Mine Your Own Business

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Mine valuable data to better understand and grow your customer base and track their interest in your traditional and non-traditional products and services.

Getting the Most Out of Your Marketing Dollars

Mine valuable data to better understand and grow your customer base and track their interest in your traditional and non-traditional products and services.
Overview

- Take a look back at marketing
- How marketing was tracked
- What’s changed in the telecom world
- What telecoms are doing today
- What marketing needs to be
- How and why we need to track marketing

What Has Changed in the Telecom World and How We Market Our Products?

Take a Look Back

- Money spent on marketing didn’t really matter
  - Mainly ILEC so everyone signed up
- Marketing was simple
  - Newspaper: Which everyone bought
  - Telephone: Which everyone had and you knew their only number
  - CPNI: Didn’t exist. You could advertise to anyone and everyone whenever and wherever
  - Local diner, ball games, parent teacher conf, etc...
**How was Marketing Tracked?**

- Marketing wasn’t really tracked back in the day
  - Other than we spent X on this advertisement and we signed up X new customers this month
- Over the years it advanced to:
  - White boards
  - Sticky notes
  - Emails
  - Spreadsheets

**What's Driving the Change in Telecom?**

- Challenges in traditional market
  - Decreased landline
  - Decreased funding
- Technology has advanced
  - The latest & greatest, fastest of everything
- Customer demographics
  - Young, tech-savvy customers

**The “NEED” to Be More**

- Telecoms are now CLECs, both or more
- Need to sell other non-traditional products to survive
  - Computers
  - Cell phones and chargers
  - Hosted PBX
  - After-hours support
  - Training
  - Servers, etc.
The “NEED” to Be More

• The need to keep up with the latest technology for all products
  – TV HD/DVR set top boxes, packages, movie channels
  – DSL-SPEED (up and down)
  – Competitive rates
• CLEC competition is tough
  – Fighting the big telecoms and wireless companies with huge discount offerings

The “NEED” to Be More

• Accessibility (No more 8 to 5)
  – Ability to view/pay bill online
  – Make changes to current services
  – Add new services
  – Sign up for services at anytime
  – Email from phones and tablets
  – Watch TV recordings and shows from anywhere at anytime

How Do We Market Today?
Business Challenges Today

- Pre-sales process
  - Poor communication (Sticky notes, email and Excel)
  - Poor visibility
  - Poor reporting
  - Poor organization
  - Inaccurate data

Are You Marketing to the Right People?

- Customer demographics
- Why customers are making changes
  - Increase/decrease speed
  - Increase/decrease TV package
  - Adding/removing channels
- Usage of wireless/broadband

Marketing Today

- Visibility everywhere
  - Social media: Facebook, Twitter, LinkedIn, etc.
  - Website
  - Newspaper and radio
  - TV (streaming videos and shows)
  - Bills (online and paper)
  - Calls, texts and emails
  - All employees (at anytime)
  - MUST make a statement to get attention!
Marketing Today

- Sales must know everything
  - What a customer does have, doesn’t have and can have at all times from any device
  - Must be able to offer promotions or discounts to capture deal
  - Sell the value of their company, products and services versus the competition
  - Promote upgrades to current customers

Types of Marketing Today

- Upselling (target or mass), Suggestive and New
  - What services do they have or don’t have
    - Which ones can they have
  - If accepted, rejected or maybe and why?
  - Capture methods of advertisements
  - Quotes, contracts and signatures
  - How soon can we get the service?

How Do We Track and Measure Marketing Today?

- One location to track all new leads/prospects and up selling opportunities
- Website, emails, social media
- All employees are sales, door to door, etc.
- Quotes/contracts with signature on the fly
- Staff must be in the loop with sales cycle
How Do We Track and Measure Marketing Today?

• Effective Reporting/KPIs
  – ROI/Campaign reporting
  – Where are my leads coming from?
  – Usability reports
  – Pipeline: All sales or by rep
  – Contract expiration/renewal

Wrap Up

• Take a look back at marketing
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Q&A