



A robust ad agency living within a Kansas-based telco that's been around for 70 years. We've helped nearly 100 other businesses achieve their goals.

Driving Subscriber Growth: Marketing Strategies for Fiber Expansion

Tammy Wellbrock, MS, IOM, CAE

Tammy Wellbrock

My Story

- **Firsthand witness to impact**
- **Investment means risk**
- **Nex-Tech's approach**



Storyteller | Speaker | Influencer
Marketer | Author | Connector

www.nex-tech.com/creative

Competitive landscapes
are today's reality.

Strategy Steps

- **Understanding the Landscape**
 - Competitive Analysis
 - Community Engagement
- **Marketing Tactics**
 - Drive Analytics
 - Telling Your Story
- **Tools, Tips and Tricks**



Interest



Construction



Sign-Up



Schedule Install



Fiberhood Complete

Understanding the Landscape

National Competitive Analysis

- 1 in 5 US Households are not connected.
- Median download speed is 242 Mbps (6th fastest in the world)
- \$118/mo. spent on cable & internet
- 93% adults are online

Source: allconnect.com



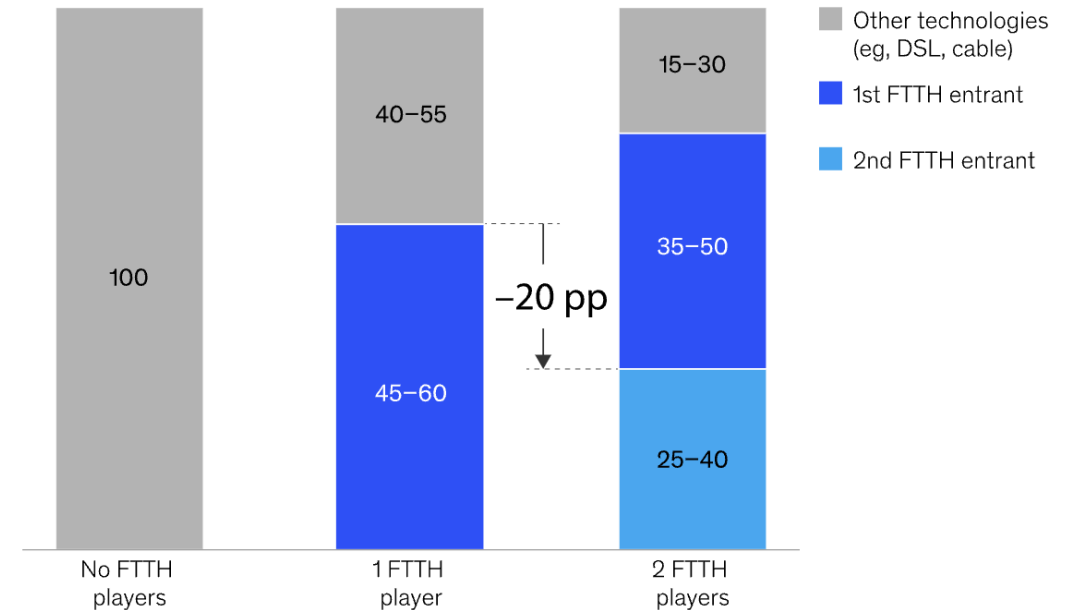
Understanding the Landscape

“Experience suggests that the first FTTH operator to enter a market...can win significant market share as customers switch from cable & DSL providers.”

Source: mckinsey.com

The first fiber-to-the-home (FTTH) player to enter the market typically gains more market share than latecomers.

Estimated broadband terminal market share by technology,¹ % of subscribers



¹Five to seven years after market entrance; market share is only for the overlapping footprint areas.
Source: IDATE Market Intelligence, expert interviews

Understanding the Landscape

Data for Marketing:

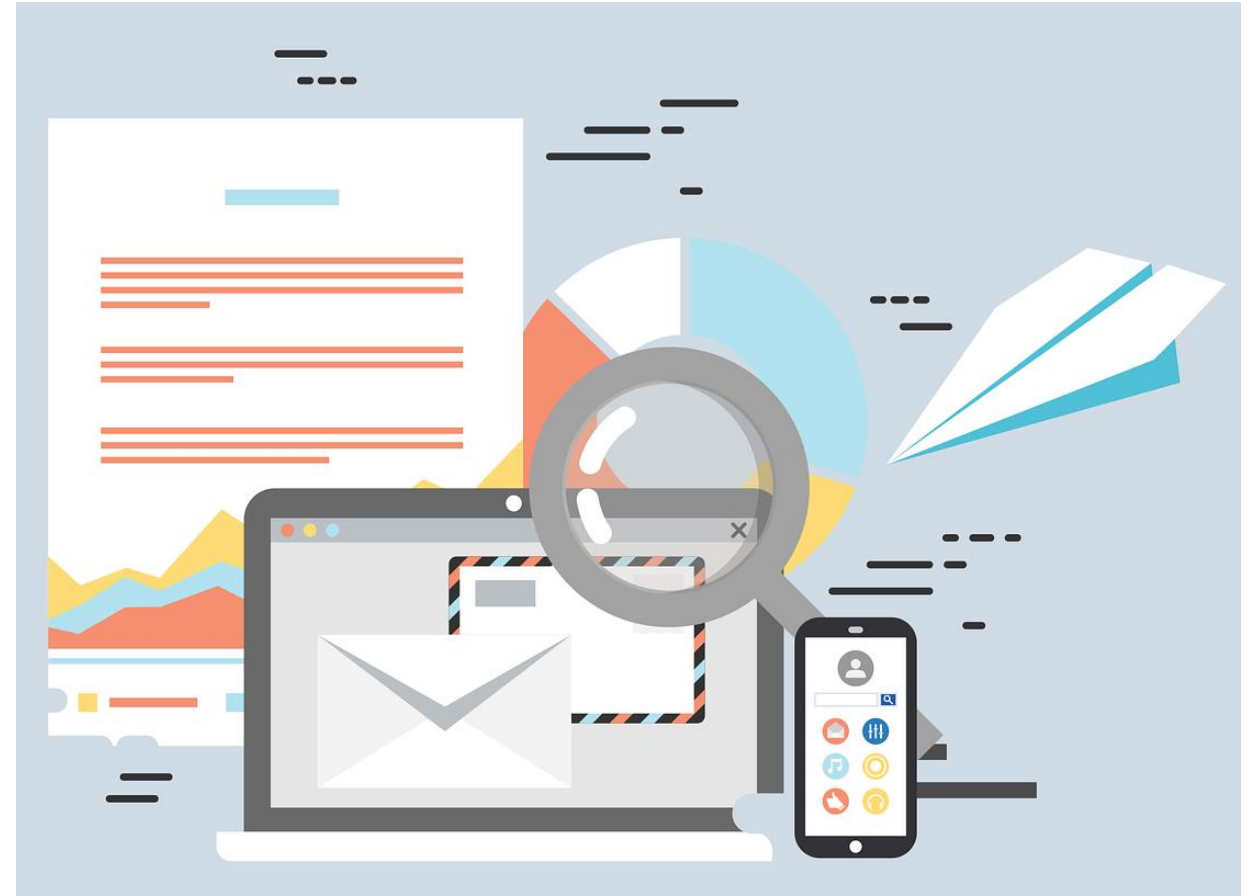
- Understand competitors
- Build awareness
- Identify partners
- Engage with events
- Be open to opportunities



Competitive Analysis

Mystery Shop Competition

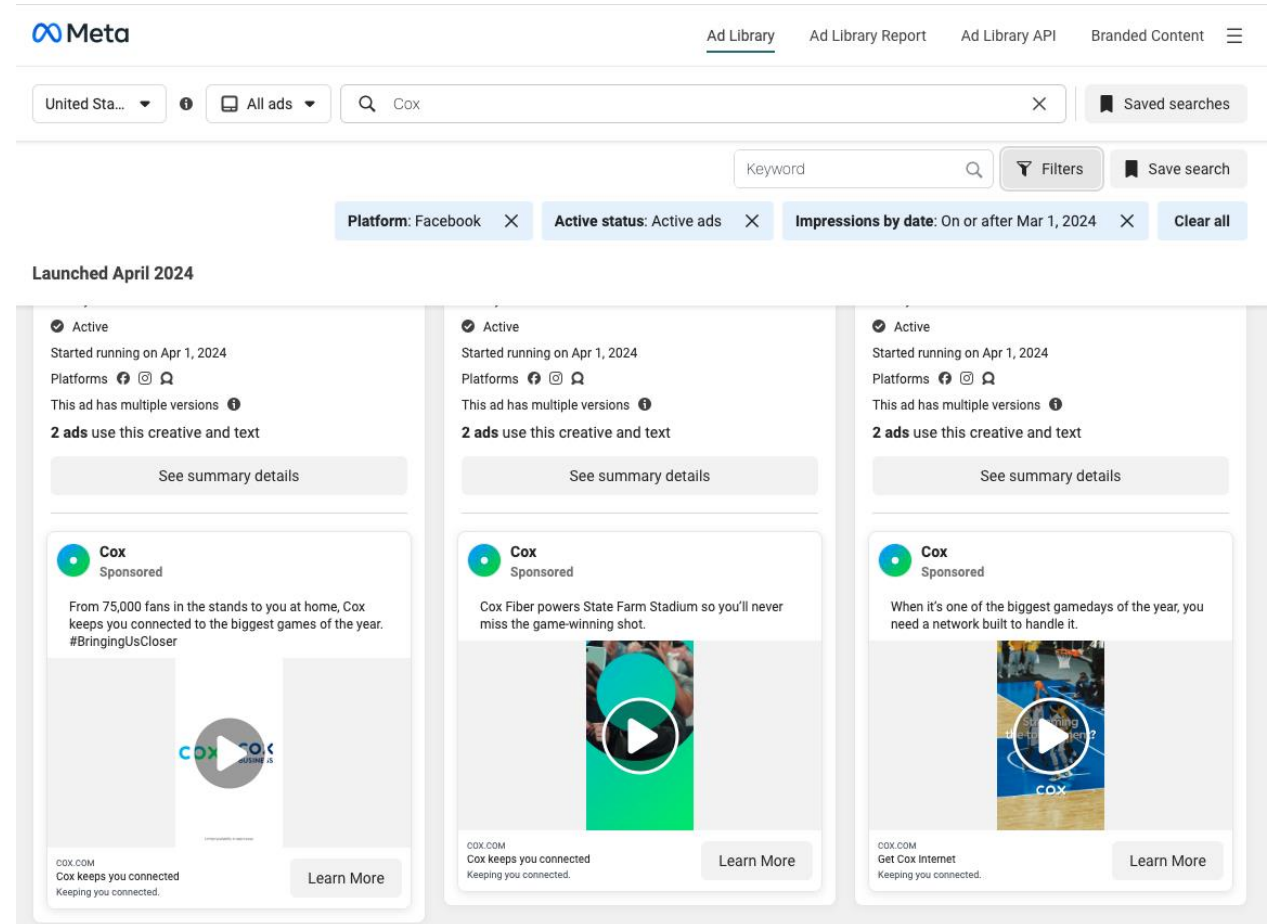
- Received collateral
- Gathered data
- Observed issues
- Used to craft our own messaging



Competitive Analysis

Facebook Ad Library

- **FREE** Searchable database
- **See what prices & services competitors are promoting**
- **Explore active & inactive campaigns**



www.nex-tech.com/creative

Community Engagement Strategies

“What can you offer to community partners in exchange for their help promoting your new service?”



www.nex-tech.com/creative

Facebook “Like” Campaigns

5 Week Campaign

- Almost 72,000 Impressions
- 689 post “Likes”
- 615 post shares
- 384 new followers

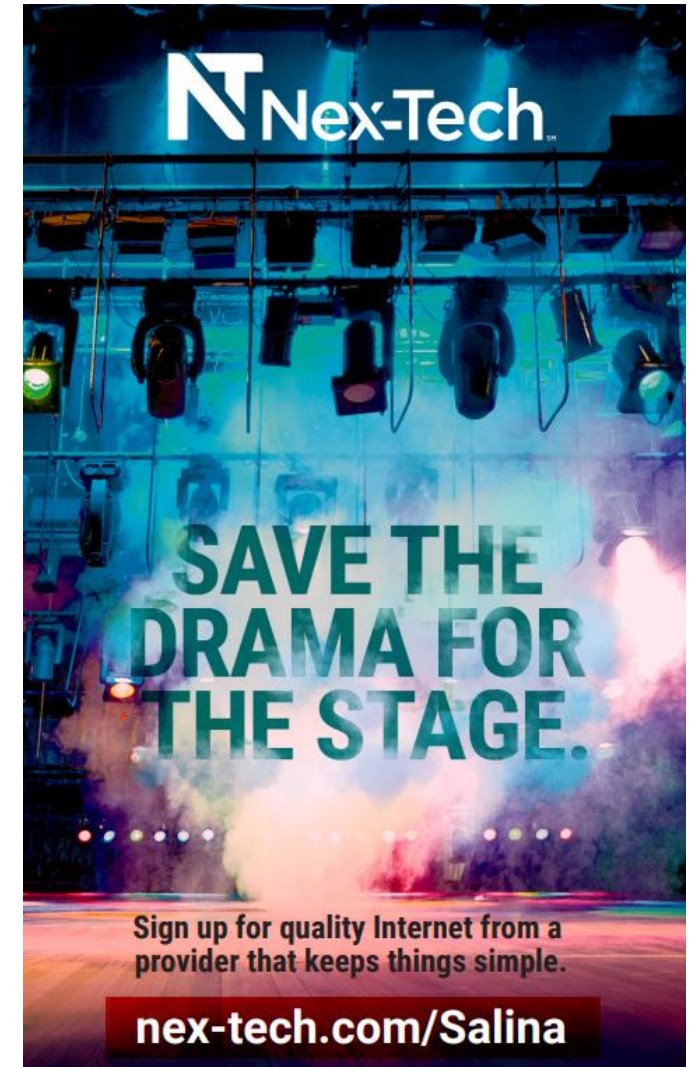
www.nex-tech.com/creative



Beloved Events

An Artistic Community

- Sponsored artwork on art walk
- Theatre & Symphony program ads
- Local artist display in office lobby



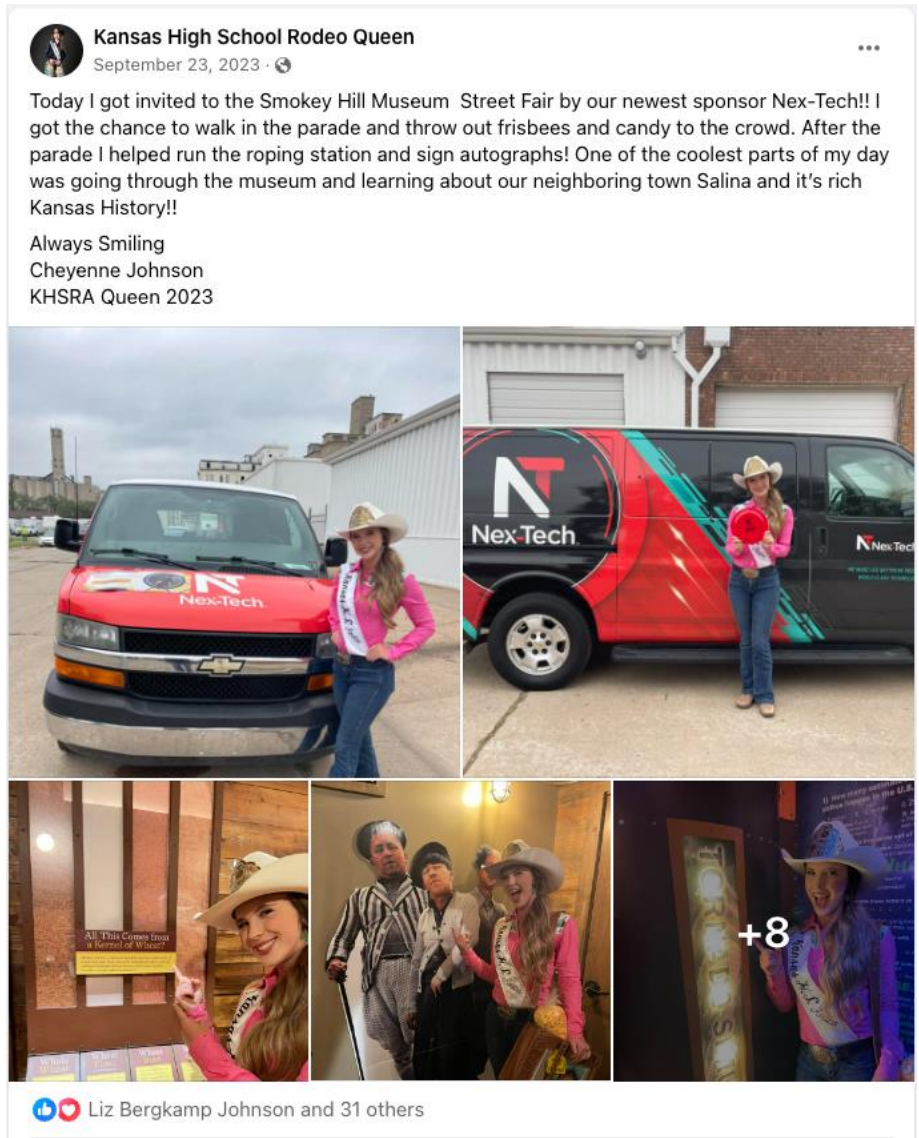
www.nex-tech.com/creative

Beloved People

Miss Rodeo Queen

- Memorable opportunity
- Captured audience
- Employee celebration

www.nex-tech.com/creative



Key Stakeholders

Leadership Lunch

- Exclusive invite
- Reduced confusion
- “Insider Information”
- New Storytellers



Perfect Blend

Local Coffeehouse

- Value swap
- Double promotion
- Branded coffee



Strategic Placement

Car Museum

- Time, talent & treasure
- Added value
- Memorable visibility



Employee Influence

A Breathing Brand

- Makes the business investment more meaningful.
- Two-way influence



Visible Value

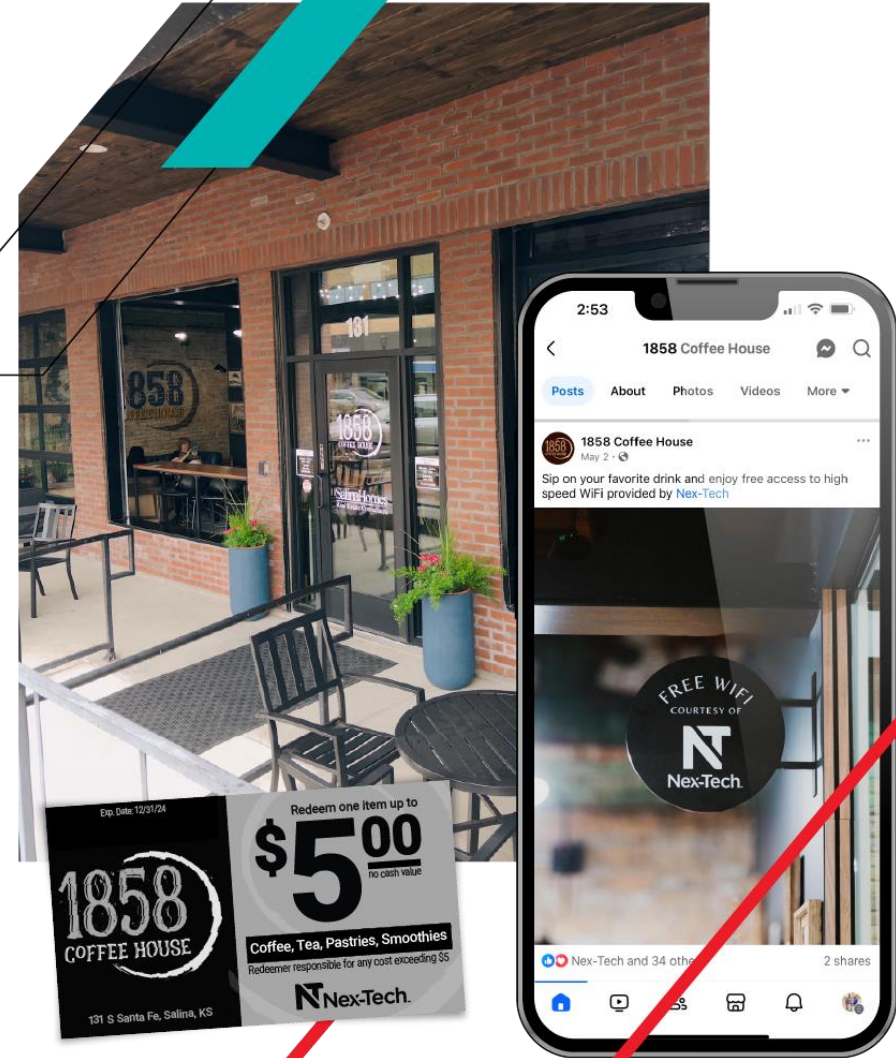
Volunteer Heroes

- Adds value to any event
- Allows for non-monetary support



Other Marketing Tactics

“Make sure all of your marketing efforts are working together!”

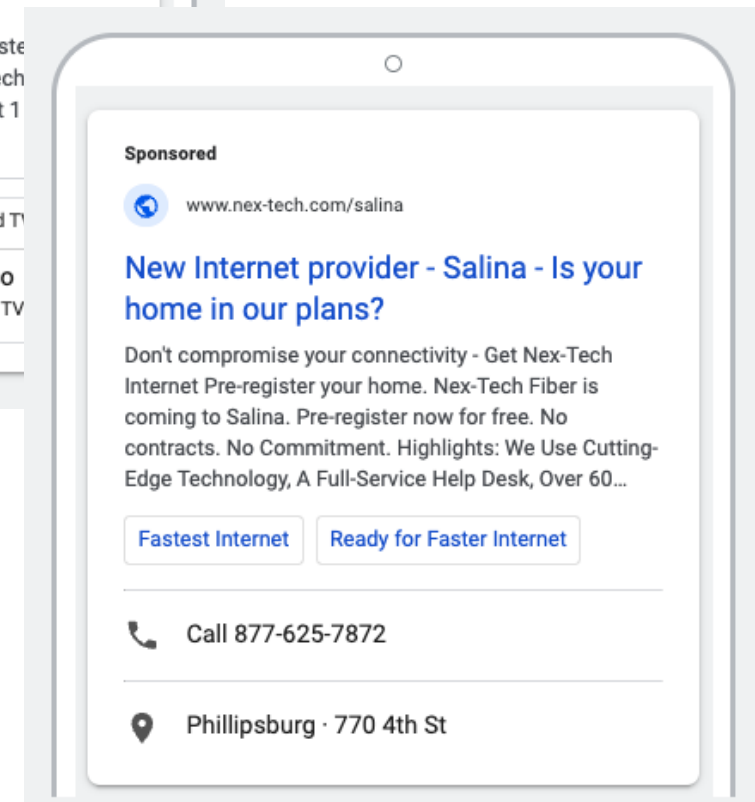
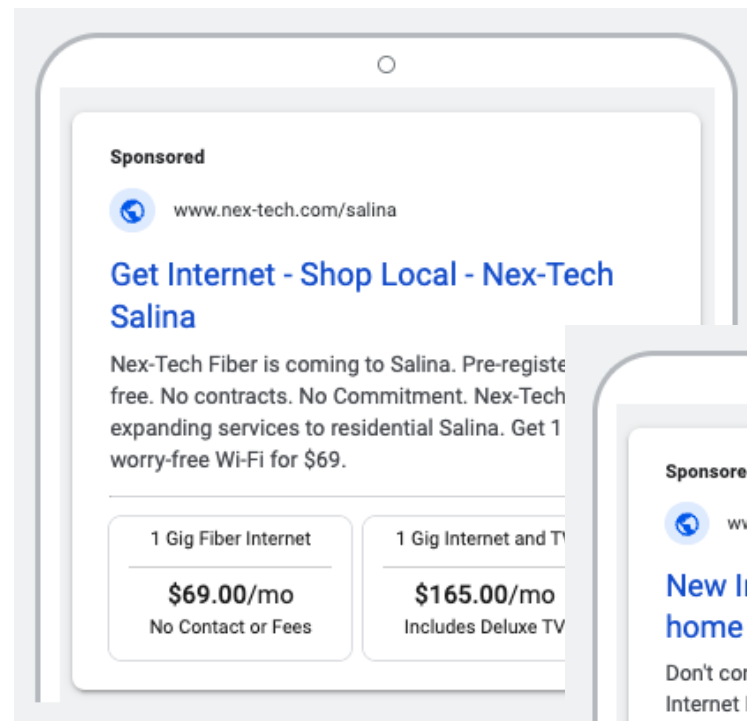


www.nex-tech.com/creative

Google Support

Are you ready for expansion?

- Google Search
- Deploy Third-Party Services
- Assets Promoting Website
- Google Analytics

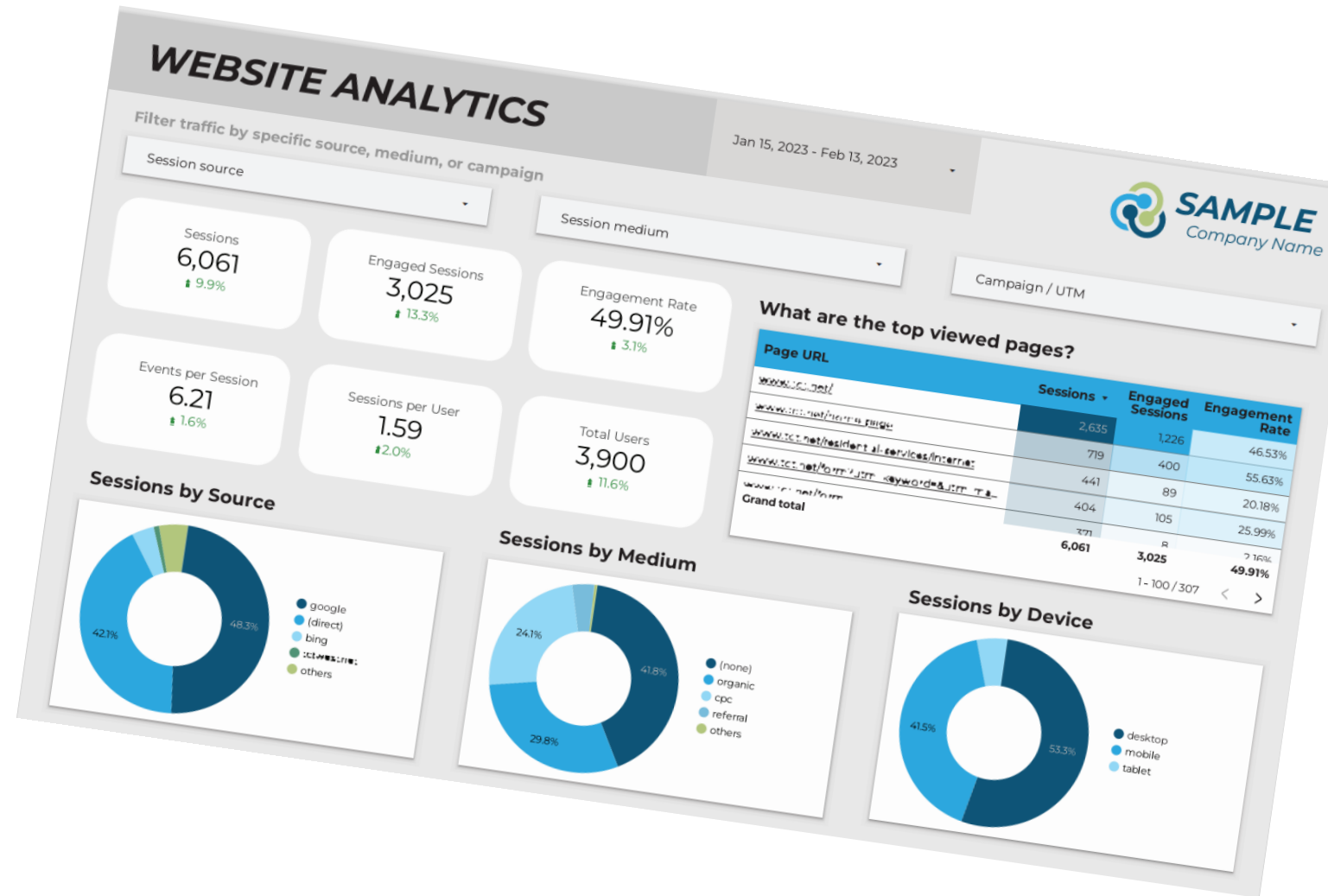


www.nex-tech.com/creative

Measurable Goals

Action Alignment

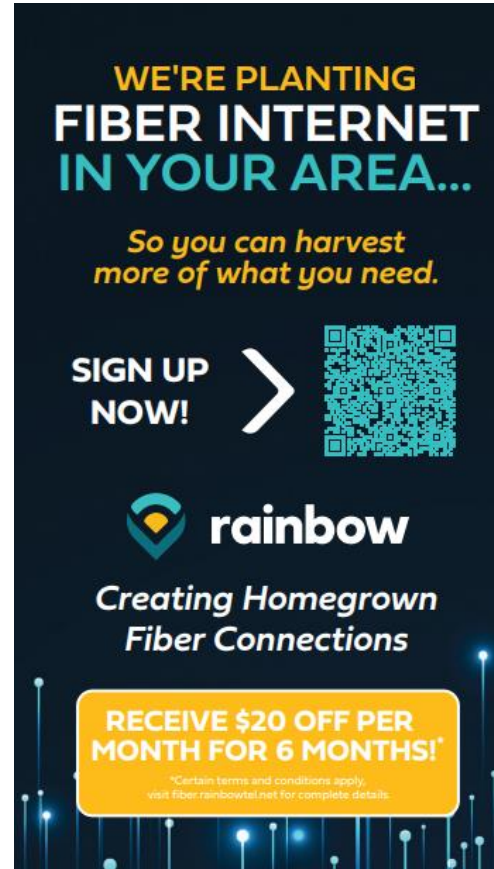
- Brand Awareness
 - Ad Clicks, Likes, Shares
- Sign-Ups
 - Track conversions
- Metrics
 - Dashboards



Traditional Media

Think creatively


- Door Hangers
- Billboards
- Yard Signs
- Bill Messages
- Direct Mail




WE'RE PLANTING
FIBER INTERNET
IN YOUR AREA...

*So you can harvest
more of what you need.*

SIGN UP
NOW! >



 **rainbow**

*Creating Homegrown
Fiber Connections*

**RECEIVE \$20 OFF PER
MONTH FOR 6 MONTHS!**

*Certain terms and conditions apply.
visit fiber.rainbowtel.net for complete details.



www.nex-tech.com/creative

Radio/ Television

Go Beyond...

- Interviews
- Regular appearances
- Special segments
- Podcasts
- Local Talent



www.nex-tech.com/creative

Clear Communication

Telling your story

- Key Stakeholders
- “Insider Information”
- Engage Exec. Mngt. Team
- Update frequently
- Tough Conversations

www.nex-tech.com/creative

SORRY, WE MISSED YOU!
Rainbow Communications Network Conversion Notice

We visited your home for an important process but missed you. Please contact our contractor:

Name

Phone Number

WE'RE PLANTING FIBER INTERNET IN SENECA.

Rainbow is excited to announce that we are replacing our coaxial network with the world's most advanced broadband technology - fiber-optic to the home.

 **rainbow**

Nex-Tech
104 N Santa Fe, Suite B
Salina, KS 67401
785.823.2498

Dear Salina Customers,

We hope this finds you well and filled with the holiday spirit. As we reflect on the past year, we want to take a moment to express our gratitude for your continued trust and support.

We understand that many of you have been eagerly anticipating receiving Nex-Tech services in 2023, and we sincerely appreciate your patience as we work tirelessly to bring you the best possible Internet, TV, and phone experience. While we're excited to share the progress we've made, we also understand that waiting can be challenging.

As a token of our appreciation for your patience and loyalty, we invite you to visit our Nex-Tech Salina store at 104 N Santa Fe, where we have a special gift waiting for you. Please stop by at your convenience to collect your FREE Nex-Tech coffee mug as a small gesture of gratitude. Our friendly team will be delighted to welcome you and answer any questions that you may have. Mugs are available and will include gourmet coffee for you to take home and enjoy. Our Salina store is open M-F, 8:00 a.m. - 12:00 p.m.

We're committed to delivering top-quality fiber Internet service. **We're pleased to announce that work will continue throughout the next few months, and we anticipate some homes being connected this year. A majority of the homes will be connected starting in January with estimated completion in June 2024.** We know this has been a long wait, but we believe the end result will be well worth it.

In the meantime, we are here to address any questions or concerns you may have. Please feel free to reach out to our customer support team if you need assistance or more information.

Once again, thank you for your patience, and we wish you a joyful holiday season filled with warmth, laughter, and the company of loved ones.

Warm regards,
Nex-Tech Salina

Got Strategy?

*Access this QR Code for
“Marketing Strategies
for Fiber Expansion”
Checklist.*



www.nex-tech.com/creative

TWELLBROCK@NEX-TECH.COM
NEX-TECH.COM/CREATIVE

Connect with me on LinkedIn!

Thank You

