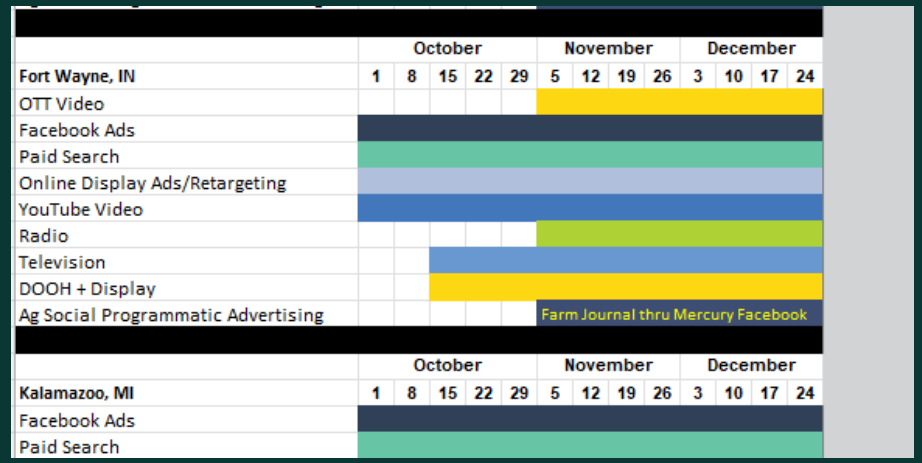
Mercury Fiber

Marketing Portfolio

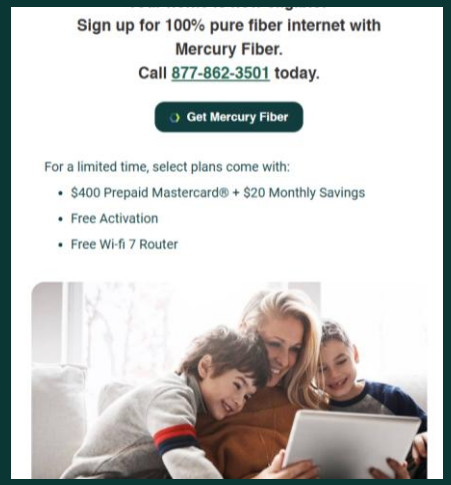
Integrated media planning and buying, creative development, campaign execution, reporting and optimization across fiber and fixed wireless marketing.

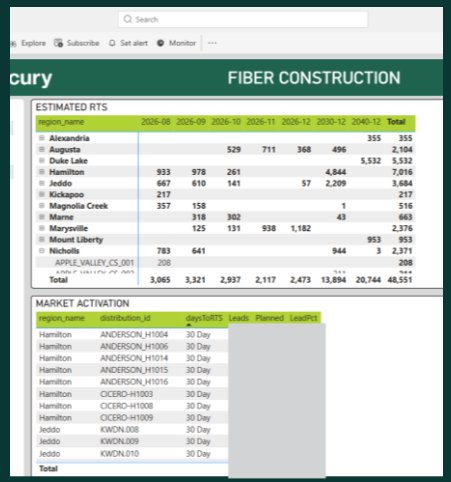
Rick Stoneking
Manager, Paid Media & Direct Marketing



	October					November				December			
Fort Wayne, IN	1	8	15	22	29	5	12	19	26	3	10	17	24
OTT Video													
Facebook Ads													
Paid Search													
Online Display Ads/Retargeting													
YouTube Video													
Radio													
Television													
DOOH + Display													
Ag Social Programmatic Advertising						Farm Journal thru Mercury Facebook							

	October					November				December			
Kalamazoo, MI	1	8	15	22	29	5	12	19	26	3	10	17	24
Facebook Ads													
Paid Search													





THE STORY

End-to-end marketing ownership

These examples show how I connect market planning, creative development, campaign execution, and performance reporting into one working marketing system.

Plan

Identify markets, timing, audiences and channels.

Create

Develop messaging, creative, offers and campaign assets.

Execute

Coordinate vendors, platforms, files, timing and delivery.

Measure

Track calls, QR scans, leads, customers, costs and ROI.

Optimize

Use results to refine future campaigns and investment.

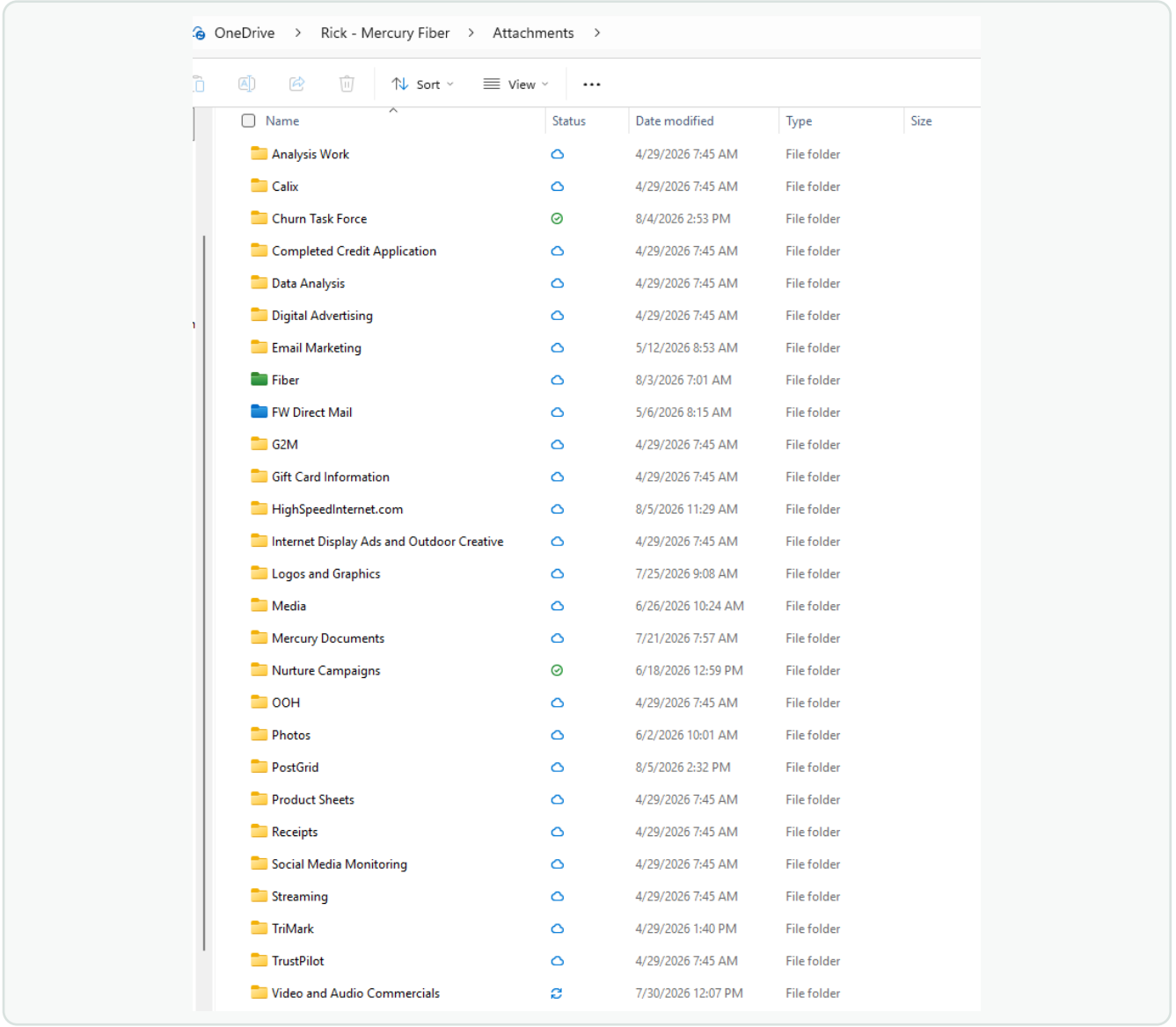
Portfolio sections: workflow, media planning and buying, audience research, channel tests, tower acquisition, reporting, direct mail, email, OOH and video.

Project scope & organization

Manage a broad portfolio of marketing projects across daily, weekly and long-term priorities.

My role

- Coordinate work across direct mail, digital advertising, email, fiber launches, media, creative assets and reporting.
- Maintain organized project files so assets, data and historical work can be quickly located and reused.
- Balance recurring campaign work with one-off requests, vendor needs and time-sensitive launches.



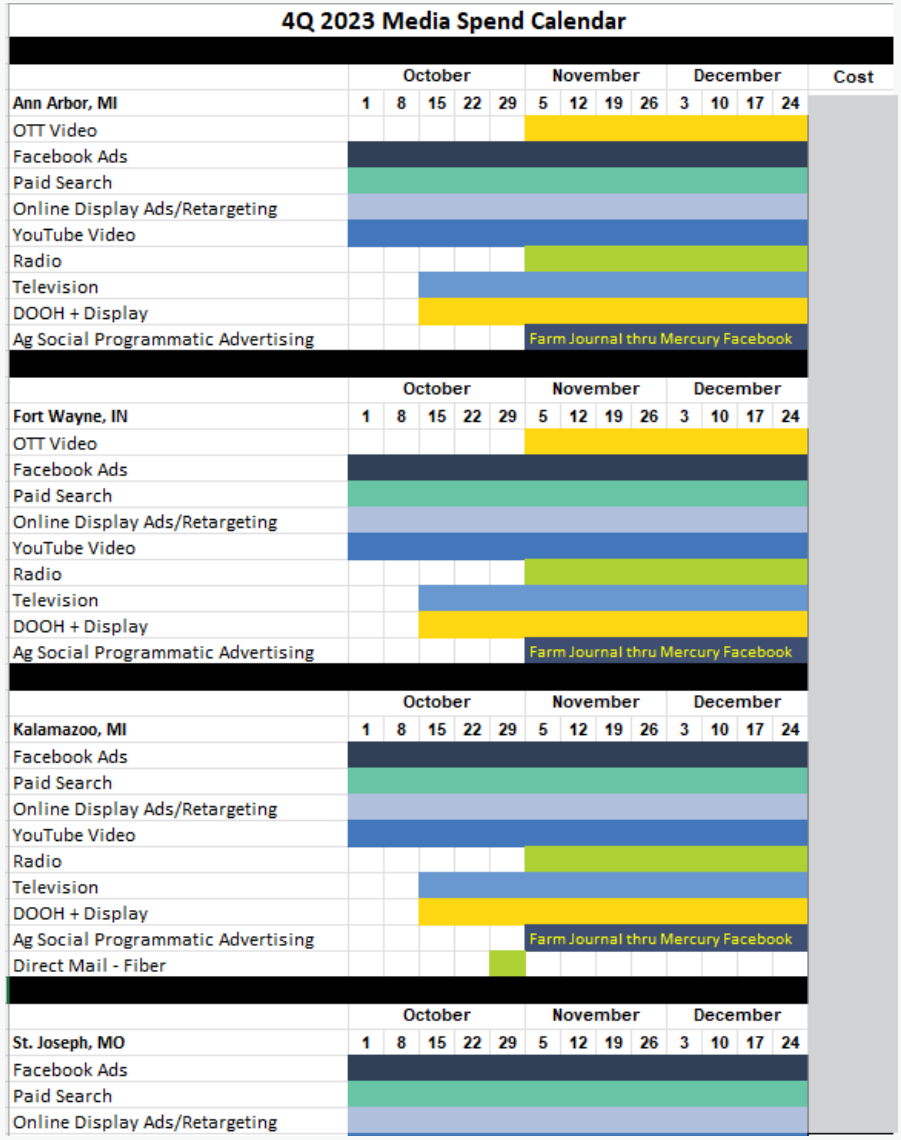
Example project folders showing the scope and variety of active marketing work.

Integrated media planning

Develop market-level media plans that coordinate digital and traditional channels around business priorities.

My role

- Plan timing across paid search, paid social, YouTube, display, OTT, television, radio, out-of-home, programmatic and direct mail.
- Map channels by market and campaign period to create a unified plan rather than isolated tactics.
- Use channel timing and media mix to support market launches, promotions and customer acquisition goals.



4Q 2023 Media Spend Calendar

	October					November				December				Cost
Ann Arbor, MI	1	8	15	22	29	5	12	19	26	3	10	17	24	
OTT Video														
Facebook Ads														
Paid Search														
Online Display Ads/Retargeting														
YouTube Video														
Radio														
Television														
DOOH + Display														
Ag Social Programmatic Advertising						Farm Journal thru Mercury Facebook								

	October					November				December				
Fort Wayne, IN	1	8	15	22	29	5	12	19	26	3	10	17	24	
OTT Video														
Facebook Ads														
Paid Search														
Online Display Ads/Retargeting														
YouTube Video														
Radio														
Television														
DOOH + Display														
Ag Social Programmatic Advertising						Farm Journal thru Mercury Facebook								

	October					November				December				
Kalamazoo, MI	1	8	15	22	29	5	12	19	26	3	10	17	24	
Facebook Ads														
Paid Search														
Online Display Ads/Retargeting														
YouTube Video														
Radio														
Television														
DOOH + Display														
Ag Social Programmatic Advertising						Farm Journal thru Mercury Facebook								
Direct Mail - Fiber														

	October					November				December				
St. Joseph, MO	1	8	15	22	29	5	12	19	26	3	10	17	24	
Facebook Ads														
Paid Search														
Online Display Ads/Retargeting														

Market-level media calendar across digital and traditional channels.

Media planning and buying decisions

Build recommendations around the audience, service footprint and business objective.

My role

Set campaign budgets, target audiences and goals.

Request spending scenarios and compare channel options using reach, frequency and cost efficiency.

Work directly with media representatives and present recommendations to leadership.

Planning detail

Review placements, dayparts, rates, ratings, GRPs, CPP and CPM.

Coordinate weekly flighting and market allocations in quarterly media calendars.

Account for cancellation commitments and campaign priorities.

Leadership retains final approval and signing authority for media buys.

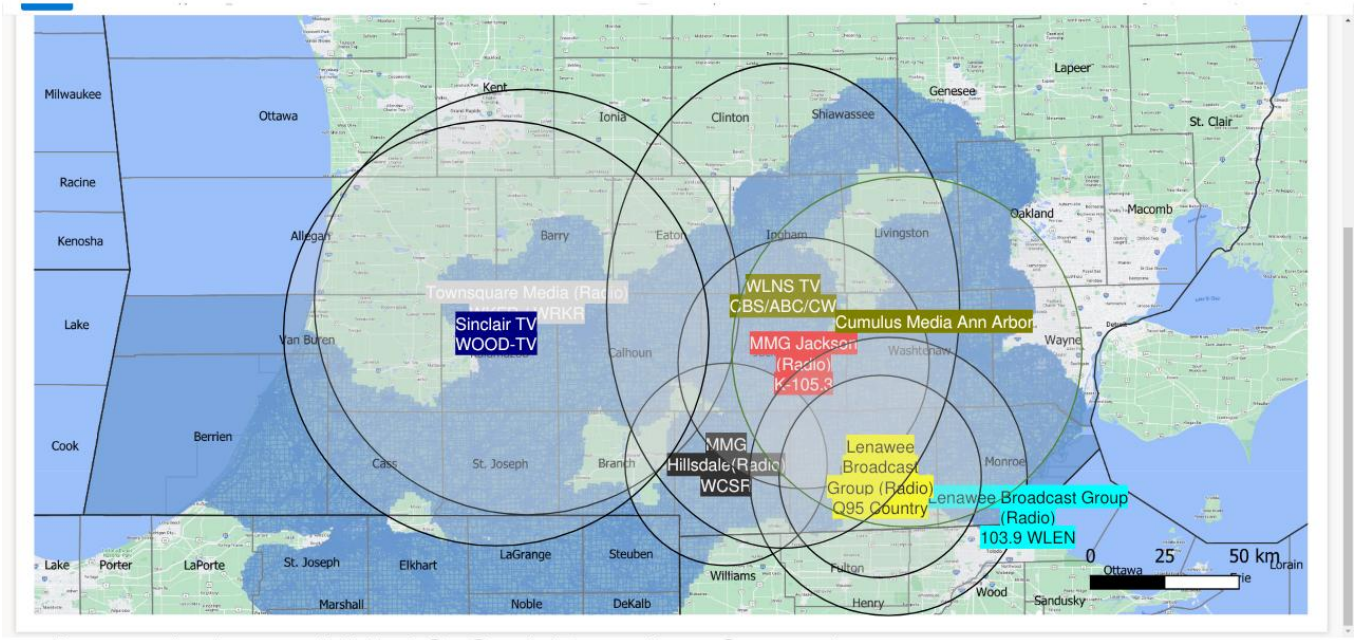
Audience research and geographic fit

Apply prospect findings and coverage analysis to the media mix.

Broadened age targeting from adults 25–54 to 25–64 after applying independent prospect research.

Selected agricultural media and Christian radio based on prospect affinities.

Compared station coverage with Mercury's service footprint and tower locations.



Ann Arbor / KZOO / Battle Creek

Coverage comparison used to assess geographic overlap

Broadcast investment: Topeka

Selected a television schedule for broad reach, repeat exposure and service-area fit.

$13,600

232 planned spots
January 2–March 26, 2023

Adults 25–54 vendor projections
99.6% reach
12.4 frequency
$14.55 CPM

General Summary (CS-A25-54 CS.000)

Description	Spots	Cost	Impressions (000)	Reach	Freq	CPP	CPM
KSNT	91	$7,800.00	583.6	95.2	8.1	$10.08	$13.37
KTKA	115	$3,620.00	257.2	79.4	4.3	$10.68	$14.07
KTMJ	26	$2,180.00	93.6	60.4	2.1	$17.44	$23.29
TOPEKA	232	$13,600.00	934.4	99.6	12.4	$10.99	$14.55

Selected schedule summary

Planning projections. Actual delivery and conversion results are not established by this schedule.

Publisher and audience-specific buys

Combine geographic targeting with publications and formats suited to the audience.

MLive display

$3,000 for 333,333 contracted impressions
Approximately $9 CPM
April 10–June 30, 2023

Selected ZIP codes using the service footprint and reviewed impression and click reports.

Agricultural and local audiences

Successful Farming: 30,000 contracted display impressions at $35 CPM, totaling $1,050.

Farm Progress print placements and Lake Access magazine advertising.

Christian radio included commercial spots and noncommercial underwriting.

Contracted media quantities describe the buy. They do not establish delivered reach, conversions or ROI.

Channel testing: Nextdoor

Use performance evidence to decide whether a new channel should continue.

Three-month acquisition test

Personally managed paid Nextdoor advertising for prospect acquisition.

Reviewed cost per click during the test.

Discontinued the channel primarily because of high CPC.

Decision: stop the test rather than extend spend without sufficient cost efficiency.

Tower acquisition campaign

Coordinate marketing with field sales around towers with growth potential.

My role

Developed the campaign strategy to increase fixed wireless subscriptions near break-even.

Partnered with operations to assess subscribers, capacity and potential demand.

Coordinated direct mail, OTT and Meta video with external sales teams’ door-knocking schedules.

Final doorhanger creative

Tower campaign measurement

Assess subscriber outcomes after the coordinated marketing and field-sales effort.

60%

of targeted towers reached break-even

Reviewed subscriber counts three to four months after campaign completion.

The outcome reflects coordinated marketing and field sales.

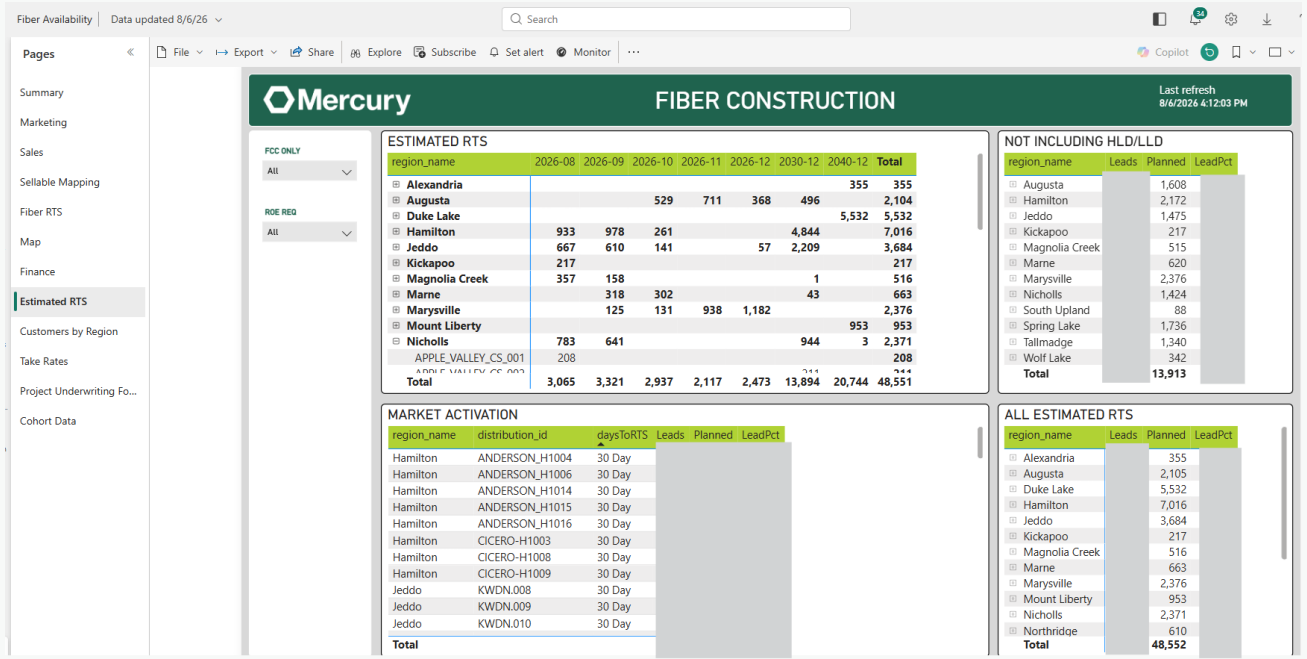
Reported campaign outcome. Individual channel contribution was not isolated.

Fiber readiness planning

Use Power BI reporting to track upcoming fiber construction and estimated ready-for-service timing by market.

My role

- Monitor market readiness, construction timing and planned service areas to inform campaign timing.
- Coordinate marketing activity around when addresses are expected to become available for service.
- Use operational data to make marketing more timely, relevant and efficient.



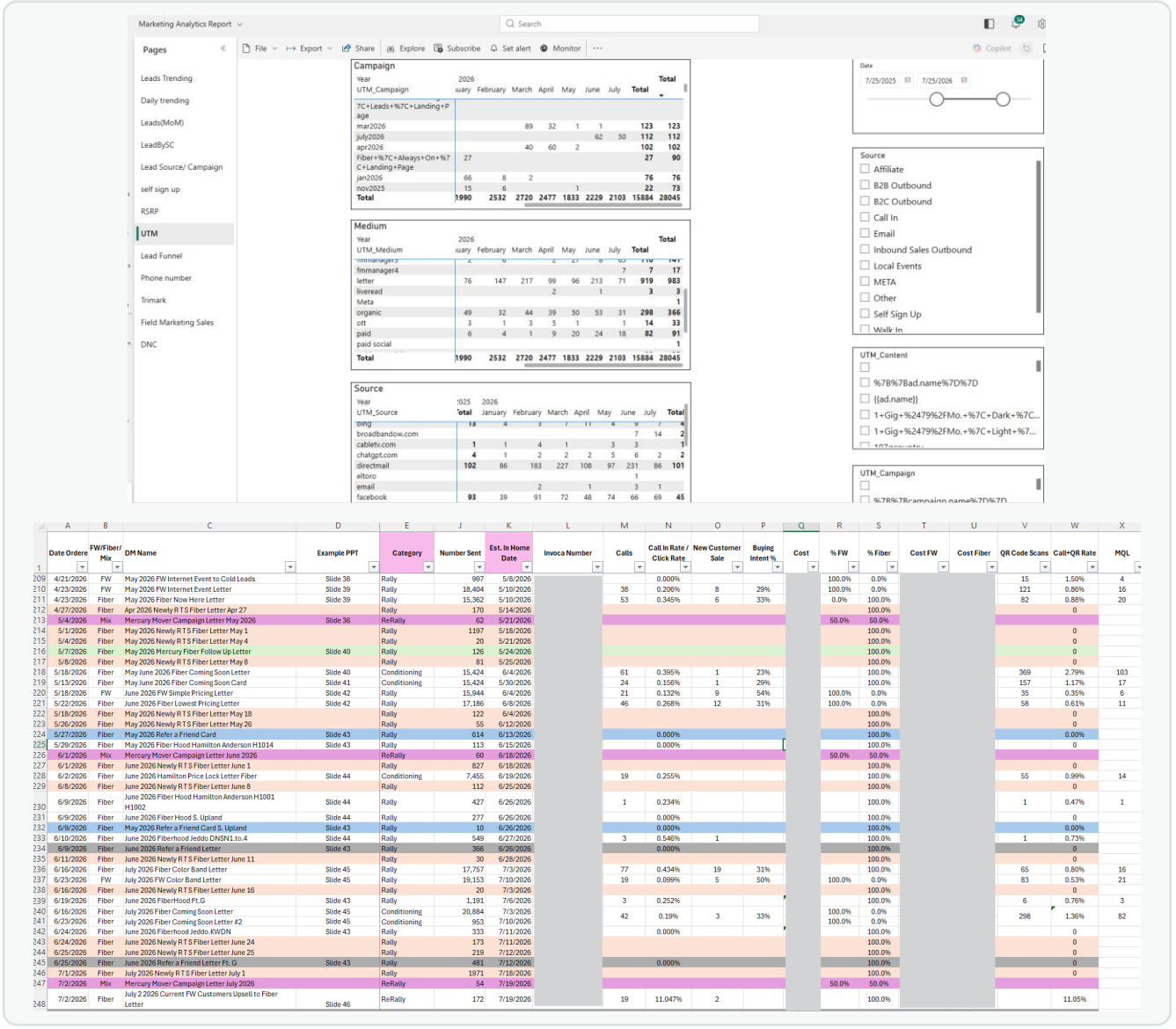
Power BI reporting used to align marketing activity with fiber construction and service readiness.

Campaign response & attribution

Use reporting dashboards and campaign trackers to evaluate response, attribution and marketing performance.

My role

- Regularly review Power BI dashboards for lead generation, UTM performance and channel trends.
- Maintain direct marketing tracking to monitor in-home dates, response rates, QR scans, calls, leads and new customers.
- Use results to evaluate what is working and guide future campaign decisions.



Power BI reporting paired with direct marketing campaign tracking.

Out-of-home media management

Manage outdoor advertising across multiple markets, media partners, locations and flight dates.

My role

- Track active and future OOH placements by vendor, market, creative, board number, dates and geography.
- Identify future opportunities based on fiber expansion, audience reach and market priorities.
- Coordinate creative changes and vendor details to keep campaigns accurate and on schedule.

Company	Build/Area	SC	Panel#	Lat/Long	Creative	Start	End	Investme	First Mo	Days First Mo
LAMAR	Jasper, San Pierre	PLY	6785	41.055954, -86.886484	Lamar 10.644 x 22.894 Building Stronger Connections	4/29/2026	7/21/2026		Apr-26	2
LAMAR	Jeddo/Ft. Gratiot	FLT	6231	43.11344, -82.49258	Lamar 10.644" x 22.894" 100% Fiber	5/11/2026	8/2/2026		May-26	21
LAMAR	South Upland	MUN	6071	40.450546, -85.398493	Lamar 10.644" x 22.894" 100% Fiber/Service	7/8/2026	9/29/2026		Jul-26	24
LAMAR	Knox (Cluver, San Pierre)	PLY	3665	41.298512, -86.623383	Lamar 10.644" x 22.894" 100% Fiber/Service	7/20/2026	9/13/2026		Jul-26	12
LAMAR	Jasper, San Pierre	PLY	6785	41.055954, -86.886484	Lamar 10.644" x 22.894" 100% Fiber/Service	7/22/2026	8/18/2026		Jul-26	10
LAMAR	Jeddo/Ft. Gratiot	FLT	6221	43.10296, -82.48751	Lamar 10.644" x 22.894" 100% Fiber/Service	8/3/2026	8/30/2026		Aug-26	28
LAMAR	Jasper, San Pierre	PLY	6785	41.055954, -86.886484	Lamar 10.644" x 22.894" 100% Fiber/Service	8/19/2026	9/8/2026		Aug-26	13
LAMAR	Jeddo/Ft. Gratiot	FLT	9034	43.049635, -82.456905	Lamar 400px x 840px Fiber/Service	9/7/2026	9/20/2026		Mar-26	16
REAGAN	Hamilton (Elwood)	MUN	8654	40.10687813,-86.01346225	Regan 10'5x22'8 FiberService	8/3/2026	10/18/2026		Aug-26	29
REAGAN	Hamilton (Elwood)	MUN	8630	40.07560447,-85.9808144	Regan 10'5x22'8 FiberService	10/19/2026	12/27/2026		Oct-26	13
ADAMS	Schoolcraft	KMZ	K478	42.134201, -85.636851	Adams 24.5"x7.5" 100% Fiber/Service	6/29/2026	9/27/2026		Jun-26	2
ADAMS	Augusta	AA	40091	41.956903, -83.377774	Adams 5.187"x11.313" Fiber/Service	8/3/2026	1/3/2027		Aug-26	29
LIND	Nicholls	COL	KNO-010-TN	40.4207,-82.46017	Mercury Outdoor Lind 22.58x10.33 Cable	6/1/2026	6/28/2026		Jun-26	28
LIND	Nicholls	COL	KNO-012-BW	40.41117,-82.39794		6/29/2026	8/9/2026		Jun-26	2
LIND	Nicholls	COL	KNO-013-BS	40.4252,-82.45496		8/10/2026	9/6/2026		Aug-26	22
OUTFRONT	Marne	GR	5073-1	43.033083, -85.813133	Outfront 10.417" x 22.667" Fiber/Service	8/17/2026	12/6/2026		Aug-26	15
OUTFRONT	Tallmadge	GR	5052	42.972683, -85.871807		8/17/2026	12/6/2026		Aug-26	15
FUTURE OOH POSSIBILITIES										
ADAMS	Duke Lake	FLT	681	42.617115, -83.615568	Avail 10/26					
ADAMS	Richland	KMZ	30038	42.288973, -85.440902	Avail Aug and Sep 2026					
ADAMS	Richland	KMZ	30039	42.288973, -85.440902	Avail Aug and Sep 2026					
JR	Hamilton/Anderson	MUN	69213.45-EN	39.9916, -85.8622						
JR	Hamilton/Anderson	MUN	69213.45-ES	39.9916, -85.8622						
JR	Hamilton/Anderson	MUN	3298.30-SW	40.1013, -85.7915						
OUTFRONT	Hamilton/Anderson	MUN	29331B Digital	40.051687, -85.661628						
REAGAN	Hamilton (Elwood)	MUN	8630	40.07560447,-85.9808144	Regan 10'5x22'8 Customers Love Our Fiber	5/4/2026	7/26/2026		May-26	28
ADAMS	Schoolcraft	KMZ	K478	42.134201, -85.636851	Adams 24.5"x7.5" 100% Fiber	4/6/2026	6/28/2026		Apr-26	25
OUTFRONT	Culver, Knox	PLY	2064 remember green background blending in with foliage	41.180444, -86.601805	Outfront 16.5 x 9.875 Customers Love Our Fiber	4/20/2026	7/12/2026		Apr-26	11
LAMAR	Jeddo/Ft. Gratiot	FLT	6202	43.14546, -82.501755	Lamar 10.644" x 22.894" 100% Fiber #2	6/8/2026	7/5/2026		Jun-26	23
LAMAR	South Upland	MUN	6071	40.450546, -85.398493	Lamar 10.644" x 22.894" 100% Fiber	4/15/2026	7/7/2026		Apr-26	16
LAMAR	Gas City	MUN	9330	40.509613, -85.550062	Lamar 6.5"x22.5" 100% Fiber	4/15/2026	7/7/2026		Apr-26	16
LAMAR	Knox (Cluver, San Pierre)	PLY	3665	41.298512, -86.623383	Lamar 10.644 x 22.894 Building Stronger Connections	3/30/2026	6/21/2026		Mar-26	2

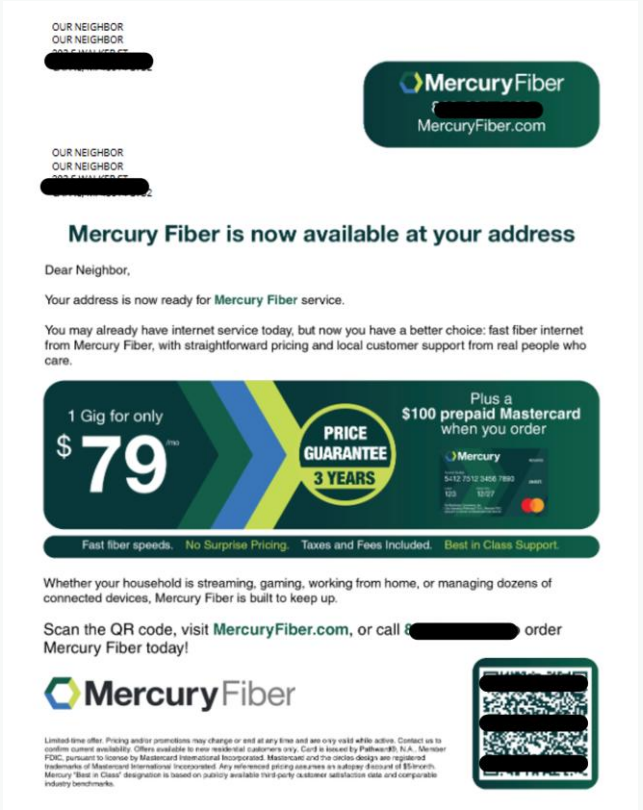
OOH tracking across vendors, placements, creative and markets.

Fiber availability campaigns

Develop, design and execute targeted direct mail for newly eligible fiber addresses and upgrade opportunities.

My role

- Shape the campaign concept, offer and audience based on market status and customer type.
- Write and organize messaging that clearly communicates availability, pricing, benefits and next steps.
- Coordinate personalization, QR codes, phone tracking, production details and performance review.



OUR NEIGHBOR
OUR NEIGHBOR
[redacted]

MercuryFiber
[redacted]
MercuryFiber.com

OUR NEIGHBOR
OUR NEIGHBOR
[redacted]

Mercury Fiber is now available at your address

Dear Neighbor,

Your address is now ready for **Mercury Fiber** service.

You may already have internet service today, but now you have a better choice: fast fiber internet from Mercury Fiber, with straightforward pricing and local customer support from real people who care.

1 Gig for only $79/mo
PRICE GUARANTEE 3 YEARS
Plus a $100 prepaid Mastercard when you order

Fast fiber speeds. No Surprise Pricing. Taxes and Fees Included. Best in Class Support.

Whether your household is streaming, gaming, working from home, or managing dozens of connected devices, Mercury Fiber is built to keep up.

Scan the QR code, visit **MercuryFiber.com**, or call [redacted] order Mercury Fiber today!

MercuryFiber

Limited-time offer. Pricing and/or promotions may change or end at any time and are only valid while active. Contact us to confirm current availability. Offers available to new residential customers only. Card is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. Any referenced pricing assumes an autopay discount of $5/month. Mercury "Best in Class" designation is based on publicly available third-party customer satisfaction data and comparable industry benchmarks.

MERCURY FIBER
[redacted]

500 Mbps $69/Mo 3-Year Price Guarantee
Basic Streaming & Multiple Devices
Powerful enough for a small family with multiple devices and streaming in HD.

1 Gig $79/Mo 3-Year Price Guarantee
Fast Streaming & Remote Work
Blazing fast speeds for families, remote work, gaming, and 4K streaming.

VALUED CUSTOMER
[redacted]

Fiber is available at your home

Upgrade before August and lock in today's fiber price for 3 years

Dear Mercury Customer,

Good news, 5055 WALKER RD is eligible for Mercury Fiber.

As a current Mercury customer, you now have the opportunity to upgrade from wireless internet to faster, more reliable fiber. And for a limited time, you can lock in today's fiber pricing for 3 years.

500 Mbps Fiber is only $69/month
That is faster than ANY Mercury wireless internet plan.

1 Gig Fiber is only $79/month
Get twice the speed of 500 Mbps for just $10 more per month.

Fiber gives your home more speed, more reliability, and more bandwidth for streaming, video calls, gaming, remote work and smart home devices. Fiber allows for busy households with multiple users online at once to work and stream without interruption.

But this pricing will not last. Mercury Fiber pricing will change in August.

Upgrade now and you can lock in your fiber plan price for 3 years, with no contract.

Call [redacted] to upgrade before August.

Sincerely,
The Mercury Fiber Team

MercuryFiber

Limited-time offer. Pricing and/or promotions may change or end at any time and are only valid while active. Contact us to confirm current availability. Any referenced pricing assumes an autopay discount of $5/month.

Direct mail letters for new fiber availability and customer upgrade campaigns.

DIRECT MAIL

Seasonal acquisition creative

Use timely creative themes to make fiber offers feel relevant, local and easy to act on.

My role

- Develop seasonal direct mail concepts that connect fiber benefits to what households are thinking about at that moment.
- Balance promotional urgency with brand voice, local service messaging and a clear call to action.
- Execute sends with tracked phone numbers and QR codes to measure response.

Back-to-school themed fiber acquisition direct mail.

FiberHood & referral activation

Develop localized postcard campaigns that build neighborhood momentum and encourage referrals.

My role

- Use market-specific messaging, maps and neighborhood proof points to show that fiber is available nearby.
- Create referral campaigns that turn customer relationships into new lead opportunities.
- Combine print, QR codes, local URLs and tracked phone numbers to connect offline response to digital action.

Localized FiberHood postcard and neighbor referral campaign.

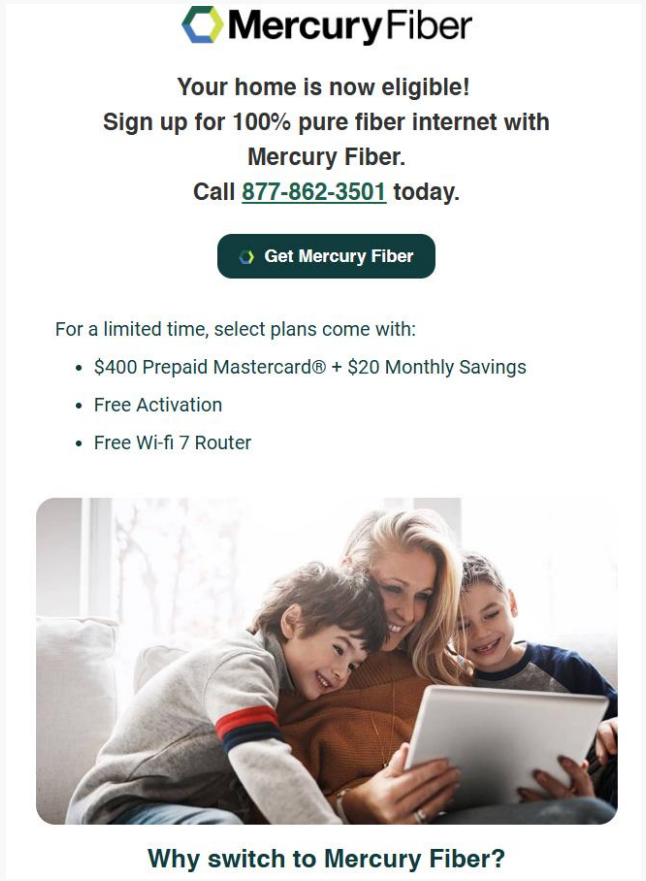
EMAIL MARKETING

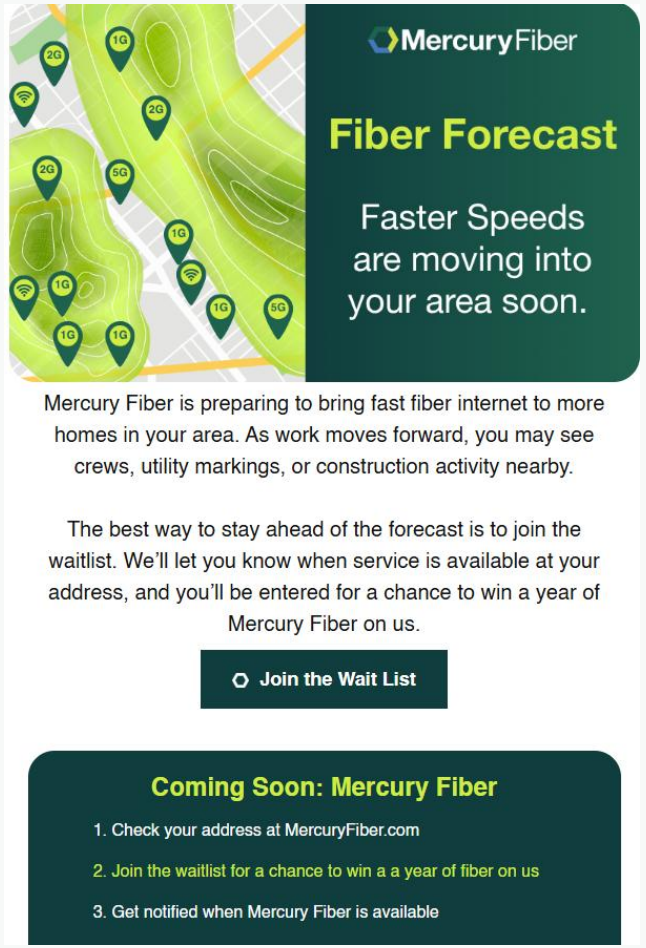
Lifecycle & nurture campaigns

Develop email campaigns that support the customer journey from early awareness to fiber availability and conversion.

My role

- Build and deploy segmented email campaigns and automated journeys in Mailchimp.
- Support fiber coming soon waitlists, service-availability announcements and customer conversion campaigns.
- Use email as part of a broader acquisition and lifecycle marketing strategy.





Fiber availability and coming-soon email campaigns.

CREATIVE DEVELOPMENT

Video concept & script development

Write and develop video concepts that translate internet service into human moments rather than only product claims.

My role

- Developed the 30-second ad concept and script structure.
- Mapped visual direction to the emotional promise of reliable home internet.
- Wrote the VO to connect service to work, school, family time and everyday life.
- Provided creative direction for pacing, visuals and brand close.

**“Life doesn’t slow down…
and the connections that matter don’t wait.”**

Scripted as a simple everyday-life story: work, school, family time and steady connection.

30-second fixed wireless ad: “The Moments That Matter”

Video file used to represent the final creative; script and visual direction are included as part of the portfolio example.

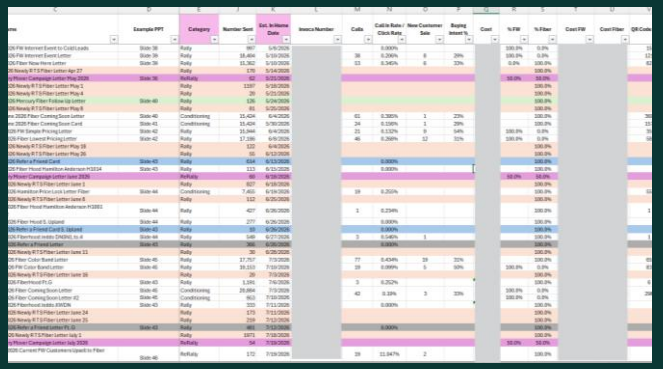
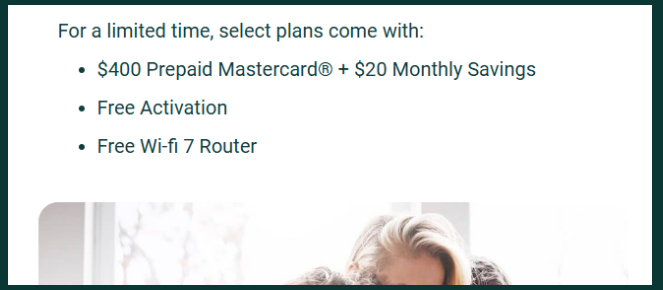
Embedded video

What this work shows

Connect media investment, creative execution and campaign measurement to market priorities.

Strategy Plan campaigns around markets, customer stage, service readiness and business goals.

Execution Write, design, coordinate and launch direct mail, email, OOH, media and creative work.

Measurement Use dashboards, trackers and campaign data to evaluate performance.

Optimization Apply what the data shows to improve the next campaign.