

# Plus One Strategic Communications

## Your Marketing & Management Consultants



### Company Overview

Plus One Strategic Communications (Plus One) is a marketing and communications firm specializing in telecommunications and related industries (cloud computing, billing, etc). Plus One has a decade of corporate experience in providing integrated marketing services, including web marketing and corporate communications, public relations and messaging, websites and content development, advertising and brand awareness, corporate positioning and business strategy, and marketing ROI analysis.

Plus One provides customers with both short-term project assistance and longer-term services, developing comprehensive strategies to position each customer as the top choice in an increasingly competitive ecosystem.

### Core Competencies

- Integrated Marketing
- Website Design & Development
- Advertising
- Public Relations
- Graphic Design
- Strategic Planning
- Surveys & Market Research
- Marketing Analysis
- Internal & External Communications
- Sales Consulting & Training
- Customer Experience Training

### Key Values

#### Personnel/Expertise

Our staff has deep expertise across all core competencies, with our key staff members having over 25 years experience as subject matter experts in the industry.

#### Past Performance

We've served nearly 50 clients since company inception 10 years ago. Many clients are repeat clients and most new business is through positive, word-of-mouth referrals.

#### Advocates for Excellence

Plus One is committed to helping each and every one of our clients reach their greatest potential. Plus One strives for excellence in all contracts so that the companies it serves will grow and thrive in their area of business.

#### Company Designations

CAGE Code: 7NE89  
DUNS Number: 022627030  
Federal EIN: 26-3092485

#### NAICS Codes

541810, 541820,  
541511, 541910,  
561920, 541430,  
541613

#### GSA Schedule Contract

**00CORP**  
SINS: 541-1, 541-2, 541-3,  
541-4A, 541-4D, 541-4F,  
541-5 and 541-1000

#### Certifications

Small Business



Plus One Strategic Communications

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[PLUSONESTRATEGY.COM](http://PLUSONESTRATEGY.COM)

## Case Studies:

### Integrated Marketing Campaign for LightStream

For several years, Plus One has handled integrated marketing and communications needs for this Indiana communications company. Plus One has helped them achieve awareness, acquire customers and upsell via message development, advertising, public relations, web-based marketing (e.g., website design, SEO, email marketing), market research and analysis, and graphic design (e.g., fliers, welcome kits, channel guides, web graphics).

### Marketing Support and Training for USConnect Holdings, Inc.

Plus One often takes on a supplementary role with our clients, working side-by-side with the internal marketing staff. That is the case with USConnect. Formed in 2013, this collective of rural and community-based communications providers owns and operates seven RLEC properties and their affiliated operations, which collectively serve 19,000 voice, data and video connections. Over the past several years, Plus One has designed and developed websites for all seven of the US Connect companies, including site organization, graphics and content. Additionally, Plus One conducts sales culture training and handles public relations and marketing functions for USConnect companies when needed.

### Strategic Planning for Enhanced Telecommunications Company (ETC)

Plus One led a strategic planning process for ETC that included a pre-meeting survey, a 2-day workshop session with the management team, and a report with detailed recommendations for ETC's future strategic direction. Plus One assessed their current environment and advised the client on operational, sales, business development, and management initiatives, as well as plans for staff development.

## Select Clients

- Alpina Capital
- Enhanced Telecommunications Company (ETC)
- Foothills Communications
- Inland Cellular
- John Staurulakis, Inc. (JSI)
- LightStream
- Peñasco Valley Telephone Cooperative
- South Central Communications
- Southwest Texas Communications
- TEC (Telephone Electronics Corporation)
- Toly Digital
- USConnect Holdings, Inc.

## Executive Team

### Tanya Sullivan,

President at Plus One Strategic Communications, has 25 years of telecommunications experience in communications strategy, marketing and industry analysis.

### James Mardis,

Vice President at Plus One Strategic Communications, is an external relations and public affairs professional with a background at RWA, NTCA, NRTC and USAC.



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