BroadMax web content V7

Market Research

Knowledge is power. Know where you stand in the marketplace. BroadMax objectively gathers and presents the facts, along with strategic solutions. Take your strategic planning to the next level with our market research process. (Learn More popup)

BroadMax market research services:

* SWOT-Gain a better understanding of your company and competition
* Customer Data - Demographics, Segmentation, Personas
* Product Audit - Features, Functionality, Pricing,
* Customer Service - Industry Benchmarks, Response Times, Reviews, Satisfaction index
* Brand - Awareness, Perception, Relevancy, Marketing Effectiveness

Positioning

BroadMax makes sure what separates you from the competition is clearly and consistently communicated. Our positioning process pinpoints what makes your value proposition unique. Then we show you how to reinforce those differentiators in marketing, communication and branding. (Learn More popup)

The BroadMax positioning process:

* Positioning Interviews or Workshop
* Your Unique Differentiators
* Messaging Strategy
* Marketing Implementation
* Brand Integration
* Internal Messaging

Change Management

Is your company entering the fiber broadband business or making another type of paradigm shift? BroadMax helps organizations undergoing any kind of operational change gain alignment with all their key stakeholders during this critical transition. We are skilled helping company leaders communicate change to employees and customers. They’ll have lots of questions. BroadMax makes sure you will have all the answers. (Learn More popup)

BroadMax Group will develop a tailored approach to engage employees and the public with the exciting change taking place at your company. Services include:

* Communication Strategy
* Internal/External Audience Messaging
* Communication Channel Implementation
* Content planning
* Event Planning
* Marketing Collateral Design

Business Planning

BroadMax Group consults companies at all phases of broadband planning; from discovery to generating additional revenue from their existing network. Our years of industry experience will add valuable perspective to make informed decisions on your next steps. (Learn More popup)

BroadMax Group provides professional research and planning to assist with your business case:

* Market Analysis
* Product Strategy
* Strategic Approach
* Broadband Network Assessment
* COVID-19 Communications and Product Development

Marketing Services

Marketing Strategy (panel)

BroadMax uses our proven approach to create a tailored marketing strategy that communicates brand value, generates leads and increases revenue. We take the time to ensure the right elements are in place for your success. (Learn More popup)

To achieve this goal we use one or all of the following approaches:

* Research
* Customer Segmentation
* Positioning
* Marketing Plan Development
* Promotion Mix (Popup box with info below)

Channels used to promote your offerings to the customer:

* + Digital and Social Media Marketing
  + Advertising
  + Sales Promotions
  + Event Marketing
  + Personal Selling
  + Internal Marketing
* Performance Metrics
* Budgeting

Digital Marketing

Many options are available. Which are the right ones to target your customers? Based on our market research, BroadMax Group identifies the best digital marketing channels for your needs. Let us help you convert more clicks into sales.( Learn More Pop up)

BroadMax Group can consult or completely manage the following digital marketing areas:

* Social Media
* Display, Search and Native Ads for mobile and desktop
* Geo-Targeting
* Email
* In-App-Ads
* Branded Mobile Apps
* Performance Metrics Monitoring

Content Marketing

Create and publish interesting information to engage your target audiences. Whether it’s building trust with customers or boosting conversions for sales, content marketing is very cost effective at gaining attention for your product and brand. ( Learn More Popup)

BroadMax identifies the best content marketing channels for your needs. We can consult or create the content for you in the following areas:

* Editorial Calendar
* Social Media
* Blogs
* Testimonials/Customer Reviews
* Videos
* Podcasts
* Infographics
* Whitepapers
* Emerging Content Marketing Opportunities
* Performance Metrics

Branding (panel)

A strong brand identifies what’s unique about your services compared to other sellers. BroadMax Group understands the value internet providers offer their communities. Our background helping broadband companies maximize their brand will help your organization standout from the crowd. (Learn More popup)

BroadMax Group conducts research and develops a winning game plan to make sure everyone knows what makes your company unique.

* Identify Positive Brand Opportunities
* Uncover Negative Brand Opinions
* Assess Value Proposition
* Evaluate Product Benefit
* Measure Customer Sentiment/Loyalty
* Corporate Citizen Perception
* Marketing/Logo Sentiment
* Evaluate Brand Performance

Web Analysis (panel)

Your website is your organization’s most valuable piece of digital real estate. BroadMax ensures your online presence is working to communicate your brand, generate product interest, convert sales and support customer service. (Learn More popup)

BroadMax will review your website in key categories and offer solutions to optimize your online performance:

* Brand Guideline Consistency
* Keyword Analysis
* SEO Optimization
* Content Assessment
* Site Navigation
* Google Analytics Performance
* Marketing Automation Opportunities
* Landing Pages
* Website Design Consultation

Product Pages

Product Strategy

BroadMax specializes in consulting clients on internet and technology products that leverage all the advantages a fiber broadband network offers. Our background includes first to bring gigabit speeds and symmetrical products to a major Texas market. An important step is to determine if a product idea adds value to your residential and business customers. BroadMax will help your company develop more products that consumers want and buy. (Learn More popup)

Residential, small business and enterprise products lines that can boost your bottom line:

* Symmetrical broadband
* Smart Home Product Suite
* Superior WiFi service
* Residential and Business Security products
* Dedicated Internet Access (DIA)
* Business and Wholesale Ethernet solutions
* Managed Services
* Branded Apps
* Pricing Strategies

Agile Process

BroadMax Group will improve your product development success through our Agile-based project management approach. The continued emergence of SaaS-based consumer products makes it vital to move on from outdated product development methods. We use the best aspects of Agile to create great broadband products. (Learn More popup)

BroadMax Group knows how to bring relevant broadband products to market that are built right, on budget and on time. Areas we consult:

* Product development audit
* User behavior
* Product vision/ease of use
* Project roadmap based on business objectives
* Effective team squad collaboration
* Proper testing protocols
* Product service after launch
* Key Metrics

App Development

A mobile app helps position your business as a technology company. It also makes it easier for customers to do business with you. Online sales, payments and customer service are just some of the features available. A branded app is also an excellent marketing tool for messaging and understanding consumer habits. BroadMax is experienced bringing successful apps to market. Let’s talk about developing a branded app for your business. (Learn More popup)

BroadMax Group offers comprehensive consulting on branded apps, from discovery, to build and launch.

* Display, Search and Native Ads for mobile and desktop
* Overall mobile strategy
* Build, buy or partner?
* Key features
* Agile based product development
* Security protocols
* Launch
* Marketing
* Support

Communications Services

External Communications

For companies that recently launched or plan to launch fiber internet, your customers will have a lot of questions. Excellent communication with your target audiences is a cost effective method to build customer trust, loyalty and sales. Poor communication leads to bad reviews and a negative brand image. BroadMax Group draws from years of experience mapping out communication strategies. We’ll help keep your target audiences up to date on your company’s latest developments. (Learn More popup)

The BroadMax provides expert advice on:

* External Communications Strategy
* New Service Area Notifications
* Managing Customer Expectations on Fiber Availability
* Customer Segment Identification
* Content Road Map
* Communication Channel Selection
* Earned Media Coverage
* Event Opportunities - Annual Meetings, Town Halls, etc.

Internal Communications

A well executed communication plan is just as important for your employees as for your external audience. Especially when adding a new technology like fiber broadband, keeping employees informed is essential for buy-in, engagement and increased productivity. BroadMax Groups offers expertise developing effective communications strategies that connect with all your team members. A lot is going on at your company. BroadMax will make sure everyone is on the same page. (Learn More pop up)

BroadMax Group connects with employees with a comprehensive communications approach:

* Internal Communications Strategy Assessment
* Content Road Map
* Create Employee Segments for Messaging
* Identify Essential Internal Communication Tools
* Develop Brand Advocate Opportunities
* Establish Performance Metrics
* Pre and Post Employee Surveys

Public Relations & More

When you need to engage, influence or build relationships with key stakeholders, a public relations campaign is your plan. BroadMax Group offers clients a successful track record of developing P.R. campaigns that achieve goals. Broadmax also offers professional advice on crisis communication, media relations, Annual Meeting communication and speechwriting, to name a few. (Learn More popup)

BroadMax’s Public Relations Planning Includes:

* Research and Analyze the Situation
* Set Goals and Objectives
* Strategy
* Messaging and Communication Channels
* Metric and Evaluation
* Budgeting
* Client Advocacy

About Us

BroadMax Group is forged from two careers focused on moving fiber broadband forward. Bruce Forey and Tom Zanoli served as longtime managers with a telecom cooperative recognized as one of the early adopters of fiber broadband. Their contributions in product development, marketing and communications strategies helped the company build a strong brand, compete with Fortune 50 internet providers and achieve impressive financial success. Leveraging their valuable industry expertise, Forey and Zanoli established BroadMax Group to offer forward-thinking marketing, communications and product development solutions for businesses at various stages for fiber broadband deployment.

BroadMax Group partners with a network of highly-skilled professionals to offer clients outstanding talent across our consulting service lines. Our group of experts will develop a plan to turn any challenge into an opportunity. Let us know how BroadMax Group can help (Contact Us button)

Bruce Bio:

Bruce Forey is recognized as a results-focused marketing and communications leader with a long career in the broadband industry. He established GVTC Communication’s first corporate communications department to promote the company’s fiber broadband expansion and other initiatives. He secured hundreds of positive earned media articles worth millions in advertising equivalency value. Surveys show his communications strategies increased employee engagement and public brand awareness. Bruce led GVTC’s digital marketing transition which resulted in a 25% increase in broadband sales during the first year.

At Bandera Electric Cooperative, he transformed the company’s public relations department into a highly-effective communications and marketing department. His marketing strategies resulted in broadband sales that greatly exceeded acquisition and revenue benchmark goals.

Prior to his marketing and communications career, Bruce was a 10-year broadcast journalist serving as an anchor, reporter and producer. Bruce is a graduate of the University of Texas at Austin with a bachelor or science degree. He also earned his Accreditation in Public Relations (APR). He’s a member of the Public Relations Society of America and the American Marketing Association. Bruce has more than a decade experience in nonprofit leadership roles as a board director with several organizations.

Bruce’s Key Strengths:

* Successful at leading startup marketing and communications departments.
* Highly accomplished at generating positive media coverage.
* Strategic marketing plans that produce interest, leads and sales for broadband and renewable energy products.
* Internal communication strategies that keep employees informed and engaged.
* Digital marketing strategies and tactics that support business goals.
* Executive support with messaging, media interviews, speeches, presentations and more.
* Compelling video productions that excel in telling the story of your organization.
* Corporate event productions that connect with the target audience.

Tom’s Bio

Tom Zanoli brings 20 years experience from the broadband, software technology and telecom industries as a principle to Broadmax Group and its clients. With numerous certifications in network engineering, Tom understands how to leverage broadband technology to create new product lines that add value and increase revenues. As a product strategy professional, he launched more than XX products that generated more than XX in revenue for his employers. These product accomplishments include first to bring residential gigabit connections and symmetrical broadband service to the San Antonio market.

In addition, Tom offers valuable guidance helping companies transition from traditional waterfall product development transition to more effective SaaS Agile product development techniques.

Whether it’s transforming your product strategy, consulting on branded apps or helping maximize profitability, Tom offers effective solutions for challenges our clients face.

Tom holds a Master of Business Administration (MBA) in Marketing from the University of Phoenix. He also holds a Bachelor of Science in Marketing from Indiana University of Pennsylvania. In addition, Tom earned several technical certifications including: Linux+, CompTIA A+, Security+ CE, Network+ CE Certifications and CCNA Security. He is also a former board chair for the Broadband Multimedia Marketing Association (BMMA).

Tom’s Key Strengths:

* Proven success in identifying, developing and launching new products that generated millions of dollars in revenue.
* Exceptional problem solver with expertise in all aspects of product development.
* Skilled at identifying and implementing core Key Performance Indicators to ensure projects meet or exceed expectations.
* Outcome driven on leadership initiatives with a focus on increasing efficiency measures.
* Highly accomplished in Agile product development implementation.
* Certified across multiple network management competencies.
* Strong collaboration skills with cross-functioning teams and outside vendors.
* Analytical minded with focus on significantly improving efficiency measures.

Home Page statement

BroadMax Group are experts in product development, technology, marketing and communications.

Our consulting services are centered on years of industry knowledge backed by proven results. BroadMax Group will turn your challenge into an opportunity. Or: Let us turn your challenge into an opportunity.

Carousel title statement:

Moving Broadband Forward