



***Community
Engagement 2.0:
Building Awareness
In The Digital Age***



Agenda

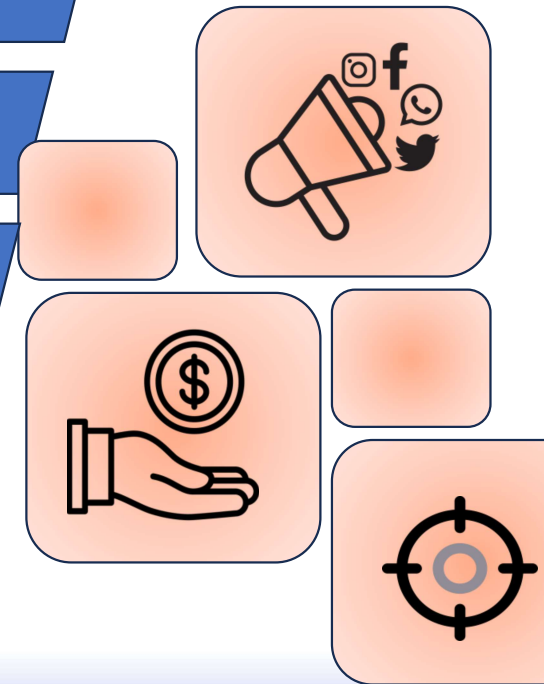
Executing Successful Community Engagement Initiatives

Common Misconceptions

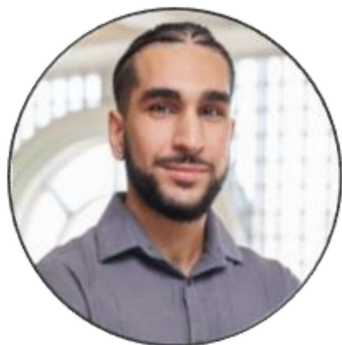
Digital Tools & Ai for Community Engagement

How to: Strong Community Engagement Strategy

Closing thoughts & Key takeaways



Panelists



Shapur Izadiyar

Calix,
Lead Funding
Analyst



Michael Hughes

AW Broadband,
Sales & Marketing
Director



Phillip Moore

PerfectVision,
Product Marketing
Manager

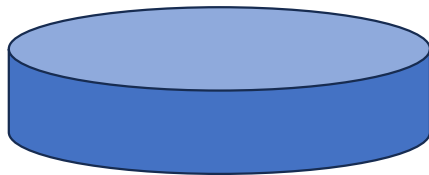


Susan Higgins

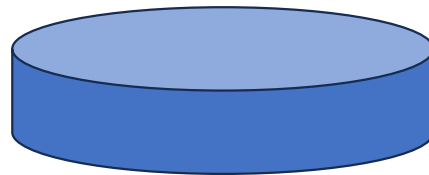
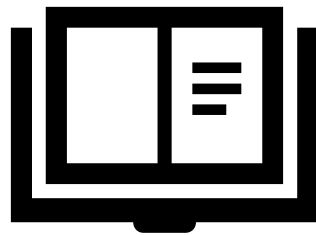
Calix,
Senior Marketing
Manager

Example SOCIAL MEDIA Strategy

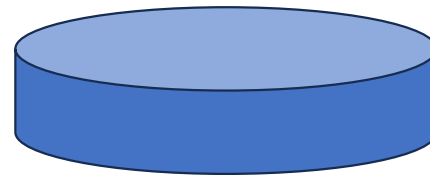
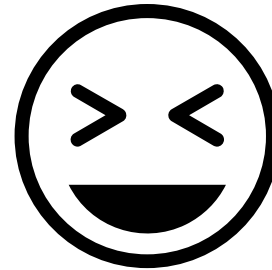
4 Posts per week:



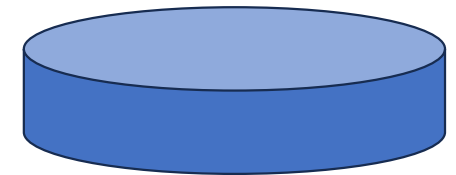
Local



Educational

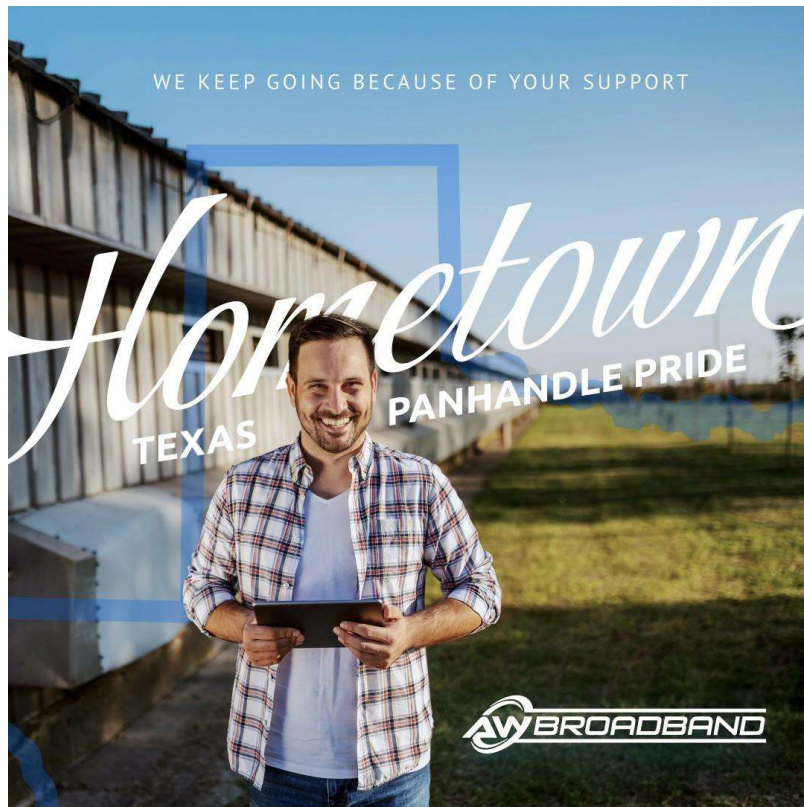


Funny



**Customer
Testimonial**

Examples: Testimonials

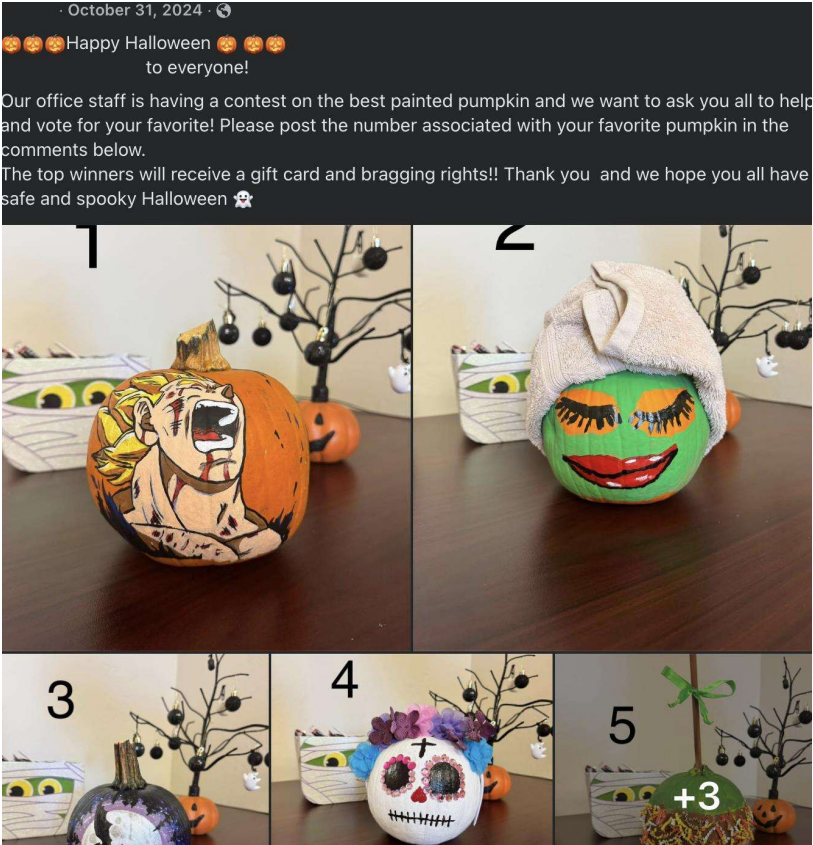
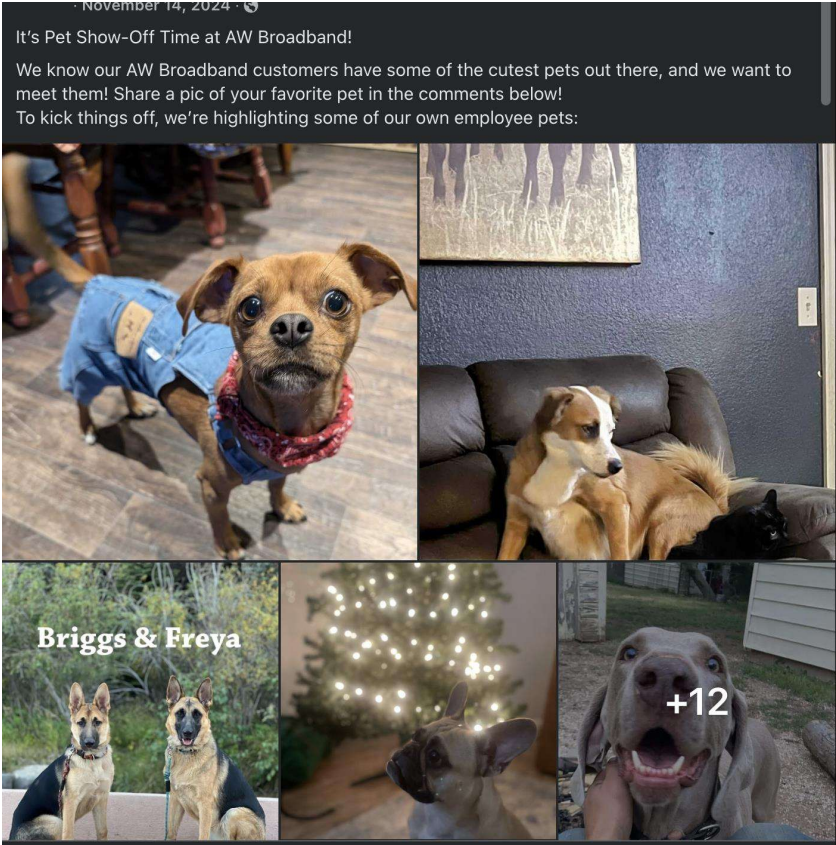


AW Broadband is awesome. Had one issue and Nick F. and the tech Trent were the best at getting my internet on the same day! I was very impressed with them! Good job guys you made my day so much easier! Thank you!!"

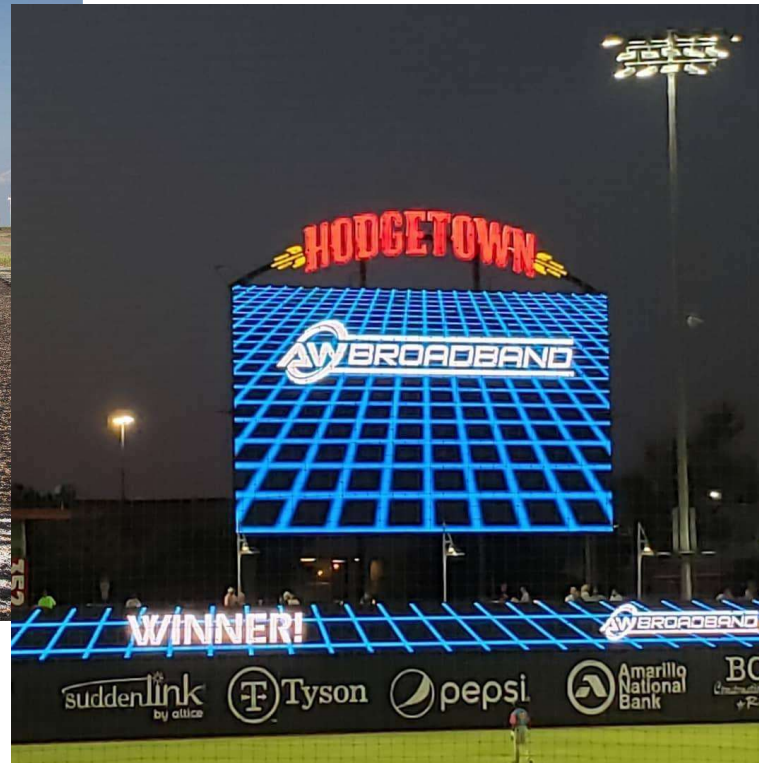
Mistee G.



Examples: Funny

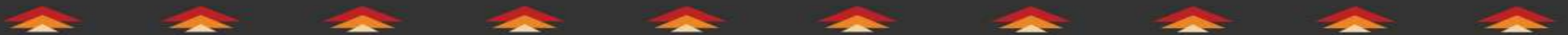


Examples: Local



LOCAL EVENTS

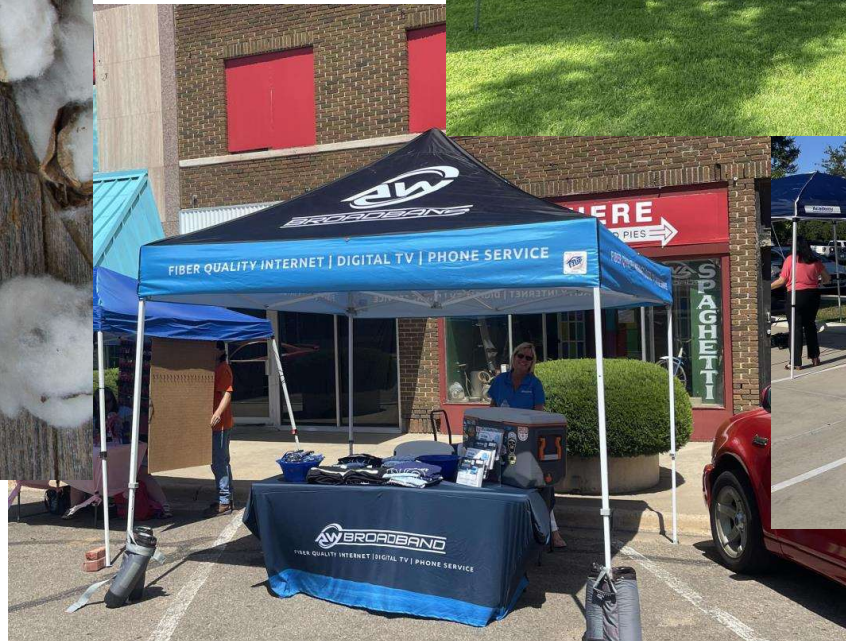
- Brand your booth
- Offer giveaways and freebies
- Staff with charismatic and incentivize employees
- Promote before and after the event



LOCAL EVENTS



Ralls 28th Annual Cotton Boll Fest 2023
August 19, 2023



Free / Cost Efficient Tools



← Track website traffic, conversions, and user behavior.

Create marketing graphics / Gather images without copyright issues →



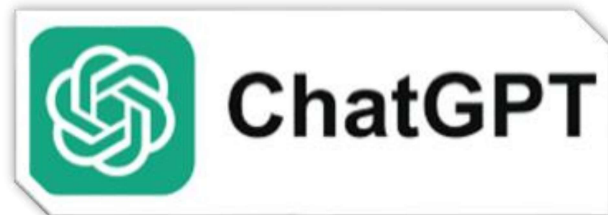
← Manage Facebook and Instagram ads

Graphics manipulation →



← Easy sign-ups for posters and brochures

Gather data and build out marketing campaigns + So much more! →





ChatGPT - An AI Tool

- Why to Consider Using?
- Prompts Used in Video:
 - Analyze everything about this website [*insert website*] so you can fully understand it's business model.
 - Now gather all the information on [*insert city*] so you can fully understand the audience and people living in that community.
 - Now knowing the information about [*insert company name*] and using the information you gathered about [*insert city*], create a detailed marketing campaign that includes step-by- step instructions on how to increase community engagement.
 - After outlining this detailed marketing campaign, please provide me with the most user-friendly tools and content I will need to fully accomplish this campaign that has the biggest return on investment results.
 - Now please create ready to use templates matching the theme of the [*insert company name*] website that can help me accomplish creating content for social media posts, flyers, and emails.

Thank You  **ATLINK**
BROADBAND & BEYOND

 **2025**
WISPAMERICA
BROADBAND WITHOUT BOUNDARIES

Analyze everything about this website
<https://www.atlinkservices.com/contact> so you can fully understand
it's business model.

AtLink Services is a prominent fixed-wireless internet service provider (ISP) based in Oklahoma, dedicated to delivering high-speed internet solutions to both residential and business customers across the state. Established in 2005, AtLink has grown to serve over 15,000 Oklahomans, emphasizing connectivity in rural and underserved communities. ATLINK

Business Model and Services:

- **Fixed-Wireless Technology:** AtLink utilizes fixed-wireless technology to provide internet services, which involves transmitting data wirelessly from towers to receivers at customers' locations. This approach is particularly effective in rural areas where traditional wired infrastructure may be lacking or cost-prohibitive. ATLINK
- **Residential Internet Plans:** AtLink offers a range of internet plans tailored to varying needs:
 - **Go 100:** 100 Mbps download and 20 Mbps upload speeds at \$75 per month, suitable for basic internet usage such as emailing and standard-definition streaming.
 - **Go 250:** 250 Mbps download and 50 Mbps upload speeds at \$85 per month, ideal for activities like video calls, online gaming, and HD streaming.
 - **Go 400+:** 400+ Mbps download and 50+ Mbps upload speeds at \$125 per month, designed for power users and households with multiple devices.

ATLINK



Ask anything



ChatGPT Video Example



ChatGPT - Conclusion

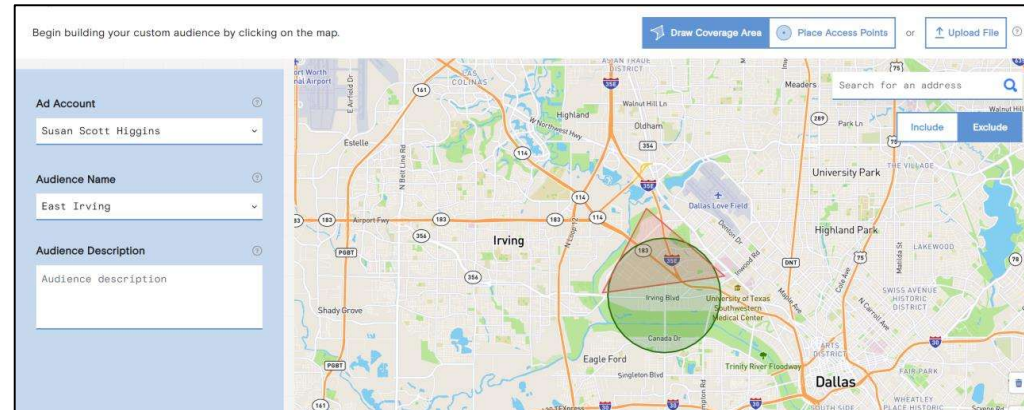
- Understood Our Business
- Understood Our Community
- Combined both to create Marketing Campaign
- Provided tools to complete that campaign
- Generated templates to use inside of our campaign.

- How can we take this further?...
 - Stack Prompts
 - Let it understand your business (from a public view)
 - Ask ChatGPT to provide you with the best Prompts to ask it for building out a marketing campaign. (Yes, you can do that!!!)

ISP Toolbox



Facebook Connectivity has developed tools to support ISPs.



How-To Video Tutorials: Facebook



- Facebook Marketing
- Network Tools
- Market Sizing Tool
- <https://www.facebook.com/isptoolbox>

Marketing Assets



St. Patty's Day - Envy

Collection +4



April Fools' Day - Wi-Fi That Doesn't Fool Around

Collection +4



Court Action, ns

- ← Ask your vendors if they offer white label marketing materials
- ← Work with outside agency to develop basic marketing assets

<p>Bill Insert Template 1174*2626</p>	<p>Sales Sheet Template 2551*3301</p>	<p>Postcard Template 2776*1876</p>	<p>Email Template 612*1307</p>	<p>Instagram - 1080x1080 Template 1081*1081</p>
<p>Facebook - 1200x1200 Template 1200*1200</p>	<p>LinkedIn - 1200x628 Template 1201*629</p>	<p>Email - MailChimp Ready Download</p>	<p>Calix Block Import Tutorial - Video Download</p>	<p>Calix Block - Download Download</p>

The image features a decorative background with a city skyline at sunset, including a prominent skyscraper with a golden dome. A large, curved banner in shades of red, orange, and black arches across the top. The text "THANK YOU" is centered in a bold, black, sans-serif font.

THANK YOU

