



Navigating Change

Lessons Learned about Effective Cybersecurity, Innovative Marketing, and Diversified Revenue in the Rural Service Provider Industry

How can a rural service provider stand out from the crowd of national competitors? What does it mean to be truly protected from hackers and cyber threats? How can a small-town provider keep up with growing demands from customers as new technology permeates their community? To explore these and other questions, NeoNova created an industry survey and then held an exclusive small group discussion workshop at the 2019 NTCA Technology and Business Conference. This paper describes how we collected survey data and conducted the event, and then details the lessons learned and recommendations based on the results.

“ Overheard...

“It’s important for us to attend events like this. Our business is facing a lot of competition. We need to do everything we can to stand out and give our customers better service.”

Introduction

Technology is an ever-evolving landscape, and part of our responsibility as leaders in our communities is to embrace new technologies. Rural communities have a rich history of trusting their local providers to give direction as homes become smarter, phones become smaller, and internet becomes faster with more services being delivered over it. As technology changes and grows, our businesses need to change and grow with it.

Services that have been the cornerstones for rural providers across the country are declining. Traditional video and residential telephony were once pillars of the industry but have begun to crumble under the pressure of customer demand for new services. Providers recognize the need to turn to alternatives - but what is worth the investment, and how can a company decades old (or conversely, only a few months old) research and lay the groundwork for a complete service overhaul? On top of these critical questions, the pressure of protecting customers’ personal data and billing records grows as the rate of cyberattacks increases every day.

For years, rural providers have been able to rely on their history of service to their local communities as a means to stand out against national competitors. However, as services become à la carte and cheaper, providers have found they must constantly explore new methods to demonstrate value to customers. To share ideas, challenges, and best practices in pursuit of this goal, NeoNova hosted a small discussion group workshop at the 2019 NTCA Technology and Business conference. Additionally, we also sent an industry survey in advance of the workshop to capture a broader range of opinions and data. This paper describes how we collected the survey data and conducted the event and, most importantly, the lessons we learned from them.

“ Overheard...

“We come to these conferences to learn but also to network. It’s great having an event that combines both. I really appreciated being able to talk to so many other providers and hear what they’re doing.”

Methodology

NeoNova contracted with NTCA to sponsor a preconference workshop at the annual Technology & Business Conference & Expo. We wanted this workshop to be less of a “sage on the stage” experience and more of an audience-driven event. Based on a poll of last year’s participants as well as our own previous experience working with our more than 260 Affiliates (our name for our service provider customers), we crowdsourced three main topics: effective cybersecurity, innovative marketing, and diversified revenue.

Prior to the event, we sent an industry survey to gather information about each of the topic areas in order to “ground” the discussion and provide some contextual information during the introduction to the event as well as provide comprehensive, quantifiable data for this white paper. We sent the survey to all registrants, those on the waitlist, and others who have previously expressed interest in our research and resources. Thirty-one responded, representing a wide variety of service providers and roles. Subscriber bases varied from 600 data subscribers to more than 16,000, with respondent roles ranging from GM to technician. We believe we received a representative sampling of the perceptions and data across our industry.

For the event itself, 39 participants were divided among six groups, with six sets of experts and moderators (two pairs for each of the three topics). [Dynetics, Inc.](#), a leader in cybersecurity and cyber risk and threat management, provided experts for Effective Cybersecurity. [CrowdFiber](#), an innovator in rural service provider marketing solutions, provided experts for Innovative Marketing. [SecurityCoverage](#), a leader in rural industry support and software services, and a recent NeoNova acquisition, provided experts for Diversified Revenue. Each expert and moderator pair sat with one of the six groups to engage in a moderated discussion on their topic for 30 to 40 minutes. The moderators and experts then moved to new tables, allowing every group to discuss each of the three topics.





Overheard...

“It [cybersecurity] is a constant moving target that requires at times both a shotgun and a rifle approach.”

At the end of the sessions, the experts and moderators for each topic gathered and put together a master list of lessons learned. We then presented these lessons learned so all participants, whose discussions were limited to their one group during the event, could learn from the discussions held by the other five groups. We also shared the master list via a [slide deck](#) distributed soon after the event.

The information gathered from the survey and the workshop are detailed in the following sections.

Lessons Learned

Our experts and moderators identified several key takeaways and actionable results. Attendees learned about shared challenges and the solutions (successful or otherwise) being tried by their peers. Perhaps the most important revelation for many of our attendees was that they are not alone in facing these challenges; many found it reassuring to know that others are experiencing similar issues and that we, as an industry, are working towards successful, replicable solutions.

Effective Cybersecurity

In our pre-workshop poll, we again found that cybersecurity was of significant interest to providers. In order to help us gain insights into the most effective ways to secure critical systems and data, we invited experts from cybersecurity industry leader, Dynetics.

Providers are taking cyber risk more seriously than in the past

NeoNova also featured cybersecurity as a topic during our 2017 workshop. At that time, we found that most providers acknowledged the importance of cybersecurity but were reluctant to roll out any major changes within their company. Reasons for this reluctance varied, but the lack of focus on security was apparent.



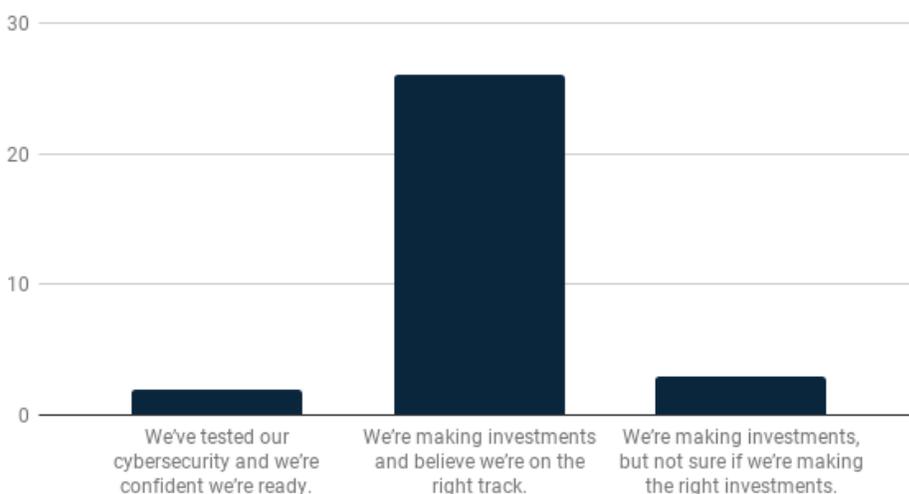
Overheard...

“Don’t open emails that you don’t know.”

“I feel we are on the right track with cybersecurity but we could always be doing better.”

In contrast, participants in the 2019 workshop focused much more heavily on cybersecurity. Many attendees indicated they had rolled out employee training, general security awareness, and best practices to protect their company against cyber threats. In fact, when polled, 100 percent of attendees had made investments in improving cyber threat protections and processes at their company. The vast majority also believed they were on the right track or ready for a cyber attack. Only two attendees responded to the poll saying that they were unsure if they were making the right investments but that cybersecurity was a highly important initiative at their organization.

What is the perception of cyber risk at your company?



Employees are our greatest assets (and biggest threats)

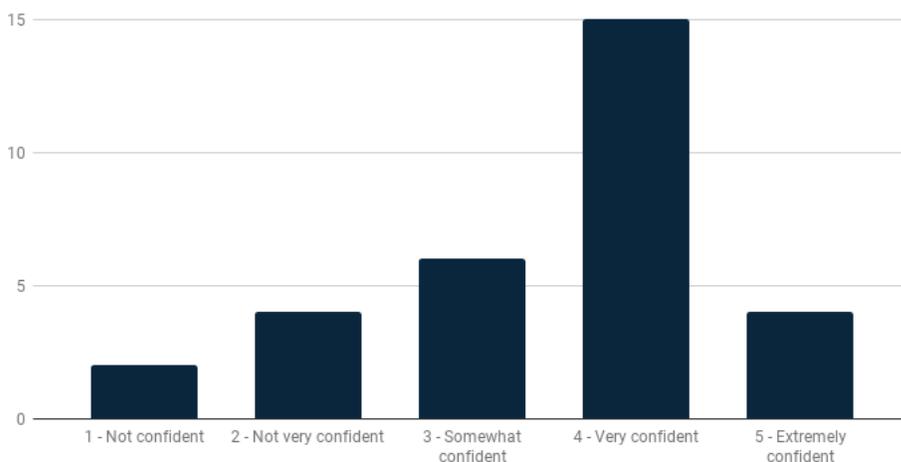
While it was encouraging to hear an increase in focus on cybersecurity best practices and awareness, the topic of employee training remained a top item. How does a company who has trusted their employees to be friendly and helpful for generations teach those same employees to be skeptical of every interaction and to recognize social engineering attempts?

Tools like KnowBe4, which we use here at NeoNova to keep our employees current and aware of new cybersecurity threats, provide training and evaluation. Our employees are taught to detect phishing scams and then they are tested with mock phishing emails. A security administrator or manager within the company can review the statistics of what percentage of employees opened the fake/spam email, which employees clicked the fake bait link, and which employees could benefit from additional cybersecurity training.

Overheard...

Q: How would you describe your employees' awareness of cyber risk and support for improving cybersecurity? A: "Very little ... they are scared."

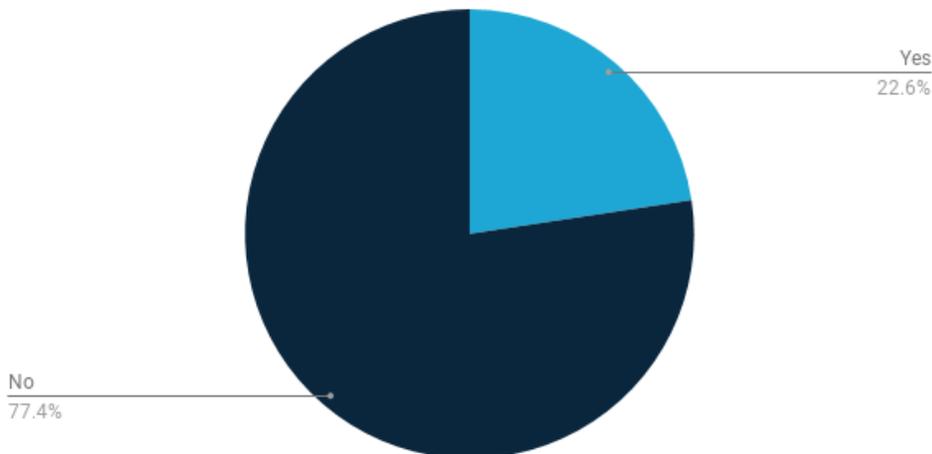
If an employee clicks a suspicious link, how confident are you that you can detect malicious activity on your systems?



Cybersecurity is receiving more attention and resources, but providers need to beware of overconfidence

Based on our survey and discussions, it appears that rural service providers across the country are starting to prioritize protection of their sensitive data and systems. However, while our survey responses showed that most providers believe they are making effective investments in cybersecurity, our discussions also uncovered several gaps in their preparations. One deficiency that quickly became apparent was that, while many capture log data in the event of a perimeter breach, very few are capturing the correct log data to identify the cause of the breach, which systems and information have been compromised, and whether the intruder has been eliminated.

Are you capturing the necessary log data in the event of a perimeter breach?



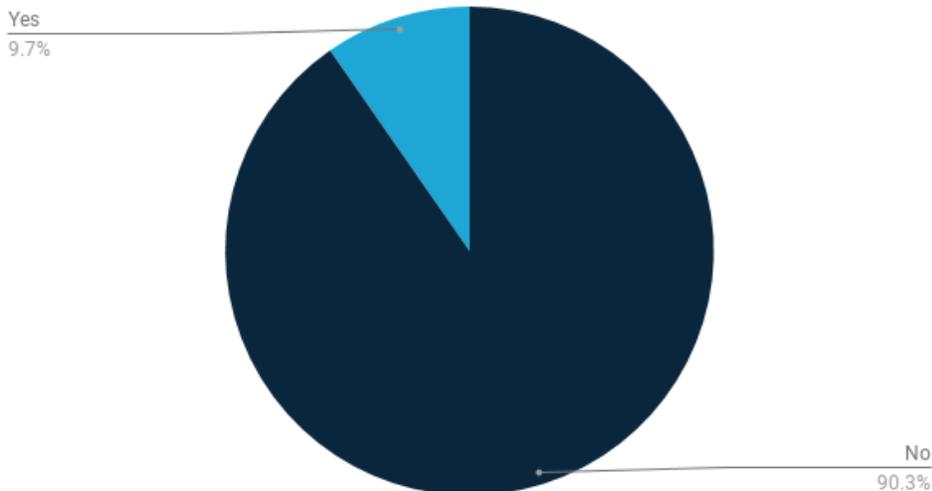


Overheard...

“IT runs periodic phishing tests... Management stresses physical security.”

While 100 percent of survey respondents had made investments in cybersecurity and protecting their company against cyber threat, less than 10 percent of them did not have a full-time cybersecurity analyst on staff. Most providers rely on their internal IT staff or operations team to assess and deal with cyber threats, an often-necessary situation as full-time cybersecurity analysts are both difficult to find and expensive to maintain on staff.

Do you have a full-time cybersecurity analyst on your staff?



We followed up this question by asking how many attendees had a disaster response plan in place at their company, should sensitive information be compromised. Almost every attendee stated that they either did not have a plan or, if so, that they did not know what it was.

While providers have made major advances in securing their companies, most left with a revised opinion of their preparedness. Cybersecurity is gaining more attention, but providers need to be cautious of being overconfident and relying too heavily on off-the-shelf solutions that may leave exploitable gaps in their security.

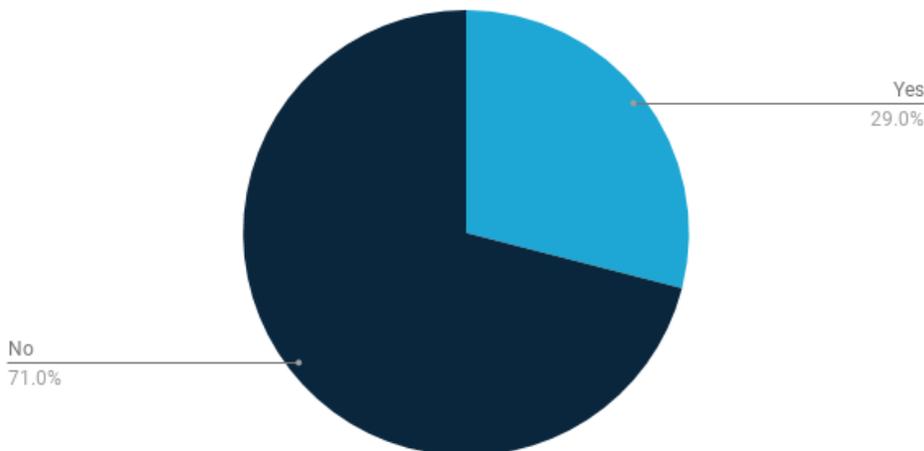
Overheard...

“Some employees need more training on cybersecurity than others.”

Threat-faithful simulations are an important testing method

When we polled our attendees, only 29 percent responded saying that they have used threat-faithful simulations to test their cybersecurity solutions. A threat-faithful test relies on an offensive security expert who not only attempts to breach your company’s network, but who also attempts to pivot from the infiltrated device undetected in order to access critical systems and data. Staying “threat-faithful” means the ethical hacker conducts the test without any assistance from you. If the attack is successful, the ethical hacker then shares recommendations for enhancing your cybersecurity and reducing risk.

Do you perform threat-faithful cyber attack simulations on your network?



In a [recent paper](#) summarizing their tests on 11 rural providers, Dynetics indicated they successfully breached the provider’s defenses 100 percent of the time. With cyber risk, the question is likely not if your company’s security will be breached, it is when will your company’s security be breached. When a cybersecurity expert conducts a threat-faithful assessment, they will advise you on your major weaknesses and methods to address them. Identifying and resolving those weaknesses can improve your chances of detecting and removing an attacker before there’s significant impact.

Conclusion: Don’t assume you’re prepared; take steps to ensure it

The participants in our recent workshop discussions consistently indicated they are feeling overwhelmed by the news of cyber attacks on major companies and corporations. Many providers have even faced cyber attacks themselves during the past year.



Overheard...

“All companies are constantly under attack all the time whether they know it or not.”

“Sometimes we have to outsource support for higher levels of networking to implement new products.”

The participants in our recent workshop discussions consistently indicated they are feeling overwhelmed by the news of cyber attacks on major companies and corporations. Many providers have even faced cyber attacks themselves during the past year.

Once discussions uncovered the need for many providers to undertake additional cybersecurity measures beyond those already in place, the conversation turned to fulfillment. How can a company with limited resources protect their critical data and systems to a reasonable level? Many providers will look to partners to help supply that expertise.

One potential partner, Dynetics, Inc., a leading cybersecurity expert, provided the guest experts for our cybersecurity discussions at the event. Dynetics has more than 40 years of experience handling sensitive and secured military and intelligence materials. Dynetics provides a wide range of cyber risk management solutions to assess, optimize, and test your cybersecurity and ensure you are prepared for today's cyber threats. Thanks to our recent exclusive partnership, NeoNova now can provide these world-class security services to rural providers across the country. Companies who would otherwise not be able to staff and manage cybersecurity services in-house can now partner with NeoNova and Dynetics and get proven, threat-faithful security solutions.

The threat is real, and our experts warn that it is only a matter of time before perimeter defenses are breached. Providers should ensure they have visibility into their networks to detect suspicious activity before significant impact, create appropriate log captures to confirm the intruder is eliminated and determine the extent of the damage, and incorporate threat-faithful testing to ensure all of the defenses and detection methods are working as intended.

Diversified Revenue

During our workshop we confirmed that service providers across the country continue to combat the decline of traditional services. In recent years, growing demand for internet, video, and other services has introduced new competition and alternative options that are causing customers to reduce or eliminate their reliance on these services. Telephony and linear video, in particular, are struggling to generate the same profits and interest they once did. To bolster discussions around potential solutions, we invited guests from leading software and premium technical support provider, SecurityCoverage, to discuss how they have helped service providers counteract the decline of traditional services with the addition of diverse products that cater to the changing needs and expectations of their customers.



Overheard...

“We are working to diversify our revenue by market. We are pushing business broadband to increase business revenue to offset residential losses.”

Expanding the service area is still the preferred way to grow revenue

To start discussions, we asked attendees what they believed would be their biggest single opportunity for new revenue in the next 12 months, and more than 90 percent stated that it would be fiber and network expansion.

Network Expansion was a topic at our 2018 event, and we discussed our findings in the resulting whitepaper, [Growth, Loyalty, and Efficiency: Lessons Learned about Managed Wi-Fi, Video Services, and Network Expansion in the Rural Service Provider Industry](#). At the time of publishing that study, we reported that more than 75 percent of providers were planning a network expansion in the near future, and of those providers, 87 percent planned a network expansion within the next two years (2019-2020).

Despite the popularity of the approach, there is a lot of risk and expense associated with network expansion. To provide additional means of revenue, many providers are considering a hybrid approach - supplementing network expansion with white-labeled, resellable third-party services.

Bundles are still a major value builder for many customers

Nearly every attendee agreed that bundles have helped them combat losses from cord-cutters and cord-shavers. Research confirms that this approach has merit. According to a 2018 report published by Cronin, 64 percent of consumers said that having all their services on one bill was very important to them.

This year’s report showed little change - approximately half the consumers polled still receive traditional video through a bundle. While traditional video services are declining in interest and profits, the concept of bundling continues to be a major player in customer retention and satisfaction, creating value that carries over to more profitable services.

In a marketplace where bundles are typically referred to as “triple-plays” or “quad-plays”, it may not be conventional to bundle other services with traditional offerings, but there is certainly space for it. In the Cronin report, those same customers who stated that they still received video through bundled services also reported very high satisfaction with their bundled services.



Overheard...

“We’re only as good as our vendors...”

“There’s not enough margin for the few customers who will take that [Managed Wi-Fi] service.”

Providers are considering alternate services to bundle with internet

While many providers still offer the traditional “triple play” bundle of internet, video and voice, several of our attendees indicated they are experimenting with alternative bundled solutions. In addition to providing additional, higher-margin revenue streams, providers valued the additional “stickiness” associated with these enhanced bundled services.

Some of the major solutions discussed included premium home and office technical support, cybersecurity software, automated file backup software and cloud storage space, and Managed Wi-Fi. Providers may also want to consider solutions such as cellular phone service, either through their own network (which many indicated was too expensive) or by partnering with other companies to become an MVNO themselves. Most providers looked to third-party partners to provide these solutions, such as SecurityCoverage for modern value-added services, and Telispire for turn-key MVNO services.

Managed Wi-Fi is still an important offering but interest is declining

Another key takeaway was that many providers still plan to invest in Managed Wi-Fi offerings. Coincidentally, Managed Wi-Fi was a featured topic of our previous year’s event. When polling our attendees last year, more than half currently offered a Managed Wi-Fi service to their subscribers, but Managed Wi-Fi at the time was still fairly new to those providers. Over a third of those offering the service had added it within the previous year and over half began offering it within the previous three years.

From our report provided by rural market research and consulting firm Cronin, results from polling consumers on interest in Managed Wi-Fi was concerning. Of the rural customers who responded to the poll, 65 percent reported having little or no interest. This result was higher than in previous years. Attendees at our event also indicated a reduction in interest, noting that it can be difficult to explain the value of Managed Wi-Fi to customers and that the improved reliability and reduced prices of competing “DIY” mesh systems were reducing the appeal for such a service, at least as a paid solution.



Overheard...

Q: What are some of the challenges that prevent you from offering new services? A: “Due to being government-owned, we have to jump through many hoops before being able to pursue new paths and products.”

Little differentiation between business and residential offerings

Our Diversified Revenue experts and moderators noticed another recurring motif in discussions about bundles: providers have difficulty creating differentiation between business and residential offerings. As a follow up, our moderators dug into the differences and found the biggest change was that business packages were similar in many ways to residential, the major difference was the level of support and pricing. Our experts from SecurityCoverage noted that such seemingly superficial differences can make it difficult for business customers to understand the price increase versus the value gained. Adding more tangible differentiators can make business bundles more attractive.

Conclusion: Break out of the “triple play” mindset

Two of the three traditional “triple-play” services - video and voice - have become less profitable with increasingly stronger competition. Providers can create value by bundling non-traditional services in innovative ways. However, these bundles must be built with a specific customer type in mind. Simply adding on new services can complicate existing packages, which may have previously been simple and straightforward.

Providers have found success with bundles that include complementary services, such as premium tech support bundled with a triple play offering or security software bundled with internet service. A thorough review of existing bundles, a partnership with a reputable market research firm to establish the need for new services you may be considering, and a careful consideration of where those services fit into existing (and new) bundles may increase their effectiveness.

Innovative Marketing

As business and community leaders, we face a constant challenge of asking ourselves, “how do we stand out from the competition?” Based on the preconference poll and discussions had with providers around the country at other various conferences, we selected Innovative Marketing as a topic for this year’s event. CrowdFiber, a marketing and sales platform designed to gather market data, promote products, and collect online leads and registrations, agreed to join us as our topic experts.



Overheard...

Q: Which products/ services do you feel best differentiate you from the competition? A: “None, there’s very little competition in our service area.”

“We need to look at better ways to market our services on our website.”

Traditional marketing approaches are still going strong

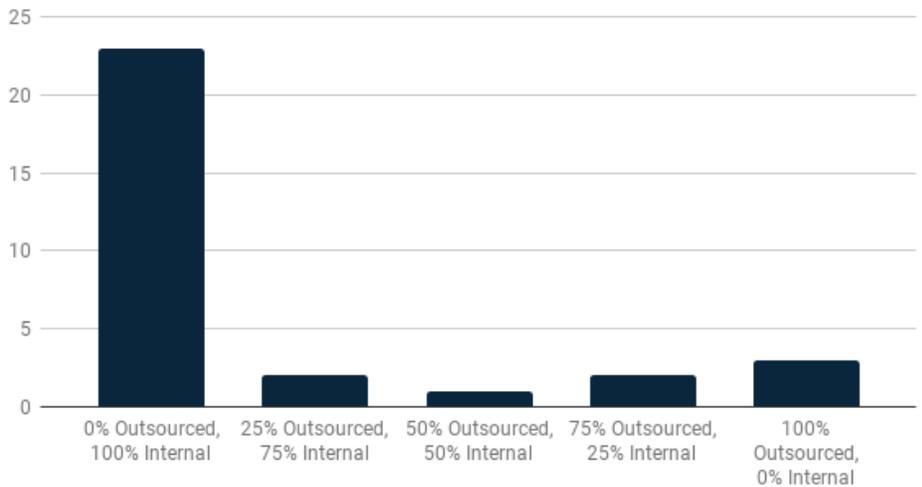
During our event discussions, we discovered that almost all attendees still rely heavily on physical media for marketing. Everything from bill stuffers to door hangers, newspapers to postcards - traditional marketing is still the major way providers reach out to customers about new services and promotions.

CrowdFiber noted that, in their nearly 150 campaigns with rural providers, they have seen excellent results from traditional methods that don’t compete for attention (like postcards would with other mail), including yard signs and door hangers. It is important to note, however, that while print marketing approaches are still thriving, about 50 percent of interest and orders for new service come to a business outside of typical business hours. Having a strong digital marketing presence and a way to capture those potential missed leads is highly encouraged.

Social media marketing is growing in interest

In an industry that favors traditional methods and approaches to advertising business, it was no surprise to us that many providers were interested in social media but were not quite sure how to be effective at it. The most common concern mentioned regarding social media management and marketing is that it is time-consuming and cumbersome. According to our survey results, a large majority of providers manage their social media efforts internally, but much like cybersecurity, none of those providers had someone who managed social media full time or who was responsible for driving growth and engagement through social media.

How do you accomplish social media management?





Overheard...

What steps are you taking to prepare your network to handle high-bandwidth services?: “Getting FTTH to as many locations as possible. Also pushing our DSL network to deliver the highest possible speeds to our customers.”

Some attendees indicated they’ve seen success working with external vendors to increase the effectiveness of their social media. We recognized this need here at NeoNova as well, creating our Social Media Support service to provide a baseline of content and developing a partnership to offer Marketing & PR Consulting, which includes social media management to whatever degree needed.

An important thing to keep in mind when considering third-party providers for your social media content, is that while they may be excellent sources for educational content (for example, such as NeoNova’s Social Media Support service), they likely cannot create the same connection with your community that you can. Localized content highlighting people, such as your community members and your staff, will always resonate better with your customers. So, if you do decide to outsource some or all of your social media efforts, you should plan to maintain a strong foundation of localized content.

Customers also view social media as another support channel. Users will comment on providers’ Facebook pages, tweet to their provider on Twitter, or send a message through various chat platforms. Providers using social media should have a plan and process in place for responding to customer complaints and needs quickly.

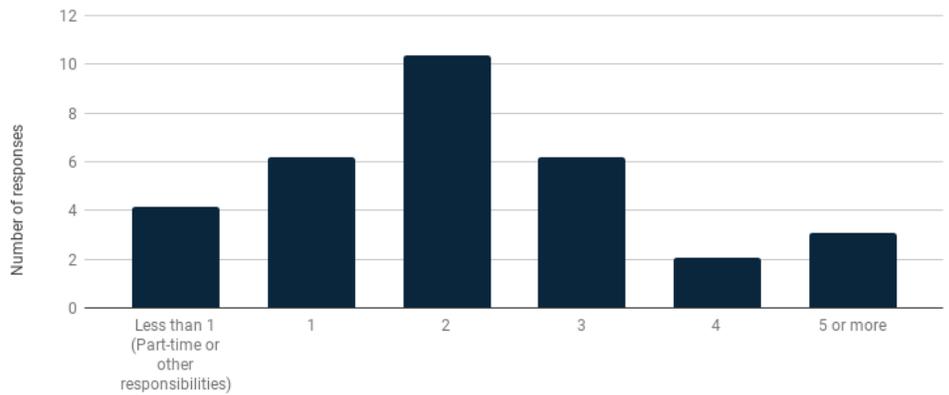
Many providers use external marketing support

The vast majority of providers who responded to our survey indicated they dedicate at least one, and more likely two or more, full-time staff to their marketing efforts. In light of the internal resources being dedicated to these efforts, it was surprising how much these providers also indicated that they rely on third-party marketing resources. When we asked attendees if they worked with outsource teams for their marketing, all responded with a “yes.” Similarly, of those providers who outsource aspects of their marketing support, 100 percent said that they feel outsourcing has a significant impact on their company and their advertising.

Overheard...

Q: What are your greatest hurdles when evaluating a new product or service to offer? A: “Manpower resource allocation is a limiting factor for us. Budget is limited for growth also.”

How many employees do you have dedicated to marketing?



Our survey indicated that network expansion is one of the major ways providers plan to increase sales, and CrowdFiber is built to support both expansion efforts and online sales of current services. Providers use CrowdFiber to create experiences for customers and prospects based on address and market. Based on service addresses or geofenced areas/zones, providers can collect targeted information, provide local speed tests, implement an online bundle builder, and collect deposits and electronic signatures. CrowdFiber discovers additional parcel and address data to help validate and expand market knowledge and provides tools for communication, including direct mail, email, web, and events.

Creating community advocates can be an effective strategy

After the preconference discussions, experts from CrowdFiber shared with us a trend that contributes to success in service provider expansion: gamifying goals.

For those providers desiring to expand based on demand, transparent goal tracking (either by percentage or monthly recurring revenue) can be a highly efficient strategy that encourages the market to compete. Using friendly competition, neighborhoods compete with one another to see who can enlist the most pledges for the provider’s support. A provider can set targets for each competing neighborhood and publish the targets online to show the status of the competition. This competition encourages peer recruitment within neighborhoods, as each strives to become the next to receive service.



Overheard...

“We keep it [service packages] as simple as possible for our older generations.”

Another effective method to turn community members into advocates is the use of “neighborhood champions”. Providers select or solicit volunteers to represent a neighborhood where a provider’s service does not yet reach or where take rates are not as high as expected or desired.

Regardless of the approach, providers should equip their advocates with the knowledge and collateral to succeed in their efforts. Yard signs spread the word with minimal effort. Bags, stickers, and t-shirts can be effective giveaways. Other activities to consider are hosting events to educate and inspire advocates, providing marketing materials (print and digital), and rewarding efforts with incentives.

Competitions and neighborhood champions can drive word-of-mouth recommendations, one of the most effective (and lowest cost) forms of advertising. Potential customers are more likely to become subscribers if they are encouraged to sign up for a service by someone they trust.

Customers are OK with paying for bigger internet packages

In a study conducted by [Cronin](#), a rural service provider marketing consultant and research firm, they discovered through end-user polling that customers who pay for higher-tier internet packages tend to be happier with the service they are receiving.

While the data shows that increased internet speeds and packages often translate to higher customer satisfaction, customer education is also a key component in helping increase customer satisfaction. Informational content and advertising that focuses on educating customers on bandwidth, the growing need for internet, and the Internet of Things (IoT) are all beneficial in helping curb these concerns. Educated customers are less likely to have basic troubleshooting issues, spend less time on the phone with support, and are more likely to pay for higher tiers of internet.

Complicated bundles can weaken the sales potential of higher internet packages

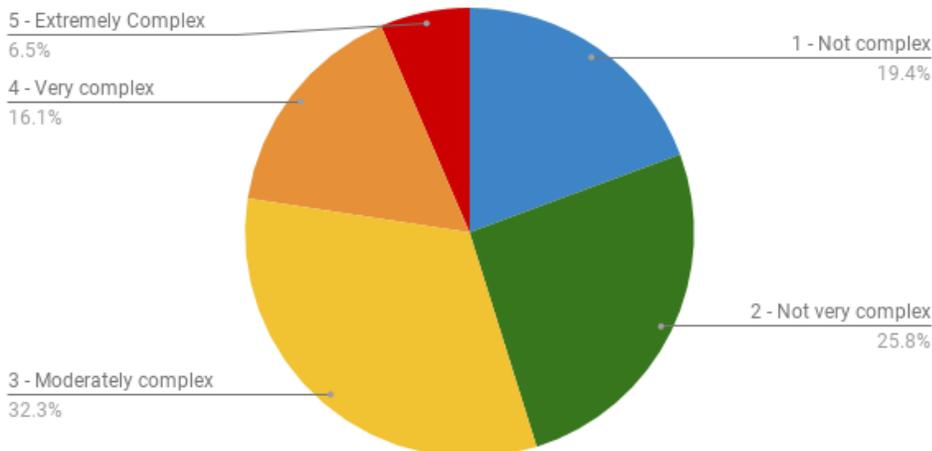
A common concern among attendees is that their bundles were too complicated for some customers to understand. They noted that their communities include a large population of customers who are lacking in extensive (and sometimes basic) technical knowledge. While they may be experts in their own realms, when it comes to topics such as computers, internet, and bandwidth, they sometimes struggle to understand the technical details and the impact different bundle selections can have on their everyday lives.

Overheard...

Q: What are your greatest hurdles when evaluating a new product or service to offer? A: “Rural America with an aging community, they don’t understand what the higher bandwidths would give them.”

Q: Why do you believe your service offering is very complex? A: “We have too many bundles... hard for employees to follow.”

How complex are the service offering choices that you present to your customers?



Here, again, is an instance where the appropriate educational materials can significantly help customers and increase sales. Changing from a purely speed-related focus to a quality-of-life focus in advertising and the sign-up process can help customers understand the value of higher-tier bundles, leading them to select solutions that will better support their lifestyle.

Our experts also suggested reviewing sales packages to make sure they are clear and well-presented. A clean and simple user interface on your website, easy-to-understand wording in the package descriptions, and meaningful graphics and pictures can help lead customers to the right bundle for their needs.

It can be challenging to track marketing efforts to successful sales

As with cybersecurity, providers often struggle to define and track the return on their investment in marketing efforts. When we surveyed providers to learn how their company tracks if their marketing is effective, most providers did not currently track these key performance indicators, or KPIs. These KPIs set benchmarks for the marketing staff, and allow for measurable and trackable performance metrics which can be reported back to key decision makers in your company. CrowdFiber experts recommended tracking address searches and inquiries for service and the percent that then convert to orders or subscribers, and then experimenting with various marketing and sales efforts while measuring any change to this “lead-to-order” baseline conversion rate. If leads (address inquiries) drop, then take steps that increase awareness and exposure and drive more leads. If the conversion rate drops, then experiment with the methods of buying/ordering and consider adjusting the pricing or messaging on your products.



Overheard...

“It has been difficult to change corporate culture from monopoly to competitive.”

“Good sales people are hard to find.”

Attendees indicated they had particular difficulty developing key performance indicators (KPIs) for print media, as there is no way to track if a door hanger was seen or a pamphlet sent via mail was opened. In the digital marketing space, defining and tracking KPIs is less of a challenge. For example, email marketing software typically tracks KPIs such as Click-Through Rates and Unique Open Rates. Getting at metrics that span multiple tools and processes can be more challenging, such as tracking which emails result in engagement or a conversion (sale). Again, third-party providers may be worth considering, as companies like CrowdFiber have developed solutions designed to integrate all aspects of the lead-to-conversion process to help track the effectiveness of your efforts and maximize your ROI.

Conclusion: Focus on KPIs, continue internal efforts for local content, and work with providers for industry-related content and enhanced capabilities

The end goal of most provider marketing efforts is either more sales and revenue or to educate customers and establish the company as a community leader. However, most providers need assistance determining the metrics to track to measure the success of these efforts, and learning from the results to create a process of continual improvement. Working with outsource providers and professionals who specialize in marketing metrics may help with building out KPIs, develop processes to track and analyze them regularly, and determining the appropriate actions as a result.

NeoNova recognized this need and partnered with a leading marketing consulting firm to create our Brand & Message Consulting service, designed for product and brand launches, and Marketing & PR Consulting service, designed for long-term growth. Through these services, your team gains access to a stable of graphic designers, content writers, and marketing professionals who can help set baseline objectives for your company’s outreach, and then work with you to create a plan for an effective marketing strategy and targeted marketing campaigns.

NeoNova is here for you!

NeoNova has been working in the rural service provider industry for more than 20 years. We are a true partner and, as a wholly owned subsidiary of a cooperative (NRTC), we exist to help providers grow their businesses and better serve their customers. NeoNova hosts events like the Preconference Workshop and others, such as our TechConnect customer-exclusive event, to learn about the challenges facing our industry and to help providers overcome them.

The research detailed in this paper is just one of our many sources that help drive our commitment to continuous improvement. We are dedicated to our customers' success, and we show our dedication through ongoing research into new technologies and services designed to help providers grow revenue, become more efficient, and increase customer satisfaction. Research, evaluation, and negotiation allow NeoNova affiliates to enjoy a multitude of technology solutions at highly competitive rates.

As you explore solutions to the challenges you face, NeoNova is here to assist you. We have developed or partnered to offer a variety of services to help you secure your critical systems and data, develop effective marketing strategies and metrics, and diversify your revenue.

If you're interested in learning more, or if you just want to ask us some questions about this whitepaper, get in touch with us at askneonova@neonova.net. We're here to help!

Questions or Comments?

If you have any feedback about this whitepaper, please let us know.

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