

WISPA 2024- Oklahoma City

Beating the Competition with a
Subscriber Acquisition Strategy

Moderator: Rob Payne, Director of
Sales at **Preseem**



Panel Speakers

Evan Galvin- CEO & Founder at **Ping Marketing**

Michael Kellim- CEO & Founder at **WISP Broker**

Allie Shoemaker- Director of Marketing & Customer Engagement at **Fibersmith**



1. Staying Ahead of The Speed Curve

How vital is it to Stay Ahead of The Speed Curve to Remain Marketable?



2. Competing on Speed and Price

How Can Local Broadband Providers Stand Out Against Larger Providers Competing on Speed and Price?



3. Advanced Marketing Techniques

How Can ISPs Leverage Social Media, Digital Marketing, and Community Engagement to Attract Subscribers, Enhance Visibility and Build a Distinctive Brand?



4. Customer Experience & Feedback

Positive Customer Experiences & Feedback Can Generate More Referrals and Differentiate an ISPs Service. How does an ISP Gather & Leverage This Data to Drive more Business?



5. Marketability

How Does Your ISP's Growth Contribute to Its Valuation?



Q&A



THANK YOU

