

## **Brand Transition & Fiber Broadband Customer Upgrade Campaign**

### **Executive Summary**

As part of a strategic brand transformation, the company modernized its image while migrating legacy 1 Gigabit customers to a superior internet plan. These customers were still using outdated customer premise equipment (CPE), limiting their experience.

The upgraded plan-offering speeds up to 10 Gbps and advanced CPE-was positioned as a major value at just \$100/month. A compelling multi-channel campaign drove both brand awareness and conversions.

### **Company Background**

The provider is a fiber broadband company delivering high-speed, future-ready internet to residential and business customers. A rebrand helped better reflect its innovation, performance, and customer-first approach.

### **The Challenge**

Many residential customers were subscribed to legacy 1 Gigabit plans with outdated CPE. The company aimed to:

- Introduce the new brand
- Migrate customers to the upgraded plan
- Showcase the value of upgraded tech
- Minimize friction while maximizing engagement

### **The Solution**

A simple offer-upgrade to 10 Gbps for just 5 cents more-was promoted through:

- 8-part HubSpot drip email campaign
- Seamless lead capture via landing page



- Paid social ads for traffic
- Outbound telemarketing
- Branded snail-mail letter

### **The Results**

- 79% of customers upgraded
- 45.2% email open rate
- Brand awareness successfully established across channels

### **Why It Worked**

The campaign focused on customer value-better tech at nearly the same price-and used marketing automation and precision targeting. This approach aligned brand transition with an upgrade offer, creating a win-win experience and measurable results.

### **Disclaimer**

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