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# 5 KEYS TO SUCCESSFULLY LAUNCHING YOUR FIBER PRODUCTS

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## HIRE A FIBER BUSINESS UNIT MANAGER

Launching a fiber product line is like starting a new business within your operations, requiring focused leadership and experience, especially if new to broadband. A Fiber Business Unit Manager can develop and execute a strategic plan for your fiber offerings, guiding your team, managing launch details, and ensuring a smooth market entry.

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## DETERMINE YOUR PRICING STRATEGY

Before promoting or advertising your fiber products, it is crucial to establish a clear pricing strategy. Your pricing should align with your income goals and provide a substantial return on investment. Conduct thorough market research to ensure your prices are competitive while still achieving your financial objectives. A well-defined pricing strategy will not only attract customers but also position your product favorably in the marketplace.

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## ENCOURAGE PRE-REGISTRATIONS

Building awareness and gauging potential market interest are essential steps in the launch process. Create a dedicated landing page on your website where consumers can check the availability of your fiber services and pre-register. This approach helps you estimate take-rates and potential income, providing valuable data to measure your return on investment (ROI). Pre-registrations also create a buzz around your product, helping to build anticipation and demand before the official launch.

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## KNOW YOUR COMPETITION

Understanding your competitors and their value propositions is vital. Identify what makes your competitors attractive to customers and how you can differentiate your offering. If you are new to the broadband market, clearly define why consumers should choose your fiber products over others. Highlight your unique selling points and ensure your marketing communications effectively convey these advantages to potential customers.

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## HIRE PROFESSIONAL SUPPORT SERVICES

To maximize the success of your product launch, consider hiring professional support services. Identify areas where your team might lack expertise, and budget for external support to fill these gaps. Professionals can provide strategic guidance, organizational skills, and industry insights that enhance your launch efforts. Given that you only have one chance to introduce a new product, leveraging expert assistance can significantly increase the likelihood of a successful launch.