

Make your Mark with Broadband Marketing



You know your broadband service is indispensable. But great broadband isn't the only factor that builds your success. Getting the word out about your services is especially important. Effective marketing helps you stand out in this highly competitive industry, establishes recognition and trust, widens your subscriber reach, and elevates your subscribers' experience, all of which boosts your reputation. We can help you tell your story and plan and execute campaigns that will maximize revenue from your residential and commercial subscribers.

Traditional Marketing Services

- ✔ **Print Advertising** — Customized ads and collateral for local newspapers, billboards, bill inserts, brochures, and more.
- ✔ **Direct Mail** — Every detail handled for you, from personalization and production to address verification, postage and delivery.
- ✔ **Video and Photography** — We create local stock libraries that will showcase your market with professionally shot video and images.

Digital Marketing Services

- ✔ **Pay-Per-Click Advertising and Retargeting** — Target new customers on the web with digital ads and retarget those who show interest.
- ✔ **Social Media Marketing** — We'll create engaging content for your social media feeds and blog.
- ✔ **Search Engine Optimization** — We can optimize your website to draw more visitors looking for your services.

Self-Service Marketing Library

Looking to streamline your own marketing efforts? We also offer **Harper, the Broadband Industry's Smartest Marketing Library**. Built specifically for broadband providers, Harper delivers customizable campaigns, digital and print assets, explainer and promotional videos, and sales-ready materials designed to help your team work more efficiently. Whether you need inspiration for fresh campaigns and content or want to create promotional videos that rise above the typical industry standard, Harper gives you the tools to launch quickly, market smarter, and expand your reach. To learn more, go to meetharper.com



ZCorum
4501 North Point Parkway, Suite 125
Alpharetta, GA 30022
1-800-909-9441

- ZCorum.com
- Facebook.ZCorum.com
- Twitter.com/ZCorum