



Marketing Your Services as an MSO



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Creating a Corporate Identity

In a world where communication is instantaneous and media-rich, it can be difficult to make your company stand out in the crowd. Developing a corporate identity that differentiates you from your competitors is essential.

So what exactly is a corporate identity? It is the set of documents, images and other materials that influences consumers' perceptions of your company or brand. Some basic elements of a corporate identity include your corporate purpose or mission, your corporate logo, stationery designs and letterhead and business cards.

Defining your Purpose

Before you can convey your identity to consumers, you need a deep understanding of your company's purpose. Why do you exist? What values govern your company and differentiate you from others in the industry? What are your basic business philosophies?

The mission statement of a firm describes the scope of the firm and its dominant emphasis and values. The purpose (or mission) of an organization is a function of five elements: (1) the history of the organization; (2) the current preferences of the management and/or owners; (3) environmental considerations; (4) the resources of the organization; and (5) the distinctive competencies of the organization. Your mission statement should be as direct and focused as possible, and it should leave the reader with a clear picture of what your business is all about.

A typical mission statement is four sentences or less and should be drafted with the help of leaders in your company. A good way to start the brainstorming process is to ask each member of the company or management team to explain what the company is about in 30 seconds or less.

Once you've collected ideas, pick out the characteristics or beliefs that make your company unique and best defines how you want to be perceived by consumers. These characteristics and beliefs can then be translated into your mission statement.

Creating a Corporate Logo

The first order of business in creating your logo is to draft a few brief creative statements to help the logo designer understand the visual messages you want to convey in your image. These statements should include:

- An overview of your company, its mission statement and its products and services
- Who your target audience is and what is important to them
- Information about how you want your target audience to respond to your new image
- Characteristics that differentiate you from your competitors
- A targeted message (just a few words) that describes your ideal logo

Logo designers can brainstorm creative concepts for the logo. The goal should be to create a credible and compelling visual message that will resonate and reinforce your company to your target audience.

There are many design firms and marketing agencies dedicated to helping businesses build a corporate identity. Ask your local Chamber of Commerce for a referral to a reputable agency or contact the ZCorum marketing team for assistance.

Creating a Marketing Plan

All businesses, no matter their size or the industry they operate in, need a formal marketing plan.

Depending on the range of products and services you sell, your marketing plan may be just a few pages or several hundred pages, including supporting materials. A single business may have several marketing plans or strategies, one for each product or service that business sells.

A marketing plan can include an analysis of the current marketing situation, opportunities and threats analysis, marketing objectives, marketing strategy, action programs. In general, a formalized written marketing plan is drafted once a year or prior to the launch of a new product. The marketing planning process begins with brainstorming and concludes with the drafting of a marketing plan. The purpose of the marketing plan is to chart a course for achieving the firm's goals and objectives for marketing and/or sales.

There are several reasons an organization needs a marketing plan:

- To provide greater discipline in the planning process
- To provide strategic direction for an organization, business unit or specific product
- To provide an action plan for marketing-related activities
- To request a budget
- To request allocation of internal resources
- To communicate marketing goals and processes with other departments

The marketing plan is also intended to provide an overview of your customer base and target market, any external opportunities or threats facing the organization. The plan will also include a summary of how your company and its products measure up to your competitors, your current business goals and the standard by which your success will be measured.

Elements of the Marketing Plan

There are two basic elements of a thorough marketing plan document: the situation analysis and the marketing plan itself.

Situation Analysis

The situation analysis is a research-based document and its purpose is to describe and analyze the environment in which your business operates. This element is necessary because it provides the rationale for the strategic decisions to be made in the marketing plan. The components of a typical situation analysis are outlined below.

Macro Environment

This type of information is readily available through government sources, census information and business publications. This section should present facts about the economic, demographic, cultural, technological and political climate your business operates in. This section should also address what impact each of these forces may have on your business.

Market

This section contains information on the specific industry or industries you are involved in and the boundaries of your geographic market area. You should also begin to document the other influencers in your industry – not just your competitors, but also the equipment and service suppliers and any governing bodies that are involved in monitoring your industry. You do not control these factors, but they can influence your industry and affect your business.

You should also describe the size of your market, the rate of growth or decline over time, overall trends in your market and your company's market share relative to your competitors. This information is available in trade publications, public filings and from research firms that track your industry.

Internal Trends

This section summarizes the internal data from your company's sales and financial records. This section should also detail any seasonal changes in your sales cycle, as well as sales forecasts and projections for a 3 to 5 year period (or shorter, depending on how quickly your market or industry changes).

Products and Services

The products and services section details your offerings in the marketplace. This section lists the strengths and weaknesses of your current product lineup and summarizes any new products you are considering offering. If new products are included, be sure to explain how they will be differentiated from your competitor's products.

Competition

This section names all your key competitors in the marketplace. Analyzing competitors that are the most successful may also help generate ideas to help your organization compete more effectively.

Customers Served

This section is intended to give an overview of your customers or subscribers. Define how they are segmented based on common characteristics. For example, you may

segment your customers based on which of your products they are currently subscribed to. You could also segment your customers based on demographics. You can further quantify each segment by its size or profitability. This information is helpful when you begin to allocate portions of your budget in your marketing plan.

Distribution Channels

This section details the direct sales channels and indirect distribution channels by which your product or service is delivered to the end user. Direct channels include your sales team, Internet-based ordering and direct response television. Indirect channels include retailers that distribute your product. This is the ideal section to define any retail distribution agreements you have with other local businesses and explain the costs and benefits of partnering with other businesses. A table or graph detailing the percentage of sales represented by your distribution agreements is also appropriate for this section.

Evaluation of Previous Marketing Initiatives

This section provides an opportunity to review the successes and failures of the previous year's marketing initiatives. Summarize each initiative and list any recommendations for modifying, continuing or discontinuing the initiatives.

Strengths, Weaknesses, Opportunities and Threats

This section is best drafted with a group. Ask colleagues to list and discuss the following:

What internal strengths does your company have? Compared to your competition, which strengths can be utilized to build sales?

What internal weaknesses does your company have, compared to your competition, that may affect your ability to compete?

What external opportunities are available to your company that can be used to build sales?

What are the external threats that may affect your business?

Next, have the members of the group prioritize these items. This discussion is called a SWOT (strengths, weakness, opportunities, threats) analysis and will be beneficial to your company by helping you better react to shifts in the business environment.

Issues Analysis and Objectives

Remember that the situation analysis you are drafting is a factual document and should not recommend a particular course of action. Use this section to summarize the major

problems or opportunities facing your company. Then, you can organize and present a strategy for addressing these problems and opportunities in your marketing plan.

This section should also include a list of your company's objectives. Make sure your objectives are challenging, but also realistic and achievable. You should state your objectives in a measurable format. A sample objective would read: To achieve a base of 5,000 Voice over IP (VoIP) subscribers in 2015, a 25% increase over 2014.

Marketing Plan

Most marketing plans contain one to three overall objectives. The marketing plan describes each tactic or strategy that will be employed to achieve the objectives. There may be additional objectives or benchmarks within each marketing initiative that contribute to the overall objectives.

The components of a typical marketing plan are defined below.

Strategies

In this section, define the long-term strategies your company will follow to reach its objectives. This section answers the following questions:

Who is your target market?

How will you position your product or service?

Why should consumers buy your product rather than your competitors?

What broad changes do you plan to make to your product, pricing, distribution, advertising and promotion, and research and evaluation?

When drafting this section, be sure to include and invite feedback from the people who will be responsible for implementing these strategies.

Tactics

This section defines the short-term actions you will use to implement the strategies defined in the section above. The categories of this section are product, price, distribution, and advertising and promotion. For each category, outline the tactics you will use.

Each tactic should include an outline of what you plan to and a description of how the tactic will help the company achieve its objectives. Be sure to assign someone to manage this tactic and plan how long it will take to complete. Last, include an estimate of how much it will cost to implement, track and evaluate each tactic.

Research and Evaluation

This section defines how you will measure your level of success in achieving your objectives throughout the year. Describe the tools you will use to measure the effectiveness of your tactics and strategies. List the costs, timing, responsibility and evaluation methods (Lee and Hayes, 2001).

Financials

The financials section includes a budget for your marketing initiatives and a forecasted profit and loss statement. The marketing budget lists all the costs associated with implementing and evaluating the tactics and strategies defined above. The profit and loss statement explains the financial effects that implementing the strategies and tactics will have on the business as a whole.

Creating a marketing plan may seem intimidating at first, but your hard work will pay off in increased efficiency and better responses to threats and opportunities in the marketplace. If you are responsible for your company's marketing plan, get help by involving other members of your marketing, sales, accounting and management departments. You can also contact the ZCorum marketing team for suggestions.

Advertising

Creating Effective Advertisements

Advertising is a valuable form of communication that works well with other marketing tools to create strong brand awareness. Below are some pointers on how to make your advertising more effective.

Make sure your ads coincide with your business positioning

Along with a listing of meaningful features and benefits, a good positioning strategy ensures identification of the correct target audience for your advertising. It can provide reasons why the product is superior and unique, along with an advertising "personality." An example of a positioning statement is "(company name) is your quality provider of Internet services from a trusted leader in the community".

Communicate a simple, single message

Many marketing research firms advise marketers to establish a single objective and then stick to it and resist the temptation to introduce other points and concepts.

In print ads, the simpler the headline, the better. The headline message must grab the reader's attention at first glance. Every other ad element should support the headline message, whether that message is "price," "selection," "quality," or any other single-minded concept.

Stick with a likable style

Ads also have personality. Find a likable style and personality and stay with it for at least a year to create instant name and brand recognition. Changing ad styles and personality too often will confuse potential buyers.

Remain credible

If you say your quality or value is the "best" and it is not, advertising will speed your demise, not increase your business. Identifying and insulting the competition is also potentially confusing and distracting. This tactic may backfire on you by making buyers more loyal to competitive products, not less.

Call to Action

Invite buyers to call, send for information, or come to your Web site. Provide easily visible information in the ad so potential customers can order your service: location, telephone number, when to call, etc. Make sure you double-check this contact information when you proof the ad.

Make sure the ad is competitive

Do your homework. Examine competitive ads in the media that you are planning to advertise in. Make sure your ad stands out from these. You can use personal judgment, test ads with a small group of target buyers (i.e., qualitative research), or do more expensive, sophisticated quantitative best methods. Compare ads for uniqueness, memorability, credibility, and incentive to purchase.

Make sure the ad looks professional

If you have the time and talent, computer graphics and desktop publishing software can provide professional-looking templates to create polished and professional print ads. Consider obtaining writing, artistic, and graphics help from local agencies or art studios that have experienced professionals on staff or creative computer software in-house. They may save you time and money in the long run with better results. Electronic ads (e.g., TV, radio, Internet) and outdoor ads are best left to professionals to write, produce, and buy for a fee or percentage of media dollars spent.

Be truthful

Whatever advertising medium you select, make sure your message is ethical and truthful. There are stringent laws regarding deceptive practices and false advertising.

Media Tactics

Here is a suggested list of media that you can use for advertising your products and services. You know your market best and based on your knowledge, you will have to choose which methods to use in your marketing strategy.

Keep in mind that almost all rates for advertising vary highly based on the form and are also negotiable. Make sure you ask! Additionally, rates for printing and promotional items vary greatly and are highly dependent on the quantity ordered. Be sure to solicit quotes from several vendors and don't be afraid to ask for a better deal.

Newspapers

There are national, regional, state, and local newspapers that you can use to advertise your products and services.

Display ads are the typical ads you see in the newspaper (the local department stores use display advertising) and are usually priced per column inch.

Classified advertisements are where people advertise to buy and/or sell goods and services. Classified ads will be less expensive but not as eye-catching or effective, and do not project a professional image of your business.

Magazines

There are national, regional, state and local magazines that you can also use to advertise your products and services.

Magazine ads are similar to newspaper display ads, but are generally sold in standard sizes (i.e.: quarter page, half page, full page, 2-page spread). Because magazines are usually printed on glossy paper, these ads may offer a sharper presentation of your message.

Yellow Pages

The Yellow Pages offer a good opportunity for those businesses that know how to use the medium. Advertising anywhere in the yellow pages is not enough. You need to design your ad to immediately draw readers to your company before any other advertisement. Effectively communicate the proper information to your target audience and make the shopper confident and comfortable with calling your business first.

Make sure to check out ALL the directories in your area—Sprint, MCI, Bell South. Many areas receive directories published by more than one company. The cost of advertising varies, as does the market served. Try to pick the one that targets your potential customers the best at the lowest cost. For residential customers, the traditional, local telephone company's directory is usually the best choice.

If you can afford only a single line listing, go for the bold-type listing if possible. If you can manage it, a display ad can pay big dividends if you keep it running year after year.

Use strong black borders if possible and get the most size for the money without sacrificing placement. Don't be afraid to use lots of copy and use pictures and color (red is the usual alternative) if your budget can handle it. The categories you might want to consider placing your ad are Internet, Internet Service Providers, or Web Hosting. You can also place your listing under more than one category and refer back to the main display ad.

Radio Ads

Local radio can be a very cost-effective option for advertising. Every day your current customers—and your competitors' customers—listen to the radio. They listen at home, at work, during leisure activities, and in the car. This is a perfect time to advertise to a captive audience.

With cost efficient radio advertising, you can afford to deliver your message frequently to influence today's busy customers. Call your local radio stations to establish a relationship and inquire about their advertising rates. Ask the station to recommend the best time slots for your targeted audience. They will know what customer demographics listen at what times. Endorsements by local radio personalities can be particularly effective.

Some radio stations might also be interested in sponsorship partners for local events, or you may be able to trade services with them. For example, see if they are open to trading a certain number of spots per week for several free Internet accounts.

Television Ads

Regular, broadcast TV advertising is expensive. With prime-time 30 second commercials in medium-sized cities costing several thousand dollars each, broadcast TV ads are out of reach for most small and medium sized businesses.

Cable TV, however, can provide a cost-effective solution. Over half of all homes in the United States subscribe to cable. Your local cable operator may even have the ability to send your commercials to specific parts of town and neighborhoods.

Cable rates, like everything in media, are highly negotiable. The zones you choose to send your spots to, the size of your town, and the time of year, will all have an influence on the price you are charged for each time your commercial is broadcast (each airing is called a "spot").

Don't wait until the last minute to reserve your spots. Plan weeks in advance. Placing your order early will ensure you get the times and channels you want at a better price. Again, check with the cable company to determine what timeslots will be the best for your targeted audience. Many cable operators will produce your ad for free or at a reduced rate for a guarantee of some quantity of spots.

Movie Theatre Ads

You can run advertisements in local movie theatres. These ads run on the movie screen before the movie starts. Contact your local theatre for rates, audience demographics and creative requirements.

Point of Purchase Ads & Displays

If you have a storefront or any place where customers and potential customers can walk in, it is a great place to advertise – for free! Utilize counter signs or tent cards to advertise your new products and services. You can also display brochures for visitors to take home. For some Internet-based products, you can actually hand out CDs for the customer to sign up automatically.

If you don't have a storefront, think about partnering with a local computer store, coffee shop, etc. to hand out your material. For more information on how to partner with other local businesses, please refer to *Module 8: Building Relationships with Business Partners* of this Marketing Manual.

Outdoor Advertising (Billboards)

The outdoor advertising market (billboards) continues to expand and prove itself a viable, effective and, with new technologies, an increasingly attractive advertising medium. The quality of outdoor advertising has improved in recent years.

Other outdoor options may include bus shelters, bus exteriors, commuter rail cars, station platforms, underground shelters, street furniture such as newsstands and benches, airports, malls, and painted walls.

You'll most likely need to work with an advertising agency to use any of these types of advertising. While the cost of most metro billboard space is out of reach for many local ISPs, rural and small town advertising space is generally more affordable.

Vehicle Wrapping

If you have any vehicles that are normally used in the course of your business, consider having them "wrapped" with your brand image or with information on your products and services for instant mobile advertising. Magnetic vinyl signs also look good on vehicles and are less expensive than vehicle wrapping. Your local sign shop can help you with creating magnetic signs. If they do not offer vehicle-wrapping services, ask them for a referral to a reputable vehicle graphics company.

Personalized Marketing Communications

Mass media advertising, by nature is impersonal. Your advertisements must be designed to appeal to a wide audience and may not be as effective as personalized communications. This module is designed to share the basic methods and benefits of personalized communication with your customers and prospects.

Methods of Message Delivery

There are several methods of communication that allow you to customize marketing information for specific individuals including email messages, bill inserts, direct mail and promotional items.

E-mail Campaigns

Direct marketing efforts, such as email message campaigns, have the potential to provide immediate sales results and create a personal connection with customers. Direct marketing lends itself to greater measurability and to testing variations in form and content to determine the best approach. Following is a list of considerations for drafting your next email message campaign.

Segment Your Distribution List

By separating your list of customer email addresses into smaller groups, you can more effectively communicate with your customers. For example, you could group all of your current business customers who are already signed up for your broadband Internet service and send them targeted messages about your Commercial Web Hosting services for their corporate web sites. Use historical data to apply what you know about the likes and dislikes of your target market segments, and develop your messages and offers to fit.

Personalize Your Messages

Many e-mail marketing programs, like Constant Contact allow you to store your customer contact information in a database. When you send e-mail messages through these programs, your message will automatically address your customer by name. CRM programs, such as GoldMine or Salesforce.com, store and retrieve detailed information about your customer's history and preferences and can use this information to deliver tailored email messages.

Offer Something of Value

Reading the messages in their inbox requires your customer's time and attention. To make sure that your message isn't skipped over, use a compelling subject line that shows them immediately what's in it for them. You'll enjoy better results and "boost response rates by creating offers for unique products, useful information, compelling content, special pricing or gifts.

Include a Call to Action

Just as you do with mass media advertising, select an objective for your e-mail marketing campaign and stick with it. Make your call to action relate directly to your objective. For example, your call to action could ask readers to “Click or tap here to....” link to more information, buy a product, try a sample, communicate with a sales representative, participate in a survey or refer a friend.

Track Your Results

Using an e-mail marketing software program will make this step easier. Using these tools, you can view reports on how many of your customers opened your email message, clicked on a link in the message and how many of your messages were blocked by your customers’ anti-spam programs. Use this information to create new offers and determine which messaging techniques work best for your individual customers.

Please remember that unwanted “junk” email can damage your relationship with your customer. Make sure you add a disclosure at the bottom of the e-mail as a way for people to e-mail you back if they would like to be removed from any further marketing communications.

Bill Inserts

If you bill your customers for other services, consider adding an insert into your billing package. This is an extremely popular and successful way of advertising. Best of all, bill inserts are relatively inexpensive, since you already send mail to your customers each month.

This insert can advertise the introduction of new core products and services, or add-on Internet services such as VoiSelect Digital Voice or Commercial Web Hosting. It can offer a special promotion, or simply serve as a reminder of the services you offer.

If your invoicing system allows it, you should also consider adding a few lines of text onto your invoices to promote your services. This short message will reinforce the content of the bill insert and boost recall of the message among your customers.

Direct Mail

Direct mail allows you to specifically target likely prospects. However, it takes some planning to ensure the success of a direct mail campaign. It may seem easy, but the more time you put into it, the more you will get out of it. Following are some important steps to follow that will help insure your success.

Determine Your Objective

Having a clear objective for your direct mail program is absolutely critical to its success.

Pick Your Targets

Depending on who your target market is, the form of your direct mailing can change dramatically. You may want to target one direct mail campaign to consumers and use another one to specifically target businesses in the area. The message would be different for each target audience, so it is best to specifically target one group at a time and direct the message to their needs.

Research Your Message

Before launching your first mailing you must research your targets and learn what will turn them on and get their attention. Without knowing their "hot buttons," your chances for success are minimal.

A strong warning here: Don't assume you know what your customers want.

Test, Test and Retest

Even if you think you know what your prospects want, it pays to test the market. This is particularly important if you are contemplating a large mailing that could cost thousands of dollars. Take the time to create two or three different offerings and mail these to small random samples of several hundred targets. Carefully track the results to determine whether there is any significant difference in the results from the different sample groups. It's typical for offerings to be revised several times before the final package is developed.

Track the Results

To insure your direct mail program is achieving your objectives, you must track the results. This means tabulating how many responses you get and determining whether different classes of targets behave differently. Keep track of whether targets buy or don't buy, how much they spend, how much your profits are, and especially whether these exceed your investment.

Manage Your Lists

Continually update your lists. Remove names of targets that have moved and keep track of what offering each target has been sent and their response. This will allow you to tailor future offerings to maximize your opportunities for positive results. Buying or renting mailing lists from list management firms may seem expensive, but the cost is more than repaid by the postage saved by not mailing to areas or groups unlikely to buy your services. Postage is quite often the single highest component of cost of a direct mailing campaign.

Personalize Your Letter

Send it to "John M. Doe, President" or "William A. Smith, Purchasing Manager." Don't address it simply to "President" or "Purchasing Manager." Doing the latter immediately identifies your letter as direct mail and increases the chances that the letter will be

screened out without ever reaching your target or it will be thrown away without ever being opened. Adding the target's title also increases your chances of having the letter read in cases where the person you are seeking is no longer there.

Choose Your Postage

Your best results will be if you use a standard postage stamp – preferably applied at a slight angle (studies have shown putting the stamp at an angle improves results). Using a postage meter, especially at bulk mail rates with the words "bulk mail" stamped on the envelope, labels the letter as direct mail. Obviously, this is one area where you will have to make a hard decision. Mailing rates for first-class postage are always rising and putting a postage stamp on each letter will also increase your handling time compared to running each letter through a meter. On the other hand, because postage meter imprints are dated, the post office handles metered mail faster than it does stamped mail. Your decision should be based on the size of your mailing, what you are trying to accomplish and to whom the piece is directed.

Personalize the Address

Using printed self-stick labels marks your piece as direct mail. The best choice is to hand write the address. Next best is to type them. If you must use self-stick labels because of the size of the mailing, we recommend that you use clear labels. These cost about twice as much as standard white self-stick labels, but once applied they look almost like they've been typewritten.

What should your direct mail package include?

Depending on your goal for the mailing, there are a number of possibilities. Options include sending a letter only, sending a letter plus a brochure (with or without reply card), sending a postcard, or sending a promotional piece specifically designed to raise your mailing's overall impact. Every good direct mail cover letter has four primary parts. These are called the "hook," the "offer," "substantiation" and the "call to action."

Hooks appear in the headline. You have only five to ten seconds to get your target interested and hooked on reading the rest of your letter. Your headline must accomplish this. There are a variety of different types of hooks, and all can be effective. Several of the most popular are benefits that involve your target (i.e. "take this sample test"), newness ("introducing"), knowledge ("10 ways to . . ."), value ("save 50%...") and questioning. Remember, whichever of these hooks you choose, your chances of its working are much higher if you have researched your target market to find out their concerns and interests.

Below the headline is the body of your letter. This is where you'll put your offer; the substantiation that establishes your credibility and proves you can really deliver the benefits you promise; and your call to action. There are two important points to keep in mind when you write the body of your letter. The first is that long copy sells. Remember, only interested people have gotten this far. The ones who aren't interested have already thrown your letter away. If they're interested, you can't tell them too much about the subject. The second point is to create urgency. Give them a reason to act now. You can create additional urgency if you include an expiration date for this information or offer. If you don't trust your own abilities to write a successful letter or create an effective package, hire an expert – it will be money well spent.

Telemarketing

While the implementation of the Do Not Call Registry has deterred some marketers from using telemarketing tactics, talking with customers and prospects on the phone can still be a successful method for communicating your company's messages.

Before beginning any telemarketing campaign, be sure to review the regulations pertaining to the National Do Not Call registry as well as the regulations of the state you will be calling in.

Communicating by telephone offers an opportunity for your customers and prospects to connect on a more personal level with your company, your brand and your products. A conversation with a customer or prospect offers an ideal opportunity for your company to make a good impression and outshine (and outsell) your competitors.

Here are some tips for creating effective telemarketing scripts:

- Identify yourself to the customer or prospect immediately
- Tell them why you are calling in terms that engage their attention and make them want to listen to what you have to say
- Ask relevant questions that will help your customer or prospect agree with what you are saying and understand the value of the product or service you are selling
- Offer the prospect or customer the opportunity to sign-up or set an installation appointment during the call
- At the end of the conversation, remember to thank your customer or prospect for talking with you, even if they do not buy your product or service
- If your prospect asks to be put on your company's internal Do Not Call list, respect their wishes

Here are some sample telemarketing scripts

Premiums

Premiums, those little thank-you gifts you get for becoming new company's customer or rewards for visiting a tradeshow booth, have been used for decades to induce desired behaviors in your customers and prospects. Whether the item given away is simple or complex, premiums can yield serious results.

Premiums can be used to gain product awareness or trial among your customers and prospects, increase your market share, differentiate your company and products from your competition and increase consumer loyalty to your brand, product or service.

Premiums and incentives can be delivered using the tactics described in the table below.

In-Pack	A free gift packaged with the actual product
On-Pack	A premium is affixed to the product package
Mail-in or “Bounce-back” Offers	The consumer mails a request or proof-of-purchase to receive a free gift, sample or premium
Sampling or Event Gifts	These are premiums give to event attendees to reinforce their interactive experience with your brand
Direct Mail Gifts	A “free inside” message is printed on the outer envelope to encourage the recipient to open the package. This tactic is most compatible with coupons and small premiums (i.e.: pens, notepads, mouse pads, etc...)

Source: American Marketing Association, Effective Use of Premiums and Incentives

Sampling and Event Gift items are perfect for trade shows, corporate gifts, grand openings or for customer appreciation campaigns. In addition, they provide free advertising every time the item is worn, shown, used etc. Some examples of frequently used premiums include:

t-shirts	key chains	coffee mugs	koozies
baseball hats	plastic bags	bumper stickers	magnets
mouse pads	pens/pencils	buttons	balloons
sport bottles	calendars	note pads	umbrellas

Keep the preferences of your target audience in mind when considering premiums for your business or marketing campaign. The type of premium you use should be relevant to the product or service you are promoting, should complement your brand image and should be something that will have a perceived value for your intended recipient.

Internet Advertising Methods

Whether your business is large or small, you can reap the benefits of Internet advertising.

If your business doesn't already have a web site, the first order of business is to create one. Your web site is often the first place a new customer looks when searching for your products and services. The content of your web site is what search engines will pay attention to and will direct users to when they enter particular search terms, so your web site must contain a wealth of relevant information to rank high in the search engines.

Driving Traffic to Your Web Site

To drive the right kind of traffic to your site, you must understand:

- Who your target audience is.
- What you want them to do once they get your site.
- What your available Internet marketing budget is.
- How you'll get a return on your Internet marketing investment.

Below are some simple methods of driving traffic to your web site.

Viral Marketing Programs

These programs are actually composed of word-of-mouth marketing tactics. The basic idea is to place a "tell a friend" link on your web site and the link sends a message to a person identified by your visitor describing your services and providing a link to your web site.

For example, let's say you have just launched ZCorum's VoiSelect Digital Voice service. Under the services section of your web site, you have a page dedicated to describing the features and benefits of VoiSelect. A prospective subscriber visits your web site, clicks on the VoiSelect link and reviews the information. That subscriber signs up for the service and wants to encourage a friend to do the same. Your new subscriber clicks on the "refer a friend" link at the top of the VoiSelect page and your web site will automatically send an email touting the benefits of VoiSelect and inviting the recipient to visit your web site for more information. The email will also contain a personal message of endorsement from the referring friend.

Ideally, the recipient will visit your web site and start the process over again by using the "refer a friend" feature to tell someone else about your service.

Reciprocal Links

Another way to drive traffic to your web site is to have other web sites link to your site. For example, if your local Chamber of Commerce maintains an online directory, ask them to include a link to your web site with your listed contact information.

You can also develop partnerships with owners of other web sites that are related to your industry and may be drawing in your target audience. For example, you could ask your local web design firm to post a link on its web site that will connect to information about web hosting packages on your site.

In most cases, you will not be charged for placing such a link on other web sites, but you likely will be expected to return the favor and include a link back to those web sites.

Contests, Giveaways and Registration

Everyone likes the chance to win something of value. The next time you use a contest- or giveaway-type promotion; use your web site to collect entries. With this method, you can build a database of valid email addresses for future marketing campaigns. On a similar note, if you offer an e-newsletter, include a link to register to receive the newsletter on your web site.

Cross Pollination from Other Media

Your web site is an extension of your brand. Everywhere your logo appears, insert the address for your web site alongside it. In all your print ads and press releases, list your web address. In all your radio ads and on-hold messaging, mention your web address. On all of your business cards, letterhead and customer billing statements, list your web address. On every outbound email sent from your organization, list your web address. You get the picture – put your web address on everything.

Search-based Advertising

In the early years of Internet marketing, most companies used a “push” method of delivering advertisements, such as pop-ups and banner ads. Now, a more effective “pull” method of delivering marketing messages is available. Search-based advertising, also known as Pay Per Click (PPC) advertising, allows Internet users to “pull” your ad based on its relevance to a search they performed on a search engine like Google, Yahoo or MSN. Pay per click (PPC), also called cost per click, is used to direct traffic to websites, in which advertisers pay the publisher (typically the website owner) when the ad is clicked. It is defined simply as “the amount spent to get an advertisement clicked.”

With PPC users actively search for specific products or services before being exposed to an online advertisement. A PPC ad is actually a short text-based listing of information that appears in a larger list of sponsored results that most major search engines display on the right side of the search result page.

Advertisers participating in a PPC program will pay a certain cost-per-click to be included in these results. The advertiser pays a pre-determined click-through rate each time a user clicks on the advertiser’s sponsored result to retrieve more information. This active attempt by an Internet user to receive specific information from an advertiser helps provide more targeted sales leads.

Selecting a PPC Program

There are a few items to consider when comparing and selecting a PPC advertising program, including:

- Sign-up fees
- Campaign set-up and management options
- Access to technical support
- Traffic monitoring

There are several web sites dedicated to PPC advertising methods and providing reviews of PPC firms. One such site Entrepreneur Magazine online site, <http://www.entrepreneur.com/article/233420>, which helps you determine what type of PPC advertising is right for you.

Developing Your PPC Ads

The selection of keywords for your PPC ads is very important. When selecting keywords and categories to advertise in, follow these tips:

- Make sure keywords are relevant to your product or service
- Know your target audience and keep their search behavior in mind
- Use the keyword selection tools and assistance offered by your PPC program to choose the words that will ensure the users you want see your ads

Creating your listing, or the actual text of your PPC ad, is equally important. These tips will help you create compelling copy to capture the user's attention:

- Create accurate titles – your business name may not always be the best title
- Write clear and concise descriptions
- Submit working URLs
- Check your spelling and have co-workers review your ad for accuracy

Public Relations

Public relations is a form of communication that employs publicity and other non-paid forms of promotion to influence the feelings, opinions or beliefs about your company, its products and services, and the value of the organization to buyers, prospects, or other stakeholders.

Writing Effective Press Releases

A press release is a document prepared by you that gives editors information about a specific news item. Unlike a display ad that you pay the newspaper or television station to print or broadcast, you must convince editors and producers that your story is newsworthy.

Recommended newsworthy topics for your press releases might include:

- Descriptions of new products, technology or services
- Announcements about business gains, financial results or expansions
- Details about recent company achievements
- Announcements regarding personnel changes and promotions
- Details about awards or special recognition the company or one its employees recently received
- Advance notifications about service outages
- Your company has made a donation or sponsored an event

Tips for Writing a Newsworthy Press Release

It is important to know and understand the audience who will be reading your press release. Use language that your audience can read easily. Only use highly technical language when you are writing

for a technical audience who will easily understand such terms. Following are some other tips to help you create and distribute press releases that generate your desired results.

- Develop a relationship with your local news editors and reporters

Knowing the members of your local news media, and having them know you, is important because it increases the chance of having your press release published or broadcast. When members of the media know that you send well-written releases for newsworthy topics, you make their jobs easier and they will become more willing to help you communicate your messages to the public.

- Create attention-grabbing headlines

The headline is your first opportunity to grab an editor's attention. It should transmit the core news/message so that the editor immediately knows what the story is about. It should be informative, but not necessarily sensationalized. Follow journalistic tenets in your lead paragraph.

The lead paragraph is sometimes the only section of your press release read by editors when they are decided which news items to print. It's also sometimes the only area read by members of the public when they're scanning the paper. Be sure to answer the basic questions of journalism in the lead paragraph: Who, What, When, Where, How, and Why.

- Format your release properly:

Use white, 8 ½ by 11 letterhead.

Avoid fancy fonts.

Double-space the copy.

Do not hyphenate (split) words at the end of a line

Leave a 1 ½ inch left hand margin and 1 inch right and bottom margins.

Start one-fourth to one-third of the way down the first page.

On the second page, use a one-inch top margin. Include a release date either after the "dateline" on the first line of the release (Mytown, GA-- Jan 3, 2015) or in the information above the body of the text.

The use of "FOR IMMEDIATE RELEASE" is not recommended these days as editors receive so many releases that if yours get seen a few days after and is not an "IMMEDIATE release" it may get scrapped. In most cases now you would put FOR RELEASE ON OR AFTER Jan 3, 2015 and the date you send it to the editor.

As a practical matter, it's usually best to hand deliver or FAX your release three or four days before the dead line but no sooner.

Include contact information at the top of the first page with the release date. For example, FOR FURTHER INFORMATION CONTACT John E. Smith, President 770-555-1234.

The last paragraph should be a brief “boilerplate” statement about your company, including: when it was founded, service area, basic services and products, number and type of customers, etc.

Attaching a photograph is usually a good idea. Check with your editor to determine the best formats for submitting photos.

Note: It’s also a good idea to post the press release on your web site, and build an on-line archive of past releases.

- Check your grammar and spelling

Typing errors and poor grammar severely reduce the chances of getting your press release published or broadcast. Be sure to have someone other than the press release author to proofread the release before it is distributed.

See APPENDIX C for a sample press release.

Hosting Special Events

Special events draw attention to your organization or bring people to your place of business. Open houses, seminars, trade shows, contests, receptions, press parties and speeches by VIPs are just a few examples of special events. Special events are a way to increase recognition of your company or brand in your market area and provide opportunities to sell your services.

Depending on the type of event you are hosting, there may be special considerations for planning and promoting the event. Generally speaking, you can follow these guidelines:

- Plan in advance and investigate the date

While you are considering a date for your event, be sure to check that other major community events are not scheduled on the same date. Your goal is to make it easy for customers and prospects to attend your event. You will have a low turnout if you force prospective attendees to choose between attending your event and another event, such as a sporting event, holiday party or concert.

- Select a site

If your event cannot be hosted at your place of business, you’ll need to research other venues. Inquire about the availability of your local parks, community centers, gyms, churches, restaurants and theatres. Be sure to ask for a complete list of rental fees (and what services they include), find out who is responsible for set-up and clean-up and get a copy of the facility’s rental agreement and policies.

- Select food, beverage and entertainment vendors

If you plan on serving food and beverages or having entertainment at your event, be sure to get quotes for services from several vendors. Bear in mind that many of these vendors book events up to a year in advance, so you must plan accordingly.

- Plan and execute advertising and promotion of the event

Decide on the best methods for announcing your event and gaining the interest of your audience. Also, even if admission to your event is free, you may want to give away tickets on the local radio station or send tickets to local businesses to share with their employees and customers who are in your target audience.

- Follow up with your guests after the event

One of the best ways to ensure that your guests remember you and your event (and remember to purchase from you), is to follow up with them when the event is over. If you don't already have contact information for your guests, ask them to provide contact information in the form of a raffle ticket or door prize drawing. If you offer them something of value, most guests will gladly sign-up. Follow up with your guests by mailing a thank you card, emailing a coupon for your products or services or any other item or message that reinforces a positive image of your company and brand.

For assistance in planning special events, contact a public relations agency or a professional event planner.

Sponsoring Charitable Events

If you don't want to host your own event, consider sponsoring an event hosted by someone else.

Local charitable organizations often host fundraisers and special events that invite participation from businesses. Some local schools, sports teams, musical groups and community theatre groups also accept sponsorships of their seasons or individual games and performances.

When you sponsor another organization's event, be sure to get a receipt for your contribution and a list of the ways your contribution will be acknowledged. Most organizations will acknowledge sponsorships and donations in their newsletters, advertisements, press releases, annual reports and on print materials relating to the season and its events or performances.

When given consistently, charitable contributions like these can build a reputation for your company and make your firm well known and respected for giving back to the community. To capitalize on this benefit, be sure to send a representative to each event you sponsor to act as an ambassador for your company. Also, be sure to have photographs taken of your company ambassador with the event organizers. These photos can be submitted with press releases from your company announcing your involvement in community activities.

Public Speaking Engagements

Another way to build your company's reputation in a market area is to engage in public speaking opportunities.

Civic clubs are always seeking members of the community to provide an informative presentation for their meetings. Contact the program chairman to get on the schedule. Also find

out from the chairman any restrictions on presentation content. While the members of most business and civic clubs are interested in new businesses and services coming to town, they can be resentful of a blatant sales pitch. The trick is to give them information of value, while at the same time soft selling your business.

Whatever your topic, there are several things to remember when planning your presentation:

- Confirm your presentation

Contact the program chairman a day or two before your scheduled day to confirm the date and time. This will be a good time to find out if you are sharing the agenda. Many times the club will have a last minute speaker on some topic of immediate interest to the members. Therefore, be prepared to speak for as long as 40 minutes and as few as 10 minutes.

- Organize your presentation

Know your topic well enough that you don't have to read it. Use note cards for your outline or key points and be sure you can read them at a distance. You will want to place them on the lectern in front of you, not hold them up to your face. To reinforce your message, present your speech in three main sections:

1. Introduce your topic and give an overview of your presentation.
2. Give the actual presentation.
3. Review the main points and summarize the topic.

- Be aware of the venue

Most civic clubs meet in a private dining room of a local restaurant for lunch or dinner. It may be very clumsy to set up visual aids. If you wish to use a flip chart, overhead projector, video tape, or computers in your presentation, be sure that you are familiar with the location before your arrive, or you may find that there is not enough room at the head table. Is there access to electrical power? Do you need a side table for your equipment? How early must you arrive to set up? In general, it's best not to use visual aids at restaurant meetings. Even if time and space are ample, most restaurant seating does not provide adequate sight lines for complex shows. Also, darkening the room to reduce glare on projected images may prove problematic.

- Arrive early

Not only is this courteous, there is the practical consideration of introducing yourself to as many of the members as possible as they arrive. If you are not well-known to the group, giving the program chairman a very short bio of yourself on a note card will help him introduce you. Also by arriving early, you will have time to place literature, trinkets or handouts at each seat.

- Be considerate of your audience

Be sure that everyone in the room can hear you. Remember that your audience is composed of business people with schedules to keep. Be conscious of the time,

even if you have to place your watch on the lectern. If you are in the middle of an active question and answer session when time runs out, look to the president or presiding officer of the club for guidance. Generally it's best to wrap up the present question and offer to stay and address further questions after the meeting closes. Not everyone in the group will have the same interest level.

- Bring thank-you gifts

No matter your audience, come bearing gifts: a pen, some office toy, or at least an informative brochure. It's your way of showing appreciation for the privilege of speaking to the group. Besides, they need to leave with something that has your business name and telephone number on it! And don't forget to put a stack of business cards in your pocket.

Creating a Newsletter

Offering a newsletter is a wonderful way to keep in touch with your customers and prospects. Customer retention may be the highest and best objective of e-mail marketing.

There are several methods of formatting and delivering your newsletter including: inserting a one-page newsletter with your monthly customer billing statements, emailing an electronic newsletter to your current customers or allowing prospects to visit your web site and opt-in to your newsletter mailing list.

When drafting your newsletter, be sure to keep your articles brief. Your goal is to keep your customers informed of your new products and services and let them know about your involvement in their community. Here are more helpful guidelines to help you create a successful newsletter:

- Be consistent

Whatever frequency you decide on for your newsletter, whether you publish it every Monday or on the first day of every month or in the second month of every quarter, stick with it. Sending your newsletter consistently reminds your customers and prospects that you deliver on your promises.

- Provide relevant information

The value of a newsletter is its ability to highlight your business and educate to some extent your subscribers. What industry knowledge or insights would be of the greatest value to your audience? What product information or application examples would help them understand the value of your products or services? It is a good idea to keep a file of news clippings, trade publication articles and industry statistics that will help you brainstorm relevant topics for your newsletter.

- Present a professional image

Use desktop publishing software or HTML email composers to give your newsletter a professional image. Use colors and images as appropriate to reinforce your message. Pick a color scheme and stick with it – use colors associated with your company or brand to add even more branding impact to your message.

- Offer an option to unsubscribe to email newsletters

Remember that your customers and prospects may change their preferences regarding your newsletter. If your newsletter is delivered via email, remember to include instructions or a link for your newsletter subscribers to opt-out of receiving your messages. Using an email marketing program (e.g. Constant Contact) will be helpful in managing your subscriber's preferences.

If you don't have time to compose professional-quality content for your newsletter, you can search thousands of pre-written articles from news aggregation services. When you use these services, be sure to understand the fee structure and follow copyright instructions carefully.

Get on Your Community Welcome Wagon

If there is a local Welcome Wagon, have them include a coupon for your service or a welcome gift. The best time to get a new Internet customer is when they are moving into your area. Leave brochures at the local Chamber of Commerce for new families and business.

Creating Promotions

There are two basic types of promotions, transactional and relationship.

Transactional Tactics

Transactional promotional tactics are associated with single-occurrence events, like the purchase of a product or service or a visit to a store. Within this category, there are two basic methods to drive sales or increase customer traffic. One method is to offer a discount, allowing the customer to buy a product or service for a lower price. Another method offers added value for the customer by allowing them to purchase a larger quantity of the product or service at the regular price.

Discount Tactics

Discounting is one of the oldest forms of promotion. This tactic is most successful when it meets the correct customer motivation threshold (i.e. price or convenience). Here are a few ideas for discount-type promotions:

- Distribute a money-off or percent-off coupon through direct mail, e-mail or a print ad.
- Announce a price roll back to your customer base.
- Use loss leaders to stimulate sales in other areas (e.g., offer video service at a deep discount to customers who also sign-up for your broadband and phone services).
- Offer something free for a limited time (e.g., offer new customers one month of service for free when they sign-up during a specific time frame).

Value-added Tactics

When marketers employ value-added tactics, they offer something of value to customers without charging extra. Here are several ideas for value-added promotions:

- Offer a gift with purchase (For example, you can give t-shirts away to customers that sign-up for one of your new products or services. When the customer wears the shirt, you'll receive the additional benefit of free advertising.)
- Offer free delivery or free installation.
- Offer customers 12 months of service for the price of 10 (note: you may want to use this type of promotion as a discount for paying for a year's worth of service up front).
- Offer a free entry in a contest or sweepstakes.

Transactional promotional tactics are popular because they offer immediate and measurable results. When you use transactional methods in your business, remember to make the promotion complement your brand image, be relevant to your target audience and the discounts deep enough to drive sales but not impact long-term profitability.

Relationship Tactics

Relationship promotional tactics place greater emphasis on the consumers' relationship with a particular product, service, company or brand. The goal of these tactics is to connect with consumers and foster a greater attachment to your brand. Relationship promotion programs use four stages of graduated connection to the consumer: Introduction, Sharing, Friendship and Love.

Introduction

This is the initial opportunity for your brand, product or service to make an impression on your target audience. In this phase, your promotions should be designed to develop awareness of your product, service or brand. These first impressions are important, so remember to make your promotional introductions representative of your brand's personality. Public relations activities, special events and street marketing are the promotional tactics most often employed to make introductions.

Sharing

In this stage, promotion is used to educate and involve the customer. Sharing an experience with your customers is the strategy that will help create promotional excellence. There are several methods of sharing an experience with your brand, product or service with your target audience, including offering samples, giving demonstrations and staging interactive marketing events.

Friendship

Building a friendship between you and your customers is challenging, but relationship-oriented promotional tactics can help you build and maintain friendships between your target audience and your product, service or brand. Special events, such as open houses and customer appreciation events, work well to help you connect with your target audience and foster a sense of community among the consumers of your product.

While you're working so diligently to build new business and attract new customers with your promotions, don't forget your existing customers. Be sure to include them in some of your promotions, or they may grow resentful that only your new "friends" are getting attention and take their business elsewhere.

Love

Recently, cause-related marketing has become a popular and successful method for marketers to build stronger and more lasting relationships with consumers. Cause marketing is the practice of linking a company or brand with a relevant social cause or issue, for mutual benefit. On a local level, an example of a cause-related marketing program could be the involvement of the local phone company in providing regular collection drives and donations of emergency-use cell phones to a domestic abuse shelter. Another example could include a partnership between the local cable company and the local school system to provide curriculum-specific video feeds to classrooms. You may also sponsor a "day of sharing" in which your employees go out and volunteer for worthy causes in your market area. Your employees can wear company-branded shirts or hand out coupons to emphasize your company's commitment to giving back to the community.

Love can also be communicated with an unexpected gift at an unexpected time. For example, when your broadband network is down unexpectedly, a way to build love and lessen the inconvenience experienced by your customers is to send them a thank-you gift for their patience. Something as simple as a note from the general manager of your company along with a coupon redeemable for service (or any other item of value) can strengthen your relationship with your customers.

Promotion is a powerful and flexible tool for reaching your marketing goals. When designing promotions for your products and services, be sure to understand how your customers and prospects currently perceive your brand. If you need to re-position your brand or freshen up your image, make sure you address those changes in the introduction phase of a relationship promotion. If you are planning a transactional promotion, be sure to keep the image of your brand consistent.

Building Relationships with Business Partners

You're not alone in business world. There are always potential business partners who are willing to enter into a mutually beneficial relationship.

Retail Distribution Relationships

Consider all the retail businesses in your area. Does your city have a coffee shop? A book store? A computer or electronics store? If so, then you have several potential retail distributions partners.

One way to begin seeking out a distribution partner is to join your local Chamber of Commerce and meet the owners of other local businesses. Talk with them during networking events to see if they would be willing to distribute your product or display point-of-purchase advertisements in their stores.

When you find a business and owner that seems a good fit, approach them with a specific plan on how you can both benefit from a distribution agreement. Perhaps you can pay a commission for each customer that signs-up for your service and was referred by the retail partner. This type of agreement allows you to reach a wider audience and adds a new revenue stream for your partner.

In these types of distribution partnerships, you may also be able to engage your retail partner in shared advertising and promotion efforts. For example, if your local electronics store agrees to distribute your broadband equipment and service, both companies may be named in radio, television and newspaper advertisements and also share the expenses of the ads. No matter which type of distribution partnership you choose, it is always wise to put the agreement in writing. Make sure your partner understands all your policies and qualifications for receiving a commission or referral fee.

Referral Programs

According to Paul and Sarah Edwards, authors of *Getting Business to Come to You*, up to 45% of customers choose service businesses based on the recommendations of others. Referrals can be an effective source of new business at little to no cost to you. Acquiring new business is essential for any company. And what better way to get the message out than by the word of mouth of satisfied customers. If you don't have a referral program in place, you are missing out on a simple, inexpensive way to grow your business.

Why are referrals so compelling? Referrals are a powerful tool for bringing in new business because they come from a credible third party that has first-hand experience doing business with you. They command special attention because they usually come from friends. Friends don't have ulterior motives and have your best interests in mind. Lastly, customers that give referrals become more loyal to you and your business.

Customer service is the foundation of the referral process. But just because you give good customer service doesn't mean that you will get a lot of referrals. Receiving referrals on an ongoing basis is as much a function of planning as it is great customer service. Many business owners assume that referrals will happen by themselves if they serve their customers well. This isn't true. If you are not deliberate and proactive in creating referrals, the chances of you receiving as many referrals as you want are slim.

To increase the number of customer referrals, we suggest implementing a customer referral system. A referral system is a process that you can put in place to bring in new business through your current customer base.

Turn Your Current Customer Base into More Revenue for You

First, you need an incentive to entice existing customers to refer your service. A common incentive is to provide a free month of service to the existing customer for each new customer they bring in. When new customers join your service, they simply give your service rep the name and email address of the person that referred them. You give the person that referred them a credit for one month of free Internet service. It would be prudent not give the credit until the new person has been a paying customer for at least one month. This helps ensure that you are not losing money on the deal, or being taken advantage of.

Promoting your new customer referral program is easy and inexpensive. You can send out an initial announcement email about the program, as well as quarterly reminders in your bill inserts or newsletter. In addition, you can add details about the referral program in the Welcome Email that your customers receive when they become a customer. Finally, you should post details about the referral program on your Web site.

Track Your Referrals

You can use spreadsheets or simple notes to track your referral program. Simply create a special list for your customers who have been referred by another customer. List your referred customers, the date they signed up, and the customer that referred them. Simply update the spreadsheet monthly as you check payments and pay referrals.

When a new customer calls and says, "My brother Bob referred me," you can put them under the referral list and in a "Special Note" section include Bob's email address.

At the end of each month you can review the results for that month in your spreadsheet. This will show you all current customers that were added as a result of a referral.

Once you verify that the customers appearing on the report have paid for their first month of service, you can credit the new customer for their free month.

APPENDIX A – Samples

Below are a few samples of print ads and direct mail pieces. There are a variety of programs that can help you create colorful and informative ads for print, direct mail and your website.

Cable Now High-Speed Internet

Do more online in a lot less time! It's fast, safe, secure and full of features.

High-Speed Internet is an advanced service that will speed up download times, make it easier to stream, and give you more control over what you watch, and when.

- **Unlimited online storage**
 - 100GB of online storage for photos and videos
 - 25GB of online storage for email attachments
 - Access from a million devices at once, on any device, when you want, how you want
 - Full-on Personal Mailboxes
 - Over 100,000 photos available with storage up to 100GB of space

Call today, fast 100% free activation! No long waiting periods, through a connection fee is waived. Plus, it comes with lots of great features for less and pay activation, watching games, Down with, activities, digital music, and so much more.

1-800-CABLE NOW

LAST CHANCE!
Hurry, Get **IN** on the ...

...EXPERIENCE! Service Electric Digital Cable

...SPEED! Service Electric's High-Speed Internet

...SAVINGS! **FREE INSTALLATION!**

& High-Definition Television Service!
Service Electric now has more HD TV Channels!

Logo	Digital Cable	Logo
Digital Cable & High-Speed Internet	Digital Cable	High-Speed Internet Service
...and here's why:	...when you want:	...check it faster and all month with unlimited download speeds!
<p>ON DEMAND</p> <p>Watch anytime you want, wherever you want. The 1000+ service is available on your TV.</p> <ul style="list-style-type: none"> • 1000+ titles to watch and download on your TV, including HD • 100+ titles to watch and download on your TV, including HD • 100+ titles to watch and download on your TV, including HD 	<p>100+ titles to watch and download on your TV, including HD</p> <p>100+ titles to watch and download on your TV, including HD</p> <p>100+ titles to watch and download on your TV, including HD</p>	<p>100+ titles to watch and download on your TV, including HD</p> <p>100+ titles to watch and download on your TV, including HD</p> <p>100+ titles to watch and download on your TV, including HD</p>
<p>Cable</p> <p>100+ titles to watch and download on your TV, including HD</p> <p>100+ titles to watch and download on your TV, including HD</p> <p>100+ titles to watch and download on your TV, including HD</p>	<p>100+ titles to watch and download on your TV, including HD</p> <p>100+ titles to watch and download on your TV, including HD</p> <p>100+ titles to watch and download on your TV, including HD</p>	<p>100+ titles to watch and download on your TV, including HD</p> <p>100+ titles to watch and download on your TV, including HD</p> <p>100+ titles to watch and download on your TV, including HD</p>
<p>Call Today, 1-800-XXXXXX.</p> <p>To order Digital Cable, High-Speed Internet, or more.</p>	<p>Digital Cable \$39.99</p> <p>per month</p>	<p>Digital \$24.95</p> <p>per month</p>

APPENDIX B - More Marketing Resources

Thank you for taking the opportunity to review the ZCorum Marketing Manual. We hope you'll call on the ZCorum marketing team when you need help with a marketing project. In the meantime, here are a few other helpful marketing resources:

American Marketing Association (AMA)

The American Marketing Association, one of the largest professional associations for marketers, has 38,000 members worldwide in every area of marketing. For over six decades the AMA has been the leading source for information, knowledge sharing and development in the marketing profession. For information, visit <http://www.marketingpower.com>

Direct Marketing Association (DMA)

DMA advocates industry standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides cutting-edge research, education, and networking opportunities to improve results throughout the entire direct marketing process. For information, visit <http://www.the-dma.org>

U.S. Small Business Administration (SBA)

The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. We recognize that small business is critical to our economic recovery and strength, to building America's future, and to helping the United States compete in today's global marketplace. For information, visit <http://www.sba.gov>

SBA Small Business Development Centers (SBDCs)

SBA's Small Business Development Center Program provides management assistance to current and prospective small business owners. SBDCs offer one-stop assistance to individuals and small businesses by providing a wide variety of information and guidance in central and easily accessible branch locations. The program is a cooperative effort of the private sector, the educational community and federal, state and local governments. It enhances economic development by providing small businesses with management and technical assistance. For information, visit <http://www.sba.gov/sbdc/sbdcnear.html>

APPENDIX C – Sample Press Release

ZCorum Adds Wi-Fi Diagnostics Feature to TruVizion

This latest enhancement provides operators with key statistics for troubleshooting subscribers who have an embedded Wi-Fi access point in their CPE.

Alpharetta, GA (PRWEB) November 13, 2014

Tweet
 Like
 +1
 Share
 Pin it
 EMAIL

ZCorum, a leading provider of managed broadband services and diagnostics software, announced this week the latest innovation to their TruVizion broadband diagnostics application. The new feature displays Wi-Fi diagnostics information for subscribers who have customer premises equipment (CPE) with an embedded Wi-Fi access point.



ZCorum’s TruVizion diagnostics is a popular cross-platform tool for DOCSIS, DSL and Fiber networks, and provides key metrics on the broadband access equipment and CPE. According to Scott Helms, VP of Technology for ZCorum, a big challenge for operators today is the increasing use of wireless networks in the home. “Anywhere from 20 to 40% of inbound tech support calls are related to the in-home LAN and the vast majority of those are Wi-Fi network issues,” said Helms. “The Wi-Fi diagnostics information we’ve added allows the support staff at a provider to see the channel the embedded radio is tuned to and its performance, as well as the transmit and receive stats for each connected device.” Helms said the new feature will initially support Wi-Fi diagnostics from an Arris media gateway. Support for additional devices that have embedded Wi-Fi radios will be added in future releases.

“ We’re always looking for ways to meet the unique challenges faced by our service provider customers. This new feature fits squarely within our mission to help operators increase their efficiency and improve the subscriber’s experience. ”

Julie Compann, ZCorum’s President and CEO, said adding Wi-Fi diagnostics is a natural extension for TruVizion. “We’re always looking for ways to meet the unique challenges faced by our service provider customers. This new feature fits squarely within our mission to help operators increase their efficiency and improve the subscriber’s experience.”

About ZCorum

ZCorum provides managed broadband services and diagnostics solutions to cable companies, telephone companies, utilities, and municipalities, assisting in all aspects of broadband implementation, engineering and consulting, bandwidth management, network monitoring and diagnostics. ZCorum also offers wholesale, private-labeled Internet services, including data and VoIP provisioning, email, Web hosting, and 24x7 support for end-users, enabling service providers to compete more effectively in their local markets. ZCorum is headquartered in Alpharetta, GA. For more information, please visit <http://www.ZCorum.com>.

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