

Driving FTTH Penetration Through A Focused Strategy

Challenge

The company needed to accelerate fiber broadband penetration in newly launched markets. Despite prior success, leadership recognized the importance of evolving the go-to-market (GTM) strategy to improve performance, particularly in Single Family Unit (SFU) and Multi-Dwelling Unit (MDU) segments.

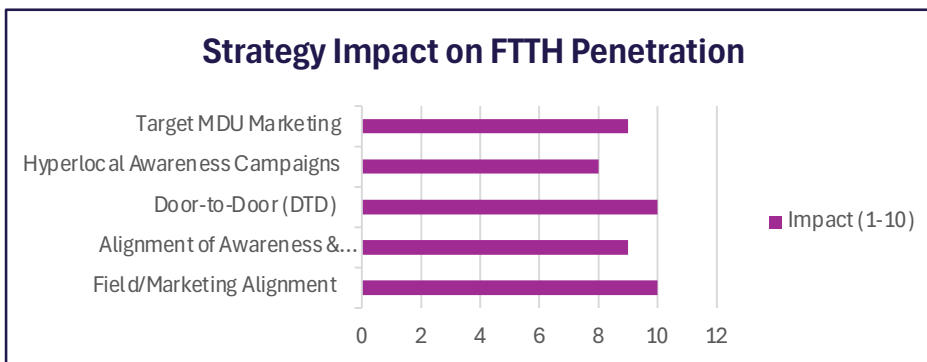
Approach

Benchmarked GTM strategies from leading industry players to identify best practices. Leveraged internal performance data to uncover the impact of direct-to-door (DTD) presence and MDU engagement on market ramp-up curves. A revised GTM plan was developed to scale high-performing tactics.

Solution – Enhanced Focus

The new strategy was rolled out across expansion markets with enhanced focus on:

- Incremental MDU Marketing Investments
- Hyperlocal digital and grassroots campaigns for awareness
- Field & Marketing Alignment
- Direct Sales Deployment at Launch
- Alignment of Awareness and Acquisition Channels



Results

The company's penetration performance exceeded that of industry peers, reaching superior curve trajectories faster than expected. The refined GTM plan drove strong early sales momentum, consistent brand engagement, and exceeded benchmarks:

- 23% customer penetration after 5 months
- 35% customer penetration after 12 months

Takeaway

A rigorous, insights-driven GTM approach can significantly accelerate fiber penetration in competitive and newly launched markets. By focusing on executional excellence at launch, me and my team were able to position the brand for long-term growth and operational efficiency.

Disclaimer

This case study is for informational purposes only and reflects work led by Julie Seff Consulting. It omits brand names to protect confidentiality