



Content Marketing Campaign Strategy

vozcom

Customer Retention



Cable's #1 Top
Priority

Purpose

Vozzcom has already established their reputation in customer retention and acquired several large cable companies as clients. In this unique business model, the **quality** of employees is essential, as it leads to more sales, resulting in higher profits for the company and higher bonuses for the employee.

Thus, this proposal will utilize **content marketing** in order to tap into an audience that Vozzcam has largely ignored: **educated and talented employees**. For this campaign, Vozzcom will lean into their **family values** and **philanthropic efforts** to appeal to this target demographic while countering bad reviews from former employees.

Overview

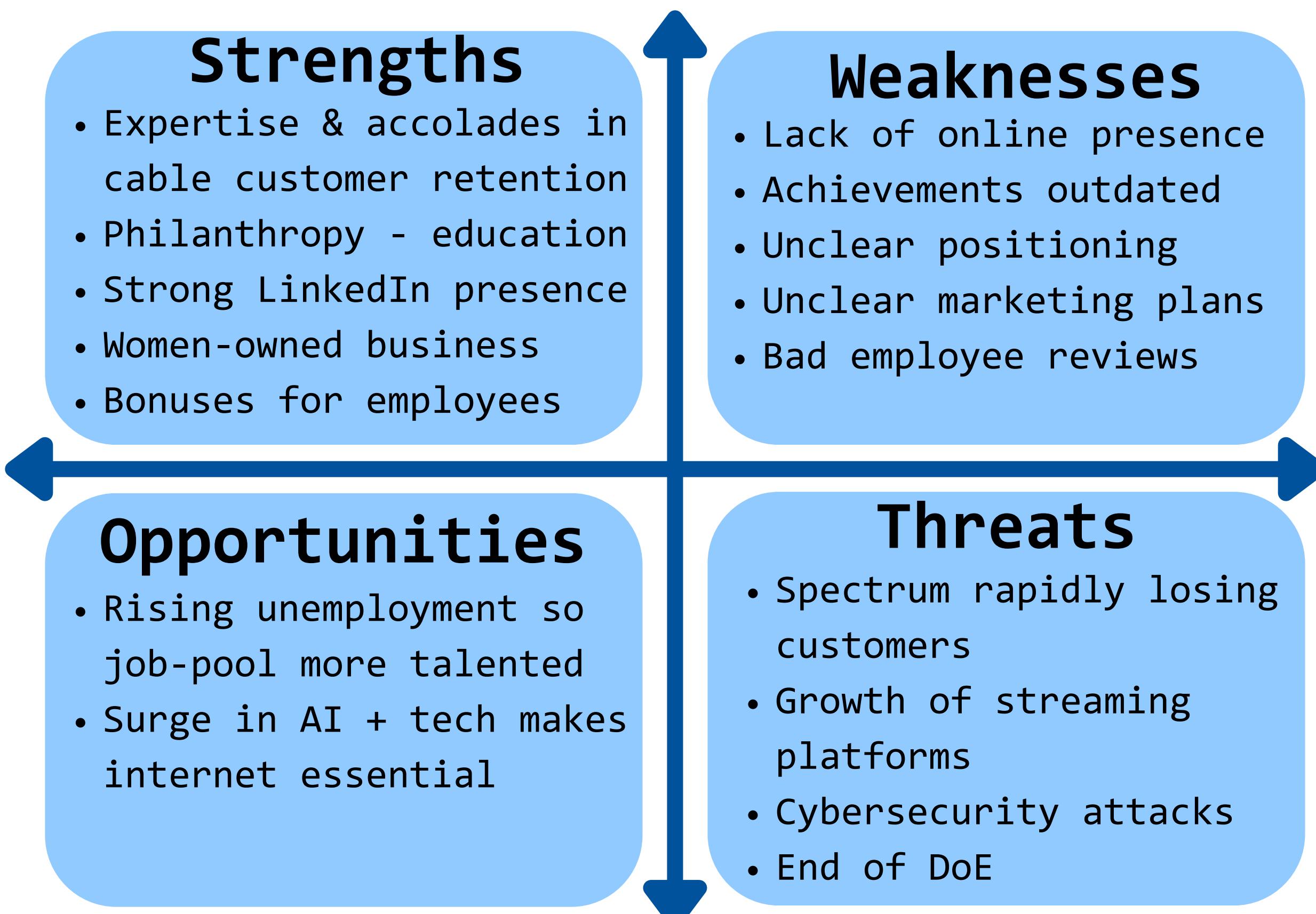
Vozzcom is a national leader in customer retention for cable companies, with their largest client being Spectrum. **Doreen Vozzola** founded this company alongside her husband **David** in 2000, and their expertise brought them quick success, winning accolades in 2010 such as the **Top 500 Women Owned**, **Diversity Owned**, and **Privately Held Businesses** in the U.S. and top 100 in Florida. Now, Vozzcom uses the profits from their success to fund **scholarships** supporting students pursuing higher education. The recipients come from UF, David's alma mater, or foster care homes, since Doreen was a foster child herself.

Target Audience

Historically, Vozzcom's target audience has been the cable companies themselves. As a result, Vozzcom lacks an online presence, since they do not offer services for the general public. However, this campaign will change that.

The primary audience for this content marketing will be the **future employees**. Specifically, those who recently graduated from **college** and want to be part of an inclusive community that values hard work. The secondary audience will be the **customers of cable companies**, since they are the ones Vozzcom's employees directly interact with.

SWOT Analysis



This campaign will bolster Vozzcom's reputation via:

- Establishing an online presence for Vozzcom by putting recent content marketing on their webpage
- Attracting an educated and talented workforce by emphasizing their support of education in top universities like UF
- Dispelling negative reviews about employees feeling unappreciated and overworked by showing how employees are treated as part of the Vozzola family
- Increasing the performance of their employees by putting out knowledge branding content on how to increase sales
- Improving the public image of Vozzcom by highlighting their philanthropic endeavors

By improving Vozzcom's reputation and quality of employees, they will be better prepared to adapt in the future to new clients or domains.

Goals

The efficacy of this campaign in meeting those goals will be measured by the following:

Key Performance Indicators

- Website Visits
- Average sales per employee
- Ratings on websites like Indeed & Glassdoor

Returns on Investment

- More clients
- Higher profits
- Improved public image

Measurements

Scope of Plan

The campaign will run from **May 2026 - November 2026**. The schedule below contains two types of content marketing: Signature stories & knowledge branding.

The **signature stories** will be released the **Monday** following one of Vozzcom's major **scholarships** and will be related specifically to that scholarship. These stories aim to benefit Vozzcom's public image.

The **knowledge branding** pieces will be released on a **Friday** prior to a period of **major spending**. This content will provide tips for improving sales in customer retention. Thus, they should target times when consumers are most conscious about their spending.

Type of Content	Target Date	Title of Piece	Associated Event
Signature Story	May 25, 2026	Road to the Future A Vozolla Legacy	HackSpaceCon
Knowledge Branding	July 31, 2026	5 Secrets for saving on your cable bill	Start of school year
Signature Story	Sept 28, 2026	Building your own Home Doreen's Success	FLITE scholarship
Knowledge Branding	Nov 27, 2026	3 Tips from 2026 to boost customer retention	Black Friday & Christmas season

Content Samples

Included in this campaign are two examples of the content marketing, one for each type:

Signature Story - Road to the Future : A Vozzola Legacy

- In this generational story, COO David E. Vozzola recounts the early impact education has had on his family, and how he carries that passion to the next generation via scholarships. Through this road trip to one such scholarship, HackSpaceCon, the story visualizes David bonding with both his current and future employees.
- By focusing on family, this piece illustrates how Vozzcom treats employees as a member of their family. By focusing on education, and the scholarship, the story appeals to a talented and educated workforce.
- See Pages 8-9

Knowledge Branding - 3 Tips from 2026 to boost retention

- In this piece, Vozzcom's experts share insights on how to retain more customers, boosting company profits
- Vozzcom thrives when its employees get more sales. Thus, a piece sharing these tips would allow Vozzcom's current employees to perform better. Furthermore, by establishing Vozzcom's expertise in the field, the content piece will attract a skilled workforce. Since employees receive more benefits when they land more sales, these improvements mean that the average employee will have a better view of Vozzcom.
- See pages 10-11



With the rapid changes occurring in the market, these are uncertain times for the future of Vozzcom. With their approval, we would love to help Vozzcom continue their success in the years to come by championing their strengths in this campaign. By focusing on their close connection with employees, as shown above, Vozzcom can build a team strong enough to adapt to whatever the future holds...

Our team eagerly awaits embarking on this journey with Vozzcom, so that they may continue to be “Cable’s #1 Top Priority”

Closing

Road to the future - A Vozzola Legacy



The morning sun glistens over Banana River as I drive through the suburbs of Merritt Island. This is the same road that my dad, David B. Vozzola, took every day to work at NASA. Back then, this neighborhood was chock-full of the nation's top scientists and engineers, and in the midst of them all was a small child named David E. Vozzola - me.



Immersed in this environment, I got to witness first-hand how higher education pushed the limits of what was possible, for both individuals and organizations. That's why, even when I founded my first business at the age of 18, I made it a point to return to school, and graduate from my father's alma matter: the University of Florida. Decades later, my son, David A. Vozzola, became the third Vozzola to graduate from UF and now sits in the passenger seat beside me as the cybersecurity director of our family company, Vozzcom. It's important that I carry the lessons my father taught me onto my son, and the rest of my employees at Vozzcom. Those that take the time to hone their skills and produce results are rewarded with hefty bonuses.

Now, we use the profits from those results to invest in the next generation. You see, the reason we're on this trip is to support the winners of our HackSpaceCon scholarship - 4 talented students from UF's cybersecurity club. When I first met Daniel, Leo, Jake, and Tian, their eyes burned with the same passion for knowledge that my family carried for years... their eyes were also burning from the whipped cream all over their faces. They had just spent the entire day fundraising under the scorching summer sun so that they could scrape together enough money to travel to conferences. Moved by their dedication, I wrote them a \$1000 check on the spot and promised more to come. Now, arriving at the Kennedy Space Center, the faces of those four men stood in front of me, eyes brimming with joy.

Further ahead, we meet up with Vince, one of my employees at Vozzcom. Looking ahead, we see the entrance to HackSpaceCon, and the future that lies inside: an exciting day full of knowledge, challenges, and memories. By dusk, we're seated around the dinner table at a small riverside restaurant, laughing over seafood like one big family.



3 Tips from 2026 to boost customer retention

We know you're busy, so let's cut to the chase. It's gift-giving season and our experts at Vozzcom, a national leader in customer retention for cable, would like to give you the gift of knowledge! Whether you're a rookie looking to make a spectacular first impression, or a seasoned veteran trying to increase your sales, these 3 tips will help you seal the deal, allowing you to earn more on your next paycheck:

Tip #1: Respect the customer's time

Time is money! This saying has aged like fine wine, with attention becoming one of the most valuable commodities for businesses in today's economy. Thus, it is important to respect your customer's time, especially when you show up to their door uninvited.

How do you do that? By establishing a time limit at the start of the conversation with a simple phrase, just like we did in this article. "I know you're very busy, so this will just take a few minutes" - Uncertainty begets stress, which makes your customer less agreeable. Establishing a clear time limit brings predictability to the conversation, putting the customer at ease



Tip #2: Ask for assistance

It is ingrained in our social nature to want to help others. It makes us feel better, as well as making us more likely to help them in the future. So, let's use a "foot-in-the-door" technique by asking the customer for a small favor that is easy to fulfill. One example is to hold your items while you write something down. Remember, this favor is small, so don't overstep your boundaries. Lastly, make sure to thank them properly when they complete the favor.

Tip #3: Ask questions, don't assume!

This tip comes straight from Vozzcom's President, Doreen Vozzola. Back when she was on the front lines of customer retention, she came across a phrase that has stuck with her ever since:

**"WHEN YOU
ASSUME,**

**YOU MAKE AN ASS
OUT OF U AND ME."**
~ OSCAR WILDE

Never assume things about your customer or what they want! Even if it's a repeat customer, a lot has happened in their life since you last met them so what may have been true in the past may no longer be true.

So, how are you supposed to figure out what your customer wants? By asking questions! Use the standard ones your company gives you as a starting point, but make sure to genuinely listen to the customer's responses and tailor your following questions to their needs. Your goal should be to direct the conversation with questions.

Put it in practice

That's it! Try these tips out for your next customer and see the difference in interest. If you want to learn more tricks, then you should apply for a position at VozzCom, where you can learn directly from the experts themselves.