

Virtual Client Challenge

Cincinnati Bell: Small Business

Organization's Background

- Founded **143** years ago as an Independent Telephone Company
- Currently operating in:



Ohio



Kentucky



Indiana

Hawai
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- Transforming from a telecom / phone company into a **leading-edge technology provider**
 - **Consumer:** home phone, TV, Internet
 - **Businesses:** voice, Internet, WiFi, TV
 - **Public:** free public WiFi hotspots

What Makes us Different

- **The fastest fiber technology (Fioptics)**
 - Over \$1 billion invested in fiber
- **Local, community & employee driven**
 - Community Service
 - Annual Day in the Community
 - 40 hours of service/yr employee benefit
 - Connect Cincinnati App for Free public Wi-Fi, Special Offers.
 - Inner City school Tutoring Program
 - Employee Resource Groups
 - Artswave & United Way Supporter
- **Corporate Giving > \$1.2 million/year**

Current Marketing Efforts & Challenges

Biggest Challenge: Cincinnati Bell competes with a national provider that outspends us on average of 5:1 in mass advertising and 2:1 in direct marketing, so we need to work harder and smarter to stand out against our competition.

SMB

Digital Advertising (Digital Display, Paid Social, Paid and Organic Search)

Direct Marketing (Direct Mail (minimal), Email, Outbound sales)

Sponsorships & Events

Content Marketing (Blogs, Social Media)

SMB Target Audience

Who are you trying to reach?

- Small Medium Business owners/ decision makers (1-50 employees)

When presented with the right call-to-action, which group of people will make the biggest impact on your organization?

- Small Business Owners: Typical demographic- Males 35-64, Married with Kids, HHI \$150k+, Self Employed, Educated Bachelors or Post Graduate Degree

What tips / insights can you provide for reaching them?

- Social, Events, Search, find ways to break through the inbound clutter they receive. They do not want the hassle of switching to a new provider. Telecom is not top of mind unless something is not working.

Small Business Owner- Example Persona

Cincinnati Bell



- 35-64 years old
- Typically works more than 50 hours a week
- Consider themselves risk takers
- Don't want to feel like they are "being talked into something"
- SMB's don't like to switch providers – Expect hassle-free experiences
- Household income \$150,000 + and educated with a Bachelors Degree or Post-graduate Degree

Small Business Owner



- Considers themselves perfectionists
- Like to be in control of people and resources
- They like to learn and try to keep up with new technologies
- They want flexibility, customizable solutions, upgrade opportunities, and guaranteed smooth setup.
- Partnership and white glove treatment is important and to feel appreciated

Intended Message

- **What story / message are you trying to communicate?**
Trusted Technology Partner that provides reliable, future-proofed technology needs
- **What feelings / associations are you trying to convey?**
Experts, trusted, reliability
- **What impressions do you want to leave with your target audience?**
One stop shop for all technology needs, you can trust us. We are reliable.

What Would Success Look Like?

- **How will you be measuring success?**
Increased calls/ web forms/ chats. Additional sales.
- **What outcomes would make an impact on your organization?**
Improving awareness and perception of Cincinnati Bell SMBs, leading them to purchase and advocate.
- **What specific metrics are you looking to influence with this campaign?**
Inbound activity (landing page visit, call, chat, etc.). More sales.



Resources

Main website: www.cincinnati-bell.com

Product Info:

Consumer:

<https://www.cincinnati-bell.com/shop-cincinnati-bell/internet>

Small Business:

<https://www.cincinnati-bell.com/business>



Thank you.

