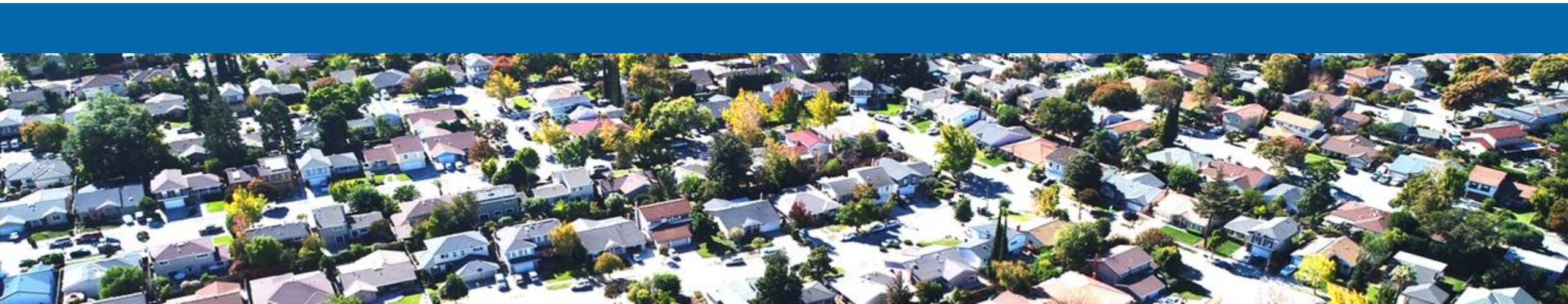




# WISP Marketing Best Practices

2025



# Overview

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This document provides a **basic, effective approach to marketing** that you can implement to attract and grow your WISP subscribers. After talking to dozens of Tarana customers, we were able to gather marketing best practices and tips — so you don't have to!



# What's Covered Here

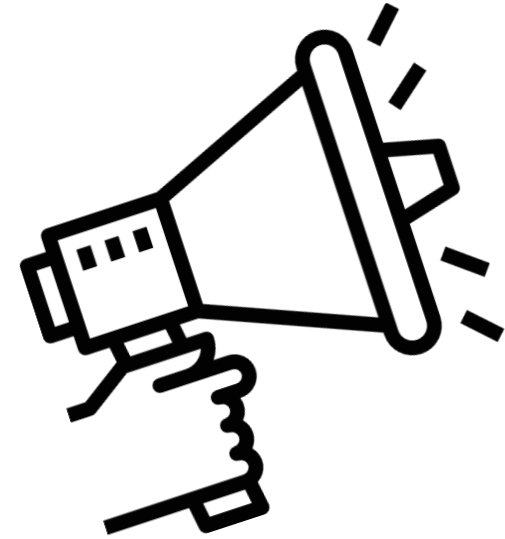
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- Why Marketing Matters
- The Four P's of Marketing
- Research
- Branding
- Messaging
- Website
- Signage and Flyers
- Social Media
- Events
- Direct Mail
- Referral Program
- Measure Results
- Reviews
- Tools and Resources
- Templates

# Why Marketing Matters

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- To create awareness around your company and services
- To attract new customers
- To retain customers
- To build trust
- To understand your audience (behavior, where they are, prices they'll pay, etc.)
- All of which generates revenue



# The Four P's of Marketing

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These four primary elements are key factors to consider when offering a product to the public.

- **Product**
  - What need does it solve?
  - Who is the target audience?
  - What sets it apart from competitors?
- **Price**
  - How much are consumers willing to pay for your product?
  - How much are competitors charging?
- **Place**
  - Where is your target audience that will buy this product?
  - What will be the process to sell to them?
- **Promotion**
  - How will you get the word out about your product? More on this later.



# Research

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The four p's of marketing require some research for validation.

- **What are potential customers unhappy about? What do they need? What would make them switch to a new provider?**
- What competitive edge do you have against competitors? What can you offer that they don't have? Is it speed, reliability, price, customer service, support, or something else?
- Where are your planned service areas? Which plans will you offer?

There are research surveys and studies available for purchase, but they aren't always up-to-date or accurate for the service area you are targeting.

Talking to local, potential customers and your audience is the best way to understand your market. Consider posing the questions to everyone who inquires about service. Set up a table or booth at your local stores, fairs, and/or events to get their perspective.



# Branding

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Make sure people recognize and trust your company, as well as the value it provides.

- 1. Logo** - Develop an easy-to-read logo that represents who you are and what you do
- 2. Colors** - Select 1 or 2 colors that you want to use to represent your brand
- 3. Slogan** - Develop a short, powerful, catchy phrase that touches on what your company does best, what sets you apart from your competition, and speaks to your target customers

Always use this branding everywhere, including your website, social media, flyers, signs, company vehicles, apparel, etc. To take it a step further, you may also want to use a dedicated font for consistent styling.



# Messaging

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Focus on the benefits and what potential customers really want.

- **High-speed**
- **Reliable**
- **Reasonably priced**

Every market is different. How much certain messaging will resonate with potential customers will vary. It's best to address those pain points with clear and concise messaging, whether it's speed, reliability, price, data caps, customer service, support, small local business, etc.

And so there are no surprises, it's usually a good idea to mention somewhere on your website that the product used is **next-generation wireless technology**, which is far more reliable and faster compared to wireless technologies used in the past, that requires mounting a small square-shaped antenna on the side or roof of the building.



**RELIABLE, HIGH-SPEED  
INTERNET THAT  
FITS YOUR NEEDS**

No contracts. No data caps.  
No sudden price hikes.

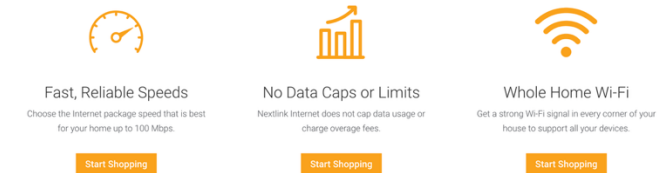
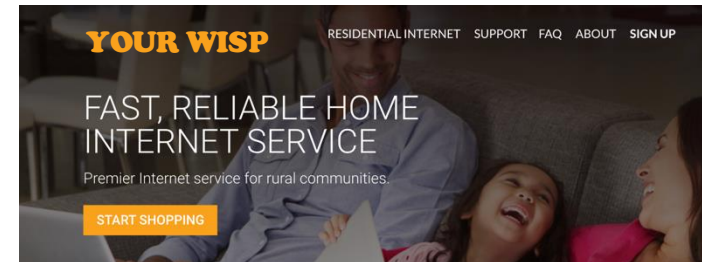


# Website

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A digital storefront, an effective website needs to have what customers look for, have relevant keywords (so it shows up on search engines), be easy to navigate, and be responsive (mobile/desktop friendly). Key sections to include (use a lot of photos):

- About Us
- Services
- Coverage Area / Availability
- Plans and Pricing
- Account Management
- Support
- Sign Up
- Contact Us
- FAQs
- Reviews



# Signs and Flyers

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Use marketing material to spread the word around your deals. When a tech is done with an install, have him/her distribute these signs and flyers around the neighborhood. Make sure it's branded with your colors, logo, and slogan.

- Door tags
- Lawn signs
- Flyers



# Social Media

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A primarily free resource, social media accounts are a great way for people to find you. It does require some time and effort to create banners and captions for posts. There are also dozens of community groups you can actively engage in. If you're willing to spend a little, these social media platforms have tons of user data, so you can set a budget, select an audience (by geographic area, age, income, occupation, etc.) and start running a **targeted advertising campaign**.

- Facebook
- Instagram
- Twitter/X
- Nextdoor



# Events

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Engaging with the community is a great way to get the word out about your product and company. Paid or free, always keep an eye out for events you can participate in, sponsor, or host yourself.

- Fairs
- Festivals
- Customer appreciation
- Toy drives
- Food drives
- School functions
- Fundraisers
- Table at a local store
- Table at a library
- And much more...



# Direct Mail

While a lot of marketing has moved toward being digital, there are many markets where direct mail is the primary method of gaining new customers — snail-mailing flyers into a targeted geographic area or directly to a predefined mailing list. Inquire with your local post office or mail carrier.

- **Every door direct mail (EDMM)** – This method is the most common and the easiest. There is no mailing list required, as your marketing piece just gets delivered to every door in a geographic area.
- **Traditional direct mail** - This method typically requires the purchase of a mailing list. While it costs more than EDMM, it usually results in a better response rate.

**GREAT DEAL**

Tired of slow internet?  
Get 5x the speed with  
our new technology!

Fiber isn't always available, and may take years to get built. We have an effective solution that can give you up to 5x the speed. Get fiber-class speeds and low latency with next-generation fixed wireless technology powered by Tarana.

**\$49.99**  
/mo

- UP TO 200 MBPS
- UNLIMITED BANDWIDTH
- INCLUDED MODEM
- 2 YEAR PRICE LOCK

POWERED BY  
**TARANA**

Visit [website.com](#)

your logo  
**HERE**

Legal copy goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

# Referral Program

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**Word-of-mouth** is the most effective method of gaining new customers. For that reason, putting in place a referral program is highly recommended. Reward your current customers and incentivize new ones. Make sure to promote this on your site and flyers.

**Refer a  
Friend**

(or Family Member)



**Both You and Your  
Friend Get 1 Month  
Free Service**

# Measure Results

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Measure your results in everything you do to determine what's most effective and to understand the behavior of your audience better.

- How many leads did you get from \_\_\_\_\_?
- How many of those leads converted or turned into new customers?
- If unsure, ask how a lead or new customer heard about you
- Calculate how much each of those leads costed you
- **Do more of what works best**
- In the WISP industry, there is typically a 0.5% to 2% lead conversion rate, with a \$20-60 cost per customer acquisition



# Reviews

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Reviews play a big role in building trust and getting leads to convert into customers. **Always ask for reviews.** It's good practice to also use reviews as a form of valuable feedback, positively replying to negative ones. Most popular sites for reviews (ranked):

- **Google:** [business.google.com/reviews](https://business.google.com/reviews)
- **Yelp:** [yelp.com](https://yelp.com)
- **BroadbandNow:** [broadbandnow.com](https://broadbandnow.com)
- Trustpilot: [trustpilot.com](https://trustpilot.com)
- High-Speed Internet: [highspeedinternet.com](https://highspeedinternet.com)



# Media Coverage

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A great way to get the word out about about the positive impact your company is providing is to get covered by the media (press, newspapers, tv stations, radio stations, journalists, etc.).

1. Generate newsworthy content (community impact, customer life-changing stories, major achievements, closing the digital divide, etc.)
2. Connect with key media contacts (journalists, writers, tv reporters, etc.) in your service areas
3. Pitch and share your newsworthy story with them (consider writing a detailed article with photos, noting that you'll be available for more coverage and interviews)



# Tools and Resources (multiple options for different budgets)

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- Logo design
  - Logo: [logo.com](https://logo.com)
  - Adobe Express: [adobe.com/express](https://adobe.com/express)
  - Photopea: [photopea.com](https://photopea.com)
  - Fiverr: [fiverr.com](https://fiverr.com)
  - Upwork: [upwork.com](https://upwork.com)
- Website builders
  - Squarespace: [squarespace.com](https://squarespace.com)
  - Wix: [wix.com](https://wix.com)
  - GoDaddy: [godaddy.com](https://godaddy.com)
  - Wordpress: [wordpress.com](https://wordpress.com)
- Website Analytics
  - Google Analytics: [analytics.google.com](https://analytics.google.com)
- Social media banners, flyers, signs design
  - Canva: [canva.com](https://canva.com)
  - Adobe Express: [adobe.com/express](https://adobe.com/express)
  - Photopea: [photopea.com](https://photopea.com)
  - Fiverr: [fiverr.com](https://fiverr.com)
  - Upwork: [upwork.com](https://upwork.com)
- Printers
  - Vista Print: [vistaprint.com](https://vistaprint.com)
  - 48HourPrint: [48hourprint.com](https://48hourprint.com)
- Copywriting and messaging
  - ChatGPT: [openai.com/chatgpt](https://openai.com/chatgpt)
- 3<sup>rd</sup> Party Full-Service Marketing Agencies
  - Ping Marketing, Greenstar, Dotted Line, etc.

# Templates for Signage and Flyers (Ready-Made)

The screenshot shows a web browser at resources.taranawireless.com/resources. The page has a dark blue header with the Tarana logo and 'Resources' text. Navigation links include 'G1 Platform', 'Resources', 'Onboarding', 'Supply Chain', and 'Support'. A notification icon is visible in the top right.

The main content area is titled 'Resources' and features a left-hand navigation menu and a main list of items. The left menu includes categories like 'All Resources (150)', 'Product', 'Company', 'Sales Resources', and 'Other'. The 'Subscriber Marketing (6)' category is currently selected.

The main list displays the following items:

Item Name	Description	Date	Size
Brochure	A general tri-fold brochure (8.5" wide by 11" tall) that can be co-branded. This PDF can be edited with Adobe Illustrator or Photopea (photopea.com).	04.23.2024	78 MB
Door Tag	A door tag (4.5" wide by 11" tall) outlining your ISP benefits and speed pans that can be co-branded. This PDF can be edited with Adobe Illustrator or Photopea (photopea.com).	04.23.2024	185 MB
Flyer (General)	A general flyer (8.5" wide by 11" tall) that outlines your most popular package that can be co-branded. This PDF can be edited with Adobe Illustrator or Photopea (photopea.com).	04.23.2024	4 MB
Flyer (ngFWA)	A flyer (8.5" wide by 11" tall) outlining all the benefits offered by ngFWA that can be co-branded. This PDF can be edited with Adobe Illustrator or Photopea (photopea.com).	04.16.2024	<1 MB
Lawn Sign 1	A lawn sign (24" wide by 18" tall), showing high-speed internet is available, that can be co-branded. This PDF can be edited with Adobe Illustrator or Photopea (photopea.com).	04.23.2024	21 MB
Lawn Sign 2	Another lawn sign (24" wide by 18" tall), showing high-speed internet is available, that can be co-branded. This PDF can be edited with Adobe Illustrator or Photopea (photopea.com).	04.23.2024	<1 MB

# In Closing

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- Marketing is essential to grow your business
- There are many other marketing strategies and channels out there
- What's outlined here is just a basic list, which is likely sufficient for most ISPs
- Bottom line — do what works (experiment, test, as each market is different)

