

Content Marketing for ISPs

How to create compelling content that engages customers and educates them about your services!



Content Marketing for ISPs

Introduction

This session is a part of the Marketing and Sales track. It is designed to offer valuable insights and strategies for Internet Service Providers (ISPs) looking to elevate their content marketing efforts.

Moderator: Benjamin Bennett, CNNCTD

Contact at benjamin@cnctd.work

Speaker: Susan Higgins, Calix

Contact at susan.higgins@calix.com

For more information, visit calix.com.

Speaker: Michael Hughes, AW Broadband

Contact at mhughes@awbroadband.net

Learn more at awbroadband.net.



Content Marketing for ISPs

Content Creation Strategies (15 minutes)

Question 1: How do you identify and create content that resonates with your target audience?

Question 2: Can you share a successful content marketing campaign your company has executed? What made it successful?

Question 3: How does your company balance educational content with promotional content?



Content Marketing for ISPs

Engagement and Distribution

Question 4: What platforms and mediums have proven most effective for engaging your audience?

Question 5: How do you measure the success of your content marketing efforts?



Content Marketing for ISPs

Innovations and Trends (10 minutes)

Question 6: How are emerging technologies shaping the future of content marketing for ISPs?

Question 7: How does your company stay ahead of content marketing trends in the ISP industry?



Content Marketing for ISPs

Audience Q&A (5 minutes)

Open floor for audience questions.



Content Marketing for ISPs

Closing Remarks (5 minutes)

- Key Takeaways.
- Thank You Speakers and Audience!



THANK YOU



Speaker

Susan Higgins, Senior Marketing Manager, Calix



Susan has specialized in the Wireless ISP (WISP) sector since April 2023. With a prosperous career spanning over 25 years in telecommunications, she excels in marketing communications, market research, strategy development, and sales enablement. Before joining Calix, Susan was pivotal at Frontier Communications as a Senior Marketing Manager in their Wholesale division for 7 years. It previously led global marketing at Verizon Wholesale for 18 years, following a 2-year tenure at Sprint.

At Calix, her key role involves aligning the company's strategies with the evolving needs of the Wireless ISP market and acting as the segment's advocate within the organization.

Academically, Susan boasts a dual Bachelor of Arts in Mathematics and Psychology from the University of North Carolina – Chapel Hill. She furthered her education with an MBA in Business-to-Business Marketing from the University of Dallas, where she graduated with honors, and acquired a Professional Diploma in Customer Experience from the CX Academy with merit. Additionally, she is a certified Digital Marketing Professional through the AMA+DMI partnership and holds a Lean Certification from Southern Methodist University.



Speaker

Michael Hughes, Sales and Marketing Director, AW Broadband

Michael Hughes is a dynamic Sales & Marketing Director and Business Development expert at AW Broadband, a role he has passionately held since 2017. His journey in marketing and sales began at West Texas A&M University (WTAMU), where he earned a Bachelor of Science in Marketing & Sales.

Before joining AW Broadband, Michael showcased his skills at Elliott Electric Supply from 2014 to 2017, where he specialized in commercial sales and quotations, demonstrating a keen ability to drive business growth and navigate the complexities of the electrical supply market.

From 2008 to 2014, Michael served as a Marketing Executive at Just7 Media, applying innovative marketing strategies to enhance the company's presence and influence in the media sector. His career in sales and marketing was ignited at FedEx Express, where he worked from 1997 to 2008. In this role, Michael excelled in commercial sales and regional marketing, contributing significantly to FedEx Express's market penetration and sales success in various regions.

Throughout his career, Michael has proven himself to be a forward-thinking leader and strategist with a robust background in both the operational and strategic aspects of sales, marketing, and business development. His extensive experience spans diverse industries, from logistics and media to electrical supply and broadband services, reflecting his versatile skill set and ability to adapt and thrive in different business environments.



Moderator

Benjamin Bennett, CSPO and CSM Founder, CNNCTD

Leveraging over twenty years of experience in communications, marketing, and operations, Mr. Bennett brings a wealth of knowledge and expertise to the forefront of productivity and business efficiency solutions. With a robust background in leading startups and small to medium-sized organizations through transformative growth phases, Bennett has excelled in implementing large-scale digital transformations for Fortune 500 companies.

Mr. Bennett's proficiency in agile methodologies, combined with certifications as a Product Owner and Scrum Master, underscores a commitment to delivering innovative, tailored solutions. At CNNCTD, this experience is channeled into offering comprehensive services in productivity advisory, project and product management, strategic marketing, and creative problem-solving. Bennett's vision is to drive organizational success by enhancing workflows, optimizing operations, and cultivating strategic partnerships, firmly positioning CNNCTD as a leader in integrated business efficiency enhancements.

