



MARKETING

for Small Businesses & Organizations

Agenda

- Introduction
- Why Marketing Matters More Than Ever in 2026
- The 10 Must-Know Marketing Trends & Tips
- Q&A

Hello!

Lindsay Brinker

- 14 years Marketing Experience
- Marketing Supervisor at Nex-Tech Creative
- Overseeing Nex-Tech marketing, & Graphic Design team

Nex-Tech Creative

- 30-person marketing team
- Full-service ad agency



Our Marketing Team!

WE MAKE LIFE BETER BY PROVIDING
WORLD CLASS TECHNOLOGY



Voice
Internet
Streaming TV
Wireless
Security



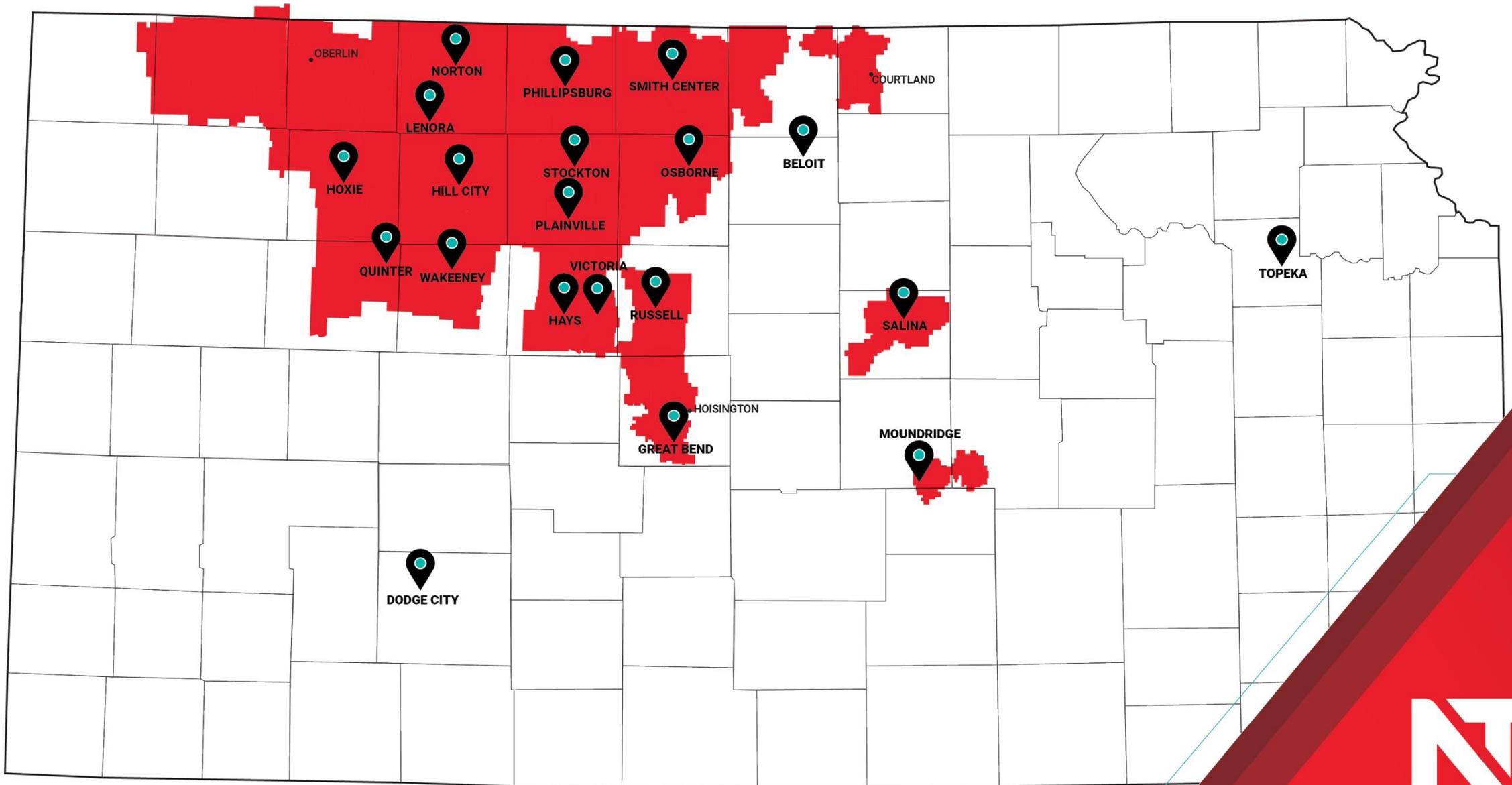
Cloud Phone
Internet
Streaming TV
Managed I.T.
Security



NOC
CALEA
Data Transport
Ethernet
Cordell

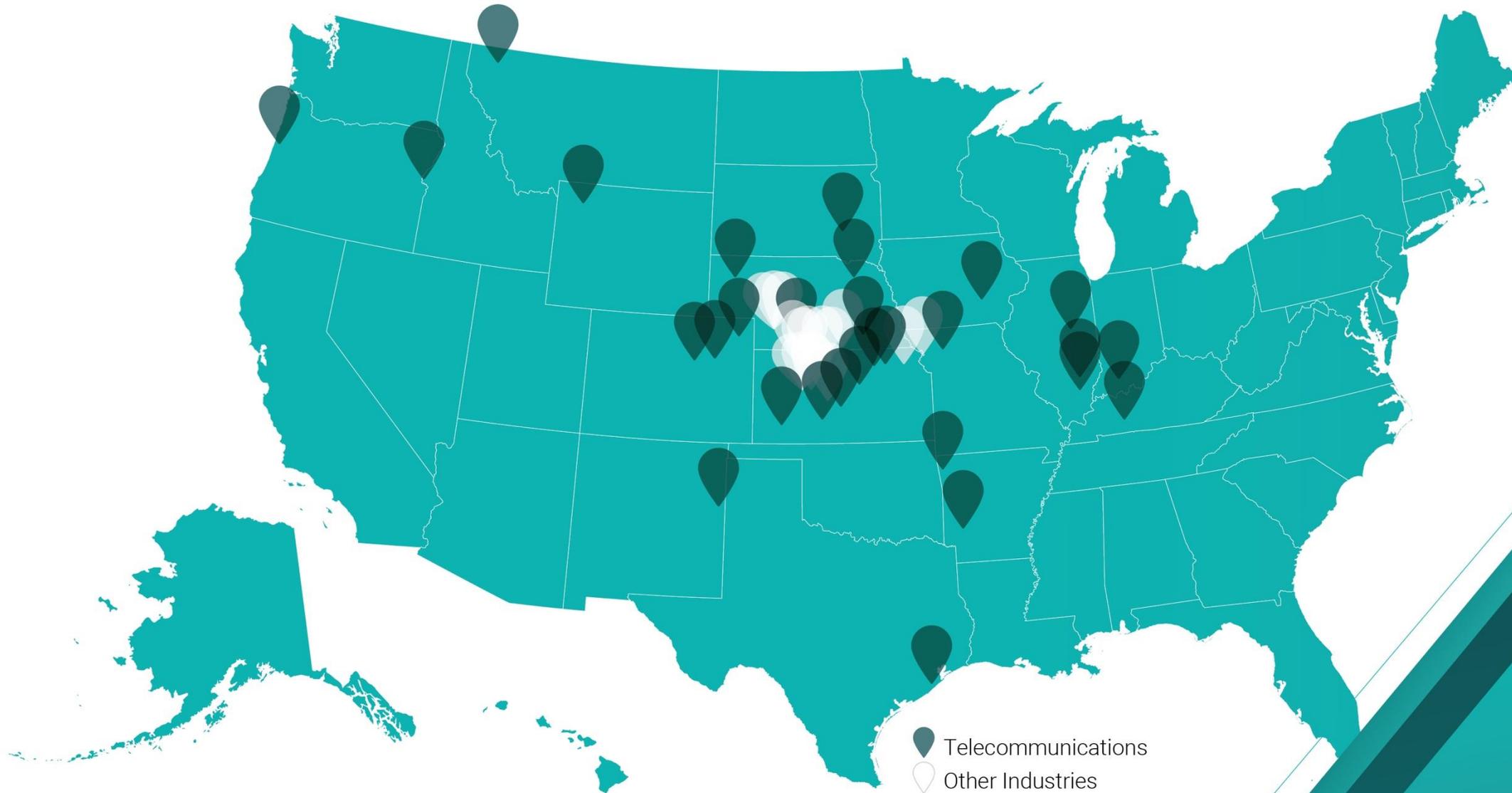


Strategy
Design
Digital
Video



INTERNET **STREAMING TV** PHONE **SECURITY**





FULL-SERVICE **MARKETING**



Nex-Tech Creative

- **Our Mission**

- Helping businesses stand out, attract customers, and grow.



Why Marketing Matters More Than Ever in 2026

- **Attention spans are shorter, competition is higher.**
- **Buyers research before purchasing** – 81% check online first, even for local businesses.
- **The buying journey is messy** – Customers switch between search, social media, and reviews before deciding.
- **Marketing is the new salesperson** – 70% of decisions are made before contacting a business.
- **Trust takes time** – It takes 7-10 interactions before a customer commits.
- **Businesses that invest in marketing grow faster.**

The 10 Must-Know Marketing Trends & Tips for 2026

1. Branding – First Impressions Still Matter

- **Your brand is your business's first impression.**
 - Is it clear, consistent, and memorable?
- Branding builds **credibility** and **trust**.
- Strong brands stand out—weak brands blend in.
- *Client Example: Graham County Hospital's rebrand = higher credibility.*

Before



After

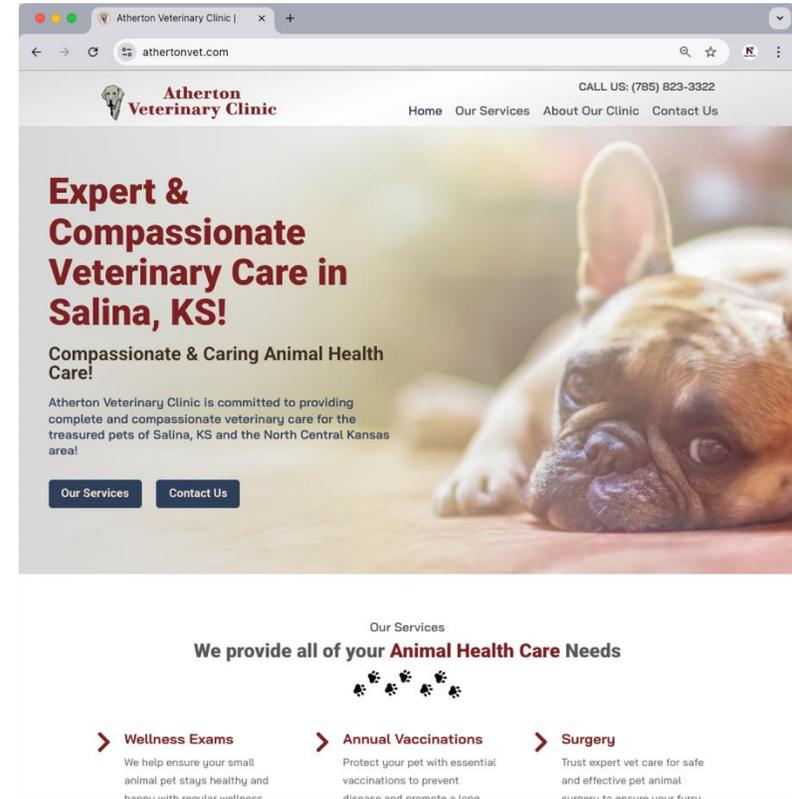


First Impressions Still Matter

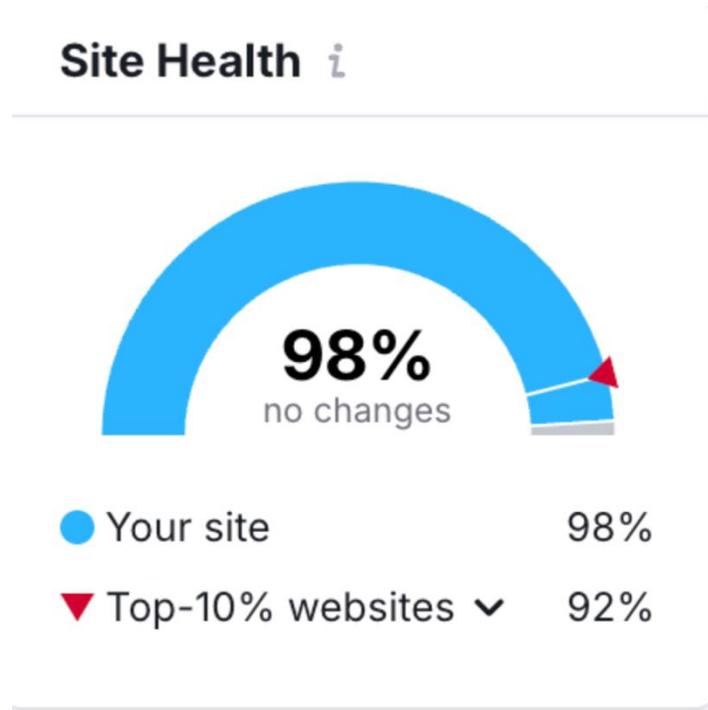


2. Websites – Your Digital Storefront

- 75% of people **judge a business's credibility** by its website.
- Fast, mobile-friendly, and easy to navigate = **success**.
- Clear calls to action (CTA) turn **visitors into customers**.
- ***Client Example:** Atherton Veterinary Clinic's website upgrade improved trust and engagement.*



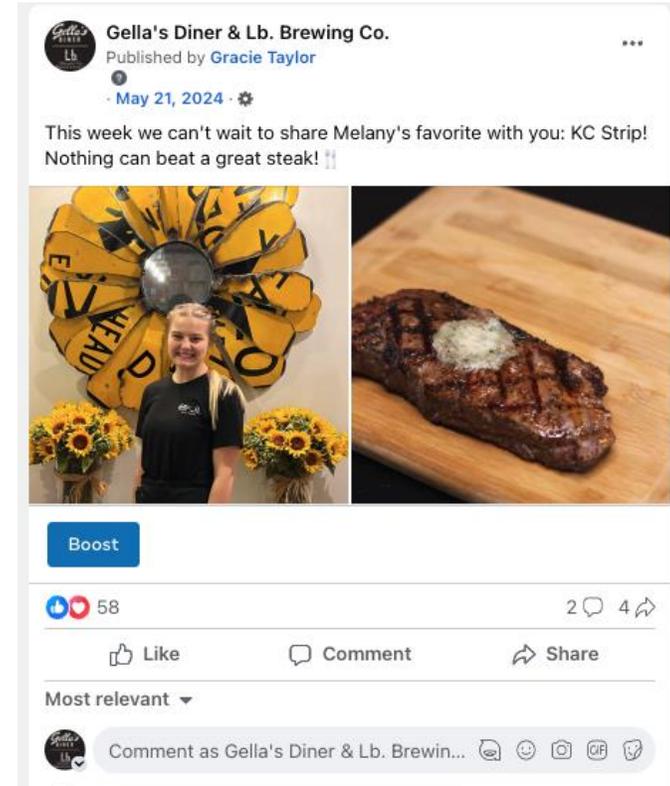
3. SEO – Be Found Online



- 46% of all Google searches are for **local businesses**.
- **SEO helps you show up** when people search for what you offer.
- Google Business Profile & consistent info = **better rankings**.
- AI is changing search—optimize for “**answer engines**.”
- *Client Example: 10% increase in site health score*

4. Social Media – Community & Authenticity

- Social media is about **connection**, not just promotion.
- **Short-form videos** (Reels, TikTok) drive engagement.
- Focus on **1-2 platforms** where your audience is active.
- Direct messages (DMs) & comments **build relationships**.
- **Client Example:** *Gella's Facebook posts reach up to 10x more followers when featuring an employee photo*



5. Digital Ads – Data-Driven Growth

- Targeted ads reach the **right people at the right time.**
- **Geofencing & retargeting** keep your business top of mind.
- **AI-powered** ad strategies maximize ROI.
- ***Client Example:** Gella's targeted digital ads reached visitors & locals, generating 802 clicks with a \$1.96 CPC.*



6. Video Marketing – People Want to Watch



Nex-Tech
★ Favorites · June 20, 2024 ·

Enjoy a FREE small snow cone on Nex-Tech at the Downs Celebration this Thursday, June 20th or Friday, June 21st at A&B's Ice Barn when you mention this video!

Nex-Tech wants you to have EVERYTHING we offer! Get worry-free Wi-Fi with Nex-Tech. These standards of service are always included:

- Personalized Home Wi-Fi Design
- Unlimited Usage — No Data Caps
- Clear Billing & Upfront Pricing

YOU CAN HAVE IT ALL for only \$69/month <https://hubs.li/Q02CJIMX0>

Downs Chamber of Commerce
A&B's Ice Barn

WHY CHOOSE?

NEX-TECH.COM
Enjoy a FREE small snow cone on Nex-Tech at the Downs Celebration this Thursday, June 20th or Friday, June 21st at A&B'... [Sign up](#)

[See insights](#) [Boost again](#)

Megan Solomon, Chandra Feldman and 42 others · 2 comments · 10 shares

Like Comment Share



- Video content gets **more engagement** than text or images.
- Short-form (Reels, TikTok) and **explainer videos** perform best.
- People **remember** video content better than any other format.
- **Example:** A simple 10-second Nex-Tech video featuring our kids hit nearly 8,000 views.

7. AI in Marketing – Your Secret Assistant

Direct Mailers



- AI automates tasks, **saves time**, and boosts efficiency.
- It helps with content creation, chatbots, and ad targeting.
- AI **personalizes** marketing, making it more effective.
- *Example: AI generated images for campaign*

8. Email Marketing – Smarter, Not Spammy

- **Personalized** emails perform better than mass blasts.
- **Automation** (drip campaigns) keeps businesses top-of-mind.
- Clear, engaging subject lines = **higher open rates**.
- ***Example:** Webinar email sent to 127 contacts. 29% open rate, 19% click-through rate*

You don't want to miss this!

THE EDGE
Embark. Engage. Excel.

2025 Webinar Series
Presented by Nex-Tech

Join us for monthly live webinars designed for broadband marketing professionals!

Wi-Fi Hotspots: Building Partnerships & Building Your Brand

 **February 26, 2025**

 **1:00 p.m. - 1:30 p.m.**

[Register](#)

Discover how Wi-Fi hotspots can strengthen your brand and build lasting community connections. In this webinar, we'll explore key strategies for deploying reliable Wi-Fi services throughout the community, creating added value for local businesses and residents, and positioning your company as a trusted community partner. Gain practical insights to enhance brand visibility and establish meaningful relationships through smart Wi-Fi initiatives.

Looking for expert insights on broadband marketing and industry trends? Visit our [blog](#) or sign up for [The Edge Newsletter](#) for valuable tips, strategies, and resources designed to help broadband providers stay ahead in a competitive market.

9. Community Engagement – The Ultimate Local Strategy

- People support businesses that support their **communities**.
- Sponsorships & partnerships build **trust and visibility**.
- **Cause marketing** connects your brand to what matters locally.
- *Example: NIL Partnership with Taryn Sides - KSU*



9. Community Engagement – The Ultimate Local Strategy

SUPPORTING

Nex-Tech

LOCAL SCHOOLS

A graphic featuring a football player in a red jersey with the number 32, a grey t-shirt with a logo, and a grid of various school logos at the bottom. The text 'SUPPORTING' is at the top left and 'LOCAL SCHOOLS' is at the bottom right.

19TH ANNUAL CHARITY GOLF TOURNAMENT

Nex-Tech

TO BENEFIT **KANSAS Big Brothers Big Sisters.**

A photograph of five men in colorful shirts participating in a golf tournament, standing on a green with a golf club. Below the photo is the Nex-Tech logo and text for the 19th Annual Charity Golf Tournament to benefit Kansas Big Brothers Big Sisters.

Nex-Tech
Published by HubSpot
January 23

Join Nex-Tech's Tech Sponsorship!

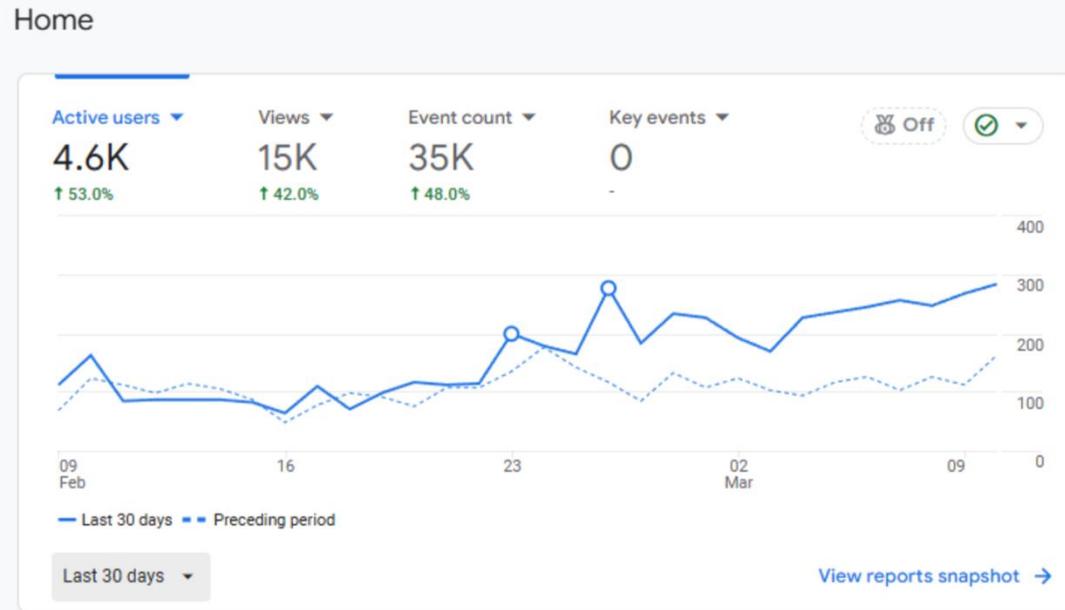
Nex-Tech sponsors students at **Fort Hays Tech North Central** in Telecommunications, IT, or Heavy Equipment Operation. We cover tuition, tools, books, and offer housing allowances. Gain hands-on experience and work with us for three years post-graduation. Applications open until March 1st, 2025.

Earn over \$40,000/year with great benefits. High school grads, seize this chance for a bright future. Parents, encourage your kids to apply. Together, we can enhance rural Kansas.

Read more here: <https://hubs.li/Q033L4kN0>

A screenshot of a social media post from Nex-Tech, published by HubSpot on January 23. The post promotes a 'Tech Sponsorship' program for students at Fort Hays Tech North Central, covering tuition, tools, books, and housing allowances. It mentions that applications open until March 1st, 2025, and offers a salary of over \$40,000/year with benefits for high school graduates. A link is provided for more information. Below the text is a photograph of a group of people standing behind a table with the Nex-Tech logo.

10. Tracking & Adjusting – Marketing Without Measurement is Guesswork



- If you're not tracking, you're **guessing**.
- Google Analytics, social insights, and ad data **reveal what's working**.
- Small adjustments lead to **big improvements** over time.
- ***Client Example:** After launching a Google Search campaign for our Zoo client, they saw a 53% increase in web traffic.*

WEBSITE ANALYTICS April 1 - June 22, 2025

Union



Sessions on the Website:

51,549



Total Users:

27,476

Sessions
51,549
+3.3%

Engaged Sessions
33,018
+34.8%

Engagement Rate
64.05%
+32.7%

Events per Session
13.94
+3.6%

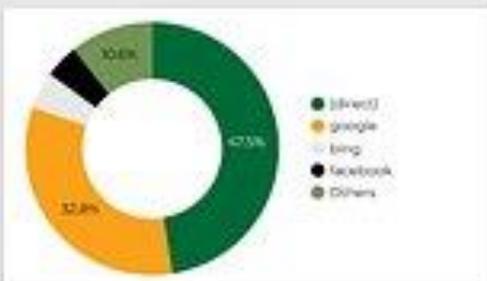
Sessions per User
1.89
+2.3%

Total Users
27,476
+1.0%

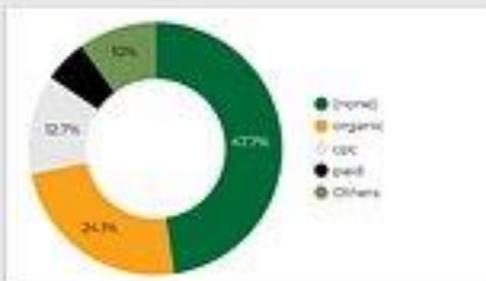
What are the top viewed pages?

Page URL	Sessions	Engaged Sessions	Engagement Rate
www.unionwireless.com/	13,058	13,006	71.40%
www.unionwireless.com/home	11,710	15,032	93.33%
www.unionwireless.com/customer/Info	11,472	13,754	97.64%
www.unionwireless.com/account/management	4,339	4,077	92.56%
www.unionwireless.com/#!/	1,962	2,401	74.00%
Grand total	51,549	33,018	64.05%

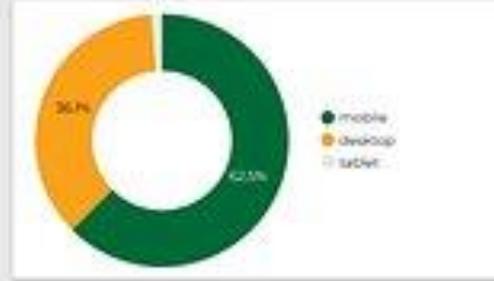
Sessions by Source



Sessions by Medium



Sessions by Device



Honorable Mention: Direct Mail



- Effective for reaching targeted customer groups
- Track results with UTM and/or landing page
- Send multiple pieces to stay top-of-mind for the audience
- Combine with digital elements for largest impact

Key Takeaways

- Marketing in 2025 = Visibility + Engagement + Strategy.
- A strong brand, website, and SEO build trust.
- Social media, video, and digital ads drive awareness.
- AI, email, and tracking make marketing smarter.
- Businesses that invest in marketing see long-term growth.

Marketing is Complex, But We Can Help

- Custom marketing strategy
- Branding & graphic design
- Web design & SEO
- Social media content
- Video production
- Digital marketing & reporting





THE EDGE

Embark. Engage. Excel.

2 Monthly Webinars

SAVE THE DATE

TECHEDGE 2026

Presented by  Nex-Tech™

June 10, 2026

*Kansas Wesleyan University
Salina, KS*

Questions?

Thank You!

lbrinker@nex-tech.com

