

# Putting a fiber optic network on the map of C-Suite executives.

## ASSIGNMENT

Generate leads in expanded markets from large companies in sectors such as government, education, and manufacturing.



**SEE ADDITIONAL SAMPLES ON BACK**

## SWOT ANALYSIS

### STRENGTHS

- Fibertech is a healthy fiber optics network provider (bandwidth is in abundance and the dust has settled from the Telecom bust of 2001)
- Small enough to provide custom solutions— important in this industry

### WEAKNESSES

- Niche product viewed as costly alternative to traditional network and transport services
- Lack of awareness in new markets

### OPPORTUNITIES

- Increase awareness of profit potential and bandwidth flexibility within new footprint

### THREATS

- High cost of entry causes long sales cycle, involving multiple C-Suite decision makers
- Multiple telecom market share leaders (e.g., AT&T, Verizon, local exchanges, ISPs) are perceived to provide comparable services

## MF SOLUTION

- Created a testimonials-based lead generation direct mail series with promotional overlay
- Rebranded the expanded product line with a new print campaign and sales collateral series
- Website refresh offered case studies and served as a data collection site for leads

## MEASURABLE RESULTS

- Company has tripled in growth over the past five years (revenue for 2005 was \$28 Million, projected to be \$45 Million in 2006)
- Direct mail campaign generated a 5% response rate

**DIRECT MAIL SERIES**

**IMAGINE A NETWORK THAT PUTS YOU IN THE DRIVER'S SEAT. WHAT'S NOT TO LOVE?**

Your IT and communications network is constantly growing and evolving just like your business. To stay ahead of the curve, we offer flexible, scalable solutions allowing you to manage your bandwidth and security of your business. We provide the flexibility and security of a complete end-to-end fiber optic network, putting you in control of your bandwidth requirements. A network that works with you, not against you—today and tomorrow. We'll give you the best, and you really will love the result! Call 866-697-5552 or visit [www.fibertech.com](http://www.fibertech.com).

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networks

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**CUSTOMER DRIVEN. TO THE LAST MILE.**

**BRINGING HIGHER BANDWIDTH TO HIGHER EDUCATION**

**SEEING THE POTENTIAL OF A SMARTER NETWORK**

**LEADING THE WAY**  
METRO FIBER OPTIC NETWORKS ARE DESIGNED, BUILT, AND OPERATED WITHIN MID-SIZE CITIES

COLLATERAL

**Fibertech**  
networks

**CUSTOMER DRIVEN. TO THE LAST MILE.**

**How can our fiber optic networks change your business for the better?**

**ENTERPRISE SOLUTIONS**

**CARRIER SOLUTIONS**

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