



**The Recipe
for Success**

WTA Spring
Forum
April 2023

Five
ingredients
driving the
most
successful
broadband
providers

Pivot is the leading marketing and customer experience agency serving the rural broadband industry.



Marketing/Advertising



Customer Experience



Research



Branding



Web



Training

The Recipe for Success

1. Strong & Alive Brand
2. Robust Marketing & Sales Capability
3. Compelling Product Execution
4. Superior Customer Experience
5. Great Team/Culture



A Fishing Story

An open notebook with two pages visible. The notebook has copper-colored rings on the left side. A copper-colored pen is resting on the right page. The text is printed on the pages.

**The Recipe
for Success**

Strong &
Alive Brand



Branding is...

Your Logo/Imagery and so much more.

- Your messaging
- Your personality
- Your creative
- Your execution
- What you stand for

It's the perceptions people have about your organization.



Fiber Internet

The latest in technology delivers Internet so fast it practically takes flight.

[Find Out About Fiber](#)



WiFi Mesh

Great coverage and no dead zones, so the only spotty things around are the cows.

[Discover WiFi Mesh](#)

“The most important first step is really understanding the one thing your brand stands for.”

—Dustin Duke
Principal Creative Director, Brand Innovation
Lab, Amazon Ads



Recent research from NCSolutions and Nielsen said creativity provides 47% of the total sales impact.

A survey from Celtra found that 85% of U.S. adults are more likely to trust a brand with high-quality and well-designed ads.

- ADWEEK, THE 5 HABITS OF HIGHLY EFFECTIVE ADVERTISING



An Internet Package for Every Need.

Get the internet speeds you need to power every device and stream in your home.

- Download speeds from 100 Mbps up to 1 GIG¹
- Powerful in-home WiFi
- 99.99% Network reliability²
- Add WiFi360pro for optimized WiFi everywhere in your home.
- No Contracts

Internet starting at **\$19⁹⁹* per month for 1 year**

*Plus activation, modem rental, taxes & fees. Price includes \$30/mo discount for autopay & paperless billing.

Offer Terms & Conditions



LUMEN

FIBER+ INTERNET

Fiber so fast sharing happens in seconds

With speeds of up to 1 Gbps and a 99.99% service availability SLA, Fiber+ internet supercharges your file sharing, video calls, CRM and more.

GET PRICING



Spectrum

FAST. RELIABLE. SECURE. The Future of Connectivity is Here

The best Spectrum deal yet! With Spectrum One, get Internet with speeds of 300 Mbps, Advanced WiFi and an Unlimited Mobile line all for one incredible price!

Internet + Advanced WiFi + Mobile

\$49⁹⁹/mo for 12 mos when bundled

SHOP NOW

INTRODUCING **Spectrum ONE**



LUMEN

FIBER+ INTERNET

Fiber so fast sharing happens in seconds

With speeds of up to 1 Gbps and a 99.99% service availability SLA, Fiber+ internet supercharges your file sharing, video calls, CRM and more.

GET PRICING



We've got your need for speed.

Check your top speeds up to 940 Mbps...

Up to **100** Mbps

Simply Unlimited Internet

- Work from home and shop online
- Unlimited data on a 99.9% reliableTM network
- Connect multiple users and devices
- Stream HD movies
- No annual contract

\$50/MO

Speed may not be available in your area. Paperless billing required. Taxes and fees apply. Offer Details

Up to **940** Mbps

Fiber Internet

- 20X faster upload speed than cable¹
- Unlimited data on a 99.9% reliableTM network
- FREE modem and installation - \$299 value
- Stream HD content from up to 8+ devices
- No annual contract

\$70/MO

*Comparison, as of 1/26/21, based on CenturyLink fiber technology with wired upload speeds of up to 940 Mbps to major cable providers 100 cable service over DOCSIS 3.1 technology with upload speeds of 35 Mbps. TMBased on network uptime or availability.

Street Address, City, State, Zip Code (Without Apt/Unit)

Check Availability



jade

Good Wi-Fi.
No nightmares.

good people. good service.

All the speed.
None of the nonsense.

HERE HERE AND NOW

We provide awesome internet in the San Luis Valley for home, work, gaming and streaming. AND to make the experience complete, we power your experience with fast Wi-Fi, fiber phone, and HD TV. In other words, we make the internet fun again.

Playful.
Personable.
Human.
Smart.



Let's chat

Hi there!



jade

Fiber fast Wi-Fi
for everyone.

What are you waiting for?

Get started

**Internet
as awesome
as you are.**

jade

Good Wi-Fi.
No nightmares.

**At Jade,
we believe
in magic**

magically fast
internet.

jade

Learn more

jade

Good Wi-Fi.
No nightmares.

📶 📞 📧

Spotty service?
I don't think so.

jade
good wi-fi. no nightmares.

Success for Jade

25%

Increase in ARPU

2x

Subscriber Rate

Following Brand Launch

30+

Community Expansion

Award-Winning

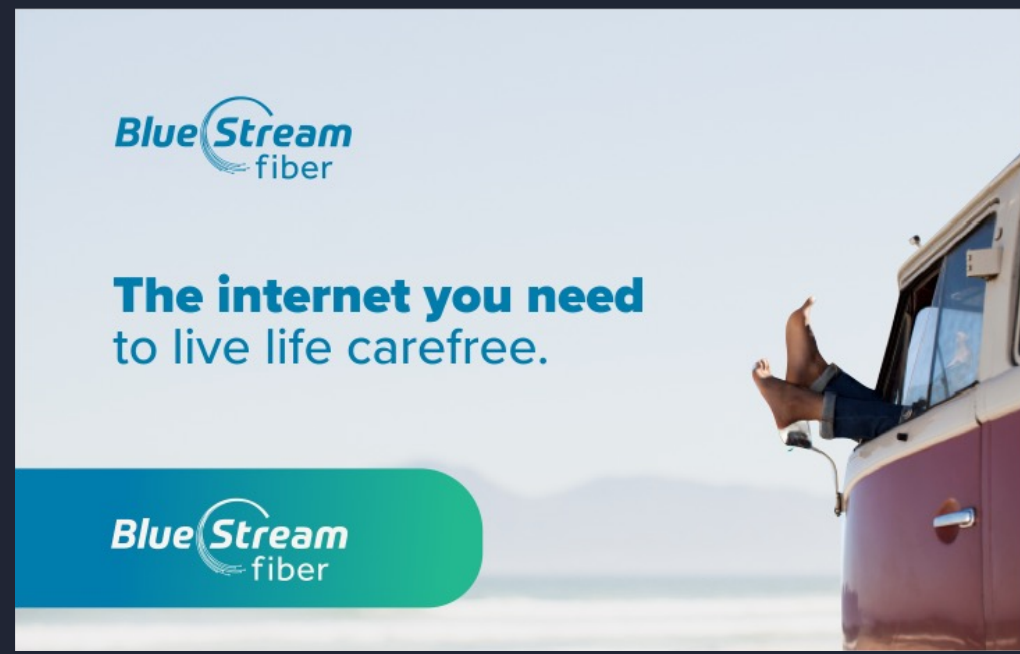
Marketing Excellence Awards



**Less Stress
More Joy**

Internet, TV and phone services
for carefree lives.

**Blue Stream
fiber**



**Blue Stream
fiber**

**The internet you need
to live life carefree.**

**Blue Stream
fiber**



**Blue Stream
fiber**

**Good WiFi
Happy Life**

Join Today



**Blue Stream
fiber**

Happy WiFi

Join Today

Happy Life



**Blue Stream
fiber**

**Stress Free
Internet**

**More fun
connection.
entertainment.
family.
golf.
peace.
joy.**

Success for Blue Stream Fiber

60k

Bulk Units Sold in a Year

107%

Increase in Site Page Views

*Dramatic result attributed
to consolidating 5 sites into 1*

4x

Increase in QR Code Scans

After Brand Refresh

4%

Internet + TV Sales Increase

After Brand Refresh

Guiding lights for a brand.



Connect



Reflect



Differentiate

An open notebook with copper-colored rings and a pen. The notebook is open to two blank pages. The left page has the text "The Recipe for Success" and the right page has the text "Robust Sales and Marketing Capability".

**The Recipe
for Success**

Robust
Sales and
Marketing
Capability

“We don’t do any marketing.”

Sponsored



Alyrica™ Internet - High Speed Internet

Alyrica Networks provides high speed internet services to the Willamette valley! Highly rated, affordable, award winning internet! Locally owned & operated. Local 24/7 Support. No Data Throttling. Transparent Pricing. No Contracts. No Price...



Residential Internet

See Our Plans Get Connected

Internet Plans

Locally Owned And Operated Up To 1000 Mbps

Contact Us

Get In Touch With Our Support

Business Internet

See Our Plans Sign Up Today



Alyrica Networks: Homepage V3

Dedicated, large capacity, high up-time Internet services for the most demanding of situations. Our enterprise packages are designed to serve those with large ...

Local Residential Internet ...

Alyrica is local, transparent internet that puts its money where its ...

Alyrica Portal Login

Customer Portal. User Name Password. If your address is not ...

Coverage Area

Here at Alyrica, our Internet service provides you reliable speeds at ...

About Us

Alyrica was founded in 2002 by 2 brothers who needed a better ...

[More results from alyrica.net »](#)



Alyrica Networks, Inc.



[Website](#) [Directions](#) [Save](#) [Call](#)

4.8 ★★★★★ 664 Google reviews

Internet service provider in Benton County, Oregon

Hours: Open · Closes 8 PM ▾

Confirmed by phone call 6 weeks ago

[Suggest an edit](#)

Questions & answers

[Ask a question](#)

Q: We just got fiber optic out in our house and I am other than satisfied with it. How can it be re-installe...

(No answers)

[See all questions \(10\)](#)

Reviews from the web

4.8/5 Facebook · 109 votes

Reviews

[Write a review](#)

[Add a photo](#)

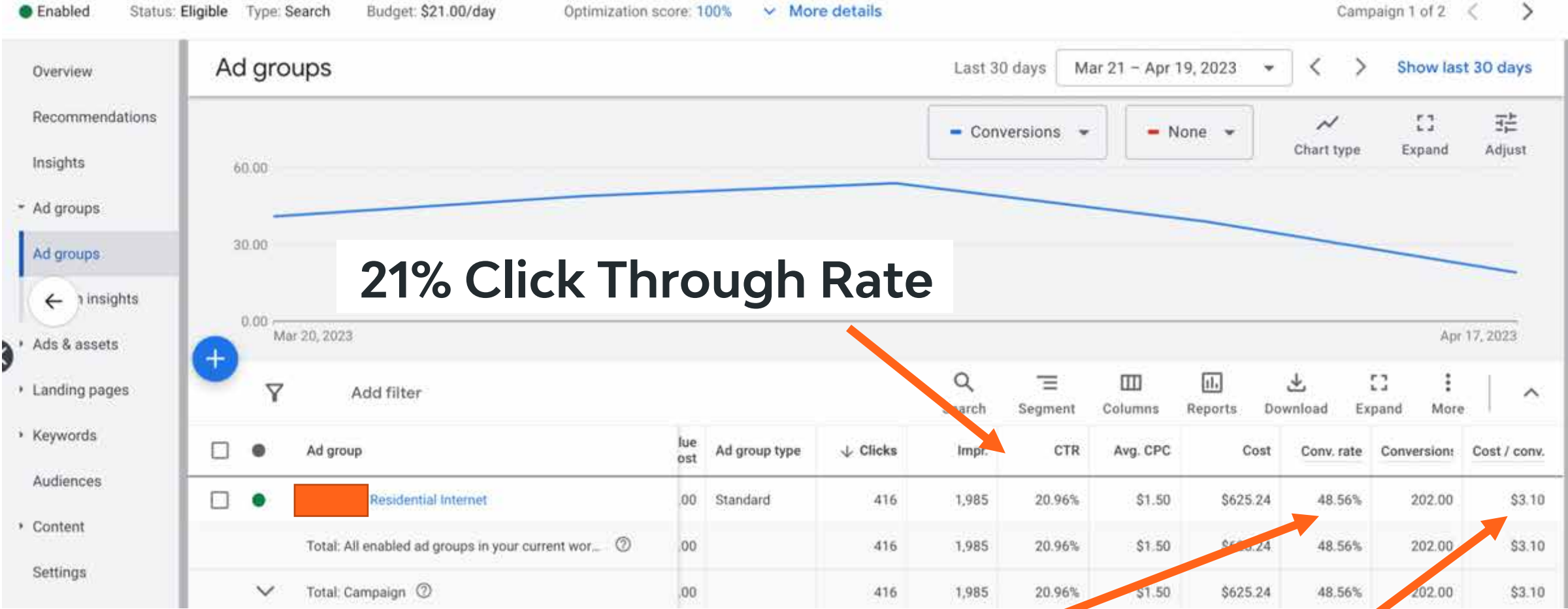


"Price and quality of service very good."



"I just got Alyrica internet installed at home and I couldn't be happier with it!"

What's a Marketing Qualified Lead Worth?



21% Click Through Rate

49% Conversion Rate

\$3 Cost

An open notebook with copper-colored rings and a pen. The notebook is open to two blank pages. The left page has the text "The Recipe for Success" and the right page has the text "Compelling Product Execution". The notebook is placed on a light-colored surface.

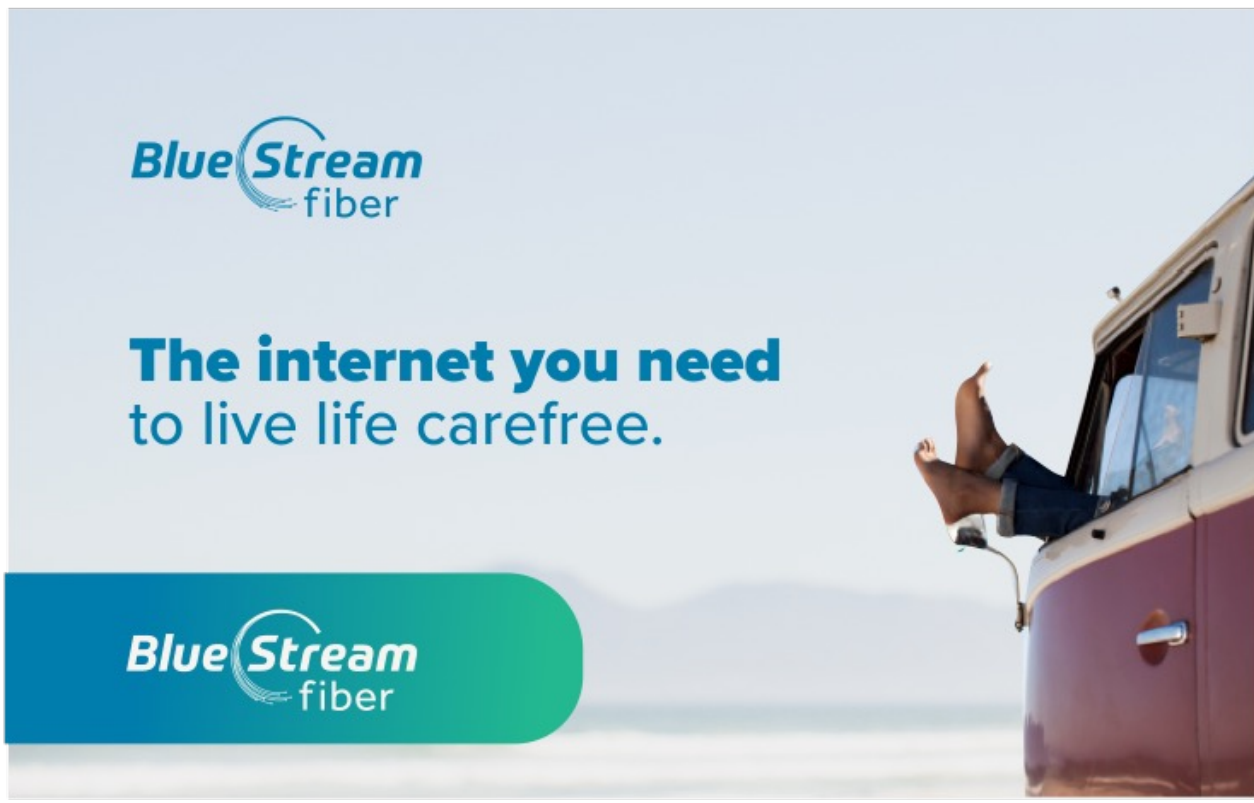
**The Recipe
for Success**

Compelling
Product
Execution

pivot

Compelling Offering

- Fiber
- Simplicity/right price
- Customer focused



Van Westendorp Price Sensitivity Meter



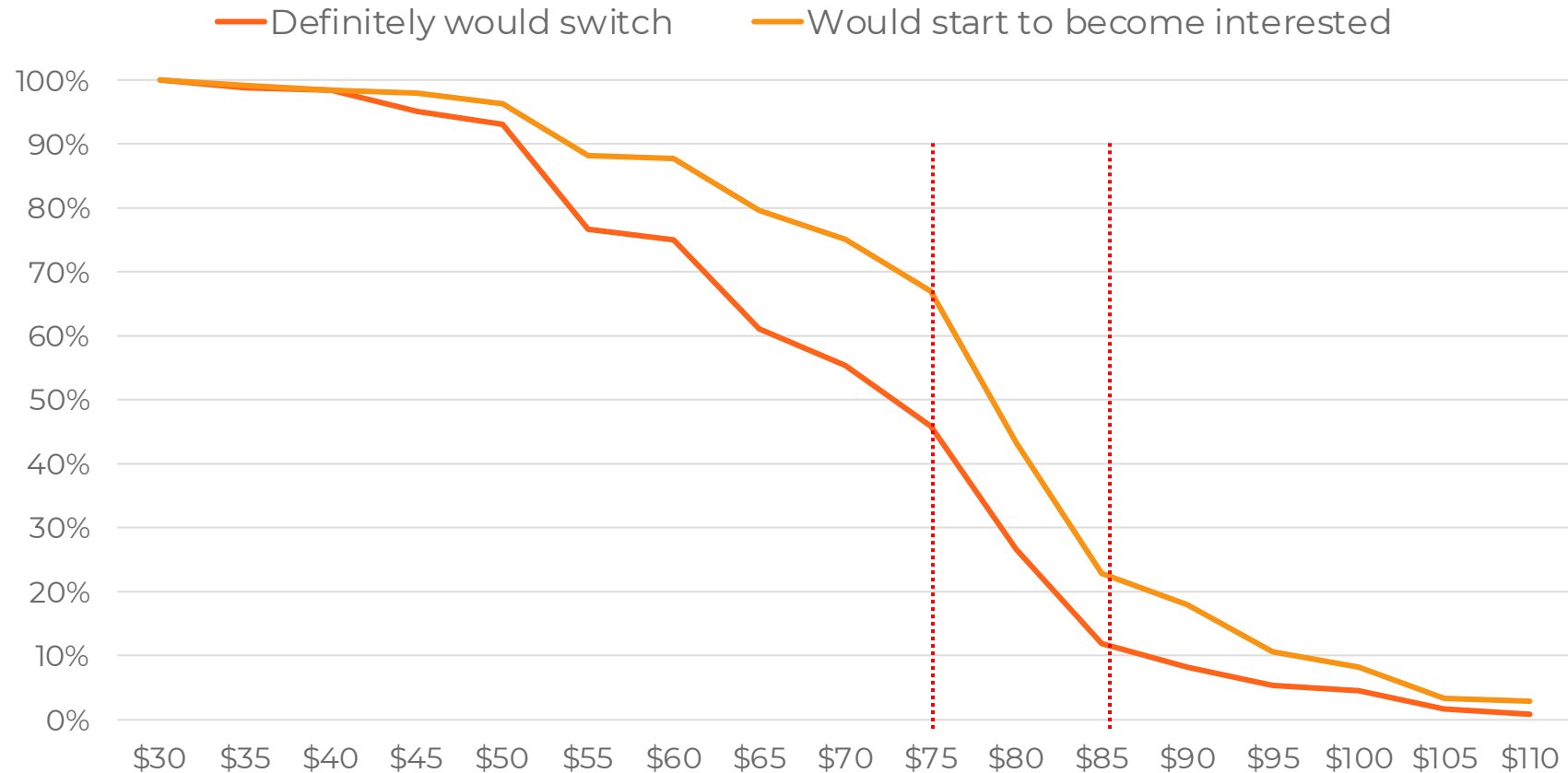
- Usually contain the basic intent of each of these four questions.
 1. At what price would it be so low that you start to question this product's quality?
 2. At what price do you think this product is starting to be a bargain?
 3. At what price does this product begin to seem expensive?
 4. At what price is this product too expensive?

“Potential Demand” Curves and Price Sensitivity for 100 Mbps Package at \$109.95

At what monthly rate/price would you **start to become more interested** in switching to XYZ Fiber’s internet service?

At what monthly rate/price do you think you **would definitely switch** to XYZ Fiber’s internet service?

These questions were asked only of those who said high price is a reason they wouldn’t switch. *



An open notebook with a white cover and copper-colored rings. The left page has the text "The Recipe for Success" and the right page has "Superior Customer Focus/CX". A copper-colored pen is resting on the right page.

**The Recipe
for Success**

Superior
Customer
Focus/CX

49% of customers who left a brand, to which they've been loyal, say it's due to poor CX.

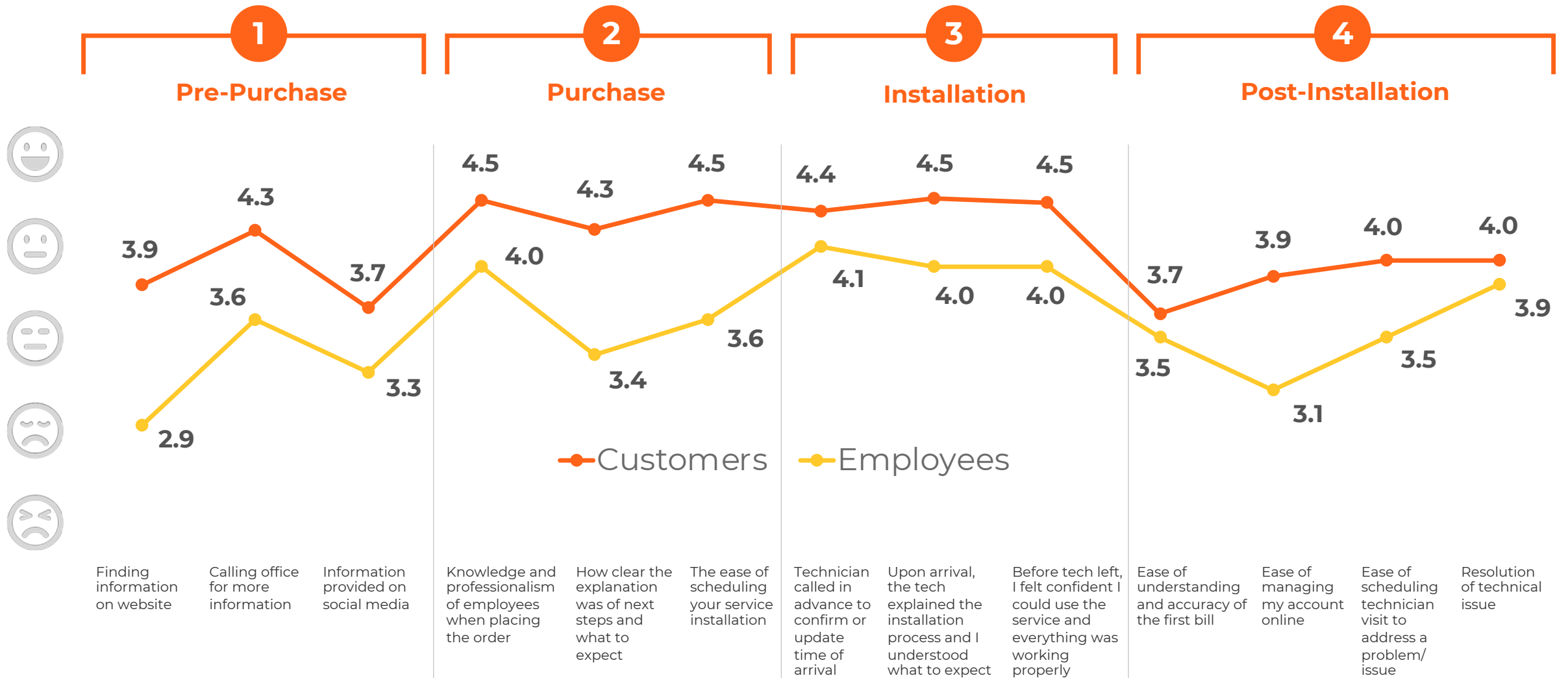
THE MOST HATED ISPS IN EVERY STATE



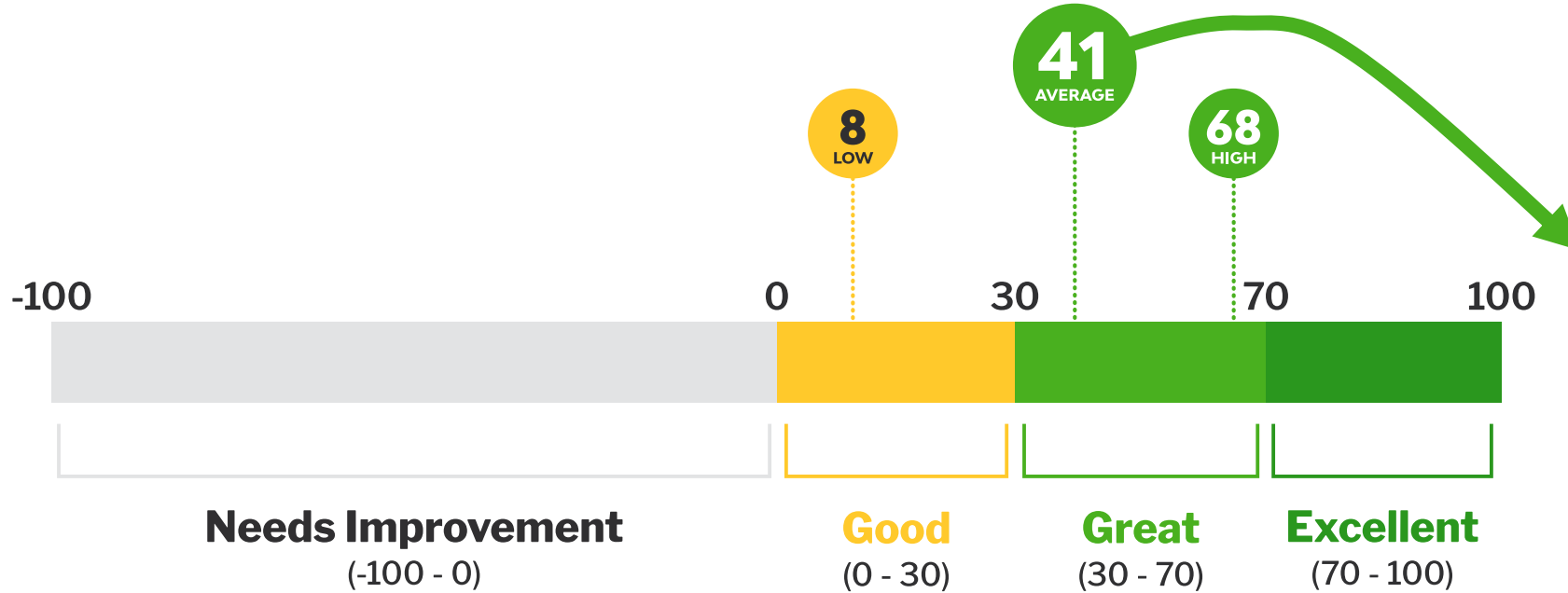
Great CX
=
Relentless
Focus on
Customers

- Comcast
- CenturyLink
- Charter Spectrum
- Cox
- Suddenlink
- Frontier
- AT&T Uverse
- Optimum
- Hughesnet
- Verizon Fios
- Viasat Exede

Customer Journey Mapping



Customer Loyalty: Net Promoter Score



NATIONAL NPS BENCHMARKS BY INDUSTRY

Dept & Specialty Stores	56
Hotels	49
Airlines	45
Smartphones	43
Online Entertainment	42
Rural Broadband Providers	41
Online Shopping	40
Grocery/Supermarkets	36
Banking	34
Rideshare & Food Delivery	31
Health Insurance	27
Cable & Satellite TV Service	-2
Internet Service	-3

SOURCE: www.rentent.com/blog/good-net-promoter-score

An open notebook with two pages visible. The notebook is held together by copper-colored rings. A pair of copper-colored tweezers is positioned on the right page. The left page contains the text "The Recipe for Success" in a bold, black, sans-serif font. The right page contains the text "Great Team/ Culture" in a black, sans-serif font.

**The Recipe
for Success**

Great Team/
Culture

NEW YORK TIMES BESTSELLER

Setting the Table

The Transforming Power of
Hospitality in Business



DANNY MEYER

"This is the most important business book of our time."

—Jim Cramer

51%'ers

Jenny's Move

The Recipe for Success

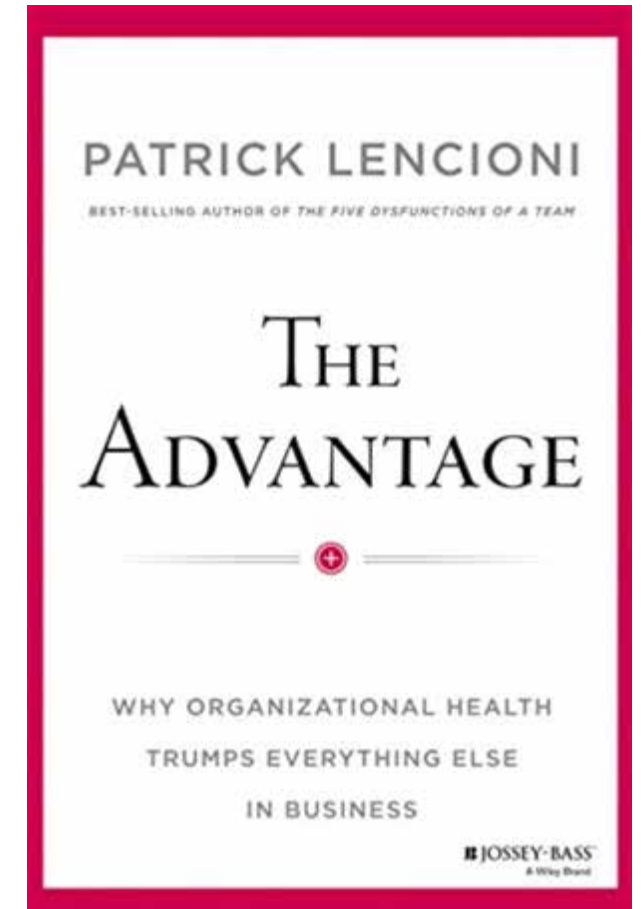
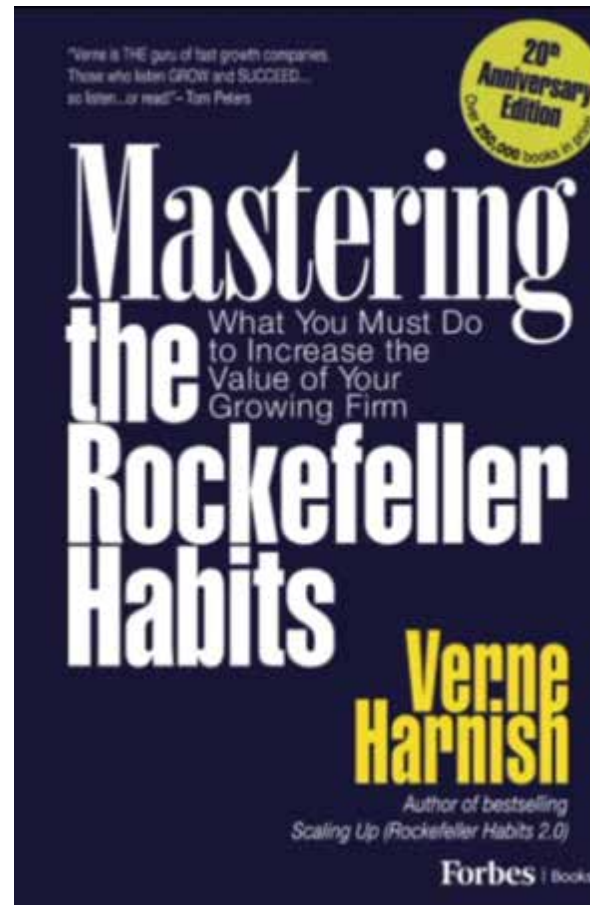
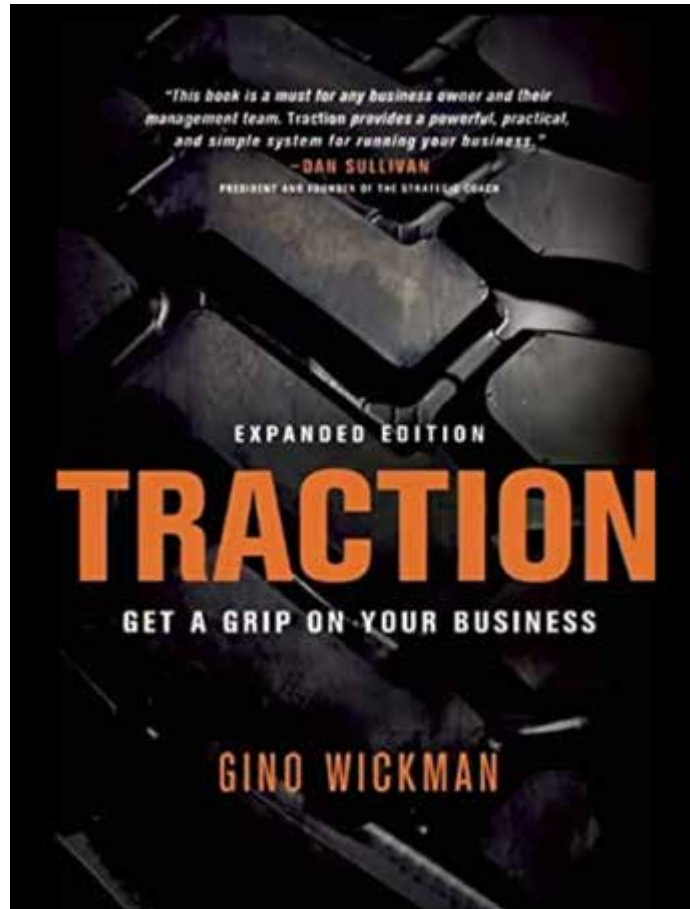
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5. Great Team/Culture

An open notebook with two pages visible. The notebook has copper-colored rings. A copper-colored measuring spoon is placed on the right page. The left page has the text "The Recipe for Success" and the right page has "One more thing...".

**The Recipe
for Success**

One more
thing...

Consider an Operating System for Your Growing Business



Dave Nieuwstraten
dave@askpivot.com
503 310-7007



Thank you!

