



**TELECOM TODAY:
ARE YOU POSITIONING
YOUR SERVICES FOR
SUCCESS?**



CONTENTS

- 4** The Need for Speed & Reliability
- 9** New Tech: Google Fiber & 5G
- 13** Decisions, Decisions: Give Them Choices
- 16** Right at Home: Red Door & Telecom
- 22** On the Move: New Markets

HEADQUARTERS: HOME

As the home becomes headquarters for work, school, and play, consumers and building owners alike are rethinking their internet and cable needs. ***Can my Wi-Fi handle Zoom? Which streaming service should I get? Should I stick with my provider?*** It's up to telecom companies to address questions like these by delivering more speed, better reliability, access to more content, and customized packages.

But offering those features is not enough. You have to position your services correctly, if you want to reach more customers, keep them engaged, and boost your bottom line.

Read on to learn more about how to thrive in this new world of at-home-everything.



01
▼

THE NEED FOR SPEED & RELIABILITY

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BANDWIDTH BOTTLENECKS



MORE DEVICES MEANS MORE DATA

Working from home, schooling from home, living at home. This is the new reality of 2020. As society is forced to adjust to new ways of living, and find creative solutions that have never been considered before, there will be both temporary and permanent changes to the way we live.

A shift to more flexible remote working is likely to remain in place after lockdowns resume, with a recent [Gartner survey](#) showing that 74% of CFOs intend to keep some portion of their workforce remote after restrictions are lifted. With these changes comes a gradual realization that broadband packages that worked before no longer support the needs of a family that is now using the home as a headquarters.

Recommendations:

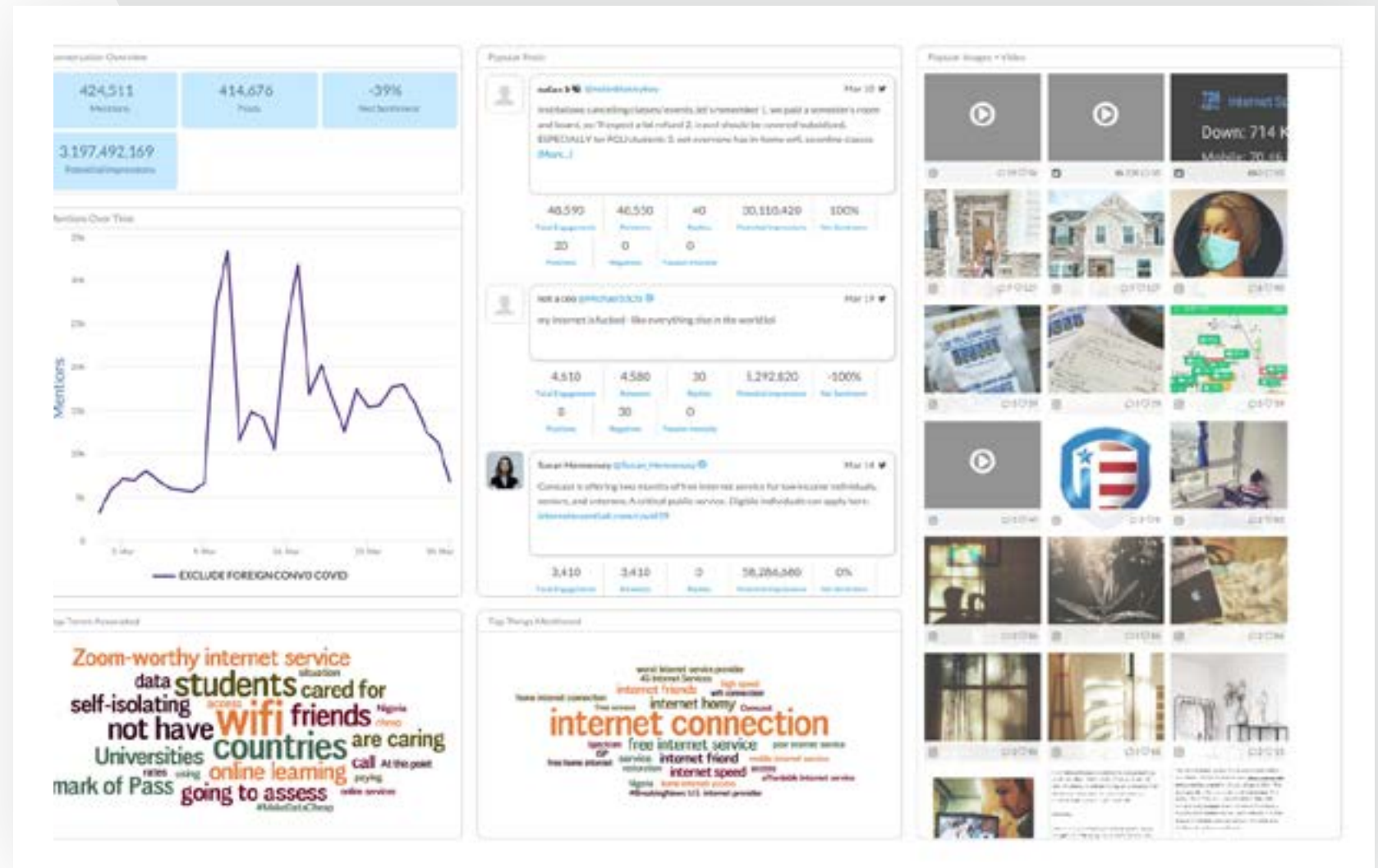
Guide initial customer bandwidth complaints into upsells with educational content in the customer help section. RDI's optimization of help content for an ISP saved an estimated \$1.1M annually through reduced call center volume and drove account growth through upsell opportunities.

Help consumers better understand network bottlenecks in their household—offer upsells on range extenders, improved routers, or even expert consultation.



SOCIAL LISTENING ANALYSIS – ISP OVERVIEW

- Conversation spiked on March 11th with panic over campus closures and students uncertain about their internet access moving forward.
- Popular content outlines conversations around students not having home WiFi, slow internet service, and Comcast offering free internet to low-income individuals, seniors, etc.
- Top terms include mentions around online learning and students needing WiFi. Conversation around “zoom-worthy internet service” also comes up, showcasing video conferencing is a necessity.
 - *From a PR perspective, partnering with a video conferencing provider may be beneficial.*
- Free internet service is mentioned frequently, along with internet connection and internet speed.



THE NEED FOR SPEED & RELIABILITY

CONTENT SCARCITY

HIGHER DEMAND, LOWER SUPPLY

The lockdowns occurring throughout the country in 2020 have created an increased demand for in-home entertainment while making television studios more difficult to operate. In addition, the introduction of a slew of new streaming services in 2020 created more roadblocks to consumers watching the shows and movies they're most interested in.

This combination of factors is driving accelerated adoption of streaming services, with 13% y/y growth from 2019 to 2020, and 75% growth by 2025 projected by [Statista](#).

Despite the rush towards streaming, consumers are still confused by the fragmented offerings from so many providers. As the middleman between these providers and consumer access to data, ISPs are in a unique position to offer guidance, comparison shopping, and directories of content to bring a unified experience to customers.

Recommendation:

Develop website content that shows consumers that you'll supply not just the data, but also help them make sense of a confusing marketplace and find the right content for their needs. Leverage unique access to data trends to provide helpful insights. Use this differentiation in marketing content to show increased customer value.



02



NEW TECH: GOOGLE FIBER & 5G



NEW TECH: GOOGLE FIBER & 5G

TELECOM COMPETITION

WITH UNLIMITED SPEED COMES ADDITIONAL COMPETITION

Increased speeds from fifth-generation mobile networks have been a large investment for mobile providers. To recoup this investment, those providers will try getting more customers on their networks by offering services that were previously impossible to deliver without a physical connection.

Verizon has already started offering this type of product in select cities across the country, including Chicago, Los Angeles, and Houston. The plan offers [home broadband for \\$50/month](#) at speeds of 300 Mbps. Compare that to a similar package from Cox for \$80 per month and you can see why consumers would switch. T-Mobile has also set its sights on home broadband disruption and promises to offer [5G coverage for 66% of US households](#) by 2021.

Recommendation:

If telecom companies are setting their sights on home broadband, ISPs must increase the value they deliver to customers to remain relevant. This can be achieved through perks like free WiFi at local businesses for residential customers, or easy access to cable TV on the go. ISPs should also continue to expand partnerships with MVNO mobile carriers while considering new ways to provide [flexible mobile data packages](#) directly to consumers.



NEW TECH: GOOGLE FIBER & 5G

BUYERS ON THE GO

MORE TRANSACTIONS FROM MOBILE DEVICES

The advancement in mobile device hardware and software has led to a steady climb in usage over the last two decades, making the smartphone an indispensable part of modern life. In the last year, the advancement of mobile payment options in the US has transformed mobile behavior from mostly browsing, to often buying.

In the US, the [mobile payment market](#) grew 41% from 2018 to 2019 and is expected to grow an additional 24% in 2020, reaching an estimated \$130B. This consumer trend is driven by payment solutions from Apple, Google, Shopify, PayPal, and others- and the integration of these payment systems with e-commerce platforms is critical.

Strong SEO visibility in mobile search results, a simple and intuitive experience on all device types, and integration of mobile checkout features are all key factors in eliminating friction for customers. These enhancements allow businesses to capture transactions the moment a customer is ready and is becoming an expected option for online commerce.

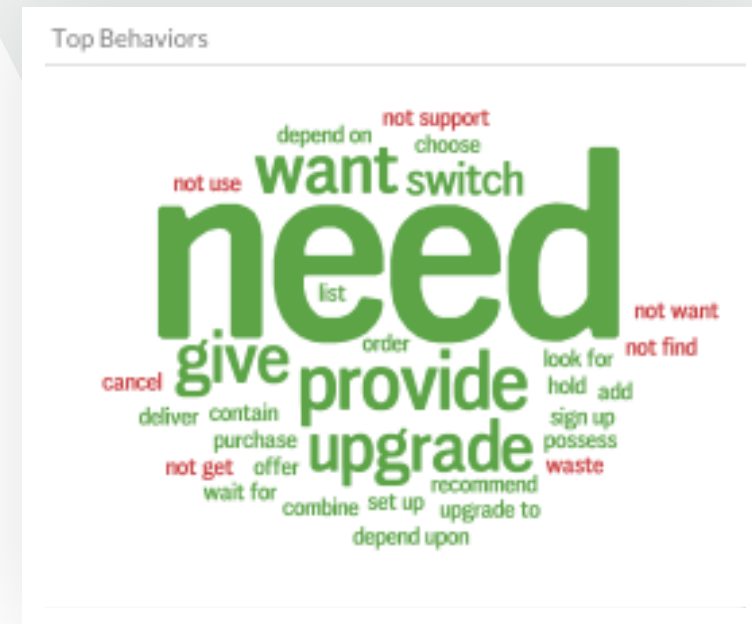
Recommendation:

Perform a mobile-friendly audit and site optimization. Prioritize improvements for documented ranking factors used by search engines. Complete updates prior to Google's planned [Page Experience update](#) in 2021 if possible.



SOCIAL LISTENING ANALYSIS – FIBER CONVERSATION

- On March 13th, Google Fiber’s offer of \$70/month internet drove conversation up.
 - Many companies are playing into reliability as the biggest factor currently for needing Fiber.
- Negative conversation centers around fiber not being available in certain areas, and that it is expensive.
 - Though expensive, consider how to position the investment in fiber as driving return on investment if you can work faster, have more efficient video calls, etc.
- Most of the behavioral conversation is around needing fiber to run a business completely online or from home.
- Most users are in the consideration phase, posing a huge opportunity for email outreach for upgrades & educational pieces around Fiber.



03



DECISIONS, DECISIONS: GIVE THEM CHOICES



CONSUMERS WANT CHOICES



With the availability of new flexible content offerings through streaming services and the rollout of hyper-fast mobile networks, cable providers will need to offer consumers increasingly customized packages of content that will meet their needs and eliminate the need to pay for unneeded content.



DECISIONS, DECISIONS: GIVE THEM CHOICES

CHOOSY BUYERS

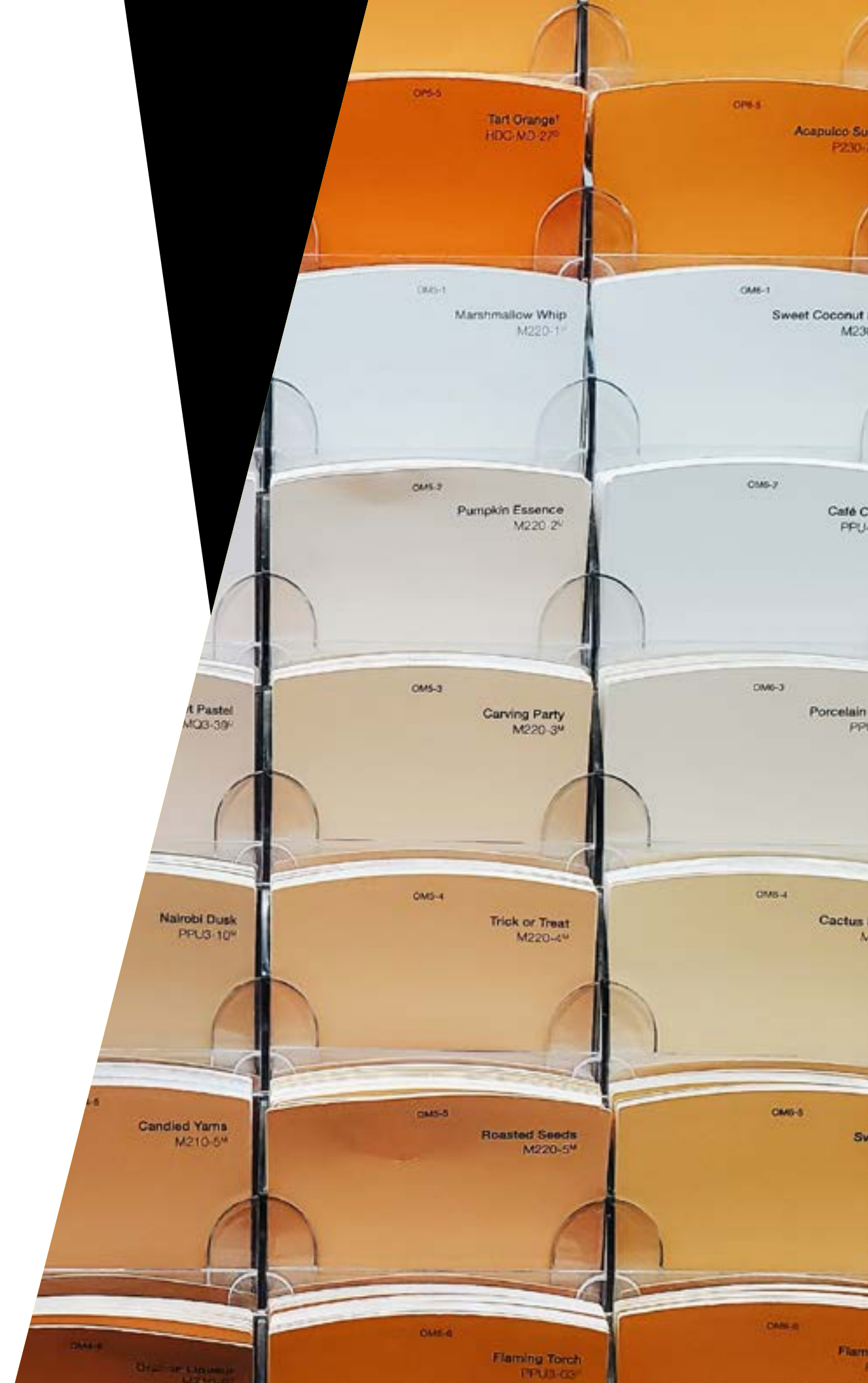
A MENU OF CHOICES IS THE NEW NORMAL

Streaming services have created a disruption of traditional cable TV formats with low monthly prices and a variety of available content. Consumers are increasingly expecting this type of choice for their in-home entertainment. Fierce competition between streaming providers will continue, attracting viewership with exclusive content and low entry costs.

Currently, there is [ongoing litigation](#) with the state of Maine over this very topic. The lawsuit seeks to require cable providers to provide the option of “a la carte” channel options, rather than a large bundle of content. Whether the pressure is brought by legislators or market forces, the new array of streaming choices has demonstrated that this is a working business model that consumers enjoy, and cable companies should find ways to offer a greater element of choice in their programming.

Recommendation:

Inform consumers of any flexibility within your offerings, and review your brand’s search result for keywords like “a la carte”, “build your own”, and other related terms. If your company does not offer flexible channel selection, create landing pages to explain the benefits of the bundle approach to potential customers.



04



RIGHT AT HOME: RED DOOR & TELECOM



RIGHT AT HOME: RED DOOR & TELECOM

RESIDENTIAL RETHINK

LIVING SITUATIONS ARE EVOLVING

Generational changes are impacting the way that cable customers are living, and providers can stay ahead of the trend by offering innovations that fit within these new residential spaces. With Baby Boomers retiring and seeking more low-cost solutions, and Millennials rethinking shared spaces and mixed-use buildings, cable companies can create offerings that deliver on the evolving needs of today's reality.

A [study from CBRE](#) found that more high-income renters are now seeking amenitized apartments, with 58% of millennials stating that apartments should provide helpful services and amenities. As building owners reinvent their spaces, they're sure to equip their game rooms, maker spaces, and patios with communal WiFi, and might consider coverage for the entire building. By matching customer needs with the right package, ISPs can build lasting relationships with audiences undergoing transition.

Recommendation:

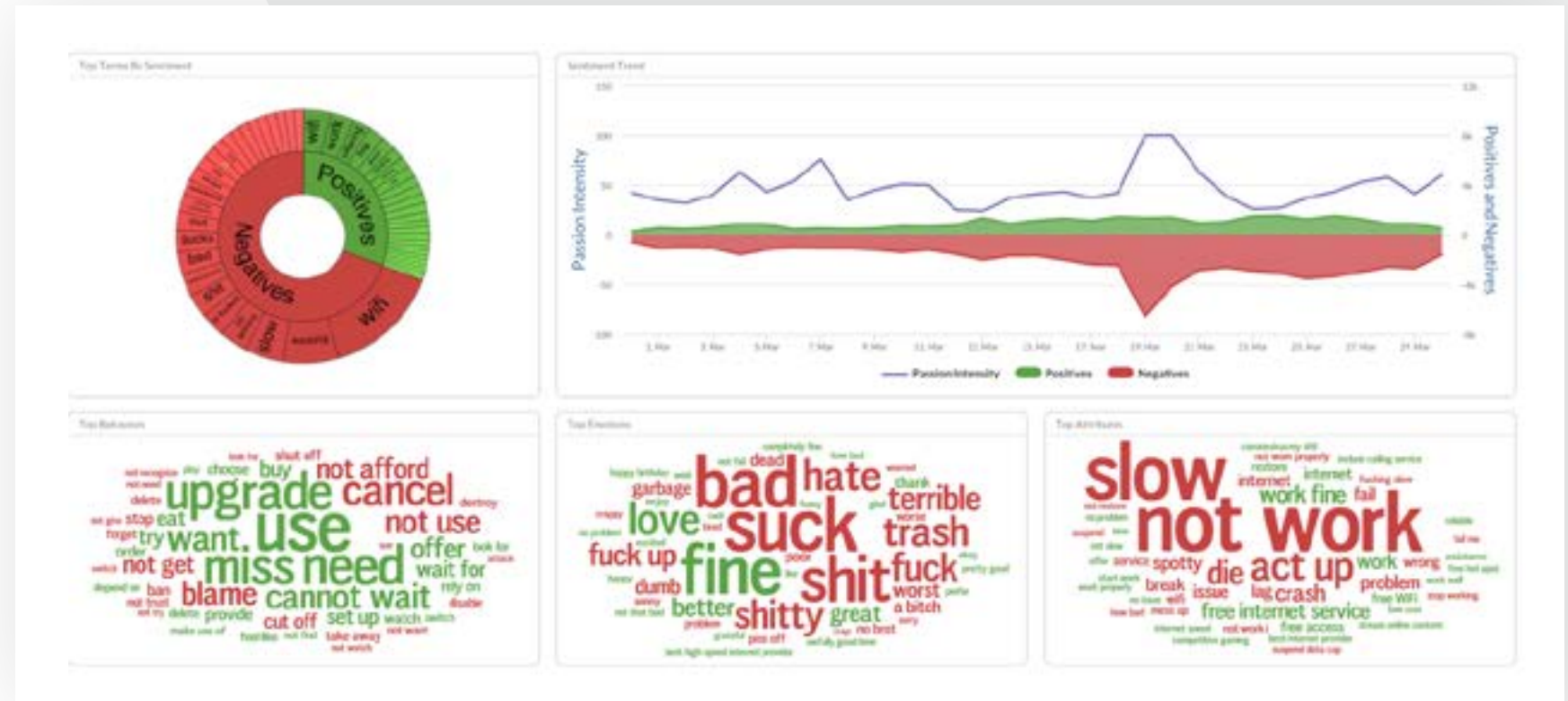
Let shoppers know about the flexible offerings your company provides with optimized product pages and content marketing targeted to long-tail keyword opportunities, answer questions that landlords are asking during build-outs, and empty nesters ask when downsizing.



SOCIAL LISTENING ANALYSIS – ISP SENTIMENT



- Many users are talking positively about wanting to upgrade or needing to upgrade.
- There are also many users talking about canceling internet because they either couldn't afford it or found there were so many problems due to bandwidth that they are taking advantage of other providers' offers.
- Biggest issues are internet crashing, being slow or spotty and not working.



RIGHT AT HOME: RED DOOR & TELECOM

STRATEGIC OPPORTUNITIES

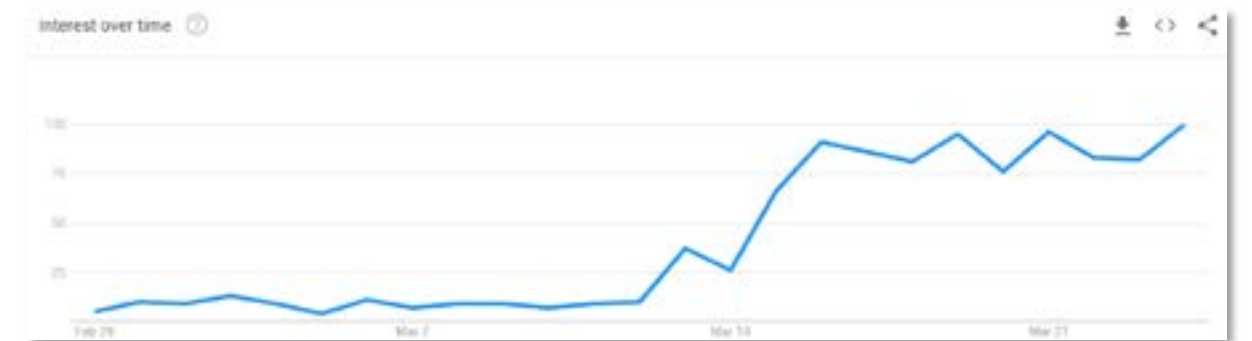


CONTENT DEVELOPMENT

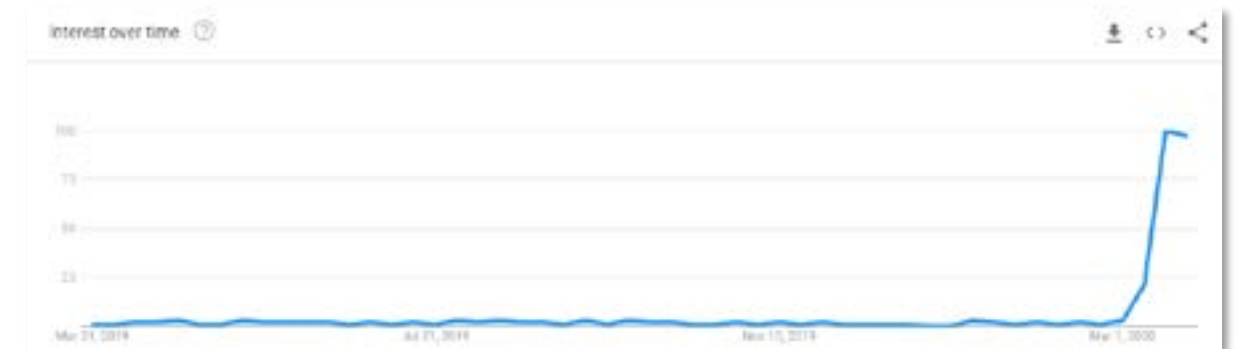
The areas with renewed search interest since the COVID-19 outbreak represent an area where providers can provide valuable information on topics that they are experts in:

- **Activities to do at Home:** As people are self-isolating, they will be looking for activities to occupy their time. There is an opportunity to provide these people resources to leverage online activities including streaming, gaming, working out, and ordering basic supplies online.
- **Working from Home:** Many people who are currently working from home have never had to do their job at home before. They are looking for advice on how to stay productive and effectively manage their time with new distractions.

ACTIVITIES TO DO AT HOME



WORKING FROM HOME TIPS



RIGHT AT HOME: RED DOOR & TELECOM

STRATEGIC OPPORTUNITIES

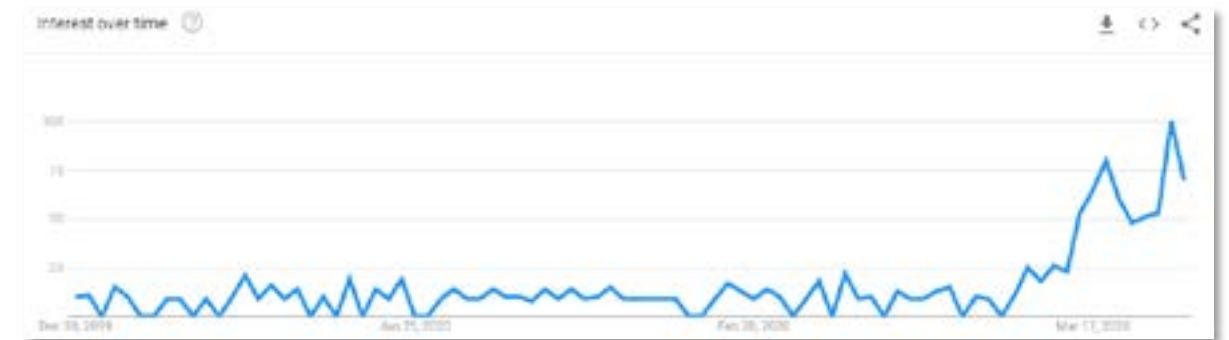


CONTENT DEVELOPMENT

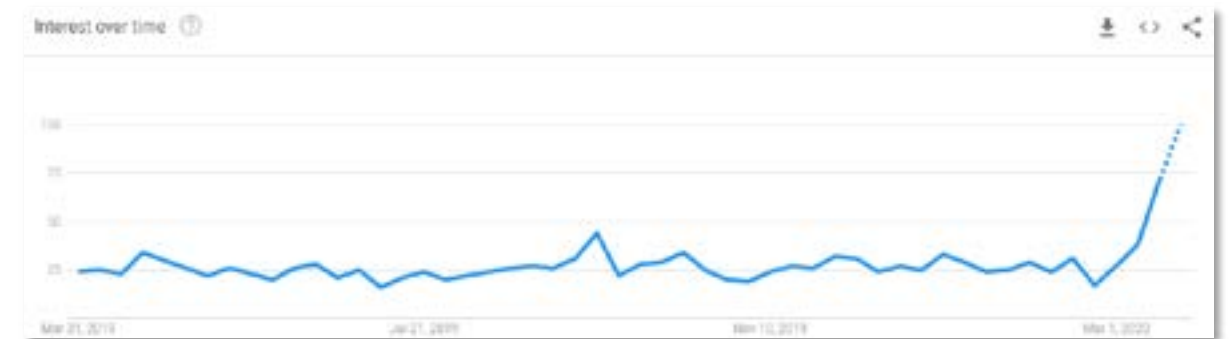
The areas with renewed search interest since the COVID-19 outbreak represent an area where providers can provide valuable information on topics that they are experts in:

- **Home School Resources:** Parents who have never had to home school their children are now leaning on the internet and other resources to teach their children from home.
- **How to Stay Connected:** This general topic could cover multiple content pieces and focus on a variety of topics from video chatting and staying connected to loved ones to keeping active and staying engaged with coworkers and the community.

HOME SCHOOL RESOURCES



HOW TO STAY CONNECTED



RIGHT AT HOME: RED DOOR & TELECOM

STRATEGIC OPPORTUNITIES



CONTENT DEVELOPMENT

Each query fits within a distinct topical area that enables us to take multiple approaches to discussing corona virus. Here are some recommended approaches to creating coronavirus-related content for each area:

- **Internet Speed:** Creating a new content piece/refreshing an existing content piece that speaks to how COVID-19 is affecting internet speed, how they can check their internet speed, what the speed test results mean for them, and what they can do to troubleshoot.
- **Internet Slow:** People are searching for answers to why their internet might be slow. We have content that addresses how to troubleshoot these problems. Refreshing this content and linking to it from our COVID-19 response page will encourage Googlebot to recrawl and reindex the page, driving improvements to organic rankings.
- **Work from Home Internet:** The number of people being asked to work from home is unprecedented and the internet's infrastructure is being faced with a much greater bandwidth burden than normal. Providers can offer content that helps people new to working from home to adjust to the change.



05



ON THE MOVE: NEW MARKETS



GEOGRAPHIC SHIFT



Consumers have a greater number of choices when seeking data and content. To maintain revenue and market share, providers must focus more on under-served audience groups in new areas and become less reliant on the coveted city dwellers.



ON THE MOVE: NEW MARKETS

HYPER LOCAL REACH



COMPETITION WILL HEAT UP IN NEW MARKETS

The shift towards remote work doesn't just mean higher bandwidth requirements at home, it can also change where "home" is located. As employers loosen remote working rules, employees migrate out of cities. At the same time, metropolitan residents have new data options from 5G networks, municipal WiFi, and new fiber providers.

ISPs will need to increase visibility within growing locations to reach new customers. This can mean geographic expansion, or just improved local presence in markets that were previously grouped. Localized "map pack" search results are the most visible SERP feature for "internet service" keywords and require keyword targeting and content specific to that location.

Recommendation:

Perform localized keyword research to understand aggregate demand within suburbs and city outskirts across your coverage area. Leverage landing page creation with optimized content, structured data, and claim/leverage Google My Business profile features to build a robust presence for those markets.



ON THE MOVE: NEW MARKETS

PRE-REGISTER BUYERS



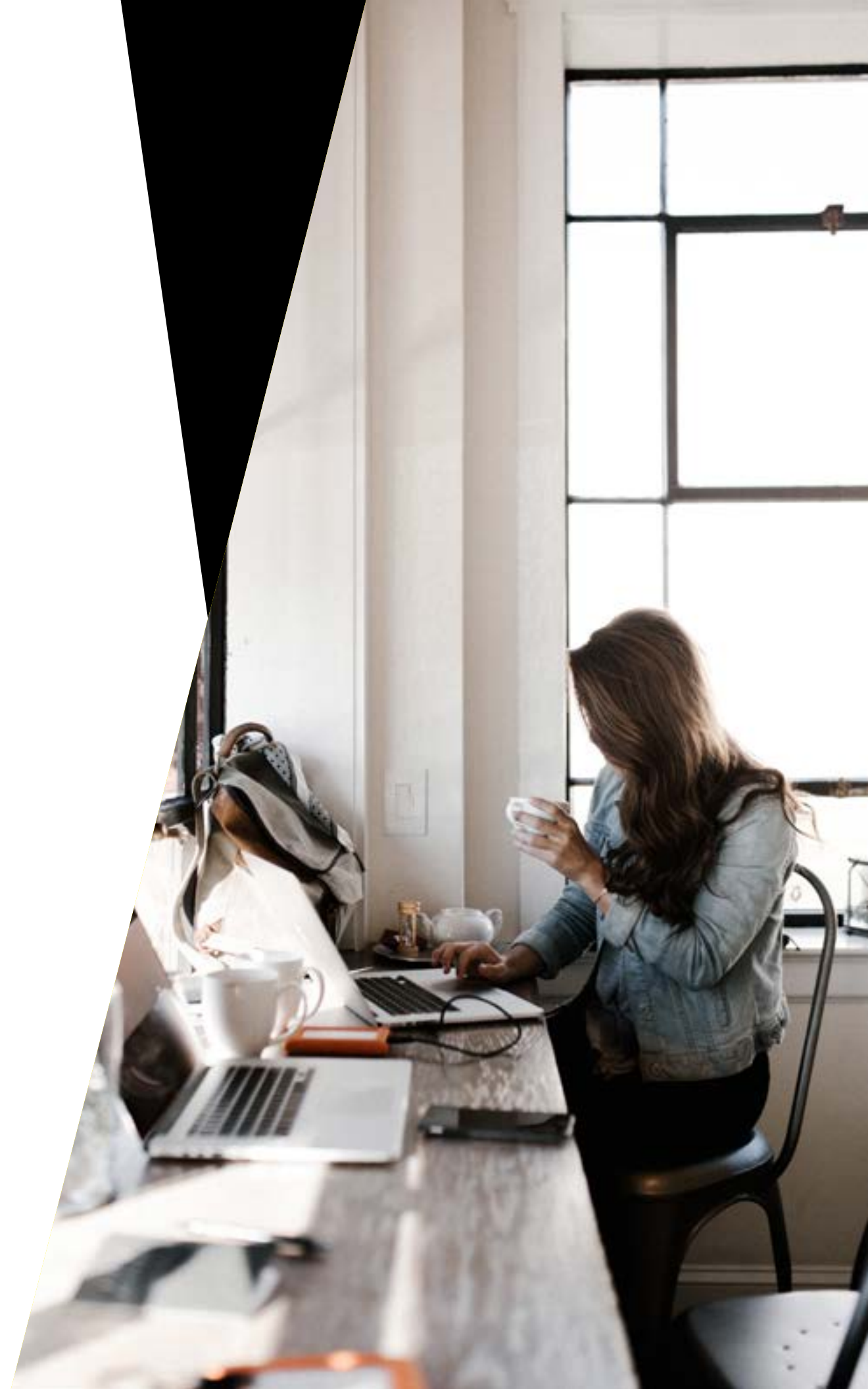
RECOUP YOUR INVESTMENT IN NEW MARKETS

As customer living locations change, ISPs will need to plan and run new lines for data connection which requires significant investment. To recoup this investment, the company needs to sign up a large number of customers to achieve profitability. The more quickly this happens, the more the business benefits.

ISPs can significantly reduce the time required to drive revenue from their investments by signing customers up before the service is available. Customers will need to receive an incentive to sign up early, but that discount is minimal in comparison to the lifetime value of that new customer.

Recommendation:

Create landing pages with targeted incentives for future markets. Once full service is available, flip the incentives with full-price offerings, and use the existing keyword rankings and visibility to quickly bring full-price customers on board more quickly.

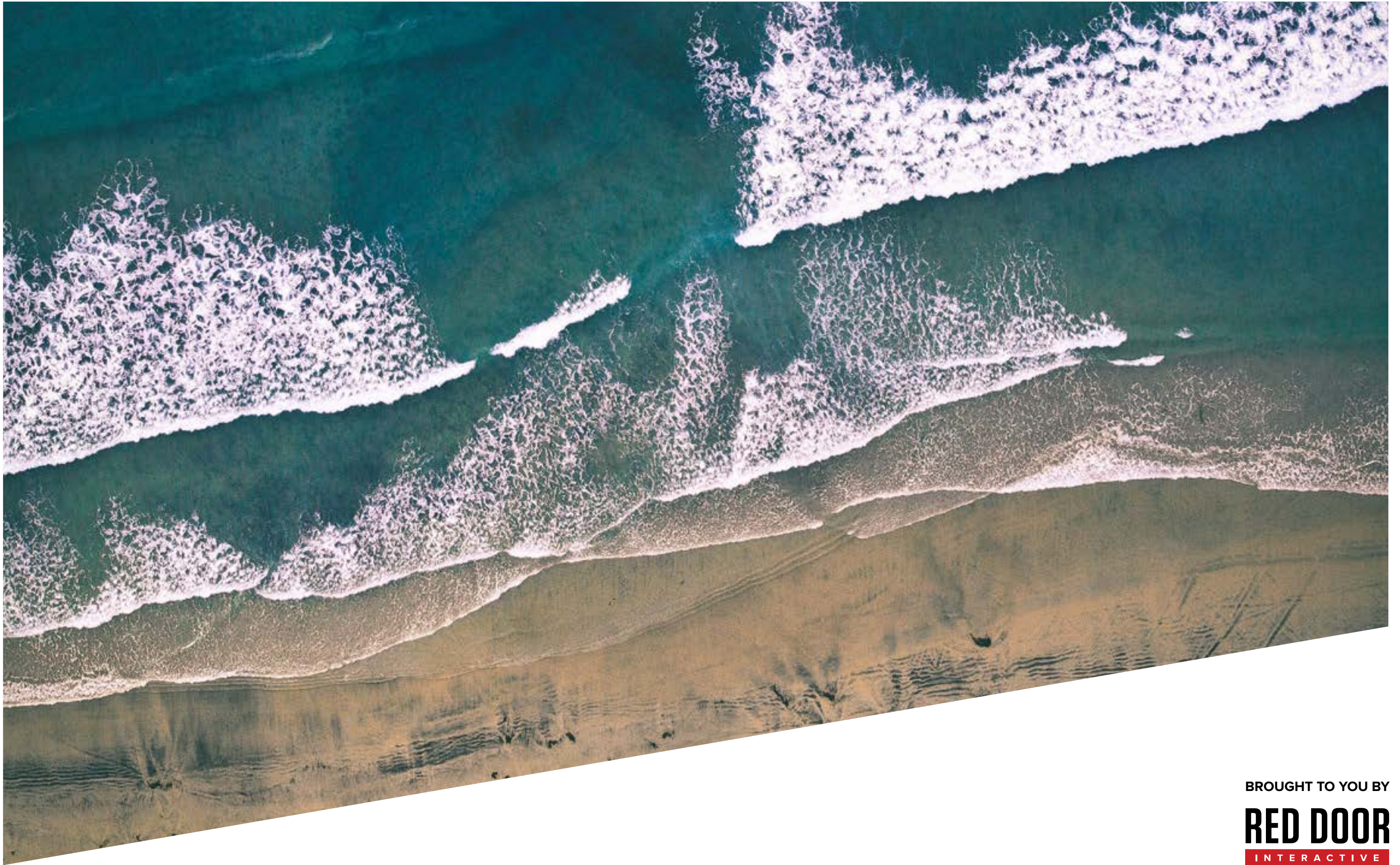




LEARN MORE ABOUT OUR TELECOM EXPERIENCE

Positioning your services just right is key to communicating that you offer what today's consumers crave: speed, reliability, access to more content, and customized packages. From CRO to SEO, business management, and content development, Red Door has everything you need to reach (and keep) more customers — and boost your sales big-time.

If you want to learn more about how Red Door can help you thrive, [contact us](#) today.



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