



WISPAPALOOZA

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**BUILDING A STRONG IDENTITY
(TRACK: MAR/SALES)**



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BUILDING A STRONG IDENTITY (TRACK: MAR/SALES)

Explore the essential elements of creating a compelling brand identity that stands out in the market, with a focus on differentiation strategies. Learn how to define and implement the "Laws of Exposure" for your organization, including consistent use of colors, fonts, tags, and catchphrases to reinforce brand identity and avoid dilution. Understand the importance of consistency across all platforms and communications to build trust and recognition among your audience. Gain practical insights and strategies to develop a strong and cohesive brand identity that resonates with customers and enhances your organization's market presence. Whether you're establishing a new brand or revitalizing an existing one, join us to strengthen your understanding of brand building fundamentals.



POSITIONING AND WHY IT MATTERS

“Like speaking Japanese slowly and loudly to a person who speaks only English, putting a bigger marketing budget behind confusing and unclear positioning doesn’t work.”

- April Dunford

- Great positioning includes:
 - ✓ The **customer’s point of view** on the problem you solve with your service
 - ✓ The ways you are **uniquely** different from the others offering a similar service
 - ✓ The **characteristics of a potential customer** that really values your service
 - ✓ The best **market context** for your product that makes for a winning service

5+1 COMPONENTS OF POSITIONING

These are the Five (Plus One) Components of Effective Positioning:

1. Competitive alternatives. What customers would do if your solution didn't exist.
2. Unique attributes. The features and capabilities that you have and the alternatives lack.
3. Value (and proof). The benefit that those features enable for customers.
4. Target market characteristics. The characteristics of a group of buyers that lead them to really care a lot about the value you deliver.
5. Market category. The market you describe yourself as being part of, to help customers understand your value.
6. (Bonus) Relevant trends. Trends that your target customers understand and/or are interested in that can help make your product more relevant right now.



IMPLEMENTING POSITIONING

- Leadership must be a supporter and promoter of your positioning exercise and output
- A small working team (maybe 1 person from each of your different areas of the business) should work on the positioning (steps 1-4 at a minimum)
- The entire company must be aware of your positioning to deliver that message consistently to the market (sales, operations, service, marketing, provisioning, etc.)
- Positioning shouldn't be scary ... it's a story / an ideal / a culture ... that your company believes in to help your customers
- Everyone in the company is the company storyteller and the more who tell the same story, over and over and over, the more it "sticks" and that story becomes who your company is
- Make sure your positioning is represented in your company's brand (colors, logo, uniform, etc.)
- Revisit your positioning periodically if there are shifts in the market that would make your positioning less meaningful



Gender: Male
Age: 24
Education: Bachelor's Degree
Buying Role: Decision maker
Occupation: Freelance graphic design
Family situation: Single, lives alone or with [roommates](#)
Technology used: Heavy tech user, multiple devices (PC, console, smartphone, tablet)
Social Media Platforms: Twitch, YouTube, Reddit, Discord, Instagram, TikTok

Alex Gamer

Passionate about online gaming and may also stream content on Twitch or YouTube. Alex's gaming hobby can span several hours per day. Alex often participates in gaming forums, eSports, and use voice chat services.

Internet Needs and Expectations

- **Speed & Performance:**
 - Alex requires high-speed internet for a smooth online gaming experience. He prioritizes:
 - Low Latency (Ping): This is crucial for real-time multiplayer games to avoid lag and delays. Latency below 50ms is considered ideal.
 - High Download Speeds: Necessary for downloading large games, patches, and updates quickly. Gamers typically look for speeds of 100 Mbps or higher
 - Stable Connection: Interruptions during gameplay are frustrating, especially for competitive gamers. Uptime and consistency are critical factors.
- **Upload Speeds:**
 - Alex streams his gameplay, fast upload speeds (at least 10-20 Mbps) are just as important as download speeds to maintain high-quality streams without buffering.
- **Community Engagement:**
 - Many gamers follow brands that understand their culture. ISPs should engage with gaming communities on platforms like Discord, Twitch, and Reddit. Sponsoring eSports teams or gaming events and offering exclusive perks or packages for gamers (e.g., faster speeds during tournaments) can help build brand loyalty.

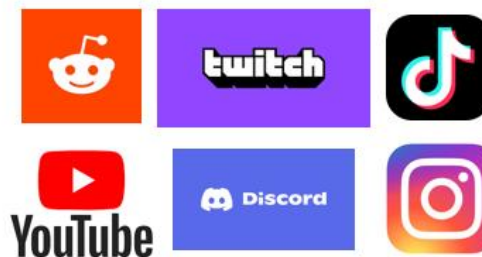
What Alex Wants from an ISP Brand:

- **Reliability & Trust:** Alex demands a service he can rely on, especially during critical gaming moments. ISPs that market themselves as gamer-friendly with low-latency, fast speeds, and reliable service can win with Alex.
- **Transparency:** Clear communication about speed offerings, bandwidth usage, and pricing. Alex dislikes hidden fees or unclear service limitations.
- **Proactive Upgrades:** Alex appreciate ISPs that are forward-thinking with tech upgrades, like adopting fiber networks or improving infrastructure to reduce latency.

Messaging for Alex

- "Speed you can rely on to never miss a beat in your game."
- "Low-latency connections for your most intense gaming sessions."
- "No data caps, no limits—just pure gaming."
- "Be ready for the next big game release with lightning-fast downloads."

Platforms used



Technology used





Paula

Professional Grandmother

Family-oriented, enjoys spending time communicating with children and grandchildren who may live far away. Values online tools like video calls, email, and social media to maintain relationships. May also be interested in accessing entertainment (TV, movies) or telehealth services online.

Internet Needs and Expectations

- **Reliability & Consistency:** Paula doesn't need lightning-fast speeds, but she wants a reliable, stable internet connection that allows her to connect with family without interruptions. She is looking for:
 - **Seamless Video Calling:** Platforms like Skype, Zoom, and FaceTime are her go-to tools for connecting with her family. Her top priority is having a smooth video experience without dropped calls or delays.
 - **Basic Streaming Capabilities:** She might watch her favorite TV shows or movies through services like Netflix or YouTube, but in moderation. A download speed of 25-50 Mbps would generally suffice.
 - **Easy Connectivity for Smart Devices:** Paula uses devices like tablets and smartphones but needs simple instructions to set them up and keep them connected to Wi-Fi.
- **Customer Support & Simplicity:** Since Paula isn't particularly tech-savvy, she values:
 - **Patient and Accessible Customer Support:** She might have questions about setup or how to use her internet service. Offering easy-to-follow guides, tutorials, or even dedicated senior support lines can be attractive to this persona.
 - **Service Setup Assistance:** She might not be comfortable setting up her router or understanding complex technical terms, so a provider that offers professional installation and simple troubleshooting would gain her trust.

What Paula Wants from an ISP Brand:

- **Trustworthiness:** She wants to know that the company will take care of her and provide a service that works without her needing to constantly monitor or troubleshoot.
- **Family-Friendly:** A service that markets itself as family-oriented, understanding the importance of staying connected with loved ones, will resonate with her.
- **Simple and Clear Communication:** Companies that use simple terms and clearly explain what they offer (no hidden fees, straightforward packages) will earn her trust
- **Affordability on a Fixed Income:** As a retiree, Paula is budget-conscious. She is looking for plans that offer value without extra costs, such as:

Messaging for Paula

- "Stay connected to your family, no matter where they are."
- "Reliable service you can trust—so you never miss a moment with your loved ones."
- "Affordable, easy-to-use internet designed for your needs."
- "Seamless video calls to see your grandchildren's smiles—without the frustration."

Platforms used



Technology used



Gender: Female

Age: 72

Education: High school graduate

Buying Role: Decision maker

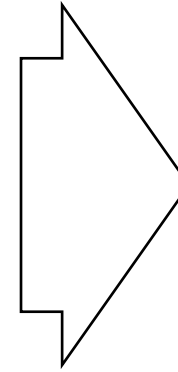
Occupation: Retired Teacher

Family situation: Widowed, lives alone

Technology used: Moderate use (Laptop, Tablet, Smartphone)

Social Media Platforms: Facebook, Skype, Zoom, Email, Instagram or Facetime

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2009



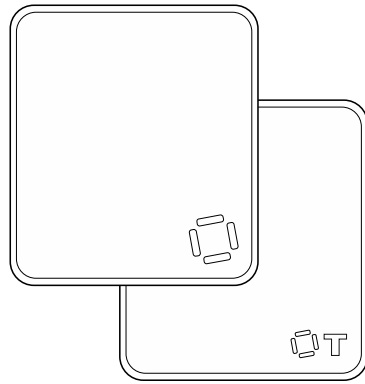
2012



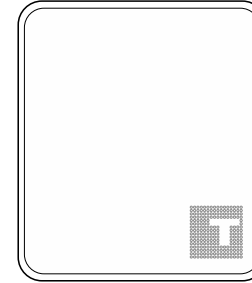
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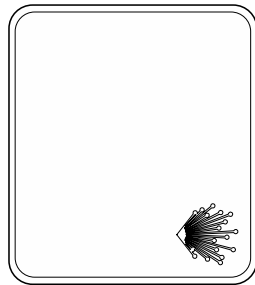
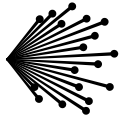
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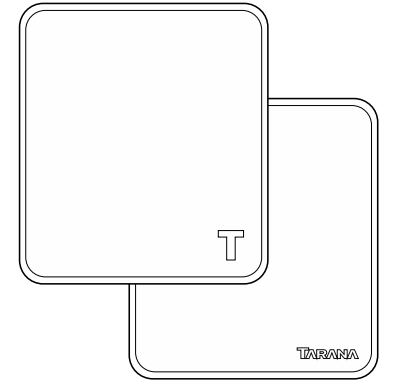
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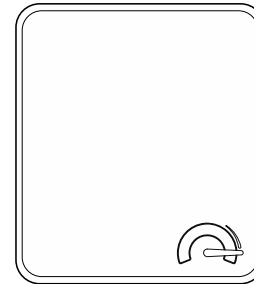
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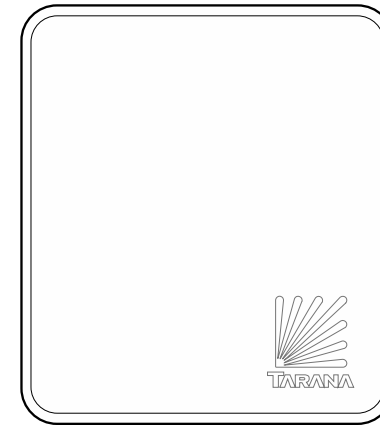
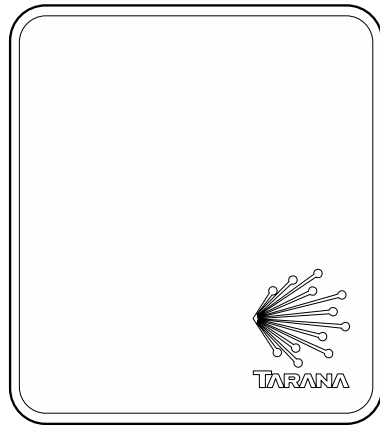


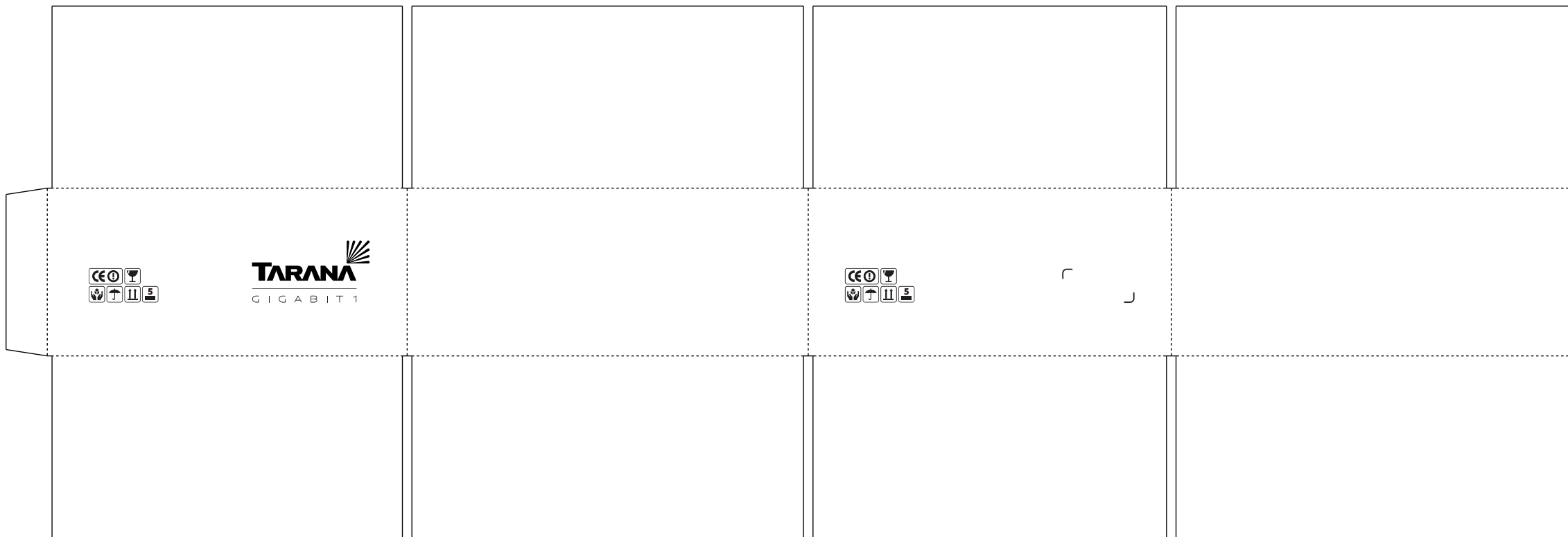
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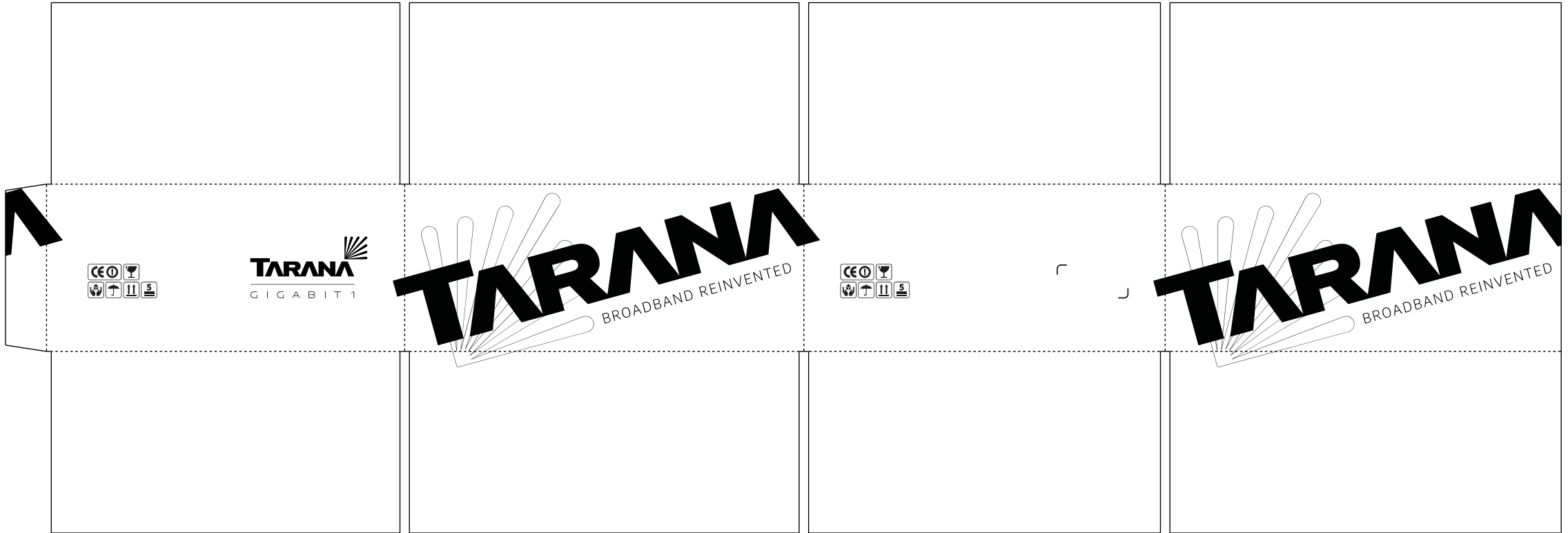


TARANA











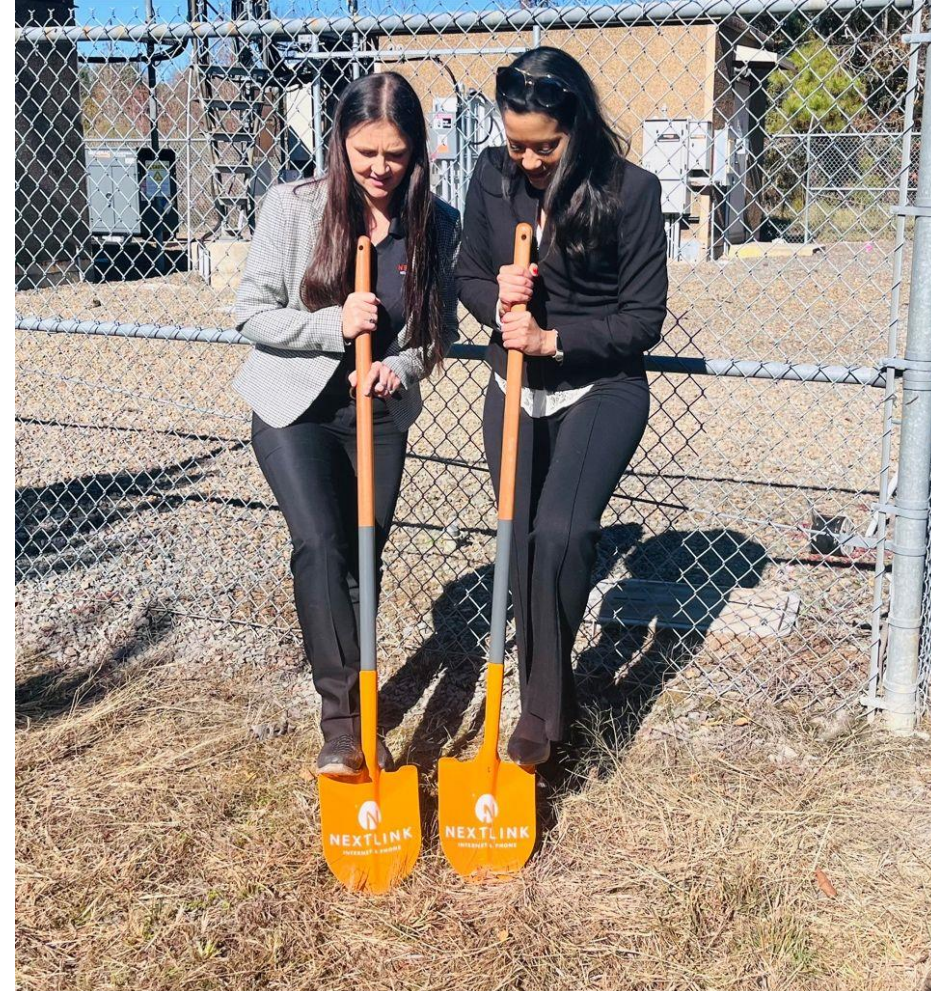
LAWS OF EXPOSURE



Nextlink is **SHOVEL READY** with the **RIGHT TOOLS IN THE TOOLKIT!**

We are growing and expanding our business every day to bring **RELIABLE** high-speed internet to **RURAL** new homes and businesses across the country.

We **REINFORCE** our brand with an appealing shade of **ORANGE** that reflects our **ENTHUSIASM** and willingness to take on new challenges, embrace innovative approaches, and be open to uncharted territory.



CREATING A CONSISTENT VISUAL IDENTITY

Create a consistent visual identity

Establish a recognizable brand aesthetic through elements like logo, imagery, and design style across all marketing materials.



Manage brand messaging

Ensure all communication, from marketing materials to customer service interactions, reinforces your brand story and values.

BUILDING TRUST AND RECOGNITION AMONG YOUR AUDIENCE.

NEXTLINK & THE CITY OF BRYAN TEXAS



Contact Us | Infrastructure Projects | GOVERNMENT | BRYAN TEXAS UTILITI

Broadband Internet

Home / Broadband Internet

In early 2020, the city embarked on a research process to understand the long-term internet needs of the Bryan community through conversations with consultants and a public feedback survey. The results of that survey indicated strong interest in residents and businesses having additional choice in their internet services.

High-speed internet services coming to Bryan

MetroNet

MetroNet will offer 100 percent fiber-optic internet, TV and phone services to businesses and residents.

[Learn more about MetroNet](#)

Nextlink

NextLink Internet will be deploying high speed wireless internet and voice services to Bryan, Brazos County and surrounding areas. NextLink uses both fixed wireless and fiber-optic technology to deliver services to commercial and residential markets.

[Learn more about NextLink](#)

Frontier

Frontier will also be offering fiber-optic internet, TV and phone services in Bryan.

[Learn more about Frontier](#)

BROADCASTING WITH WTAW

The screenshot shows the WTAW website interface. At the top, there are navigation links for SCHEDULE, ABOUT, and CONTEST RULES, along with a search bar. Below the navigation is a large banner for WTAW's 100th anniversary (Est. 1923) and a 'HOMETOWN TAILGATES' section featuring Texas A&M vs. Texas Tech football games on 8/31, 10/5, 10/26, and 11/30. A secondary navigation bar includes links for HOME, NEWS, SPORTS, WEATHER, EN ESPAÑOL, AUDIO, VIDEO, COMMUNITY, and CONTACT. The main content area features a news article titled 'Nextlink Internet Enters The Bryan Market' dated September 17, 2024, by Bill Oliver. The article text states: 'There is a new provider of wireless high speed internet services in Bryan. Nextlink Internet operates across a network of local towers, each with state-of the-art equipment dedicated to home internet, to provide strong connections that are resistant to outages. The Texas based company provides services in 12 states. Click HERE to be directed to Nextlink's website for more information about services available in Bryan.' Below the article is a 'News release from Nextlink internet:' section with a quote from Claude Aiken, Chief Strategy Officer at Nextlink Internet: 'For more than a decade, Nextlink has been connecting communities through affordable, fast, and reliable internet,' said Claude Aiken, Chief Strategy Officer at Nextlink Internet. 'We are excited to bring Bryan residents a new choice for internet service that can deliver the speed you need, the reliability you expect, and the straightforward pricing you deserve.' A 'Change is in the Air' section follows, stating: 'As our homes increasingly become the center of work, entertainment, and smart technology, reliable connectivity in every corner of the house is no longer a luxury—it's a necessity. Nextlink's cutting-edge gigabit wireless internet service in Bryan operates across a network of local towers, each with state-of-the-art equipment dedicated to home internet, to provide strong connections that are resistant to outages. Its whole-home Wi-Fi supports a consistent experience for the entire family and their devices. Nextlink believes Bryan residents deserve the benefits of reliable, top-tier internet service at everyday low prices without hidden fees, data restrictions, or price hikes following temporary promotions.' An 'About Nextlink Internet' section notes: 'Nextlink Internet, one of the fastest-growing rural internet service providers in the U.S., focuses on advancing connectivity solutions to rural and underserved communities. With a strong commitment to' To the right of the article is a 'LISTEN LIVE' button and a 'HOMETOWN TAILGATES' banner for Texas A&M vs. Texas Tech. Below that is an 'AGGIELAND BIG DEALS' banner with the text 'Shop local. Buy local. Save big deals!' and a 'Escucha noticias locales en La Jefa 102.7FM' banner. At the bottom right is a '28-DAY CHAIR WORKOUT CHALLENGE TO BOOST SENIOR ENERGY' graphic showing a grid of 28 days of workouts.



THE POWER OF DIGITAL EXPOSURE

POST AND POST OFTEN

Ebony Elaine Cooksey (She/Her) • You
Market Development Manager @ Nextlink Internet | Communication...
2mo • 🌐

🎉 Celebrating the Hempstead Watermelon Festival! 🍉

🌱 As a proud rural internet service provider, **Nextlink Internet** is ...more



You and 57 others
4 reposts


Support Comment Repost Send

2,740 impressions [View analytics](#)

Ebony Elaine Cooksey (She/Her) • You
Market Development Manager @ Nextlink Internet | Communication...
1mo • 🌐

Exciting news for all my colleagues at **Nextlink Internet**!

🚀 We're partnering with **Purdue Global** to bring you an array of ...more



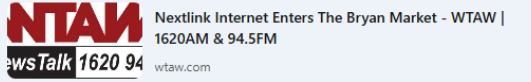
Katy Keenie Merrill and 23 others
1 repost

Ebony Elaine Cooksey (She/Her) • You
Market Development Manager @ Nextlink Internet | Communications, Govern...
1w • 🌐

👉 There is a **NEW** provider of wireless high speed internet services in Bryan, Texas Y'all !!

Check out **Nextlink Internet's** summary and press release in WTAW (Watch The Aggies Win), one of the oldest continually run radio stations in service in central Texas!

://



Brian Burrough and 12 others
1 repost

Reactions

Send [View analytics](#)

#Nextlink #Broadband #FCC #RuralDigitalOpportunityFund #HighSpeedInternet #DigitalDivide #OklahomaBroadband #CommunityImpact #Innovation #Connectivity

Nextlink Internet
6,343 followers
21h • 🌐

Nextlink Internet is proud to announce the successful completion of its FCC funded CAF construction project in the state of Oklahoma, over a year ahead of schedule. [#nextlink](#) [#broadband](#) [#oklahoma](#)



Nextlink Internet Completes Connect America Fund Broadband Construction in Oklahoma
nextlinkinternet.com

PARTNER WITH A TRUSTED SOURCE

Nextlink Internet and Tarana Wireless



OUR PARTNERSHIP

Bringing reliable, low-latency gigabit broadband service to an extensive set of under- and unserved communities and rural regions in Illinois, Indiana, Iowa, Kansas, Louisiana, Minnesota, Nebraska, Oklahoma, South Dakota, Texas, and Wisconsin.

We are expanding service to hundreds of rural counties over the next several years, covering over a quarter million households.

THANK YOU

Celebrating **20**TH
ANNIVERSARY
WISPA
ROADRAMP WITHOUT BOUNDARIES