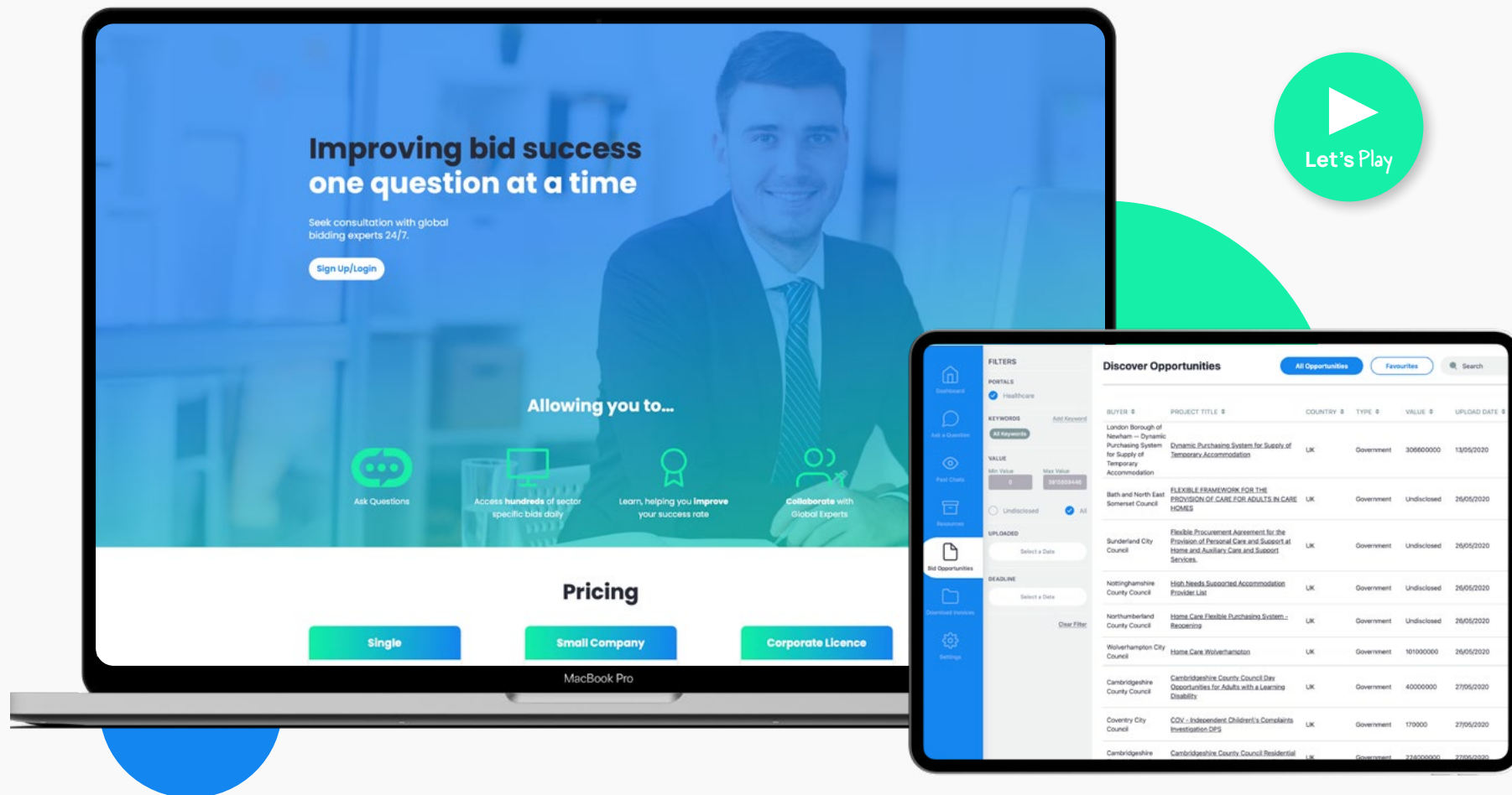


BUSINESS TO
BUSINESS





Services Delivered | UX Design | Web Development | Brand Management | Brochure Design | Marketing Materials | Video Production



Company Name

Logo

Location

Sector

Website

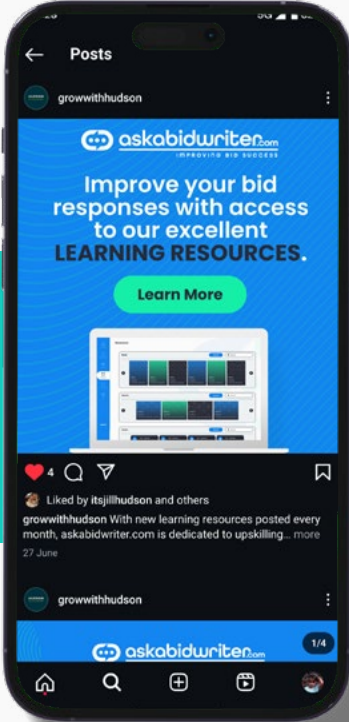
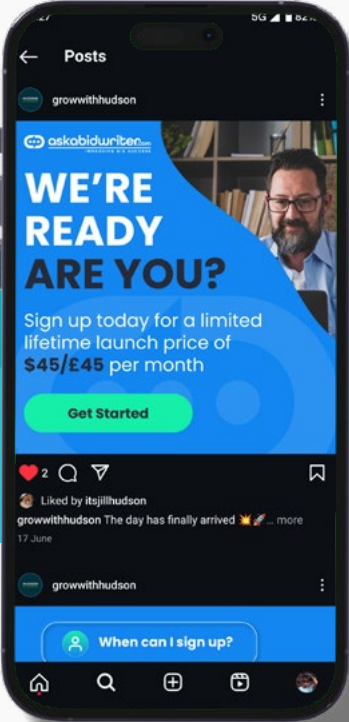
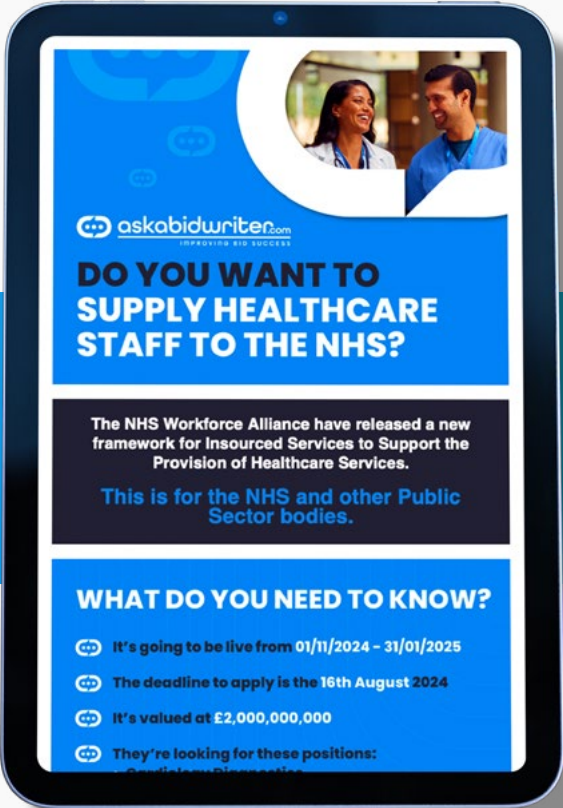
askabidwriter.com



United States of America & United Kingdom

Technology

askabidwriter.com



Company Name

askabidwriter.com

Logo



Location

United States
of America &
United Kingdom

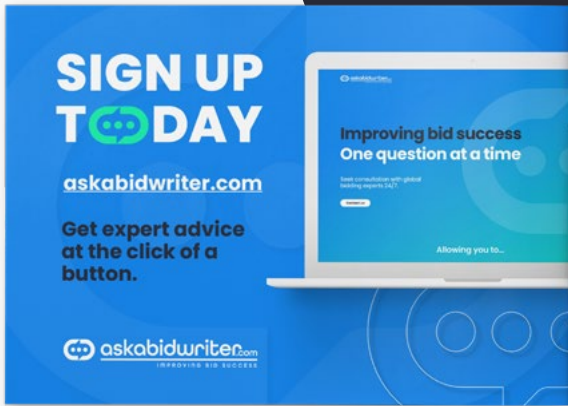
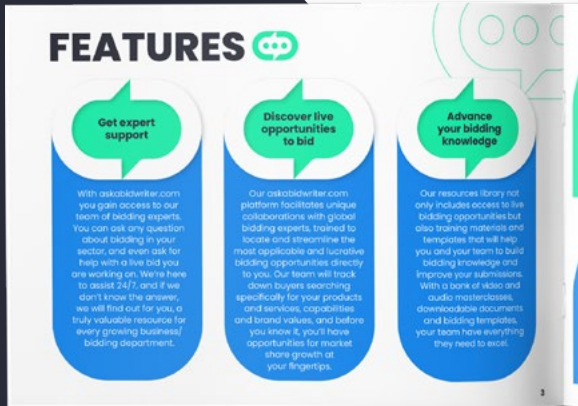
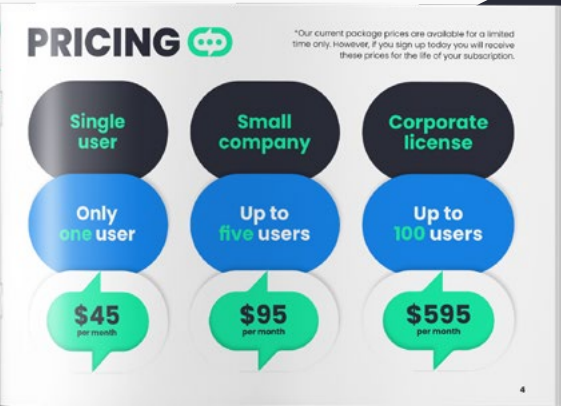
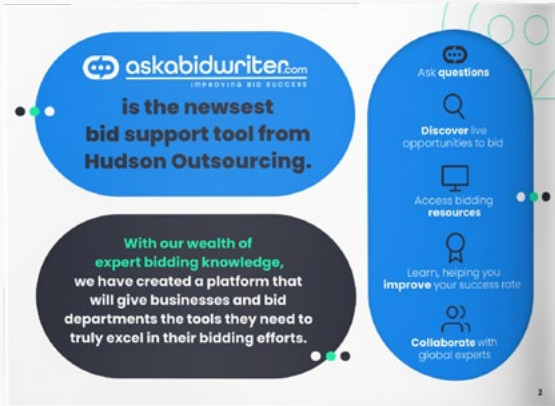
Sector

Technology

Website

askabidwriter.com





Company Name

Logo

Location

Sector

Website

askabidwriter.com



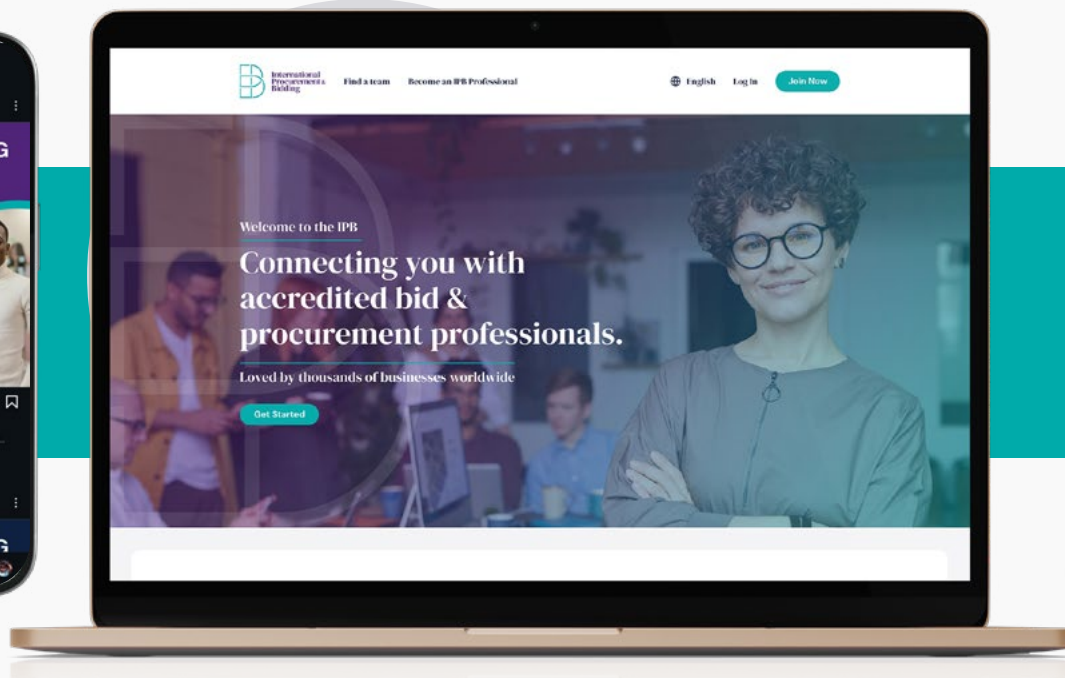
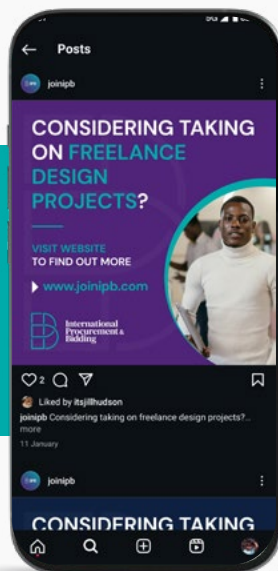
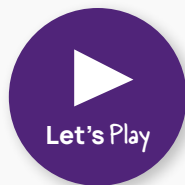
United States
of America &
United Kingdom

Technology

askabidwriter.com



Services Delivered | UX Design | Web Development | Brand Management | Marketing Materials | Pitch Deck | Graphics



Company Name

International
Procurement &
Bidding

Logo



Location

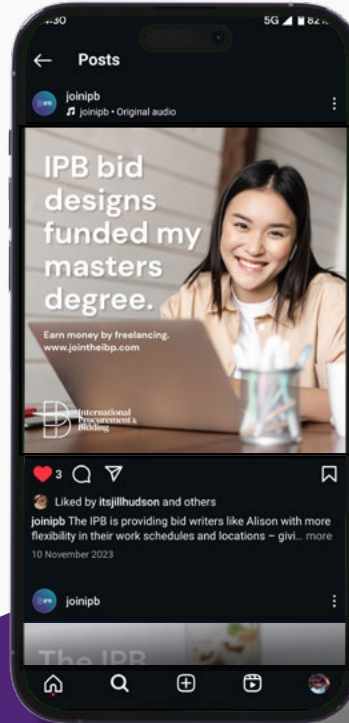
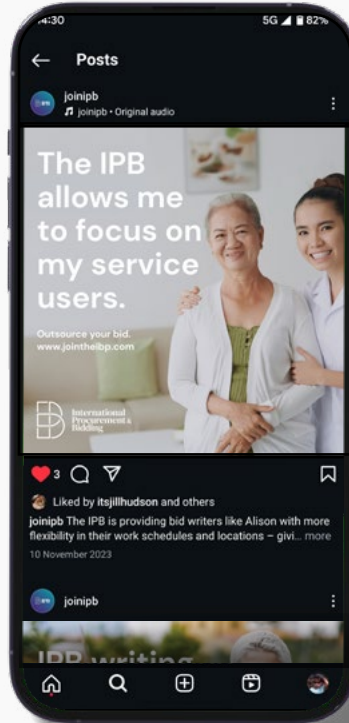
United States
of America &
United Kingdom

Sector

Technology

Website

www.joinipb.com



Company Name

Logo

Location

Sector

Website

International
Procurement &
Bidding



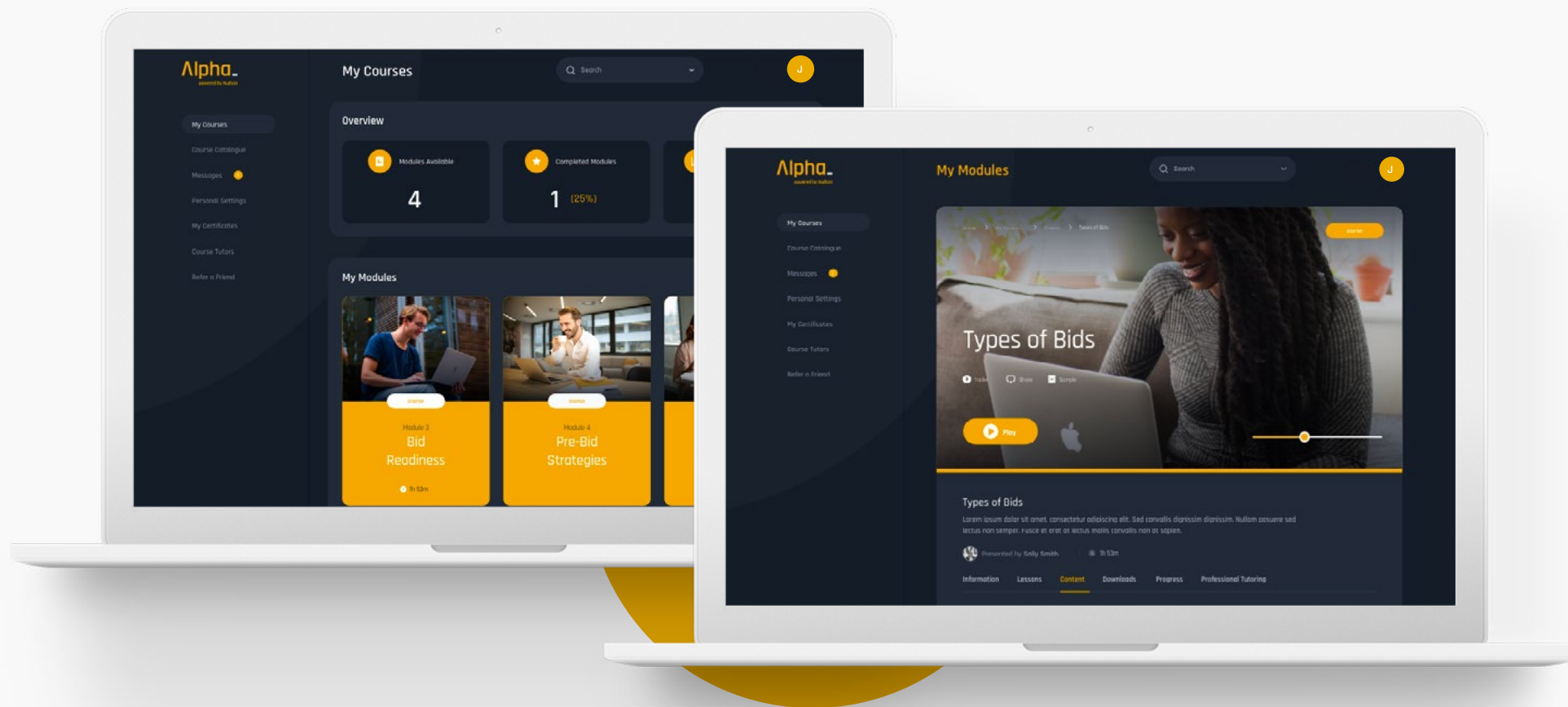
United States
of America &
United Kingdom

Technology

www.joinipb.com



Services Delivered | UX Design | Web Development | Brand Management | Marketing Materials | Website Design & Development Management | Video Production



Company Name

Alpha

Logo

Alpha_

Location

United Kingdom
& United States
of America

Sector

Technology

Website

www.hudson-alpha.com



Company Name

Procure Smart

Logo



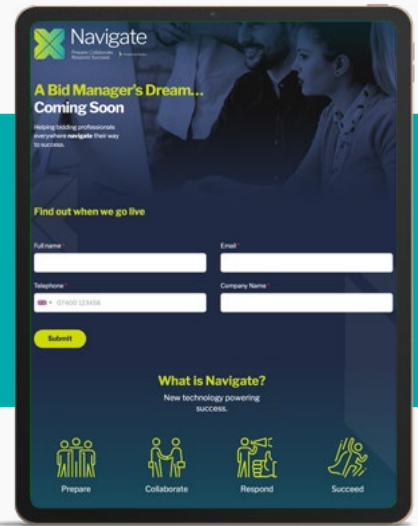
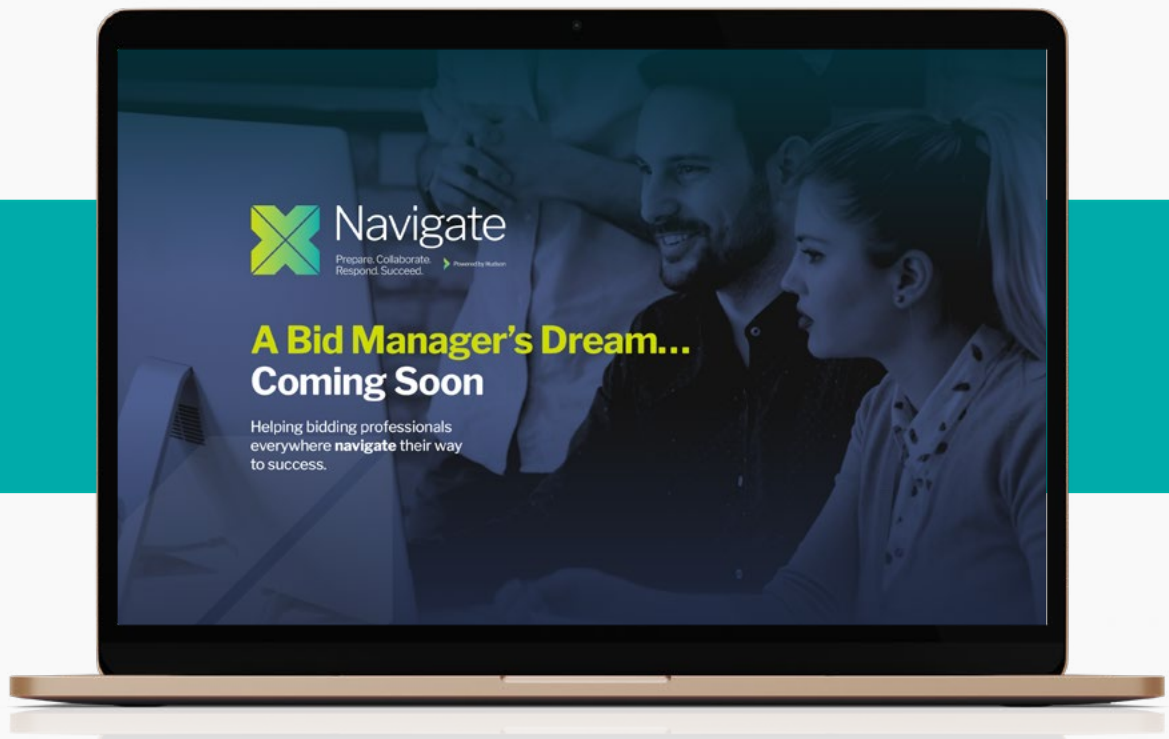
Location

United Kingdom

Sector

Technology





Company Name

Logo

Location

Sector

Website

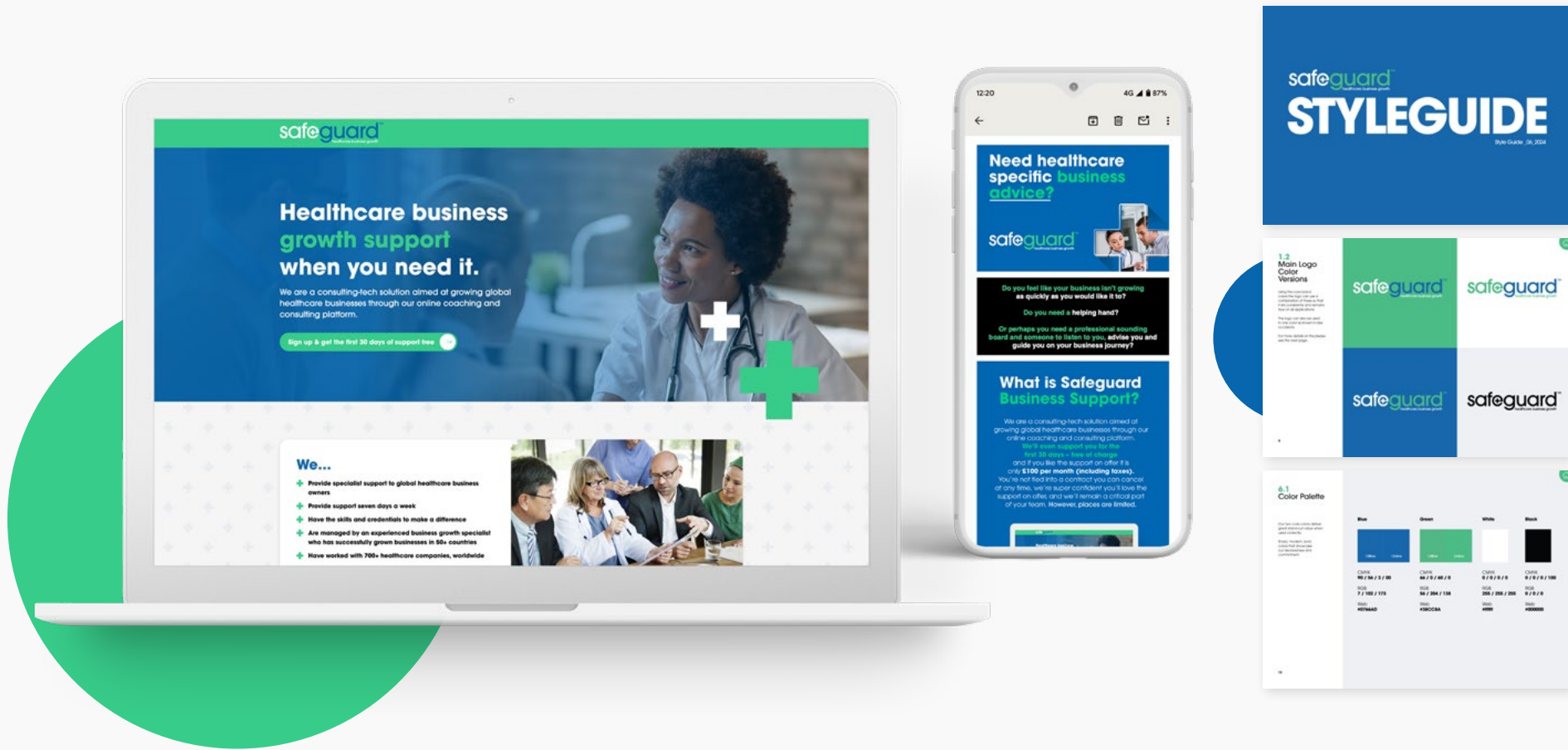
Navigate



United Kingdom

Technology

www.hudsonnavigate.com



Company Name

Logo

Location

Sector

Website

Safeguard
Business
Growth



United Kingdom

Healthcare

www.safeguardbusinesssupport.com



Company Name

Do you care?
Podcast from
Safeguard
Business Growth

Logo



Location

United Kingdom

Sector

Healthcare



Company Name

The Global Bid
Guru

Logo



Location

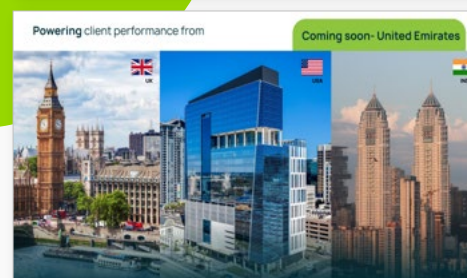
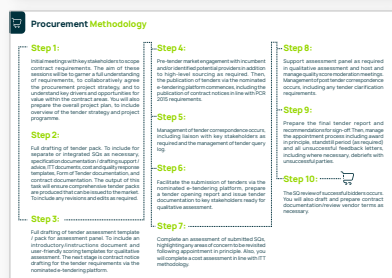
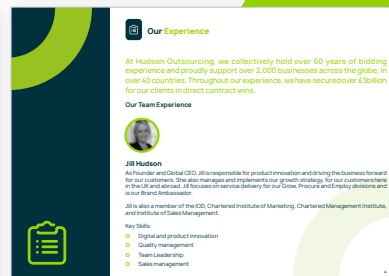
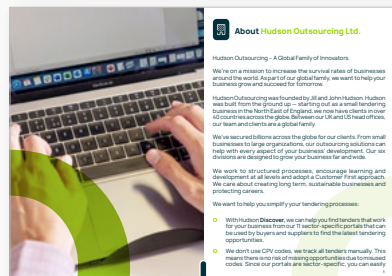
United Kingdom

Sector

Consultancy



Services Delivered | Brand Management | Bid Design | Marketing Materials | Brochure Design | Video Production | Pitch Desks | Website Design & Development Management



Company Name

Logo

Location

Sector

Website

Hudson
Outsourcing

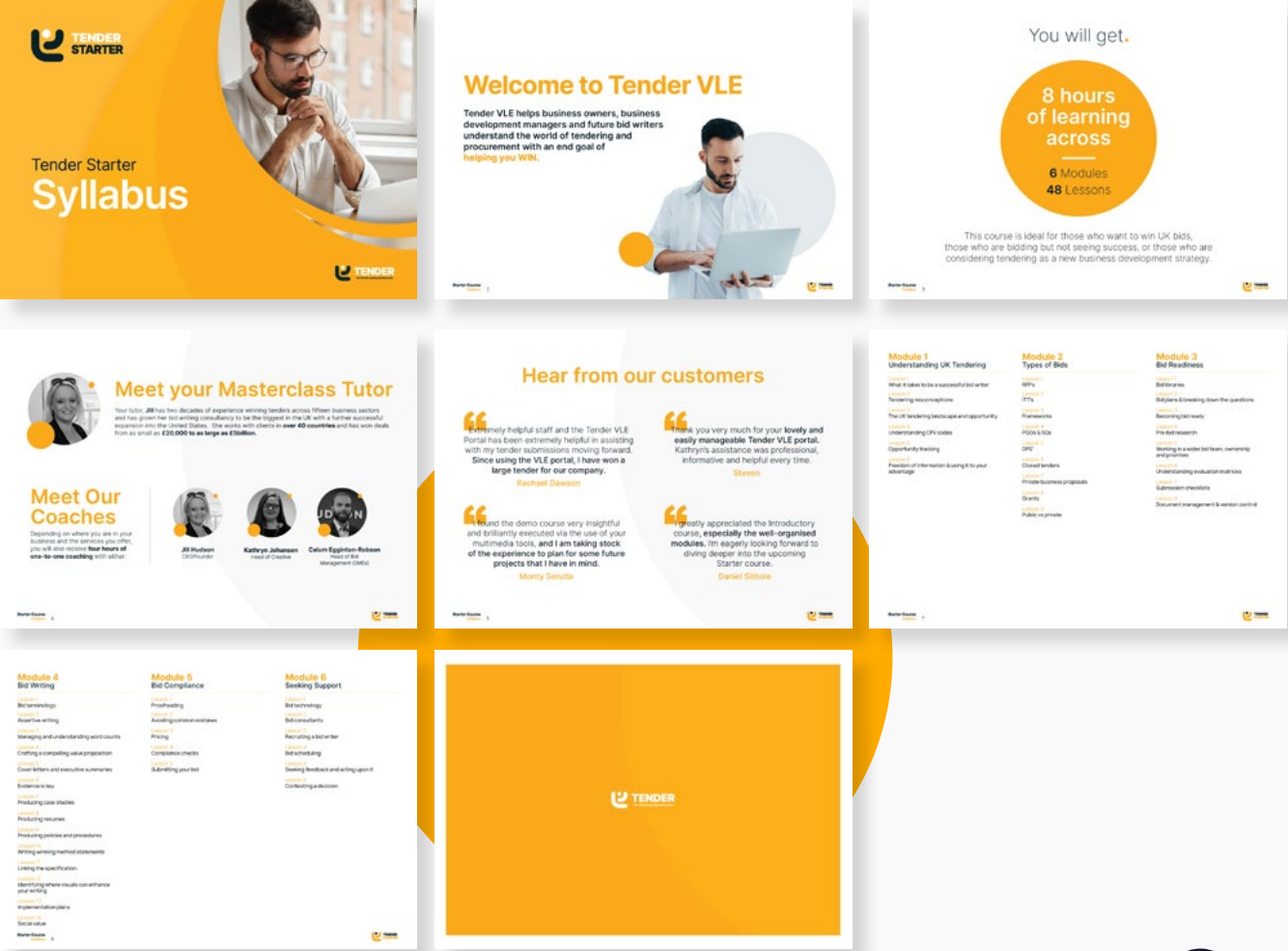
HUDSON
OUTSOURCING

United Kingdom
& United States
of America

Consultancy

www.hudsonoutsourcing.com





Company Name

Logo

Location

Sector

Website

Tender Starter



United Kingdom

Education

www.tendervle.co.uk/starter



GradComm
Response to RFP 223-0766 for Marketing
and Advertisement Services

February 24, 2023

TABLE OF CONTENTS

Cover Letter	3
Proposal Form A- Page 2	5
Mandatory Responses	6
1. Qualifications and Experience of Firm	6
2. Project Manager and Key Technical Personnel	9
3. Project Approach	10
4. Why Should SCCD choose you as our Marketing and Advertising Service provider?	17
5. Implementation Summary	20
Proposal Form C	21
Proposal Form D	26
Proposal Form E	27
Proposal Form F	28
Proposal Form G	30
Proposal Form H	33
Appendices	34
Appendix A	34
Appendix B	36
Appendix C	37
Appendix D	38
Appendix G	40
Resumes	49

000	Effective Media Mix	000
April 2023 - March 2024		
PPC		
Social Media		
Custom Display		
Streaming Radio		
Traditional Media		
Applied Not Enrolled		

3.2. What is your strategy for managing Marketing and Advertising Services for the District?

We have a strategy in place that involves an in-depth planning stage during which we listen to the college's requirements and requests. We will review all marketing materials and can conduct research, including surveys, focus groups, interviews, and meetings, to gain a better understanding of the target audience, so we can create a strategy and develop a creative direction that best meets the goals of the college.

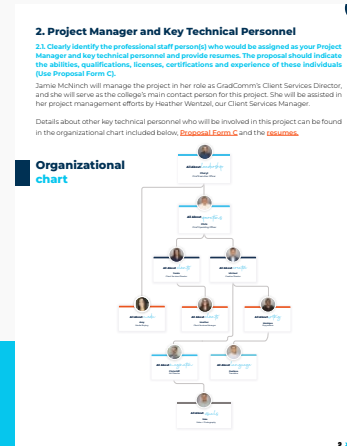
Depending on the goals identified by the college, GradComm can also help build a suitable base of enrollment. We have helped colleges with enrollment management, and we recently helped MiraCosta College with enrollment by mapping out the entire student journey and assisting with messages for integration into the college's new CRM. We can also help build up enrollment by creating an applied-not-registered campaign which

works to boost enrollment by persuading undecided applicants to register. We help colleges track down drop-out students and identify those who need help re-enrolling. We recently performed an applied-not-registered program for Glendale Community College which included a survey, landing page creation, direct marketing and a 6-week paid media campaign of social media, digital display, and a postcard mailing. At the end of the campaign, we sent approximately 6,000 individuals to the Glendale Community College landing page and gave the college several hundred student names to connect with directly.

As we begin providing marketing and advertising services, we will ensure that Southwestern College is kept fully aware of every step we take. We will provide weekly campaign updates on high-level performance for each campaign in a written report. In addition, the college will have access to a real-time dashboard, and we will provide monthly custom reports.

5. Implementation Summary
5.1. Provide a high-level description of the implementation process including primary steps or phases, approximate timelines, firm resources and required district resources necessary to launch the scope as defined in this RFP.
Our implementation process happens in four (4) stages: campaign planning, campaign creation, campaign launch, and campaign optimization.
1. Campaign Planning During campaign planning, we identify strategies that best meet the goals of the college. The project will kick off with a marketing retreat and listening session, during which we will review historic enrollment data, enrollment management plans, and other relevant materials. We will audit and evaluate current marketing materials to assess their strengths, and how we could improve them through our marketing plan. We can conduct research, including surveys, focus groups, interviews, and meetings, to gain a better understanding of the target audience, and how to appeal to them. We will create an exact project timeline as part of the campaign planning process.
2. Campaign Creation Following the campaign planning stage, we create personal to guide messaging and media buying decisions and construct a media buying plan by audience, tactic, and budget. At the campaign creation stage, we can assist the college in bringing the campaign to life by creating advertisements, videos, and landing pages.
3. Campaign Launch When your campaign is ready to launch, we will build out your digital campaigns across multiple publishers and set up unique audiences and tactics to reach your targeted students. At this
stage, we will also purchase traditional media such as billboards, posters, ads in ethnic and/or local publications, or radio advertisements. Moreover, we will launch tracking and analytics to measure success across all campaigns by looking at industry benchmarks and monitoring campaigns to meet these standards.
4. Campaign Optimization During stage 4, we will provide weekly campaign updates on high-level performance for each campaign via email. In addition, the college will have access to a real-time dashboard, and we will provide monthly custom reports with more granular data. These reports will measure your campaign against industry benchmark results and include performance review. This will allow us to calculate the efficiency and quality of the marketing campaigns and make any adjustments where improvement is required. Where it is found we are not meeting KPI targets, we will remedy this using the DMAIC (Design, Measure, Analyze, Improve, Control) method to adjust the marketing plan as necessary. This will allow us to facilitate continuous improvement throughout the project and ensure that our marketing plan is delivering desired outcomes.

1.3. Provide references, including name, address and telephone number of a contact person for each project identified and described above. Indicate approximate dates, duration and type of operation (Use Proposal Form G).
References have been provided in Exposures, Exhibit D .
1.4. Provide a list of all Public School District or Community College District clients in the State of California.
Below is a list of GradComm's community college clients in the State of California.
1. Allan Hancock College
2. Austin Community College
3. Carrizo College
4. Cerro Coso Community College
5. Citrus College
6. Compton College
7. Contra Costa College District (Contra Costa College, Diablo Valley College, and Los Medanos College)
8. Cuyamaca College
9. The California Virtual Campus Online Education Institute (CVC-OLI)
10. Cypress College
11. El Camino College
12. Fullerton College
13. Glendale Community College
14. Golden West College
15. Cosumnes College
16. Lompoc Adult School and Career Center
17. Long Beach City College
18. MiraCosta College
19. Mc San Jacinto College
20. North Orange Continuing Education (NOCE)
21. Orange Coast College
22. Orange County Regional Consortium (JCRC)
23. Porterville College
24. Stanislaus College
25. Santa Ana College Foundation
26. Southwest Bivenside Adult Education Regional Consortium (Banning Unified School District, Hemet Unified School District, Lake Elsinore Unified School District, MDC)
27. Southwestern College
28. Tri-City Adult Regional Consortium: Compton Adult School, Paramount Adult School, Lynwood Community Adult School and Compton College



adult students into high-paying, in-demand careers. GradComm led this effort which led to increased enrollment in four of Mission College's beginner mechatronics classes. GradComm has also overseen a \$500,000 annual marketing budget for Orange County's Strong Workforce program.
We are also able to provide our client with the personal attention they deserve while allowing them to benefit from the creative power of our extensive cross-cultural partnerships. One such partnership is with our subcontractor, LocalIQ, whom we will engage to purchase and manage digital media for the college. LocalIQ is a digital marketing service agency with deep roots in the local community that boasts national reach. LocalIQ's innovative platform has been used to build out digital campaigns. Our partnership with LocalIQ gives us direct access to publisher platforms and saves our clients approximately 20% off retail pricing.
Additionally, through LocalIQ, we will have access to strategic premiere partnerships with Facebook, Instagram, Snapchat, and TikTok, which gives us direct access to these social media platforms.
4.2. How do you see yourself being a good fit for SCCD?
GradComm has experience successfully working with Southwestern College, and we believe this experience makes us a good fit to take on this project. As part of our previous experience with the college, we worked on a secret shopper project that led to institutional changes to better support students. As part of this service, our researchers attempted to acquire information from the college's
website, Google searches and social media, various departmental forms, emails, and phone calls. Our research endeavors allowed us to gain insight into the experience of becoming a student at Southwestern College and gave us insight into the college staff. We are also currently working with the college to create a sub-brand for Continuing Education, including a redesigned webpage and class schedule. These projects set us up for success in working on the credit side of the house as we understand your enrollment processes, service offerings, and comparative advantages.
Moreover, GradComm is local to Southwestern College, and we have close ties to the area. GradComm's offices are located in North San Diego County, which means that our staff can travel to the Southwestern College campus for photography/videography and in-person meetings. We have connections to local media outlets and vendors. Our CEO, Cheryl Blossom, has served on the San Diego Imperial County Community College Association (SDICCA) and is able to support regional and local initiatives with that organization.



Email: cheryl@gradcomm.com

Mobile: 760-310-8724

all about higher ed

www.GradComm.com

Company Name

Logo

Location

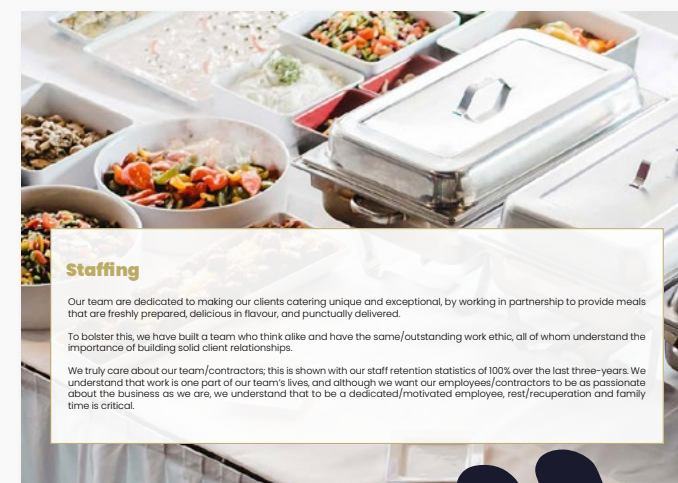
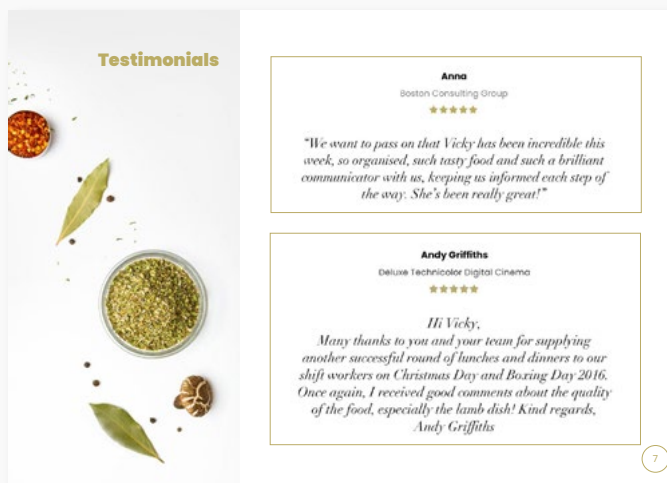
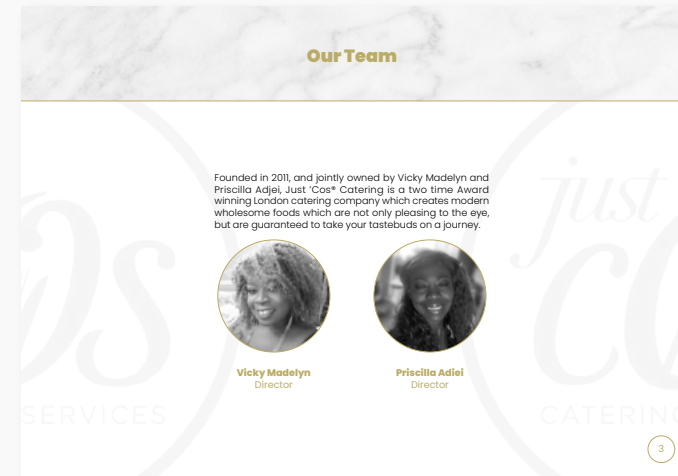
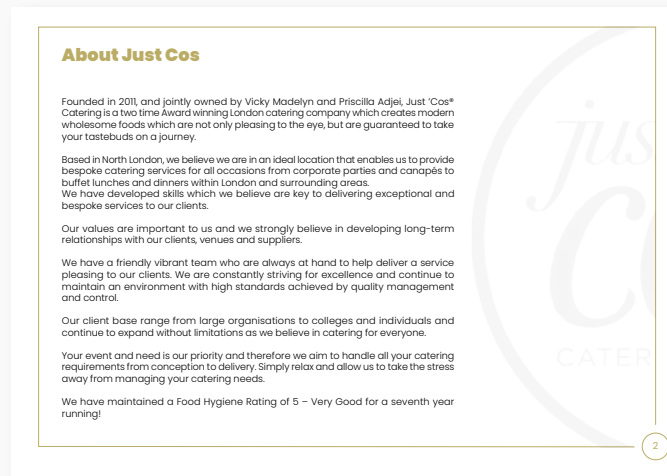
Sector

Grad Comm



United States of America

Education



Company Name

Logo

Location

Sector

Website

Just Cos
Catering



United Kingdom

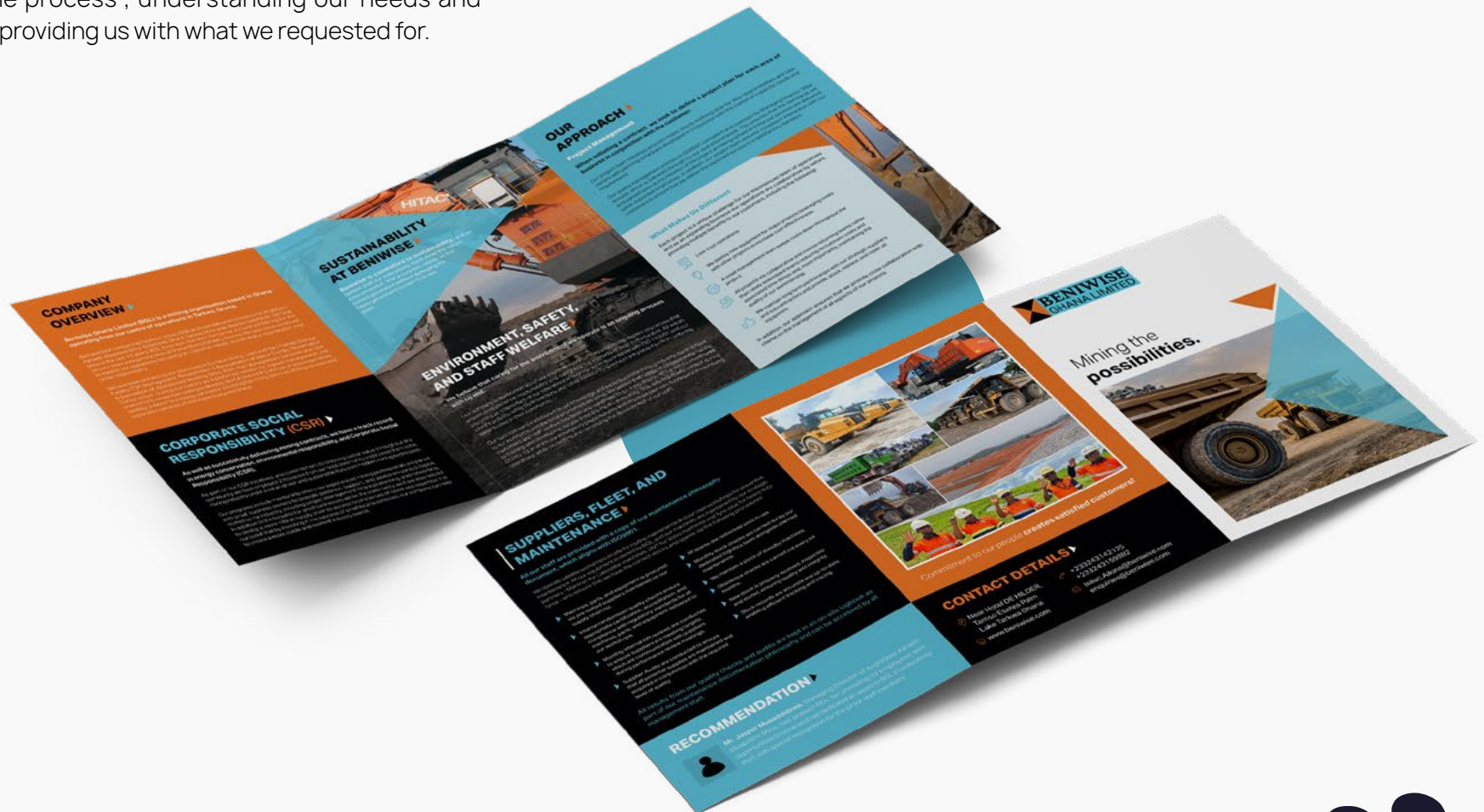
Hospitality

www.justcoscatering.co.uk



Beniwise contracted Hudson to develop a new company profile and its came out perfectly in meeting expectations. They assisted us throughout the process , understanding our needs and expectations and providing us with what we requested for.

Issac Aitkins
Beniwise



Company Name

Logo

Location

Sector

Beniwise



Ghana

Mining

BUSINESS TO
CONSUMER



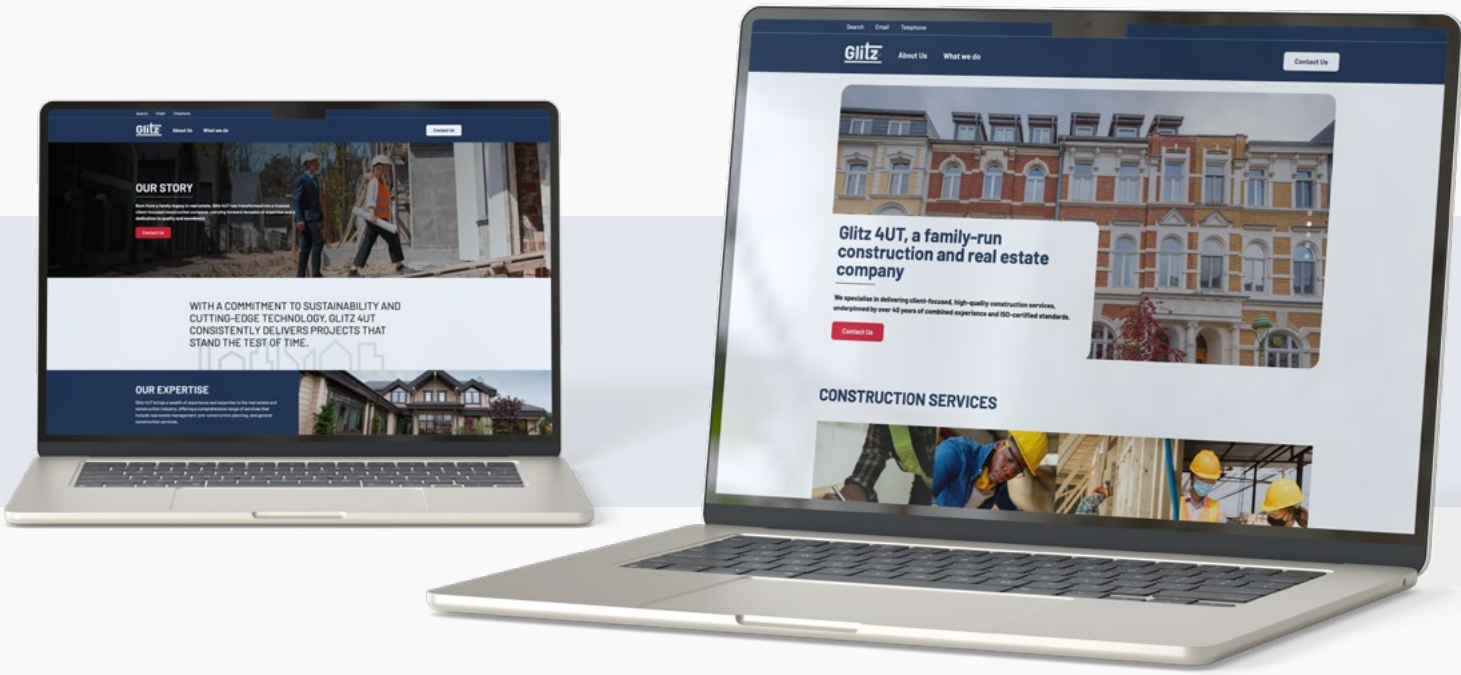
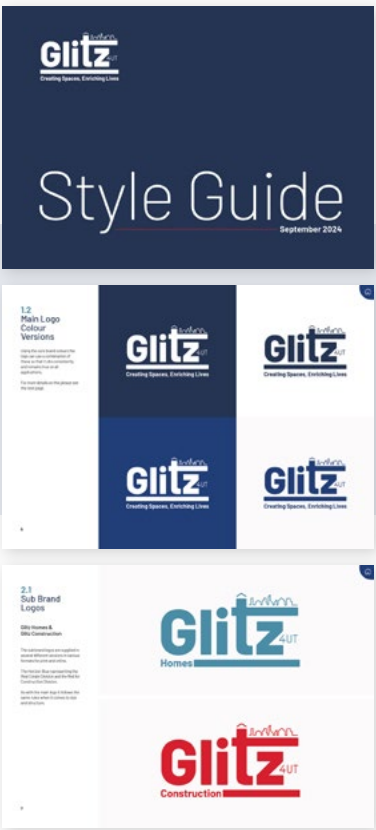


”

In a million years I will still work with hudson Outsourcing Ltd. The team are great and very spot on.

Akya Owusu
Managing Director, Glitz 4UT

Services Delivered | Branding | Stationary Suite | UX Design | Web Development



”

Company Name	Logo	Location	Sector	Website
Glitz 4UT		United Kingdom	Construction	<u>Currently Under Construction</u>

Due to client confidentiality we are unable to display the content included in the design.

ViSion / AmbitiOn



Odignamet provitia vellam, sit?

Risimpor ibeaque voluptati alic tem et, serae. Nametur aliqui rectotaques duntorum que latibus, accatem sunt erumque pre rem sequod eum autem.

Nia voluptat unto to to es eossunt vellabo. Tis sit, as dolum quo exereperum faciet facepudam apicentur, et et rem facite pario maiosam es mostrun iniauerum et aut alit faceaque voluptidessit labores earias rectur rehent et que.

Accatio tent pligent endendusdam veliaque estrumquame rehendum aut omnim experum qui dolla sin cum num quasi ne exerci optamusan la simint occum et.

ipsunt ad milic tenihil lecatu reresto condissit etto et quost offiatie peribusa sitate enduntus expliit sciunquae curu da valor sinntio volioribus aut que nonet qui aceped ut aut in excepe ne nobis adit, officiaspe ma ipsius ut eos eosto idiam.

sandi voluptat latus aut as maioreh enimiliet, quidebisimus quas dollata nonsed exliaque ipsam dit resclissit volum ipitibus.

Idebist am, vendebis molum as quas aut endantem quae laccus in cus volire, sam dolorum re magnient molesque est, aut idunt omnimni vendit aut que nis voluptatquat fugiame et officilicia cones magnis n ipic totae allici abore.

How much will the project cost?

Atem nihilie serspistiunt laute valenti bustio. Fugiatquibus reicit experatet, temolor magnate ipitatum volorum quia volum ventiores et exerro quate secaborum reribus eum hii idisciet re, omnim quasit quame volceat.

Total project cost

£xx,xxx

£xx,xxx

£xx,xxx

£xx,xxx

£xx,xxx

Quasit Quame,

total xx days as

facessequi

Quasit Quame,

total xx days as

facessequi

Quasit Quame,

total xx days as

facessequi

Quasit Quame,

total xx days as

facessequi

In three years


Ipient. Latem fugit, sum de samusdaniis culparu ndanis cum
dus. Xirnagant fugitatur, coreperum restiae et quunt volupto
essimag natur? Eguosame nate et exerchi curesse dignis
experi utet quas simpell.

Um exeris perum experum quassimo dolupta spendi
atmquuat et, conseqi sincto tem excoaequam dolupto
dolupta sum la vitatia velibus debis be rem experibus quo
bero eatem ius. Nam restint vide vent eliquia quam alla
nobisquas cupiti ad que veniendam.

Our belief

Volupta eumquist repro tempost otaerum quaiessit a lit omnis
del molo id maiorpo resedisto esto et odia quo verchilleae
sincipiani illanda ndestio. Ut am everem simi, cum dolo to
dolupis minvellaut quae quatur, num voloris aut pe nest,
nullam acernam non nestotatis exernatus.

Ipit et quas etur? Quis aut ea etur rerumet faces et quideliquis
doluptat etur, que verion perum acceped eaquias inimet
faci cum quaes es qui ducidus dolupti andaes molutpatem.
Od ut et, con cus eligni consedis sa sam adio quibereicet
officiaut porro occae. Agnati dolorepudi idem. Assitibus
esciae volorem.



Our belief

Volupta eumquist repro tempost otaerum quaiessit alit omnis
del molo id maiorpo resedisto esto et odia quo verchilleae
sincipiani illanda ndestio. Ut am everem simi, cum dolo to
dolupis minvellaut quae quatur, num voloris aut pe nest,
nullam acernam non nestotatis exernatus.

The problem your innovation will solve

Clorrori ulparib usapiendit! tem liae eatu atur, occulparum audam

Sinvendamus dolutatemp:

- Q Verrum quata quam ditauque debis et ut quis.
- Q Nias dolutatquiam volenis ciendaest, sendam.
- Q Undebit mod modis et et, que digenisitiat et.
- Q Consequid quiae de maioria suntem voliorum.
- Q Voluptate pore estem am aperum num quassim.
- Q Molorem volo esciundi.

Lessus es susam qui desserro et, que secatem porerum. sinvendamus dolutatemp solupti onsenit quiant, tem unt quidend isecatur, et re net ea nossunt quo optam, in exerrupta incia idem volorio con restisquo idenimolorro omnisxel mi, te res quaturias excepter fercips andandigent eat occae net qui cupion serisi con nem amu dolorum et laut rehenih quaturias excepter fercips.

Why Us?

Lecabora quam fuga. Da dolestorest laut fuga dia volut ipsantu ritatem il in escips re, odici cor sunt dolore. Faccatur nem non et incid et aut dolo exero temperinimet autatint pro tecus eatqui verrovidundo qui a corem ea sum faccaeri dis aut aligniara sant andae vel explandae imporup tatur? Qui incatur, voluptatenda quam consedis que pore vitium fuga. Ut explabo. Et fugitui mquae. Em conecerum net voluptatio id et ea vellori iumquam aut.

Company Name

Logo

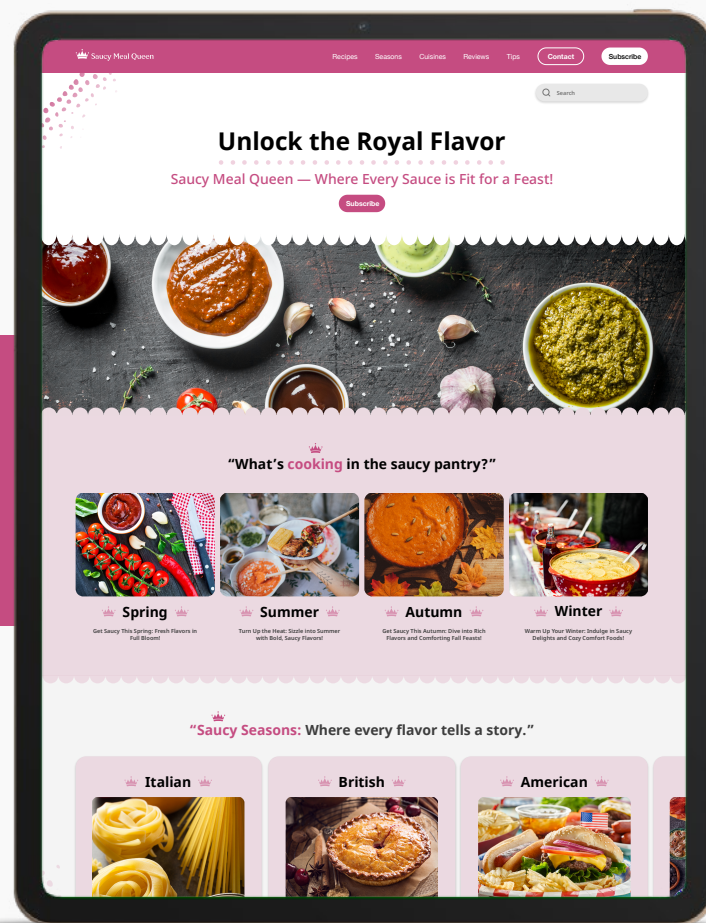
Location

Sector

Turkeys

United Kingdom
& United States
of America

Technology



Company Name

Saucy Meal
Queens

Logo



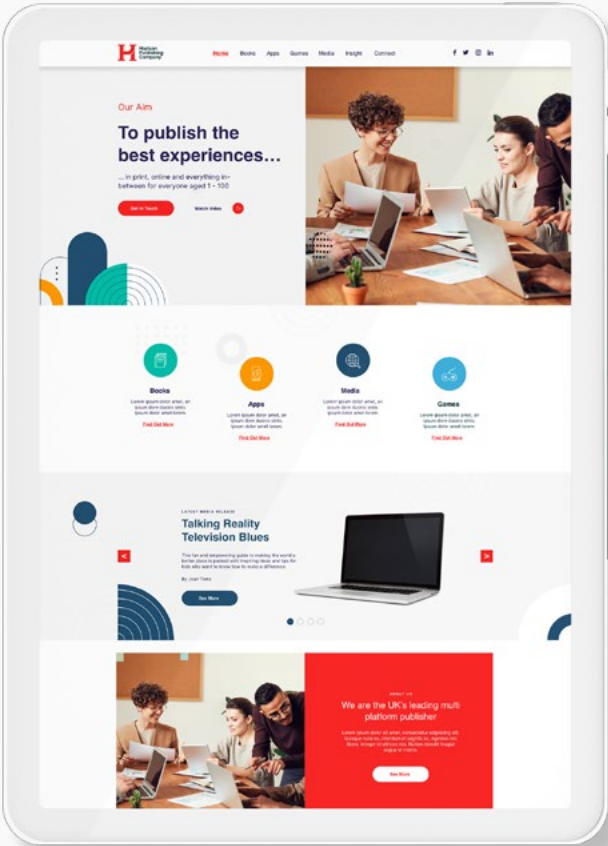
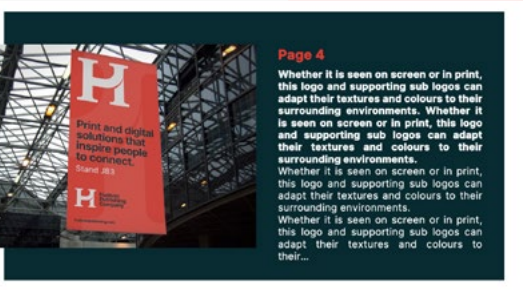
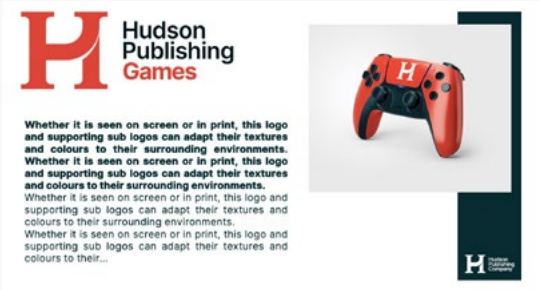
Location

United Kingdom
& United States
of America

Sector

Food & Beverage





Company Name

Logo

Location

Sector

Hudson
Publishing
Company



United Kingdom
& United States
of America

Publishing



Services Delivered | Branding | Illustration | Marketing Materials | Training Documents | Pitch Decks | Mobile App Development Management | Website Design & Development Management | Video content & Animation | Marketing Strategy



Company Name

Logo

Location

Sector

Website

Santa Academy



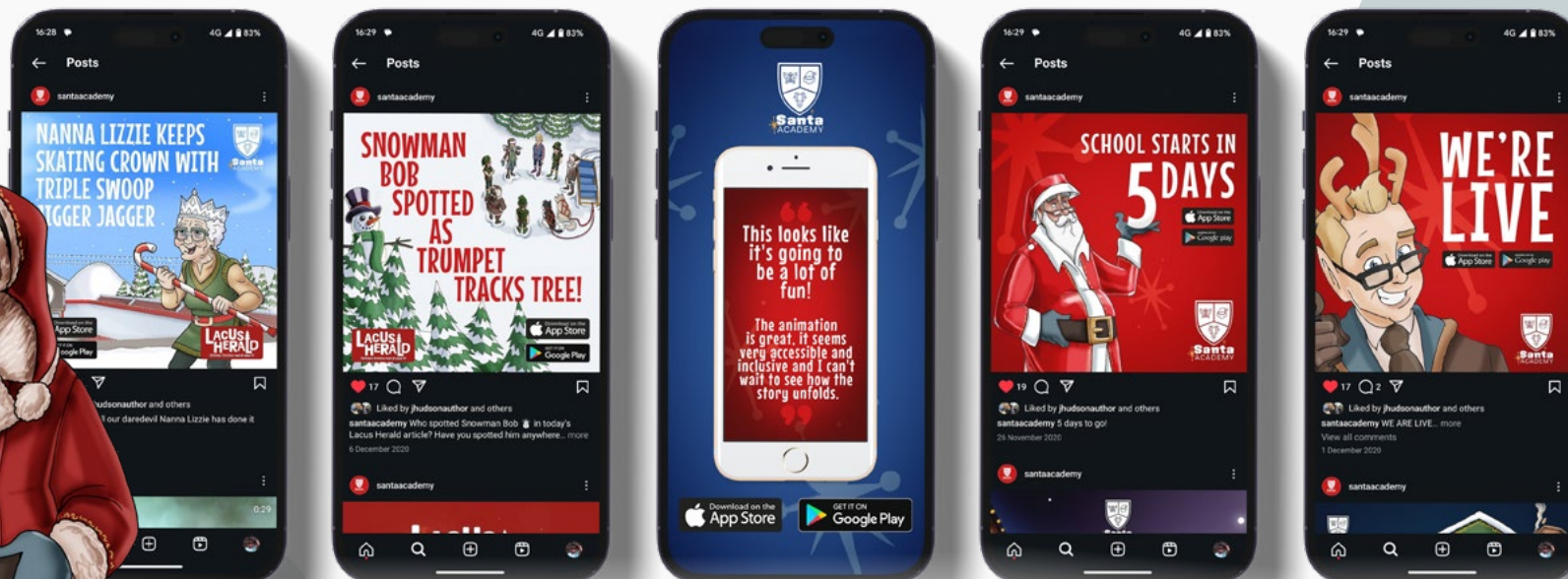
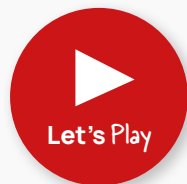
United Kingdom
& United States
of America

Childrens

www.thesantaacademy.com



Services Delivered | Branding | Illustration | Marketing Materials | Training Documents | Pitch Desks | Mobile App Development Management | Website Design & Development Management | Video Production & Animation | Marketing Strategy



Company Name

Logo

Location

Sector

Website

Santa Academy



United Kingdom
& United States
of America

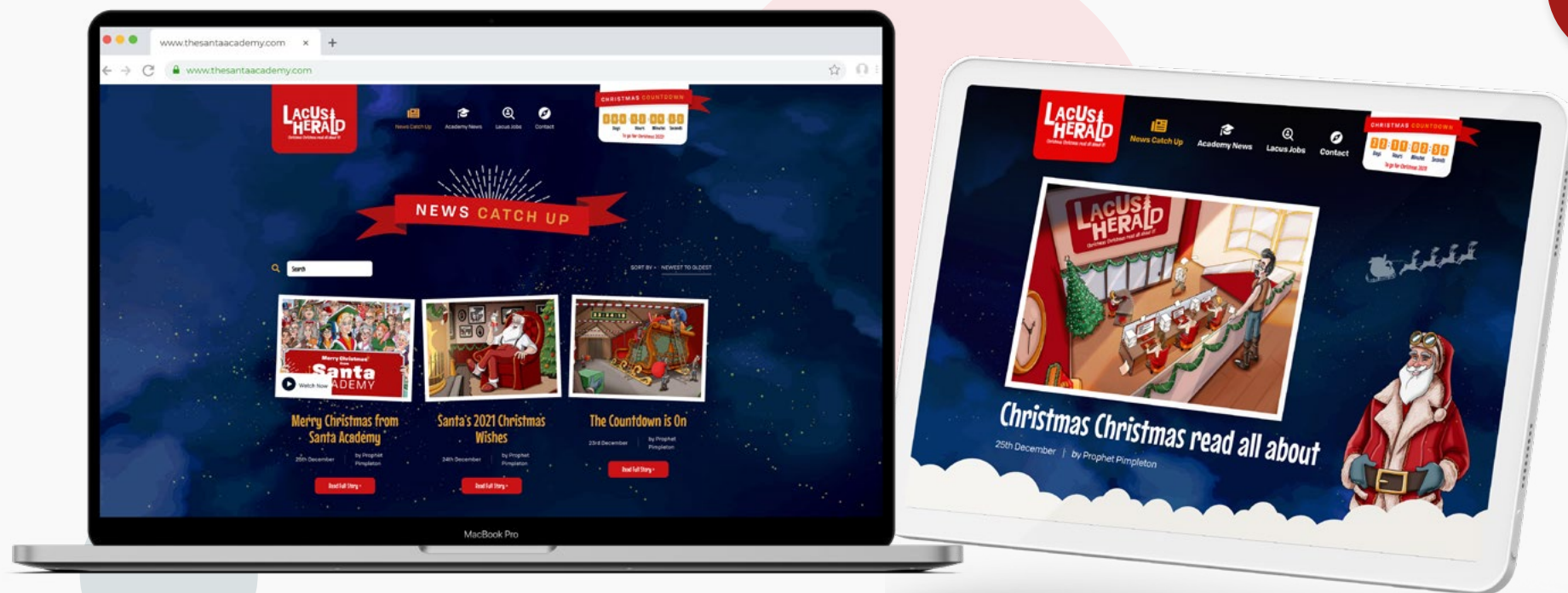
Childrens

www.thesantaacademy.com





Services Delivered | Branding | Illustration | Marketing Materials | Pitch Decks | Website Design & Development Management | Video content & Animation | Marketing Strategy



Company Name

Lacus Herald
Part of Santa
Academy

Logo



Location

United Kingdom
& United States
of America

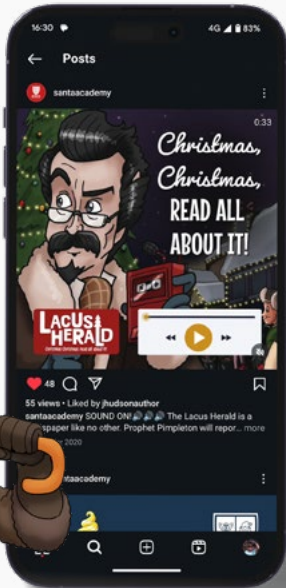
Sector

Childrens

Website

www.thesantaacademy.com/lacusherald





Company Name

Lacus Herald
Part of Santa
Academy

Logo



Location

United Kingdom
& United States
of America

Sector

Childrens

Website

www.thesantaacademy.com/lacusherald



Company Name

Logo

Location

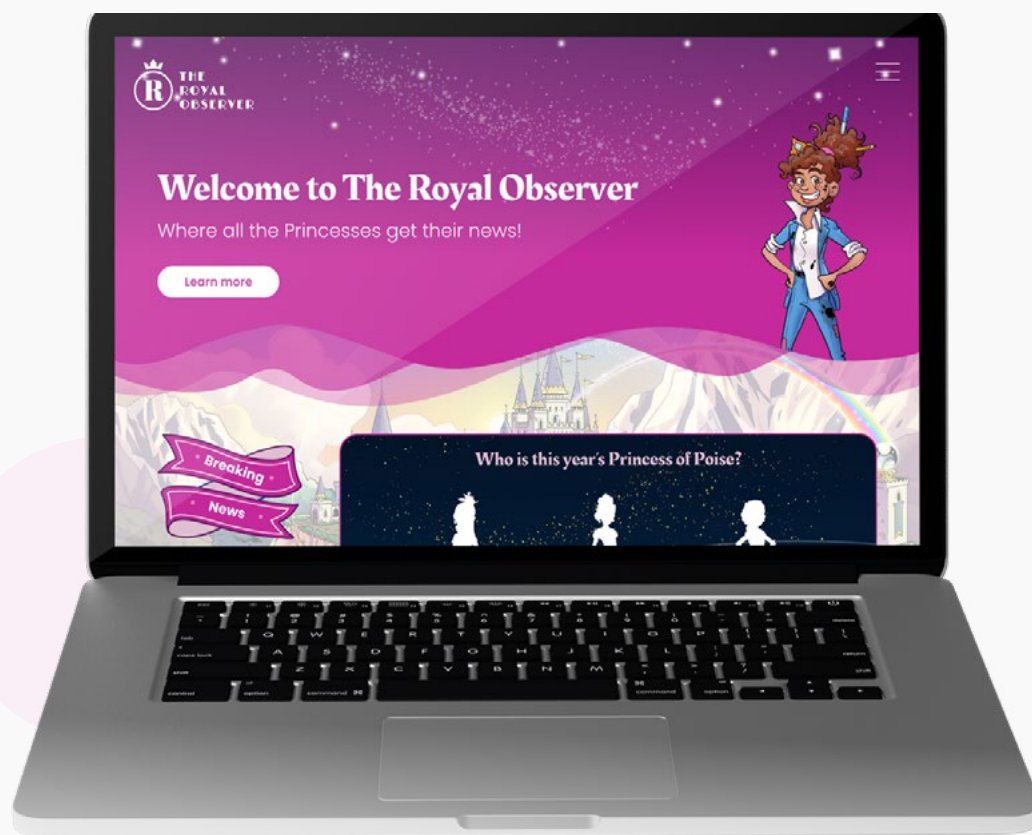
Sector

Princess
University



United Kingdom
& United States
of America

Childrens



Company Name

The Royal
Observer

Logo



Location

United Kingdom
& United States
of America

Sector

Childrens



VOCAL™

Contact us

Get in contact to see how we can
make a big difference to your business.

- 📞 02030512217
 - 📧 hello@hudsonoutsourcing.com
- 