

Go-To-Market Strategy for Rural Fiber Broadband Expansion

Executive Summary

A new fiber broadband brand was launched using a full go-to-market strategy—from market awareness to customer activation. A pre-sale model was used to drive early conversions before service availability.

Thousands of leads were generated, hundreds converted, and a solid growth foundation was laid.

Challenge

Underserved rural markets lacked access to high-speed broadband. The company needed to:

- Build trust in new markets
- Educate on fiber benefits
- Capture leads before launch
- Convert leads into customers

Solution

****Brand Launch & Awareness****

- New brand identity, social media, grassroots events

****Digital Engagement****

- CRM-driven campaigns, direct mail, and lead capture tools

****Pre-Sale & Conversion****

- 3,935 leads, 250+ sales, 36% chose 2 Gbps+ speeds

****Revenue Impact****

- Residential revenue up 96%, commercial up 104%, improved ARPU

Results

- High customer demand for 2 Gbps+



- Fast sales during pre-sale
- Strong brand positioning in rural markets

Takeaway

By pairing brand launch with a clear value proposition, I and my team created awareness and monetized demand before service delivery. A well-executed GTM strategy drove real growth.

Disclaimer

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