

IMPACT 2018

**Marketing and Managing Fiber Builds in New
Communities**

AGENDA

Open discussion on lessons learned and best practices in marketing and managing fiber-to-the-home projects. Presented from an industry leader with a proven track record of building Gigabit Communities. This session will cover topics related to evaluating interest, marketing materials/strategies, and demand management.

INTRODUCTION

Adams Fiber

- Telephone Co-Operative located in West Central Illinois
- 13 Telephone ILEC Exchange
- 13 CLEC Build-Outs currently underway in various stages
- Adopted “Sell Before Build” CLEC strategy
- 3,700 new CLEC Installs in 2018

CheckPoint Solutions

- Created out of the systems and processes that Adams’s used to manage edge-out projects. Includes web based interest gathering, customer management, build-out management, reporting, interest mapping, and dashboards.

CUSTOMER ENGAGEMENT

MARKETING OVERVIEW

MANAGEMENT PROCESS

Live demo and discussion

MANAGEMENT STRATEGY

Directly impacts marketing strategy

Current Approaches

- Build it and they will come
- Sell first build later



MARKETING MATERIALS

Campaigns – What are you using today?

- Email
- Text
- Postcards
- Doorhangers
- Community Events
- Social Media
- Video (Testimonials, Product Overview)
- Neighborhood Packets
- Yard Signs
- Automated Call-Outs
- Other

MARKET TARGETING

Material Indicators

- Stage of Project
- Duration of Project
- Penetration Rates

Business vs Residential

- Quality over Quantity
- Promotional Items
- Contract Management

QUESTION AND ANSWER