

Plan for downloadable Trial Internal Buzz

| <u>Implementation</u> | <u>Owners</u> | <u>Due Date</u> |
|----------------------------------|---------------------|-----------------|
| 1) Hang boards around the office | JM/MC/NS | 09/25/09 |
| 2) Create fun games on boards | JM/MC/LS (designer) | 09/29/09 |
| 3) Email Teasers | CO/JM/CC | 10/15/09 |
| 4) Launch Party | CO/LS | 10/16/09 |

Ideas for boards:

Board 1 (Kitchen):

Theme – Visibility Maze

Game plan:

- Each person starts at the beginning of the maze
- Marketing provides clues each day
- If a person gets the clues right they move further along the maze
- Marketing keeps track of who is playing and moves them along the maze
- The 1st person to get out of the maze wins!

Clues:

- 1) What's the theme of the new website (**look!**)
- 2) Something old, something_____, something borrowed, something blue (new)
- 3) Picture image of spider web with eyes (**website**)
- 4) _____ a helping hand (**offers**)
- 5) Picture of 30 day calendar (**30 day**)
- 6) Images of famous people's mugshots and text "good thing their mugshots aren't on _____) (**trial**)

Answer: Look! New Website Offers 30-day Trial

Owners: Josephine & Meghan

Maze designer: Laura

Board 2 (By Chris):

Theme – Spot the difference

- Create Snapshots of the old website & the new website
- Goal is to spot the difference between the two sites

Instructions:

Mention six new highlights you notice in the new website that are not visible in the old website

Must get at least five out of the six answers below to win:

- 1) Look theme
- 2) Save ME (TCO Calculator)
- 3) Try Me (downloadable trial)
- 4) MaaS for SMB
- 5) Social Media Link
- 6) Whats going on links

Owner: Josephine & Meghan

Board 3 (By Finance):

Theme – Trivia/Puzzles

- Create Word finder
- Marketing to print out mini copies of large puzzle
- People submit to marketing to be entered into drawing to win

Clues:

- 1) What new tool on the website proves to prospects that we can save them money?
(TCO Calculator)
- 2) With visibility service we want people to ____ **(LOOK)**
- 3) This gives a face to Fiberlink **(Facebook)**
- 4) With _____ Our customers get 360 degrees of visibility **(MaaS)**
- 5) No mobile blindspot is too small for Fiberlink to help. Check out the ____ section of the website **(small medium business)**
- 6) Go to the website to TRY ME **(downloadable trial)**

Crossword Puzzle creators: Josephine & Meghan

Crossword Puzzle designer: Laura

Board 4 (By Nathan):

Theme - History of Fiberlink Websites

- Images of all Fiberlink websites
- Did you know facts of their creation (what went into the creation etc)

Owners: Jason & Laura

Great Reveal (October 16th)

Announcement of all winners will be made on this day

Marketing will host a lunchtime party and offer Rita's water ice and giveaways

Owners: Charles Oliva

Laura Sweimler

Alisha Williams

Giveaways:

\$25 Best Buy gift vouchers

3D Mini Viewers

Image story owners: Josephine, Laura & Chris Corbet

Image/Text creator: Laura