

BEST MARKETING PRACTICES FOR TELECOMMUNICATIONS SERVICE PROVIDERS

Strategies to Acquire New Customers
While Reducing Cost Per Acquisition



TABLE OF CONTENTS

01 Evolve & Adapt: A Roadmap to Drive Communications Service Marketing Results >

02 Mover Marketing: An Opportunity Providers Can't Afford to Miss >

03 Rural Marketing: Why This Audience Shouldn't be Overlooked in Your Advertising Strategy >

04 10 Reasons Why Direct Mail Marketing is a Core Component of Today's Strategic Mix >

05 Drive Revenue Growth with Digital Marketing >

Summary >

INTRODUCTION

In communications service marketing, urban geographies grow increasingly saturated with providers competing against one another for slivers of market share. The race for customer acquisition in lucrative rural markets where broadband is newly available may offer a greater opportunity for communications service providers to increase their footprint.

This eBook is designed to share the knowledge we've built over the last 30 years of connecting brands with consumers in our markets to help you reach your goals.

01

EVOLVE & ADAPT:

A Roadmap to Drive Communications Service Marketing Results

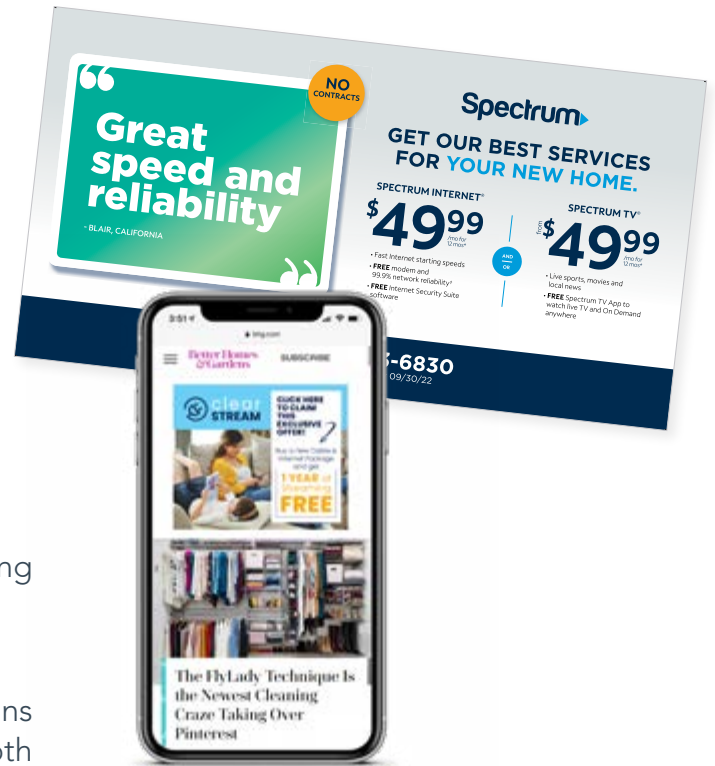
A strategic marketing mix grounded by efficient targeting and regular profile optimization, along with choreographed messaging across multiple touch points, maximizes reach and response while lowering overall cost per lead and cost per call.

Service providers can drive results in key markets through an integrated, multi-channel approach leveraging proven strategies.

A MULTI-CHANNEL STRATEGY TO DRIVE ENGAGEMENT

Today's consumer absorbs information across a variety of channels, making it important that you drive engagement through an integrated messaging platform that reaches your target audience and maximizes your ability to influence them.

In the past 12 months, potential telecommunications service switchers have responded to ads across both print and digital channels:



AUDIENCE	AD OR OFFER IN THE MAILBOX	STREAMING TV AD	PRE-ROLL VIDEO AD	INTERNET AD
Potential Internet Provider Switchers	67%	65%	62%	62%
Potential Mobile / Wireless Network Switchers	68%	69%	66%	64%
Potential Cable / Satellite TV Switchers	67%	64%	61%	61%

A multi-channel approach is proven to increase reach and response, leveraging complementary print and digital ads to maximize results:

SHELF LIFE:

70% of consumers look at ads they receive in the mail and keep them an average of 14.5 days. A print ad has a shelf life that digital ads don't have.

ONLINE RESEARCH:

40% of consumers were encouraged to go online and seek out more information about a brand due to a mail ad, according to a 2023 report.

AWARENESS + RECALL:

Consumers who see an ad **both in print and digital media** are more likely to notice the ad (52%) and remember the message (52%), according to the same study.

COST-EFFICIENT:

Drive Down Cost Per Call or Cost Per Lead through strategic targeting that ensures your messages reach those most likely to do business with you when making purchasing decisions.



T-MOBILE HOME INTERNET

ONE CORD. NO STRINGS.

Make the switch to T-Mobile Home Internet

Enjoy fast, affordable home internet that works right out of the box—all for just \$50/month with AutoPay. Order today and get high-speed internet with \$0 due at signup.

\$50 per month w/AutoPay

IT'S THAT SIMPLE

No compromises
Fast, reliable internet. Up to 50% savings vs. FCC rate benchmark.

No surprises
No extra fees or annual service contracts. Wi-Fi gateway included with \$0 due at signup.

No complicated setup
Plug it in. Download the app. Get connected in 15 minutes.

Spectrum BUSINESS

EVERYTHING YOUR NEW BUSINESS NEEDS

300 Mbps SPECTRUM BUSINESS INTERNET \$49.99 (price subject to change)

NEW! SPECTRUM BUSINESS CONNECT with RingCentral \$19.99 (price for 2 years when bundled with internet. See plan requirements.)

FAST, CONSISTENT DOWNLOAD SPEEDS

FREE One Spectrum Mobile line for one year with Internet and Business Connect

NO HIDDEN FEES | NO CONTRACTS | NO NONSENSE

Call 855-265-4236
Visit spectrum.com/freemobile



A PARTNER TO REACH KEY LUCRATIVE MARKETS

Mspark serves as a partner to connect brands with their best target customers in the lucrative rural markets we serve across the country.

Despite a 9% increase in home broadband adoption since 2016, rural residents are still less likely than those living in suburban areas to report having home broadband. This is a significant opportunity for service providers to gain share in less saturated markets.

Wireless Service Providers like T-Mobile recognized this opportunity and targeted rural America with its 4-year expansion plan announced in 2021, with the goal of increasing market share in rural areas to 20% by 2025.

Newspaper programs continue their rapid decline, limiting the advertising alternatives to reach these consumers. We work with many of the leading communications service providers, including Verizon, AT&T, Charter Spectrum, and T-Mobile to connect them with the right audience and map out a marketing strategy to achieve a number of common goals, including:

- Acquire new customers while driving down cost per acquisition.
- Target eligible consumers as new subscribers down to the household level to acquire new customers.
- Target and acquire pre- and new movers.
- Differentiate current customers and target them with loyalty & retention strategies.
- Integrate multicultural and bilingual strategies based on audience demographics.
- Retarget lost website shoppers to re-engage and convert them to buyers.
- Accelerate customer growth, increasing reach and frequency, with our email acquisition program.

Due to the competitive nature of this space, frequent messaging is important to drive consistent results.

READ OUR CASE STUDIES to see how other communications service providers have benefitted from a partnership based on trust established over time. These partnerships have fostered continued growth and inspired new programs to increase the number of unique inquiries while reducing the average cost per call and improving conversion rates.

DOWNLOAD OUR ROADMAP TO COMMUNICATIONS SERVICE MARKETING SUCCESS for key insights into this proven approach to cost-effectively drive acquisition across your target markets.

02 |

MOVER MARKETING:

An Opportunity Providers Can't Afford to Miss

Mover marketing is a tremendous opportunity for wifi and broadband internet providers to increase market share. Before and during a move is **a key time that consumers consider switching internet providers.**

DID YOU KNOW?

38%

of movers are likely to try a new wifi or broadband internet provider

48%

of ALL movers plan to find an internet provider

51%

of millennial movers plan to find an internet provider – younger millennials are even more likely to find an internet provider

Don't discount this important demographic segment...they are your key to future growth.

REACHING MORE MOVERS QUICKLY AS THEY MAKE DECISIONS AROUND CHOOSING AN INTERNET PROVIDER IS KEY

- Reach them faster than the competition to reach them when it matters most.
- Identify more new movers in your service area to ensure you don't miss out on any opportunity for a customer.
- Engage new movers where they make purchase decisions to drive engagement and convert new movers into customers.

REACH MOVERS FASTER THAN THE COMPETITION

Data Feed, Validation Process, Speed to Print:

- We receive a **DAILY** new mover list that has been through the validation process confirming new movers. Once that list is received, an automation process occurs identifying all the movers that fall within our customers' defined trade area. That final list of new movers is sent to the

	MSPARK	Other Mover Programs
Data Feed	2 DAYS TO MAILBOX	6+ Days
Validation Process		1 Day
Speed to Print		5+ Days
Day to Mailbox	2-3 Days (1st Class Mail)	7+ Days (3rd Class Mail)
Total Days to Mailbox	4-5 Days	14+ Days*

printer within hours of receiving the daily data feed. The printer then prints and turns those pieces around to the mail stream within 24 hours.

- Other mover programs do not support daily list and printing feeds.** The data gathering occurs over a week or more before validation.

Days to Mailbox:

- Mspark uses First Class postage, which ensures the fastest delivery times for your message.
- Other mover programs use Third Class mail which typically takes a week or longer to arrive.

Many competitive mover programs use a co-op package that includes multiple advertisers. The standard for these programs is to go to market once a month or quarterly, meaning your message arrives long past their move-in date.

REACH MORE MOVERS THAN OTHER PROGRAMS

We have **MORE** sources than the standard mover program. This means two very important things:

- The number of data sources allows us to identify as many new movers as possible, meaning you reach 15% more than the competition. These triggers are based on consumer actions in the marketplace and the timing of when they take these actions.
 - NCOA (National Change of Address form)** – only 30% of movers complete an NCOA. Mover programs that rely on this as their data point are missing 70% of new movers. Additionally, completion of these forms depends on the consumer, meaning they can occur at any time pre or post move. This creates an issue with the timeliness of the data and where they are in the moving process.
 - Utility, Phone and Cable connects** create a higher quality data source, as these are standard services established by movers and some of the first steps completed after purchasing a home.

LEARN MORE ABOUT TRIGGER-BASED MOVER MARKETING PROGRAMS to see how other service providers have benefited from mover marketing.

03

RURAL MARKETING:

Why This Audience Shouldn't be Overlooked in Your Advertising Strategy



DO YOU HAVE A RURAL MARKETING STRATEGY?

Often overlooked, rural consumers are Americans living in smaller, yet highly lucrative, C & D markets.

Why is this an important distinction for advertisers? Roughly 20% of the country's population, these consumers have different values and engage with media differently than their urban counterparts. Advertising strategies that are effective for urban consumers may fall flat with rural consumers.

Rural consumers are also very price and value conscious, and they exhibit different planning and shopping patterns.

As prices continue to rise in 2023,

RURAL CONSUMERS ARE ADJUSTING THEIR HABITS MORE THAN THEIR URBAN COUNTERPARTS:

- Rural consumers reported seeing price increases up to **9%** more than their urban counterparts across multiple categories including grocery, gasoline, dining out, and home improvement.
- Nearly half (**45%**) of rural consumers surveyed report driving less than urban consumers; **40%** are making fewer shopping trips.
- Rural consumers are **5%** more likely than urban consumers to decrease their overall spending as prices rise, and they are also more likely to defer purchases such as dining out, apparel, entertainment, home improvement, and automobiles.

In response to these price increases, especially fluctuating gas prices, rural consumers are more likely to shop sales and **21%** more likely to respond to savings offers than urban consumers. How can you target these value-oriented shoppers with compelling offers and coupons to acquire new customers?



CONSUMERS IN RURAL MARKETS RESPOND TO PRINT

Rural consumers are more likely to be influenced by print advertising and offers when making a variety of purchase decisions:



**DINING
OUT**



**HOME
IMPROVEMENT**



AUTOMOTIVE



**BEAUTY
PRODUCTS**



TELECOM



GROCERY



**APPAREL &
CLOTHING**



MEDICINES

DELIVER VALUE TO THE CONSUMERS MOST LIKELY TO BECOME YOUR BEST CUSTOMERS WITH SHARED MAIL

If this audience is important to your business, you can reach them cost effectively through shared mail programs. Shared mail drives brand growth and customer engagement strategies for national and local advertisers in these important markets, including as a replacement for Total Market Coverage (TMC) newspaper. Relied on by advertisers across the nation to reach consumers in these markets for years, TMCs are disappearing, with more than 300 discontinued since 2019. You can fill these gaps with targeted print campaigns.

Combining consumer and marketplace data, coordinated media campaigns can be crafted using a seamless mix:

- shared mail
- direct mail
- trigger-based marketing
- digital advertising solutions such as display, retargeting, and Mobile ID tracking extend reach and response of your campaigns

– all strategically crafted to drive the right audience attention to achieve your marketing goals.

DID YOU KNOW?



OF AMERICANS BELIEVE LIVING IN A SMALL TOWN OR RURAL COMMUNITY WOULD BE IDEAL.

That's up **8%** from 2018.

**SMALL TOWN
OR RURAL**



SUBURB



CITY



■ 2018
■ 2020



04

10 REASONS WHY DIRECT MAIL MARKETING IS A CORE COMPONENT

of Today's Strategic Mix

The pandemic made an already virtual world even more so—remote learning, remote working, online shopping, and online food and grocery ordering. Many advertisers also increased their digital strategies to reach consumers. Consistent brand delivery across print and digital channels can increase revenue by an average of 23%, but digital ads don't manage audience attention like the tactile interaction of a printed piece. A digital-only strategy leaves eyeballs—and revenue—on the table.

THE CASE FOR DIRECT MAIL MARKETING

Research proves that for optimal results, a strategic marketing mix needs a print component as part of a coordinated, multi-channel strategy. Here are 10 reasons why:

#1

IT RELIEVES DIGITAL FATIGUE

The lower volume of physical mail compared to digital ads makes direct mail more likely to capture attention without being lost in a cluttered inbox.¹

#3

IT DRIVES WEBSITE VISITS

40% visited the brand or service website.²

#2

IT DELIVERS HIGH ROI

85% of marketers agree that direct mail delivers the best conversion rate and 84% agree it delivers the best response rate of any channels they use.¹

#4

IT DRIVES ACTION

27% visited a retail location to check out a product or service in person.²

#5

IT MOVES CONSUMERS ON THE PATH TO PURCHASE

27% bought a product or signed up for a service.²

THE CASE FOR DIRECT MAIL MARKETING, CONTINUED...

#6

IT PROMPTS RECIPIENTS TO TRY SOMETHING NEW

52% have tried a new product/service/establishment in the past 6 months after receiving marketing mail.³

#9

IT'S MORE VIRAL THAN YOU MAY THINK

80% of consumers share direct mail with friends and family.²

#7

CONSUMERS INTERACT WITH IT

79% sort mail at the first opportunity.³

#10

CONSUMERS VALUE IT

Consumers of all ages say receiving mail is more important now than it was 3 years ago: ³

- 64% of Gen Z
- 42% of Millennials
- 27% of Gen X
- 17% of Boomers

#8

IT'S PERSONAL

68% of consumers are more likely to engage with a brand's message when it's personalized to them.²

THE BOTTOM LINE

Direct mail marketing is a core component of today's multi-channel mix, driving response and ROI across a wide range of industries and consumer age groups.



Digital marketing helps you achieve consistent brand delivery across media channels and platforms, which can **increase revenue by 23%** on average¹.

A marketing strategy that drives results for your business is capable of pinpoint targeting your best potential customers while evaluating performance, optimizing campaigns, and measuring results.

CUSTOM-BUILD AN AUDIENCE OF YOUR BEST POTENTIAL CUSTOMERS

No advertising campaign can be successful without first identifying the highest-value target audience for your message. **Your audience is not going to be the same as anyone else's.** It's going to be your keywords, your website visitors, your geofences that you choose—customized just for your business.

Our audience targeting solutions are created based on data, eliminating most of the waste that is often associated with other advertising methods.

There are three main sources of data used to identify the relevant audience:

- **Behavioral** – behavioral data comes from a person's internet activity.
- **Location** – location data comes from a person's offline actions based on the locations they have visited.
- **Demographic** – demographic data comes from offline purchase behavior, publicly available data, and self-reported data.

Did you know?

- **Average time of people being online is up to 6 hours, 37 minute per day in 2023** (up from 6 hours in 2018).
- The majority of internet activity is now being conducted on mobile devices: **7 out of every 10 hours spent on the web are on mobile devices**².

Different actions demonstrate customers at different points during their path to purchase, making all of them a worthwhile audience to target with your digital marketing message. As your target audience surfs the web, they are targeted with ads as they go about their day and interact with their connected devices. This puts your ads in front of:

- People who go to your website and then leave.
- People who are searching for the products and services that you sell.
- People who are reading content that is relevant to your industry.
- People who visit locations in the real world, such as your competitors.



TARGET CONSUMERS BASED ON WHO & WHERE THEY ARE

Geofencing enables you to target consumers based on who they are and where they are.

How is this possible? **90% of mobile users keep their location services turned on**, creating a wealth of data and consumers to target based on physical locations visited⁴.



Once your target audience has been identified, a coordinated digital marketing approach enables you to drive engagement across multiple channels utilizing Mspark's Boost digital solutions, including digital display, pre-roll video, and OTT/CTV video.



BUILD BRAND AWARENESS & DRIVE STORE TRAFFIC

Why digital display? The average consumer spends 7 hours per day on internet connected screens⁵.

Our Boost Digital Display solution serves static or animated ads on a variety of device types with targeting to the household level.



ENGAGE NEW CUSTOMERS & GENERATE AWARENESS

Why pre-roll video? 91% of consumers want to see more online video content from brands⁶.

Video increases brand awareness, ad recall & purchase consideration. Highly targeted at the household level, ads are served to users on premium publishers and mobile apps and average 65%-75% completion rate.



AMPLIFY YOUR REACH

Why OTT/CTV Video? 87% of US adults own at least one connected TV, and almost half of US adults watch a connected TV daily⁷.

This video channel allows you to reach consumers streaming on all screens down to the household-level with non-skippable ads for the highest video completion rates, averaging 98%. Linear TV subscribers can be excluded.

MEASURE & OPTIMIZE DIGITAL MARKETING CAMPAIGN PERFORMANCE

Reporting features, along with campaign insights reports, help to paint a picture of exactly who is receiving your ads, where they are receiving them, and how they are interacting with them, reinforcing your ability to maximize the relevance of your campaigns.

Learn more about **digital advertising solutions** that increase reach and response with measurable results. Our **full suite of mail and digital advertising solutions** is designed to be customizable to develop the most cost-effective media mix to drive ROI and achieve your marketing goals.

SUMMARY

Mspark works with leading telecommunications providers across the U.S. to target new customers and drive acquisition while reducing cost per lead and cost per call. Anchoring your marketing strategy with direct mail (including trigger marketing campaigns to reach new movers ahead of the competition) while boosting its reach and effectiveness with complementary digital ads leads to increased ROI.

See how telecommunications providers have benefitted from partnering with Mspark. Read more telecommunications marketing insights and case studies on our [**INDUSTRY PAGE**](#) or [**CONTACT US**](#) to plan your strategy!

