



The Key Role of Marketing in BEAD Success

The BEAD program highlights the need for community engagement, outreach, and broadband adoption plans. JSI's marketing consulting services are tailored to help applicants:

Build awareness about your broadband initiatives.

Engage and educate underserved communities.

Meet compliance requirements for outreach and communication plans.

How JSI Can Help You Achieve Your BEAD Marketing Goals



1. Community Outreach Strategies

- Develop targeted campaigns to raise awareness and engage underserved communities.
- Leverage social media and local networks to amplify community-focused messaging.

2. Communication Plan Development

- Identify outreach channels and set metrics to track success and effectiveness.
- Deliver a tailored, application-ready outreach plan that align with BEAD requirements, detailing strategies for targeting and engaging low-income and underserved areas.

3. Develop & Execute Marketing Campaigns

- Design marketing strategies for urban, rural, and underserved areas, blending digital and traditional methods.
- Deploy digital outreach via targeted social media campaigns, email newsletters, and geotargeted online ads.
- Implement traditional tactics, such as print materials and direct mail, to connect with harder-to-reach populations.
- Optimize campaigns using data-driven insights for maximum impact.

How JSI's Marketing Consulting Service Can Help



Specialized Expertise

Decades of broadband and telecom marketing experience.



Tailored Marketing Campaigns

From creative content development to media placement, we design and implement strategies that resonate with local communities.



Data-Driven Optimization

Our team monitors campaign performance and provides actionable insights to enhance outcomes and maximize impact.



Comprehensive Management

We manage all marketing efforts end-to-end, from strategy development to execution and performance tracking, ensuring a seamless and efficient process.

Why Choose JSI?

We have a deep understanding of BEAD program nuances.

We have proven success in broadband-related projects.

We have a commitment to tailored, measurable results.



Let's Work Together

Position your project for success with JSI's marketing expertise. Together, we'll create outreach strategies that resonate, engage, and deliver measurable results!



Complete Broadband Solutions

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