

Maximizing Your Network's Potential with Marketing Principles



Putting Politics and the FCC Aside, What are We Marketing?

- **Utility** (noun) – a service (such as a supply of electricity or water) that is provided to the public
- **Technology** (noun) – the use of science in industry, engineering, etc., to invent useful things or **to solve problems**
- **Does it matter if broadband is a utility or a technology?**



- Exercise - Market a Utility

- How would you market **electricity**?



- Sell me (non-bottled) **water**.



- Why should I use your **telephone** (traditional telephone) service?



How did YOU Sell Your Utility's Services?

- Did you talk about benefits of using your utility or are they **already understood**?
- Are the **benefits** associated with your utility already a way of life... habit?
- Is **training** needed in order to use your utility?
- Are there **economic advantages** and benefits to your community should utilization of your utility rise?



So is Broadband a Utility?

Yeah, but...

- Treating broadband as a utility makes us **lousy marketers**
- Marketing broadband as a utility ignores utilization... which we want for economic development reasons!
- Marketing broadband as a utility does not make a case for the need for more or “faster” broadband.
- We assume an understanding when we give broadband “utility” status.



Utility versus Technology

If all we care about is email and web access, then maybe broadband is a utility...

Utility	Technology
Basic Need (water, roads, electricity)	A Luxury, a “nice to have” (smart phone, DVR, HD TV)
Basic Internet Service	Ultra fast and/or fiber Internet Service

But the transformative power of broadband is in the **utilization** of more advanced applications

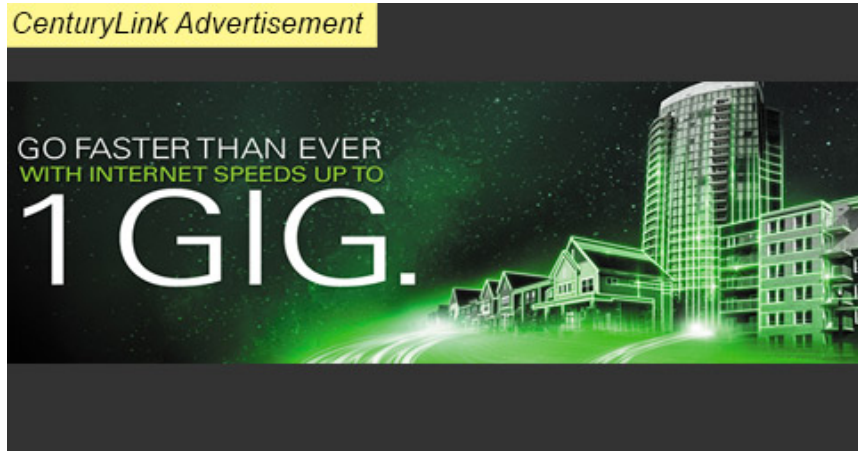
From our experience across the US, Broadband is...

- **Not universally understood**
- **Not universally accepted** as a platform for innovation that requires maximum bandwidth
- **Not a “utility” in a marketer’s world**
 - Benefits **need to be understood** to drive adoption and utilization



What are We Marketing?

CenturyLink Advertisement



GO FASTER THAN EVER
WITH INTERNET SPEEDS UP TO
1 GIG.



2X THE SPEED
two of our most popular plans



THE WAIT IS OVER.

With DISH High-Speed Internet powered by Exede, you can get speeds of up to 12Mbps in your area – that's as fast as 4G!

This is the Internet the way the Internet should be.

Call Now
1-888-347-4419

SPEEDS UP TO 12Mbps

As Low As
\$44.99/mo
With qualifying DISH TV service

HIGH-SPEED INTERNET
powered by **exede**

Lazy or Lousy Marketing?

- Features Versus Benefits -

- **Features**

- Features are factual statements about -- often distinctive characteristics of -- a product or service.
- Features are a means of providing benefits to customers; for instance, “I have a Gigabit” or “Speed... Faster is Better.”



- **Benefits**

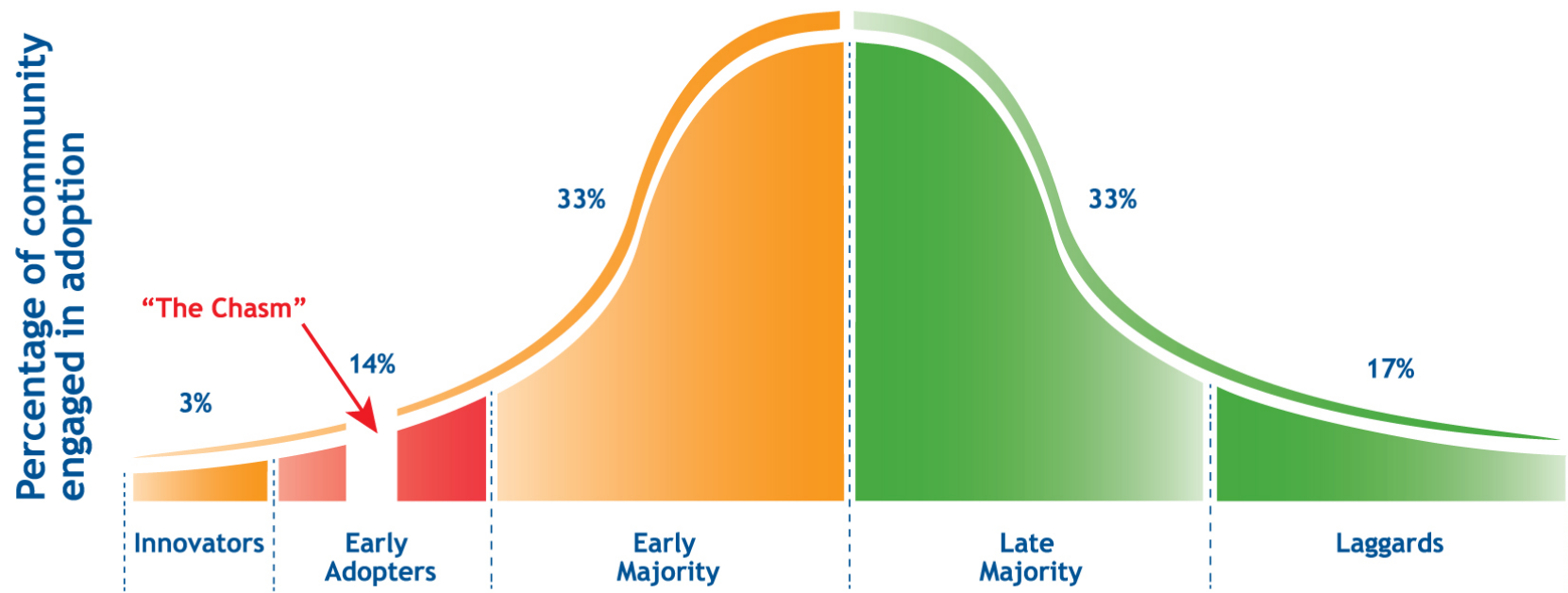
- Benefits are value statements about the feature of a product or service, with an emphasis on what the customer gets.
- A benefit answers the question, 'Why should I care?' A benefit tells you that you should care because of the result.



Broadband's Applications are Technologies, not Utilities

When people buy, adopt, and utilize technology – they buy benefits, not features

Technology Adoption

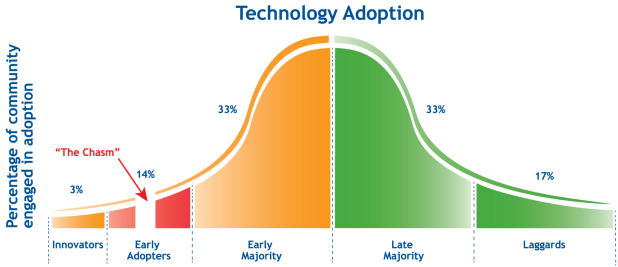


... so driving awareness and utilization is the next challenge

Businesses Fit On this Adoption Curve as Well

- 1-10 score measuring utilization of eSolutions
- In relation to tens of thousands of businesses across the nation
- Standardized measure of how establishments are utilizing the Internet

DEi Score	Percentage	Technology Adoption
0 – 3.9	17%	Laggards
4 – 6.4	33%	Late Majority
6.5 – 8.9	33%	Early Majority
9 – 9.9	14%	Early Adopters
10	3%	Innovators



- Exercise -

Market Benefits of Broadband

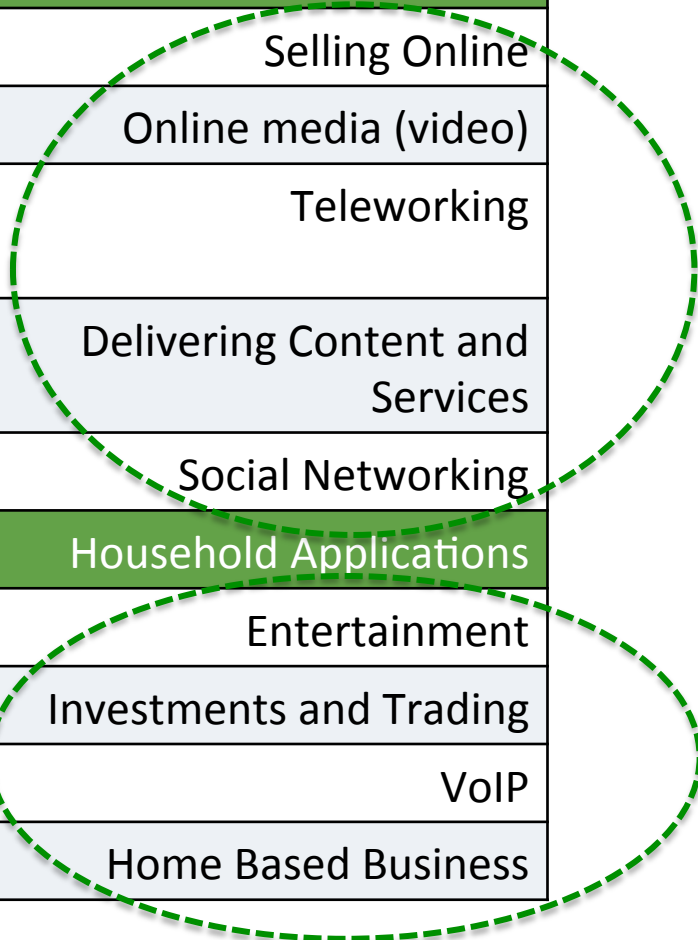
- To Households.
- Large Businesses.
- Small/Medium Businesses.

One Size Fits All Marketing???

Target Market	Demand Drivers	Feature	Benefit	Result
Households	Netflix, Gaming, Multiple household users, and Devices	Speed	Enhanced lifestyle	Uptake
Large Businesses	Collaboration, Security and Backups, Cloud Applications	Speed	Competitiveness Collaboration	Uptake
SMEs	Email, websites, basic online tools, all accomplished with “basic” service	Speed	How does fast Internet impact my bottom line?	Limited Uptake

Applications: Utility or Technology?

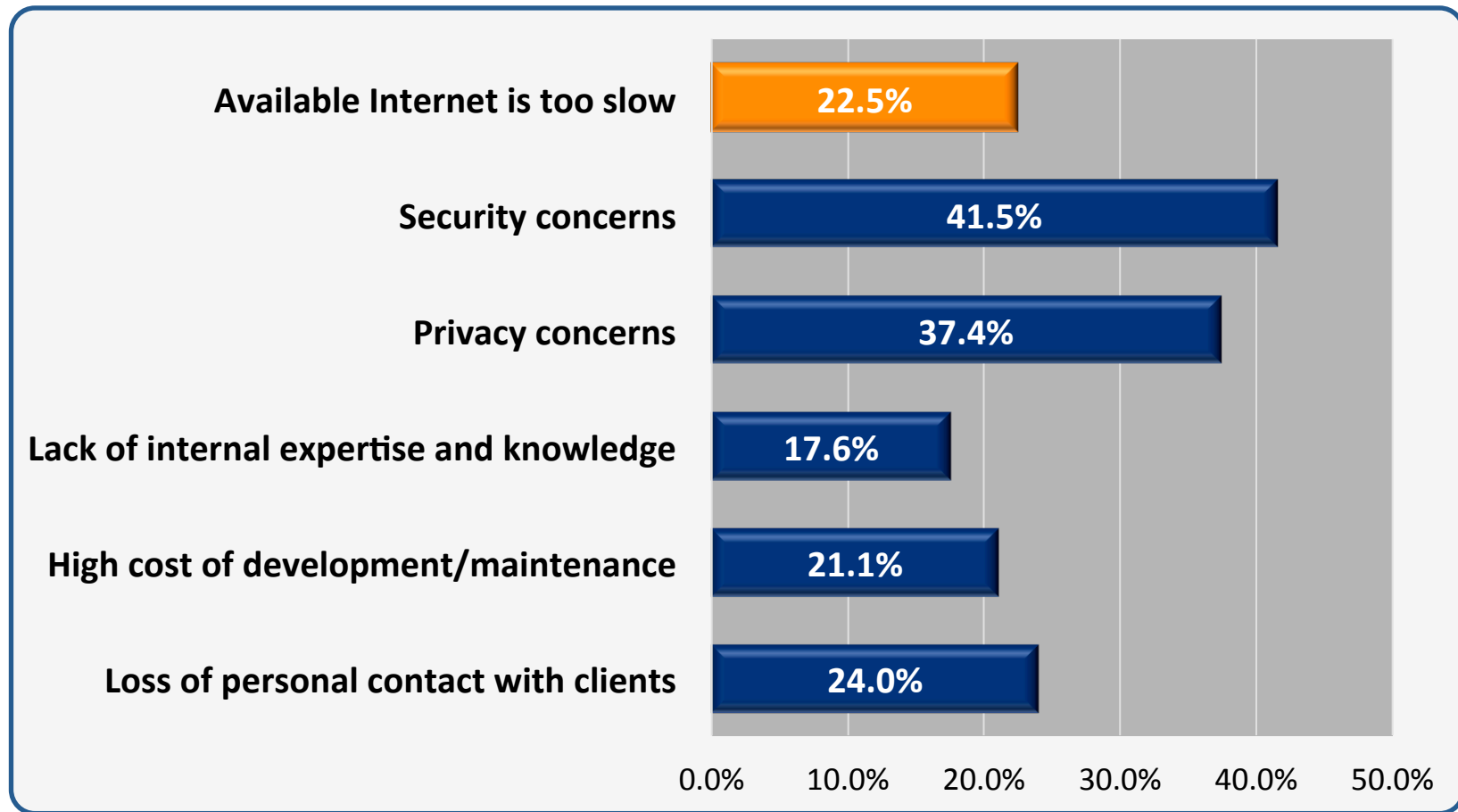
Quick to Adopt 'Laissez-faire' approach "Okay"	Slow to Adopt Need to 'lead horse to water'
Business Applications	Business Applications
Buying Online	Selling Online
Basic Website	Online media (video)
Research and accessing information	Teleworking
e-mail	Delivering Content and Services
Document transfer	Social Networking
Household Applications	Household Applications
e-mail	Entertainment
Banking	Investments and Trading
News and Sports	VoIP
Information gathering	Home Based Business



BIGGEST BENEFITS

The Biggest Barrier is Not Knowing

Fear of the unknown overrules slow Internet as a barrier



Some Examples of Broadband's “Better” Marketing Efforts

Good And Bad



- **Bad:** What will you do with your Gig?
- **Good:** Stories that explain the benefits for businesses.



Chattanooga

Bad: Your Gig is Here. **So what?**

YOUR GIG IS HERE.
Right here, in Chattanooga.

Good: Stories that explain the benefits for businesses.

**An open platform for
creating transformative
products and services.**

Community Pride: Longmont, CO



Business Services



Internet Services for Your Business

CFU's municipal fiber network helps Cedar Falls businesses compete, succeed and grow. Our business data services are flexible, scalable, locally managed, and designed with both facility and carrier redundancy for superior reliability.

Community Marketing: Promote Transformational Capabilities

- Better **education** as traditional classroom are broken down and digital learning tools are introduced.
- Higher quality healthcare through **telemedicine** to the homes of citizens and consultations with experts across the globe. Plus, better able to move recovery to homes.
- Improve the **public safety** services as first responders can "serve and protect" more effectively armed with digital tools and information.
- **Businesses** can collaborate, innovate, and create the products and services of tomorrow. Broadband delivers applications to grow revenues and reduce costs.



MARKETING, FIBER and GIGABIT CITIES

Broadband Communities Summit 2015
Austin, TX



Four stories

- Me
- Google
- Kansas City
- KC Digital Drive



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CAVEAT

Some unique elements to these stories:

- Google
- 2011 vs 2015
- No traditional ISP point-of-view*

(*probably a good thing)



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Building the Gigabit City: Brainzooming a Google Fiber Roadmap
 Prepared by The Brainzooming Group



November 10, 2011



If you get it, share it

g i g a b i t
 C I T Y S U M M I T





An initiative of Social Media Club of Kansas City
Main Library, Kansas City, Kansas
December 15, 2011

Grassroots Effort



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Education



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Engagement



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Advocacy



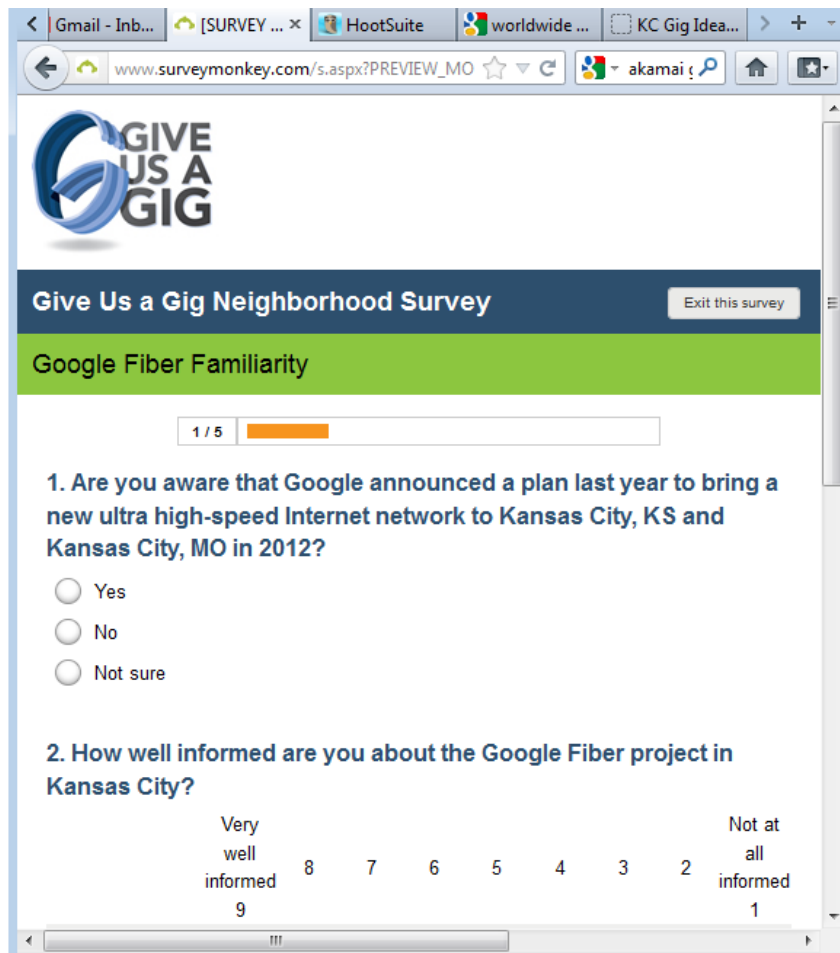
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The Toolkit



Community Survey




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Online Access Points



Kansas City, Kansas
Public Library

Give Us a Gig Website

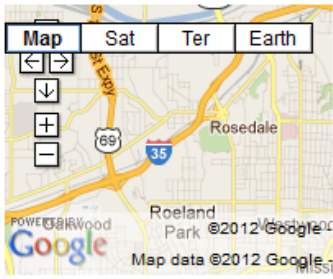


GIVE US A GIG
ROSEDALE

housing strong youth growth
community

ROSEDALE BAR-B-Q

Why Give Us a Gig? Gigabit speed offers tremendous opportunity for Rosedale. As a community with no official gathering space, it will help us to establish a more cohesive community through online collaboration, and it offers the potential to bridge the vast digital divide among our neighborhoods.



Map Sat Ter Earth

Rosedale

Roeland Park

POWE...KWood

Map data ©2012 Google

View [Rosedale](#) in a larger map

COMMUNITY INFORMATION

www.rosedale.org
Facebook.com/Rosedale

[Give Us a Gig Organizers](#)




Wendy Wilson
913-999-9999


SUNDAY, JANUARY 22, 2012

Welcome to Give Us a Gig!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas nec urna nec velit sodales convallis. Nulla pellentesque tempus dictum. Etiam at dolor tortor, malesuada adipiscing est. Quisque pretium placerat ligula vel ultricies. Sed lorem leo, semper id vehicula congue, interdum id dolor. Vivamus dignissim metus a diam dictum dapibus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aenean ac massa justo, eu tincidunt urna.

Posted by SMCKC at 3:27 PM 1 comments



  

 Recommend this on Google

Sign up to be part of Rosedale's Give Us a Gig effort!

Take the Give Us a Gig Community Survey!

Give Us a Gig

Today   February 201

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	Feb 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	Mar 1	2	3

Events shown in time zone:



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Blog Content Idea Starters

Examples

Community Living

- How tightly knit is your community? Some neighborhoods are closely knit, some consist of people who barely know each other. What is your neighborhood like, and how could increased online communication build and strengthen relationships between neighbors?

Education

- What are the differences in access to web and technology resources between urban and suburban schools? If urban schools had access to the same online resources as suburban schools (or even universities), would it make a difference?



Share Ideas!

brainzooming.com/googlefiberkc



Building the Gigabit City: Brainzooming a Google Fiber Roadmap

Prepared by The Brainzooming Group



November 10, 2011



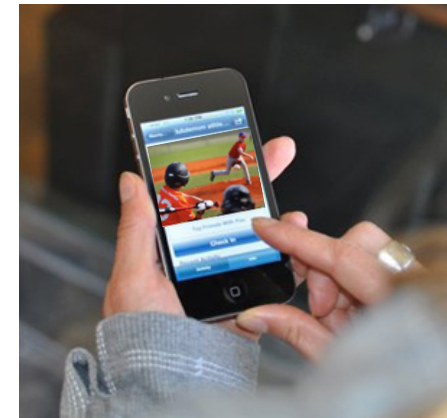
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ESPNme



Tigers vs. Sharks, Kansas City, MO

Live gamecast to #13's grandma
and grandpa in Louisville



Never miss another big game in your little superstar's rise to the top!
Create your own home ESPN network.
Record all the game-stealing plays and watch them from home.
Let grandma and grandpa in on the action too!



Think Outside the Backpack



Turn the school day on its head.
The gigabit connection lets you go to virtual classes and watch lectures online at home.
Then, during the school day, engage with your teacher one-on-one and do assignments in
the classroom.

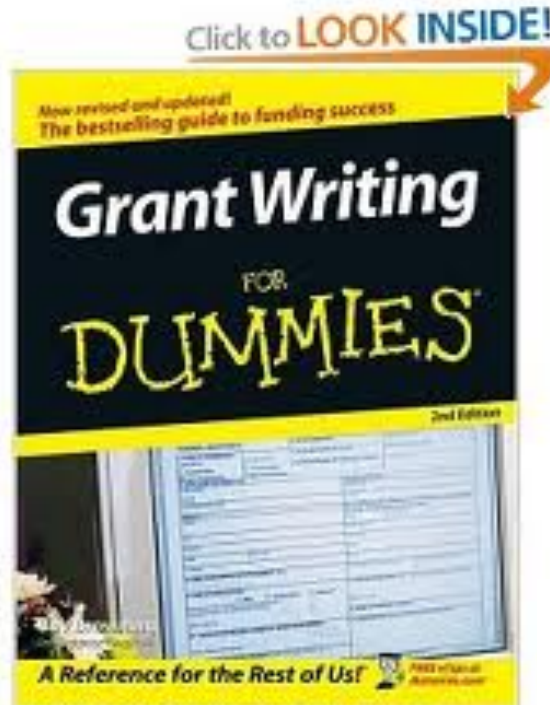
Work smarter, learn faster.



State Your Case, Be Creative



Fund It



How to Get Started



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Spread the Word



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Set Goals



% of households completing the community survey

% of households pinned on your Give Us a Gig map

of community members who submit a blog post or other content for the community website

of community Give Us a Gig meetings by April 30th



Town Halls



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Fiber to the HOME in Kansas City

Google™







PLAYING TO WIN

in America's Digital Crossroads

A playbook for capitalizing
on ultra-high-speed fiber
in Kansas City, Kansas, and
Kansas City, Missouri



Strategic Objectives



Ensure Universal Access &
Capacity



Expand Economic
Opportunity



Power Next-Generation
Innovation



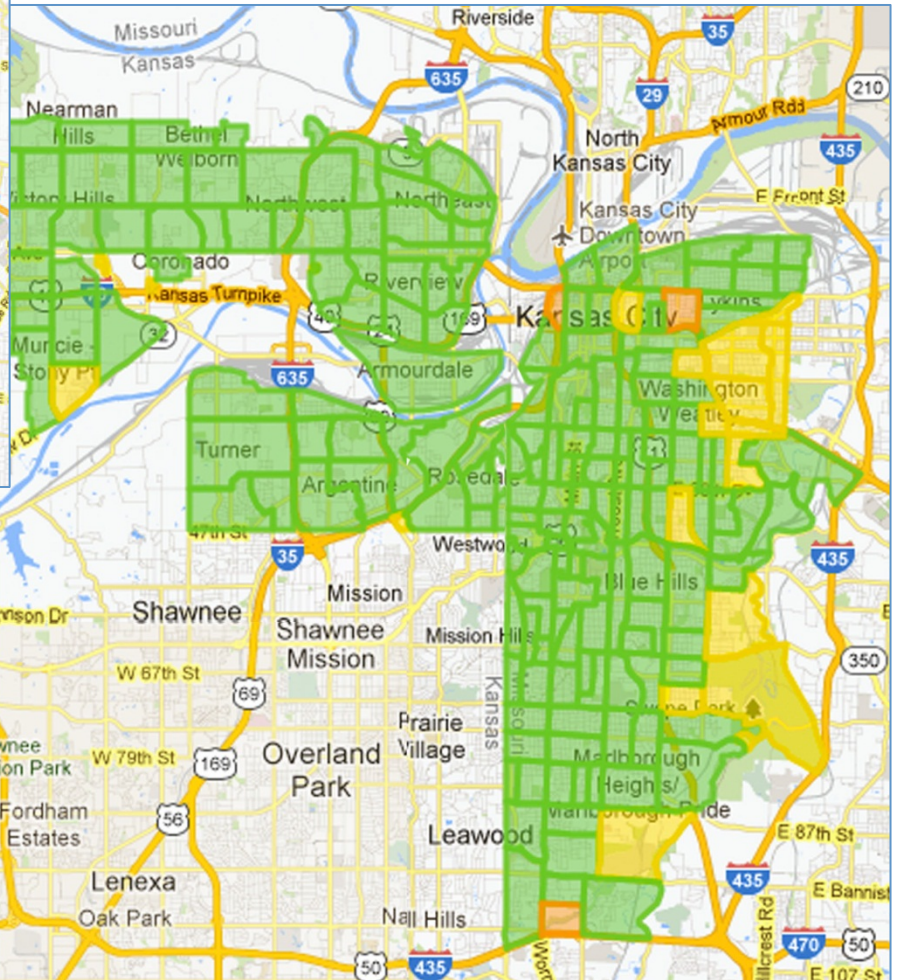
Establish Smart City
Leadership



95% success rate in “fiberhoods”

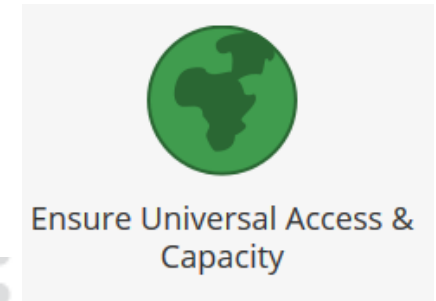


Ensure Universal Access & Capacity



Regional digital inclusion strategy

- Coalition
- Regional plan
- Summit
- City strategy
- Housing authority



Eco devo goes startup



Expand Economic
Opportunity



LAUNCHKC



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Proof-of-concept lab



Expand Economic
Opportunity



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New startup communities



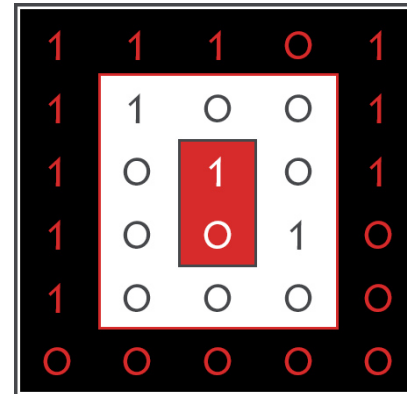
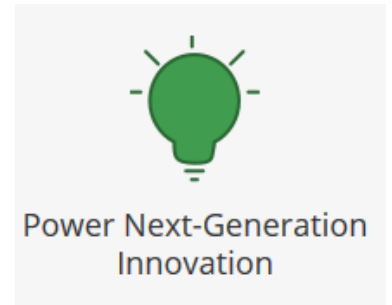
Expand Economic
Opportunity



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Gigabit community building

- Hackathons
- Developer community
- National partnerships
- Gigabit Community Fund



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Software Lending Library




Power Next-Generation
Innovation


HOME NEWS DOWNLOADS & DOCUMENTATION ABOUT

Introducing the
SOFTWARE LENDING LIBRARY

A groundbreaking new service
that gives library card holders
FREE ACCESS to premium software.




GET IT AT YOUR LIBRARY




Offer the apps & software that
your patrons want!

HOW IT WORKS



Gigabit speed powers the
Library's system, linking users
with high-end software.

LATEST SSL NEWS



Keep tabs on what's happening
with the Software Lending
Library project.



PlanIT Impact



Power Next-Generation
Innovation

DRAW

architecture + urban design

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PlanIT Impact | Mainstreaming Sustainable Design.



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YOU TALK WE LISTEN

Counseling at your convenience

 **ASK A QUESTION FOR FREE**



Gigabit City Summit



Establish Smart City
Leadership

THE MUST-ATTEND GATHERING OF GIGABIT CITIES

2015

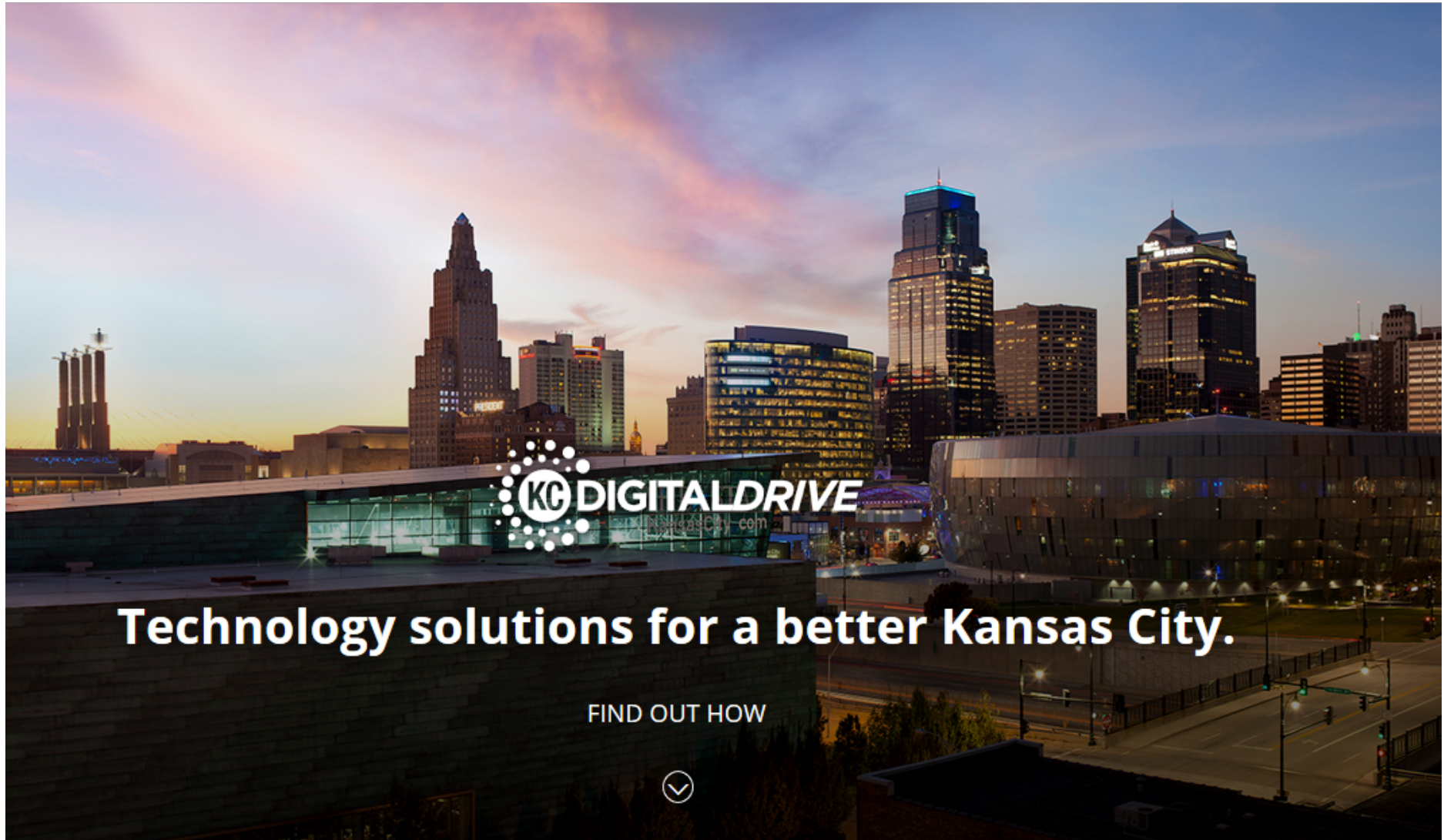
GIGABIT
CITY SUMMIT

NORTH AMERICA

January 13 - 15, 2015
KANSAS CITY

gigabitcitysummit.com





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Areas of Impact



Education



Healthcare



Government



Economic Development



Digital Inclusion



Gigabit Applications



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Organizational mission and characteristics



- Distinct mission—action not planning
 - Supporting the community
 - Connecting efforts
 - Driving activity where needed
- Entrepreneurial nature – a civic startup
- Network-driven, not hierarchical
- Community creation and implementation



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What we actually do

- Build and engage with the community
- Identify opportunities
- Implement projects
- Track results and tell the story



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How we ask collaborators to engage

- Donate
- Sponsor
- Hire
- Join
- Volunteer



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Marketing Fiber: A Customer's Perspective

Tales from Lafayette, LA
Geoff Daily

Introduction

- Former blogger at App-Rising.com
- Guerrilla lobbyist for fiber deployment
- Moved to Lafayette in 2010
- Start and ran FiberCorps for two years
- Long-time advocate for full-fiber networks

Marketing starts long before service is ready to be offered

- Get community excited to approve fiber
- Then can be years before service is ready
- Meantime competitors are fighting hard
- Speed bumps are inevitable along the way
- How do you continue building engagement and excitement as you build your network?

Marketing isn't just about speed, it's about service

- Most markets have competition
- Customers hold you to a higher standard
- Can't afford to give them reasons to switch
- Need to be open and understanding
- Need to proactively address issues

Marketing can leverage your community's network effect

- Network effect can hurt your brand
- Or it can be harnessed to help your brand
- Tap into community pride for the network
- Harness the power of your advocates
- Ex: Refer-a-friend model

Don't just market to existing customers, create new ones

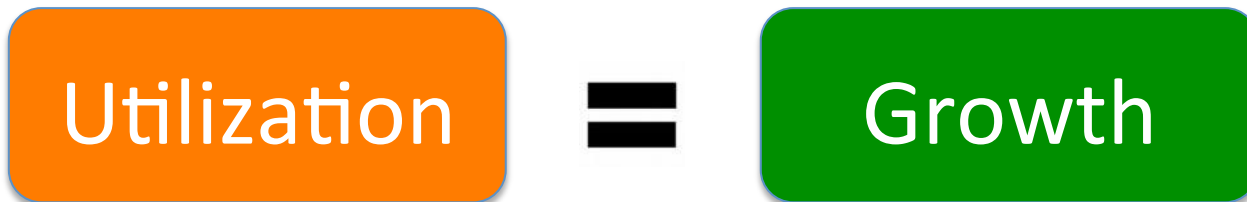
- Three buckets of users: those that use it, those that kinda use it, those that don't
- Ways to increase addressable market
- But doing so faces incredible challenges
- How do you kickstart and foster this generational conversation?

PUT AARON'S SLIDES HERE

Broadband's Economic Impact Potential

Michael Curri

Focusing on Features is Problematic Because...





BUT Availability is Our Primary Industry Focus ...






Why Drive Utilization?

For an individual business or organization, increasing utilization by 10% means:

-  Increasing revenues by 24%
-  Decreasing costs by 7%

For a Region, it means :

-  Allowing businesses to be more competitive
-  Creating a demand for high-skilled workers
-  Adding fiscal revenues



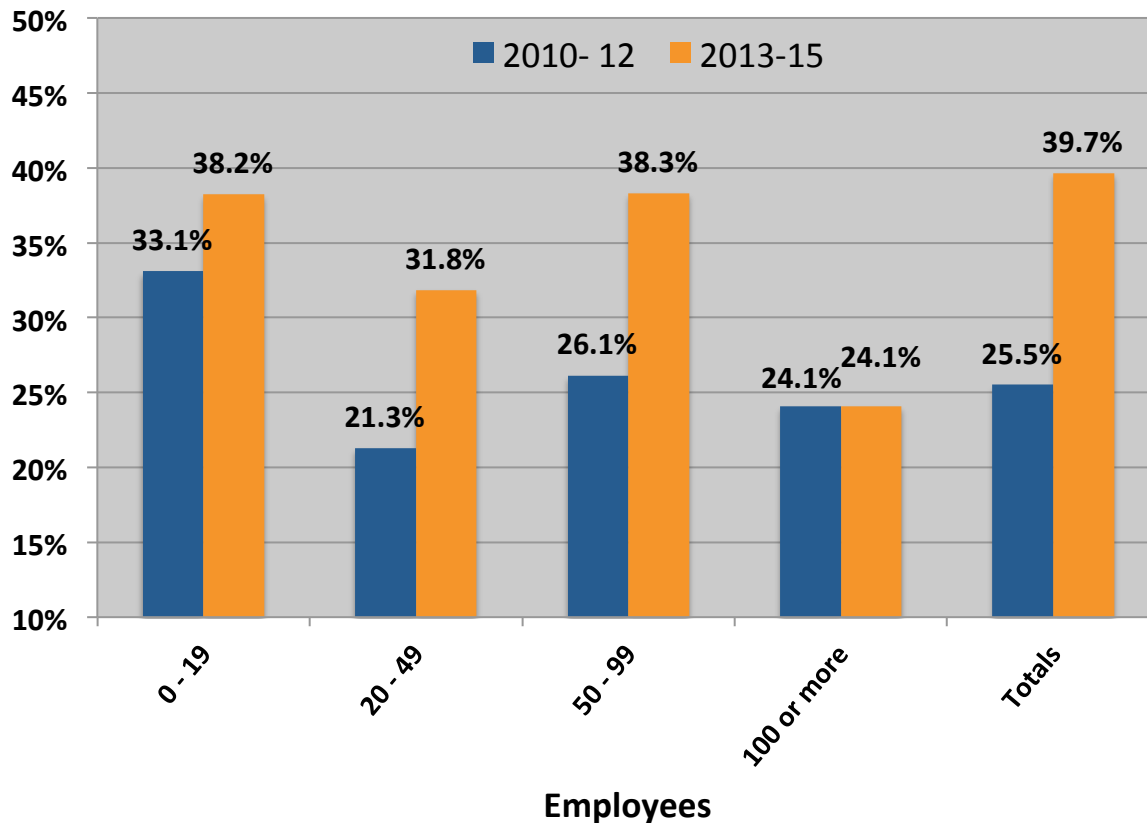
How this helps a Business

Extensive research conducted by SNG of businesses across the US...

- SMEs deploying just one additional revenue-generating Internet practice can their revenues by as much as 18%
- Streamlining just one process with online tools can drive cost savings as high as 5%.

Broadband Means Jobs

Broadband enabled 39.7% of all new jobs from 2013-15, up from 25.5% from 2010-12

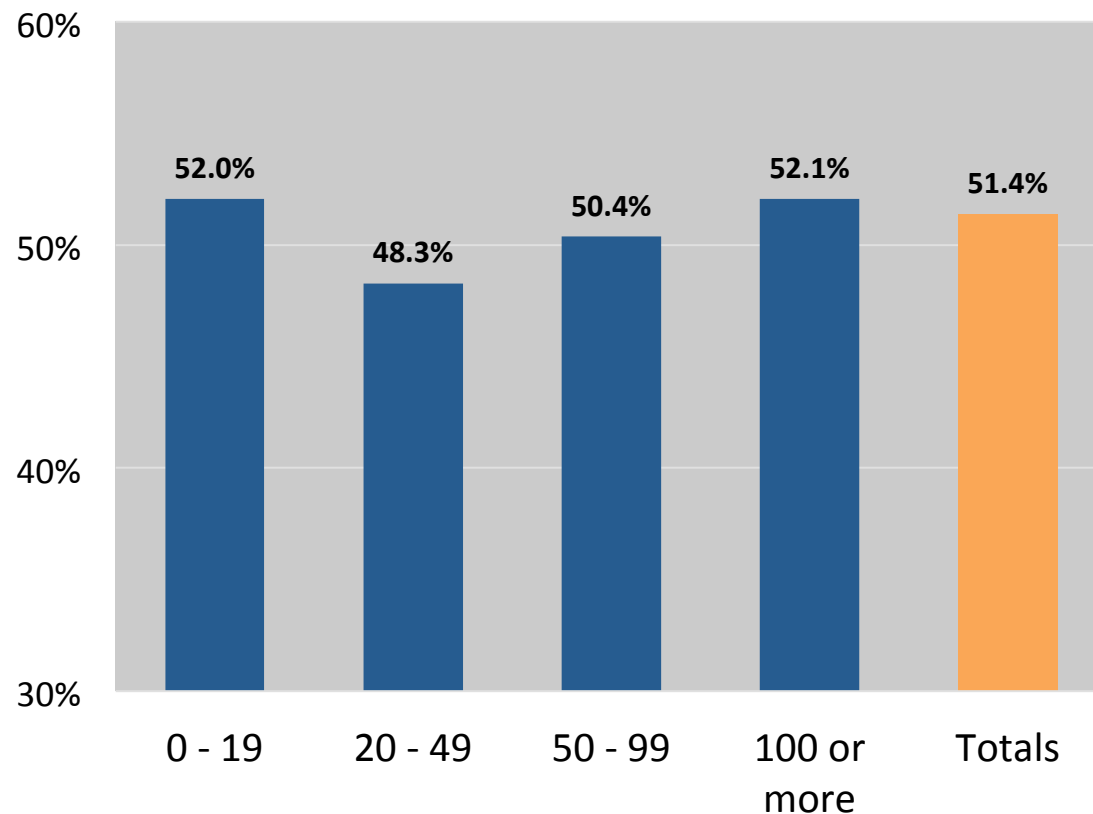


Impact of Internet on job creation has accelerated in the last five years

Internet Enabled New Jobs as Percent of all New Jobs Created by Businesses
By Size of Employer Group

A Shift to the Knowledge Economy

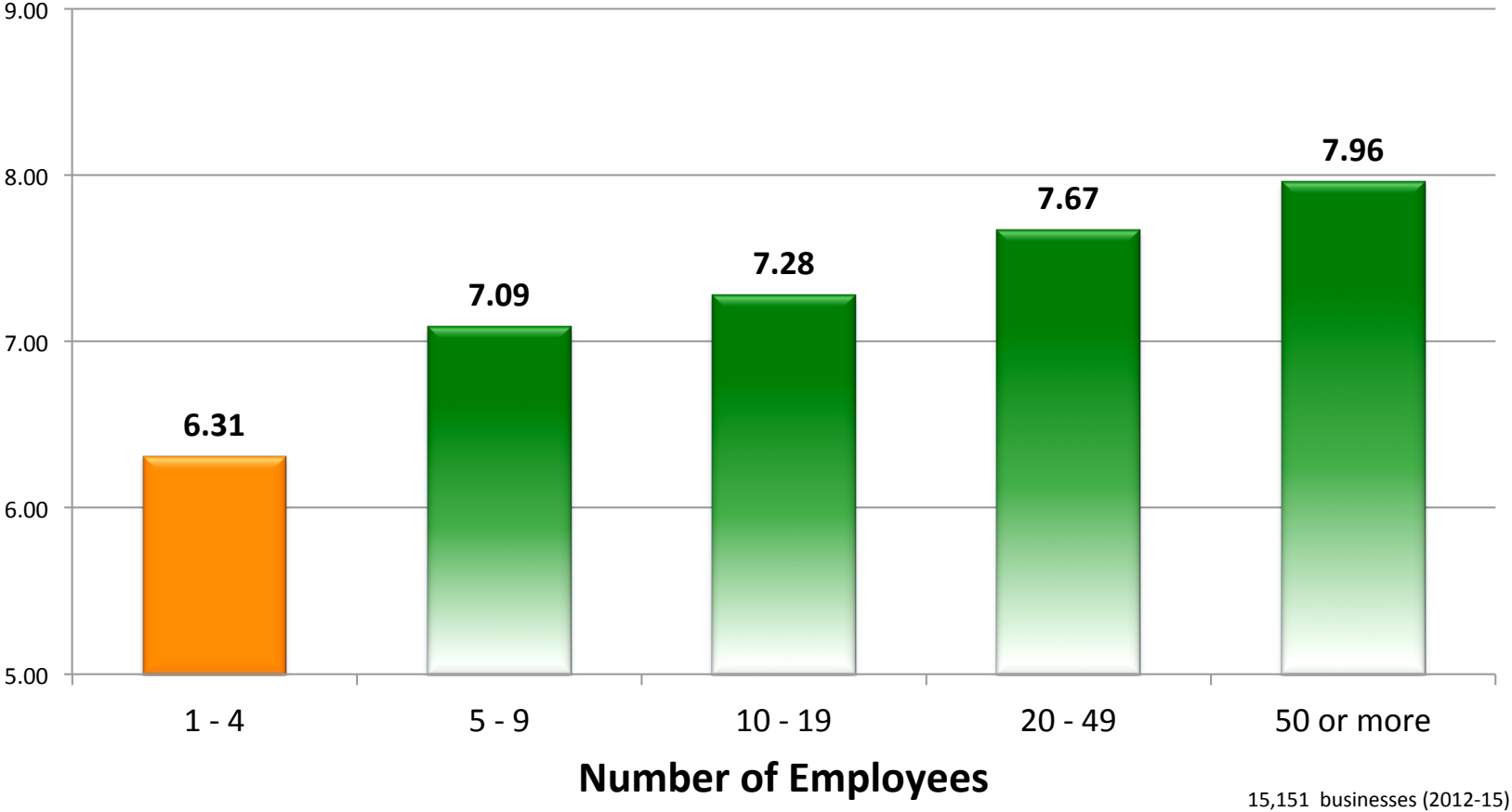
When job losses are subtracted from job creation, the impact of broadband on job creation is even more evident



**Net New Jobs Enabled
by Internet as Percent
of Net New Jobs
Created by Businesses
2013 to 2015**
By Size of Employer Group

The Smaller the Business, The Lower the Internet Utilization

Average DEi Score



Small Business Utilization: Revenue Impacts

Organizations less than 50 employees, average percent of revenues created by utilization:

Revenue Impact	% of Revenue
Selling Goods or Services	24.3%
Customer Service and Support	24.1%
Advertising and Promotion	20.2%
Website for Organization	17.1%







SNG's One-to-One Approach to Driving **Utilization**

Lead with the **BENEFITS** of Applications



The theory of “Diffusion of Innovations” tells us that you can **NURTURE** a person’s nature by doing the following...

-  **Explain the technology** – Distinguishing the difference and the promise of the new technology
-  **Create a communications plan** to reach target audience(s)
-  **Reduce the time it takes to realize** benefits by ratcheting up Knowledge of ROI, benefits, etc.
-  **Use the social system** (Influencers) to tout the technology’s advantages

Personalized Incentives: DEi Scorecard

A DEi Scorecard is delivered to each business and organization

- Individualized 'broadband assessment' that:
 - benchmarks competitiveness against peers (by size and industry sector)
 - estimates ROI from increased utilization
 - provides links to local advisors and support
- Data based on the individual's current broadband utilization against industry average
- Shared with local economic development agencies so they can raise awareness, increase adoption, and drive utilization



This scorecard compares your current level of Internet use to other organizations of similar size in your industry sector. The Digital Economy index (DEi) is a score based on the Internet-enabled applications (e-solutions) that you use.

By using this scorecard you can uncover additional e-solutions that can bring the greatest potential impact to your organization through improved efficiencies, innovation, and increased profitability.

Acme Parts Supply
 MANASSAS PARK VA
 Industry sector: Manufacturing / Processing
 Organization size: 20 - 49 employees

Opportunities to improve your score
 Increasing use of e-solutions (and your DEi score) improves your organization's productivity, competitiveness, and bottom-line - and how you rank against your peers.

Below are the top three e-solutions identified for your organization where the opportunity to drive new revenues and/or cost savings are the most significant.

e-Solution	Annual Impacts*	
	Percent	Amount
Selling goods or services		\$ 561,880
New revenues	8.1%	\$ 560,640
Cost savings	0.03%	\$ 1,240
DEi increase		0.78
Advertising and promotion		\$ 345,460
New revenues	4.9%	\$ 343,370
Cost savings	0.05%	\$ 2,090
DEi increase		0.58
Customer service and support		\$ 278,400
New revenues	3.6%	\$ 253,750
Cost savings	0.56%	\$ 24,650
DEi increase		0.78

Total annual impacts from NEW e-solutions \$1,185,740 per year

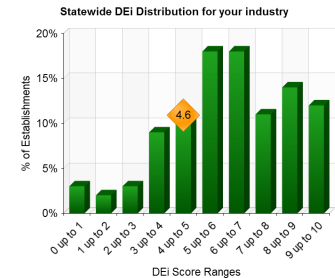
* Based on averages for your industry and size. Actual results may vary.

DEi Digital Economy Index Scorecard

The Digital Economy index (DEi) measures your current use of Internet-enabled applications (e-solutions) on a scale from 0 (none) to 10 (maximum).

Your DEi score: 4.6

Your Industry Sector: Manufacturing / Processing
 Sector DEi: 6.2



Percentage of organizations in your industry sector with a higher DEi score: **81.0%**

Getting started

To get started now, please contact **Ann Mills** your business adviser with our partner **Northern Region**
 email: a.mills@northern.org
 phone: (888) 555-1267

For 'actionable' background information on how you can benefit from e-solutions, please follow the link below:

Actionable Information

To take the next step please follow the link below and an advisor will contact you.

Request for follow-up by an advisor



DEi Impact Calculator

- choose e-strategy based on ROI -

1. Select your organization characteristics

Select your characteristics

Industry	Employment Size	Annual Revenue	Annual Operating Cost
Professional & Technical Services	1 - 4	500,000	400,000

2. Select your actual and needed e-Solutions

Select your e-Solutions

What are you currently using?	What e-solutions would you like to ADD?
Access government information	Rich media or service creation
Accessing collaborative tools	Selling goods or services
Advertising and promotion	Social networking
Banking and financial	Staff training and skills development

DEi Impact Calculator

- choose e-strategy based on ROI -

3. See your potential benefits from increased utilization

Estimated Benefits from New e-Solutions

New Revenue	New Cost Savings	Annual Net Benefit	Add to DEi
\$ 127,800	\$ 9,640	\$ 137,440	4.09

4. Details of potential revenues and cost savings

Estimated Benefits from Individual Additional e-Solutions

Type of e-Solution	Revenue	Cost Saving	Net Benefit
Advertising and promotion	\$ 45,100	\$ 120	\$ 45,220
Web site for organization	\$ 40,150	\$ 1,920	\$ 42,070
Selling goods or services	\$ 33,850	\$ 320	\$ 34,170
Social networking	\$ 5,600	\$ 240	\$ 5,840
Supplier communication and coordination	\$ 0	\$ 5,720	\$ 5,720
Accessing collaborative tools	\$ 3,100	\$ 1,320	\$ 4,420

To Drive Economic Development through Broadband: Make a Compelling Case For Broadband Benefits



Help businesses understand **benefits** of broadband (not just speed)



Support skills and training of Internet applications



Develop a “business case” for each business to take action

Driving Utilization: The North Georgia example

Economic Impact for **every 100 businesses trained** in North Georgia project who adopt eSolutions:

Industries	Aggregate additional revenues (annually)
All Industries	\$7.2 Million
Manufacturing	\$17.5 Million
Professional and Tech Services	\$2.7 Million
Tourism	\$4.8 Million

Segment Your Markets

- Who are Your Target Markets/Stakeholders?
- What makes your network special to each group?
- Focus on why people buy **technology**.
- **Don't be lousy or lazy marketers!!!!**

Thank-you

Let's connect !

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