

The background is a solid blue color with a repeating pattern of small, light-blue circular logos and five-pointed stars. The logos are arranged in a grid, with stars placed between them.

Case Study

Greenlight Networks

Greenlight Networks



The Ask: Increase internet customers in Monroe County representing 32 districts

Strategy - Greenlight Networks wanted to increase orders placed on their website for internet service while also increasing their social media engagement. Awareness around the brand was low and the social media engagement fell into two categories: Those who love the internet service they had and those who were upset that the internet provider was not available in their area. The issue they also faced was orders were low in the areas that were able to receive the internet service. To engage their target consumers to “cut the cord” and get rid of cable, an integrated marketing plan of sales and education content was utilized. Paid and organic social posts were used in addition to email marketing, social media giveaways, and in-person events. The success was measured by completed orders placed on the Greenlight Networks website.

Result: Educating consumers on alternatives to cable TV and landline alternatives converted those who wanted to save money and switch to Greenlight Networks’ standalone ultra high-speed internet. Web orders placed on their website increased by 30% and positive social media engagements increased by 15%.

The background is a solid blue color with a repeating pattern of white stars and circular logos. The logos are arranged in a grid, with stars positioned between them. The text "Campaign Samples" is centered in the middle of the image in a white, cursive-style font.

Campaign Samples

Cut the Cord Campaign

About: Greenlight builds their own fiber connections for clients, providing an extremely fast and affordable Internet service for a wide range of customers.

Goal: Get customers to see the advantage of using a fiber optic network and cut the cord with their existing internet & cable provider.

CUT THE CORD
WITH greenlight
networks

Approach

CUT THE CORD WITH greenlight networks

How to Watch Your Favorite Shows

Watch Shows When You Want

One of the biggest concerns people have when cutting the cord is how they're going to continue to watch and record their favorite shows. There are a number of streaming services that also provide a DVR capability such as Hulu, Plex, and Sling...

Read more of the blog post [here](#).



Local Channels & Sporting Games

With the Super Bowl being right around the corner, there are multiple ways that you can see the big game whether it be with an HD antenna, YouTube TV, or PlayStation Vue, there's no need to keep your cable subscription...

Ready more of the blog post [here](#).



Our Internet Packages

 Amazingly Fast! \$50 per month Up to 500 Mbps Download & 50 Mbps Upload	 Buckle Up! \$75 per month Up to 750 Mbps Download & 75 Mbps Upload	 The Big Gig! \$100 per month Up to 1,000* Mbps Download & 100 Mbps Upload	 Binge! \$200 per month Up to 2,000 Mbps Download & 200 Mbps Upload
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Target Audience:

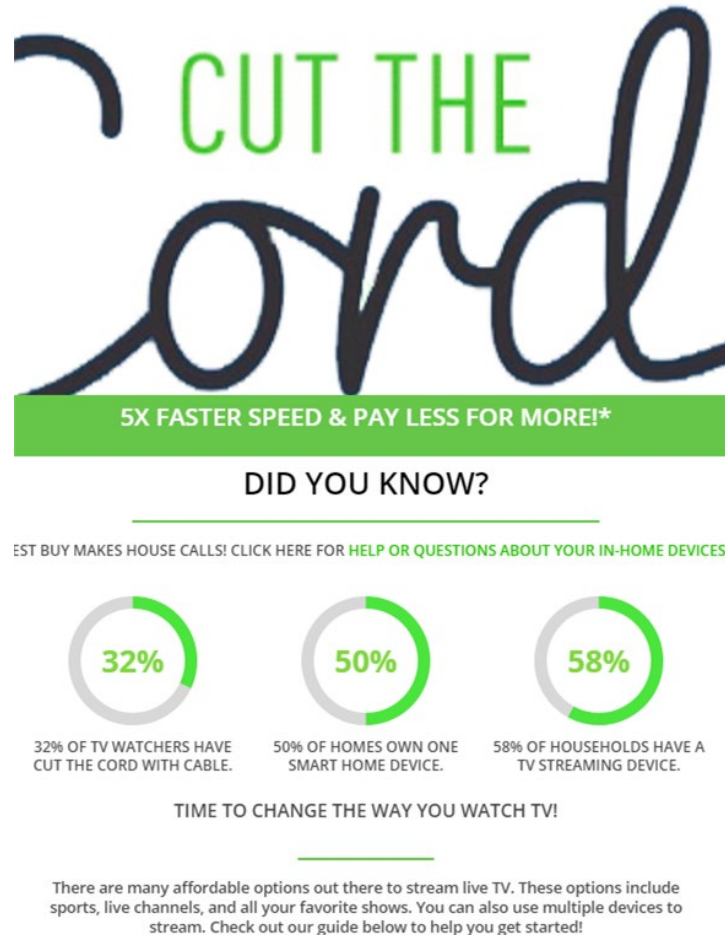
Prospective customers who aren't comfortable with cutting the cord.

Mediums: Email, website, social media, blog, and events

Tactics: Utilized relevant topics in content such as,

- How to watch your favorite shows
- How to watch the Super Bowl
- How to optimize your at-home devices

Email Marketing



Weekly email campaign with tips and tricks on how to cut the cord.

Email Tactic: Order *Payment Pending Poll Responders* who said they didn't know how to cut the cord, and allow the option for consumers to opt-in for these emails.

Website landing page to educate potential customers:
Educational Page-Cut the Cord - Greenlight
(greenlightnetworks.com)

Social Media



Posting Strategy: Weekly cord cutting tips posted across social media platforms.

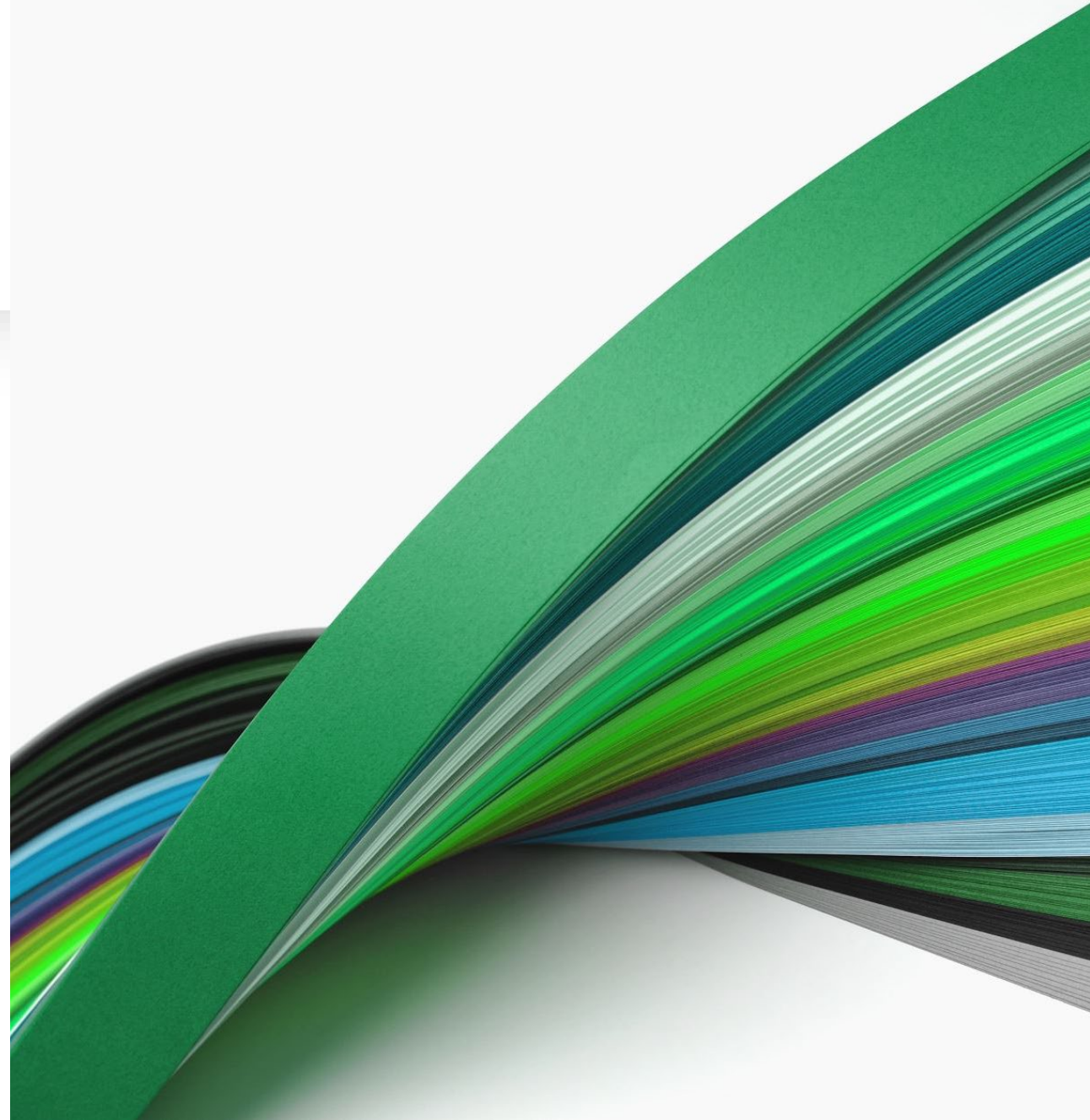
Paid Ads: Custom Facebook ads for the “serviceable districts” or areas that can receive Greenlight Networks’ service.

Blog

Blog posts to be published weekly and share Weekly Cord Cutting Tips on social media. The call to action would be to sign-up with Greenlight.

The blog would serve as a resource to prospective customers as well as a vehicle to bring people back to the website.

Content about cutting the cord would position Greenlight Network as trusted cord cutting experts, which would help more prospective customers be confident enough to cut the cord with Greenlight.



Events

*Cut the cord with
Greenlight.*
Interact with potential
customers at favorite
local spots.

ROCHESTER PUBLIC MARKET



ways to Connect



drummergirl
★ MARKETING ★



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