

Expanding Subscriber Base With Regional Broadband/Telecom Company

Introduction

A regional subsidiary of a larger broadband/telecommunications company aimed to expand its subscriber base as it extended its fiber network into rural areas, supported by new infrastructure funding. The company needed a strategic printing and mailing partner to help communicate these offerings and connect unserved communities with broadband services.

Snapshot

Client: Regional subsidiary of a large broadband/telecommunications company

The Challenge: Expand subscriber base in rural markets through a high-volume direct mail campaign while overcoming production capacity limitations and meeting aggressive communication goals.

The Solution: Heeter, a leading commercial printing company, leveraged its high-volume printing services to efficiently execute a multi-million piece bulk printing direct mail campaign, accelerating subscriber growth.

The Results: Launched the campaign on time, increased subscriber inquiries and sign-ups and surpassed growth targets.

The Challenge

The telecom company's existing printer lacked the capacity to handle a high volume of postcards, direct mail pieces and other marketing materials needed to promote the expansion. This led to significant delays and unmet communication goals. The company needed an innovative commercial printing company capable of delivering comprehensive custom print solutions beyond basic services, including direct mail fulfillment services, to streamline operations.



The Solution

Heeter, a best-in-class commercial printing and direct mail company in the eastern U.S. market, stepped in to provide high-volume printing services tailored to the telecom company's needs. Heeter scaled production capacity from a few hundred mailers per month to 2 million postcards and letter packs, with a quick turnaround time of 10–14 days.

The solution included:

- **Fulfillment Services:** Managing the entire printing and mailing process from production to delivery, ensuring timely and accurate distribution of all materials.
- **Variable Data Printing:** Creating personalized direct mail materials tailored to different demographics to boost engagement and response rates.
- **Integrated Marketing Support:** Aligning print and digital efforts to enhance overall campaign effectiveness.

Results

By partnering with Heeter, the broadband company successfully met its communication goals.

The client was able to:

- Efficiently launch a subscriber acquisition campaign across new rural markets.
- Improve the speed and reliability of high-volume mail services, eliminating delays.
- Experience a significant increase in subscriber inquiries and sign-ups, ultimately surpassing their growth targets.

Heeter's ability to offer a comprehensive range of services, from full-color, digital printing to complete fulfillment and integrated marketing, ensured seamless expansion into rural areas and established a trusted partnership for future growth.

Ready to Scale Your Broadband/Telecom Communications?

Partner with Heeter, your reliable commercial printing solutions company, to drive growth with optimized high-volume print solutions tailored to your needs. Contact us at tboyle@heeter.com or call 570-332-2834.