

Fiber broadband is serious business.

You need a partner you can turn to.



GO-TO-MARKET HELP IS HERE

There's a lot to do — we want to make your marketing (and your life) easier. That's why you need an experienced partner. We offer a variety of services designed to meet your organization's GTM goals and timelines.

BRAND STARTER

\$7,500-8,000

Includes:

- Basic personality characteristics work
- Refreshed logo
- New or revised color palette
- New typography

BRAND FOUNDATION

\$15,000-20,000

Includes Brand Starter package, plus:

- Brand promise
- Brand values
- Elevator pitch
- Stylescape

BRAND ARCHITECTURE

QUOTES AVAILABLE

Includes Brand Foundations package, plus:

- Brand voice description
- Brand story development
- Brand positioning strategy
- Styleboard and campaign mock-ups
- Online brand guide

CAMPAIGN EXECUTION

\$2,500/CAMPAIGN

- Customization of 6 pre-made ECB campaign
- Audience and offer identification
- Campaign landing page design support

FULL SERVICE RETAINER

STARTING AT \$4,000/MO.

- Marketing action plan
- Promotion of service offerings
- Omni-channel approach
- Custom creative, campaigns, product launches, and more

TEAM DEVELOPMENT TRAINING

\$8,000 - \$10,000

- Basics of Broadband
- Selling without sounding like it
- Customer Experience Pillars

*Recommended to maximize your business goals

GET YOUR FREE CONSULTATION! askpivot.com/get-in-touch/calix
QUESTIONS? getinfo@askpivot.com



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RESEARCH | MARKETING | BRANDING | WEB | VIDEO | TRAINING | CUSTOMER EXPERIENCE