

BUSINESS

connections

SkyLine/SkyBest Providing Service from the Mountains to the Foothills



Lights! Camera! Sales Action! 3 // Spotlight on Foothills Radio Group 4
Blackberry Festival is Icing on the Cake 6 // SkyBest Security Team 7



Management

Kim Shepherd
Chief Executive Officer

Business Sales Department Contact Information

1-844-SKYBEST
businessolutions@skyline.org

Robin Miller

Inside Sales Coordinator
Mtn City, TN; Ashe,
Alleghany & Avery Counties
robin.miller@skyline.org

Hollie Brown

Inside Sales Coordinator
Lenoir, NC & Watauga County
hollie.brown@skyline.org

Corporate Office

1200 NC Hwy 194 N,
West Jefferson, NC 28694.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form, electronic, photocopying, recording, mechanical or otherwise without the prior written permission of SkyLine/SkyBest. All rights are reserved. Copyright ©2019 by SkyLine Membership Corp. and SkyBest Communications, Inc. and Cornerstone Publishing Group, Inc.

Trademarks

All brand names and product names used in this publication are trade names, service marks, trademarks or registered trademarks of their respective owners.

Additional Issues

Extra issues are available to business customers on a limited basis while supplies last. Contact Robin Miller at 1-844-SKYBEST.

Postmaster Send Changes To

Kala Johnson
Marketing Specialist Supervisor
SkyLine / SkyBest
PO Box 759
West Jefferson, NC 28694



BUSINESS connections

You could say this issue is a treat for the senses. In it we celebrate sight, smell, hearing, taste and touch as these senses relate to our featured business topics.

It starts on page 3 with **Lights! Camera! Sales Action!** Seeing is believing, which makes video a powerful marketing tool for communicating key messages to your customers and prospects.

The **Business Spotlight on Foothills Radio Group** is on pages 4 and 5. Hearing callers was a struggle for this group of three radio stations when they were using an aging phone system from another provider. SkyLine / SkyBest was able to connect Foothills Radio Group to fiber and vastly improve the clarity of phone calls as well as increase internet speeds, enhance building security and decrease costs.

The Blackberry Festival is Icing on the Cake for the Caldwell Chamber of Commerce, as you'll learn on page 6. This annual chamber event offers "berry" good tastes and smells for participants, but it's only a small part of what new President Bryan Moore has planned for the organization.

On page 7, you'll meet the **SkyBest Security Team** and find out how you can remotely manage door locks and thermostats by simply touching your smartphone screen.

If you're sensing a potential challenge with your communications services as your needs change, please contact SkyLine / SkyBest for solutions.



Sincerely,

Kim Shepherd
Chief Executive Officer

Pictured L-R: Bob Taylor, SkyLine/SkyBest Field Services Technician; Pam Helton, Foothills Business Manager; Candice Smith, Foothills Business Services Executive; Wild Bill, Foothills Production Manager; Kimberly Edmisten, Foothills General Manager; Brent Maverick, Foothills Operations Manager; Brett Yates, SkyLine/SkyBest Business Sales Executive; Sam Gates, SkyLine/SkyBest Field Services Technician; Hawkeye in the Morning, Foothills Assistant Operations Manager; Kenzie Triplett, Foothills Business Services Representative; Cooter the Prize Cow

Cover photo by Todd Bush

Lights, Camera, Sales Action!

If you're not using video marketing yet, here's why you should be

Years ago you may have used mostly newspaper ads to advertise your business. This traditional media has been joined by—or in some cases replaced by—social media such as Facebook and YouTube, and videos are now the undisputed stars of the show. In fact, videos are projected to claim more than 80% of all web traffic in 2019.¹

Why are videos so popular with businesses? Because videos are popular with their customers and prospects. Check out these key strengths of video marketing:

Videos Boost Conversions and Sales

For example, according to www.medium.com, studies show that 74% of users who watched an explainer video about a product subsequently bought it.² An explainer video is a quick and easy way for people to see a product in action and learn about its features and benefits. When you have a complicated or intangible service to describe, consider an animated explainer video, which can bring concepts to life that no text or live video can.

Videos Help Your Business Rank Higher on Google

Google loves video (it owns YouTube, after all), and you're 53 times more likely to show up first on Google if you have a video embedded on your website.³ Videos also increase your website's "stickiness," meaning the amount of time visitors spend on a webpage. Stickiness is another factor for Google's algorithm for search rankings.



Videos Get Watched on Smartphones

We're a mobile society, and people like to watch videos when they're on the go and have a couple of free minutes. This applies not only to all those silly videos featuring cats or babies but also to the marketing videos posted by businesses. Your customers and prospects want to be informed and entertained, and videos can be a great way to do both. Google says smartphone users are more likely than desktop viewers to feel a sense of personal connection to brands that show video content or ads on their devices.

Given all the strengths of videos, are you ready to get moving and add moving pictures to your marketing program? One way to do that is by advertising on SkyBest TV. For details, visit www.skybest.com/advertise.

¹<https://iide.co/shocking-statistics-about-video-marketing/>

²https://medium.com/@swapnali_53694/explainer-videos-a-great-way-to-tell-your-business-story-80355790af4f

³<https://www.moovly.com/blog/google-loves-video-how-to-rank-higher-on-google-video-maker>

Foothills Radio Group

By connecting to fiber, these Lenoir radio stations can better connect to listeners



SkyLine/SkyBest Business Sales Executive Brett Yates and Foothills Radio Group General Manager Kimberly Edmisten

Listen to this: Foothills Radio Group provides listeners in the Catawba Valley hyperlocal media including vital local information, entertainment and great music. It also offers area businesses advertising opportunities to reach current customers and find new ones.

Three radio stations make up Foothills Radio Group:

- **Just Right Radio, WJRI 1340 AM and 100.5 FM** – It features good-time oldies and songbook favorites from the greatest singers.
- **Kicks 103.3 WKVS-FM** – The best in country music is combined with local news, weather and traffic; community-minded partnerships; and plenty of contests, giveaways and events.
- **Classic Hits 104.5 WKGX 1080 AM and 104.5 FM** – Tune in for the greatest hits of all time from the '70s and '80s.

Figuring Out Fiber

Foothills Radio Group became a SkyLine/SkyBest customer in 2018 after a series of conversations about the logistics involved in bringing fiber to its Lenoir location.

General Manager Kimberly Edmisten said, “We were looking for a new provider that could provide more internet speed and reliability as well as a new phone system and security services. SkyLine/SkyBest had recently expanded into Lenoir, and many people told us their products and customer service were amazing. So we started a conversation with SkyLine/SkyBest and asked, ‘What would it take to become a customer?’”

There were some challenges to overcome, as noted by SkyLine/SkyBest Business Sales Executive Brett Yates: “At the time, Foothills Radio Group was not considered a customer we could serve due to the distance from its building to our fiber-optic cable. Our business sales team collaborated with engineering and developed a solution to get fiber to the location in a cost-effective way.”

More Services for Less Money

The story just keeps getting better. Foothills Radio Group now gets SkyLine/SkyBest 1 Gig internet service, a hybrid Mitel 250 phone system with phone service, a security system and IP surveillance cameras—all for 40% less than what the business was paying before for phone and internet services alone.

“We went from 100 Mbps internet speed to 1 Gig, which is 10 times faster. Plus, SkyLine/SkyBest greatly improved our phone call clarity, better secured our building and saved us considerable money. We’re beyond pleased to partner with SkyLine/SkyBest,” said Edmisten.

Brent Maverick is Operations Manager at Foothills Radio Group. He said, “Anytime you plan to change technology at a business, you worry about it being a big undertaking with a learning curve and potential hassles. But with SkyLine/SkyBest, the transition was a piece of cake.”

Internet, Phone and Security Advantages

What led to the decision to choose 1 Gig internet service? Edmisten replied, “We wanted the fastest speed SkyLine/SkyBest had to offer because so much of what we do is digital transfer. With Gig speeds, we can receive and distribute content quickly and get it on the air.”

Maverick added, “There are times when every second matters, when we need to get information on the air immediately without waiting for something to load. Our internet from SkyLine/SkyBest is tremendous.”

Business Manager Pam Helton is particularly pleased with the new phone system from SkyLine/SkyBest compared to the previous one. She said, “The day we started using the new phone system, we had very clear call quality and could easily transfer callers from the system to on the air. It was a huge improvement. Before, with our aging phone system, calls would sometimes be full of static, and that’s a problem when you’re trying to interview someone or take calls from listeners for contests. We also didn’t have reliable voice mail with our previous phone system, so it’s great to now be able to email voice mails to our off-site people and get messages to them easily.”

When it comes to security solutions from SkyLine/SkyBest, the focus is on protecting employees. Edmisten explained, “Foothills Radio Group is on air day and night, and we need to keep our employees secure and protected. We have a direct fiber connection with the monitoring service, which is the most reliable way to immediately contact law enforcement when needed. We can also log on remotely and see what’s happening inside and outside our building.”

Edmisten added, “My message to a business considering SkyLine/SkyBest would be this: Go for it. You’ll have an incredible customer service experience.”



Race Ahead With Our Ultra-Fast Fiber Internet

Choose SkyLine/SkyBest to get the speed you need from your internet service:

- **Fastest Speeds Available** – SkyLine/SkyBest offers fiber-based broadband internet service with speeds up to 1 Gig, which is equivalent to a blazing 1,000 Mbps.
- **Dedicated Internet Connection** – Your connection is not shared with other customers, resulting in maximum reliability and no peak-hour slowdowns.
- **Symmetrical Internet Speeds** – Your upload speed is as fast as your download speed, which is especially beneficial if your business regularly uploads large data files to the cloud.
- **Knowledgeable Local Support** – The SkyLine/SkyBest team takes your success personally and is just a phone call away when your business needs assistance.

Check your current internet speed now by using the Broadband Internet Speed Test at skybestsupport.net. To discuss your options for a speed upgrade, call our Business Sales team at 1-844-SKYBEST.

Blackberry Festival

is Icing on the Cake

Caldwell Chamber of Commerce works all year to bring value to members



Founded in 1920, the Caldwell Chamber of Commerce currently represents approximately 530 companies, organizations and governments of all sizes and types. Bryan Moore started his presidency of this chamber in March 2019, and in the small amount of time since, he's developed huge goals for the organization. They include growing membership by 50%, which would mean adding more than 250 additional members.

More Connections Create More Value

Another goal is to make sure members get value from their chamber investment. Moore said, "On the back of my business card, it says, 'It's about value to our members.' I want to break the mold in terms of making connections. Most chambers celebrate the ribbon cuttings of new businesses, which is important. But what I also want the Caldwell Chamber of Commerce to do is help businesses that have been around awhile survive by giving them assistance before they have to close their doors. For example, there might be a mechanic that's great at that work but not so great with finances. I could connect that business with experienced accountants. Or another business owner might need help with marketing, and I could suggest talented people in that field."

Moore is planning a broader mix of chamber events as well. "In addition to doing Business After Hours each month, I want to occasionally host family-friendly events that enable members to bring their spouses and children. I also want to offer more educational opportunities to give members an affordable and beneficial way to meet experts and learn new things," he noted.

From Berries to the Board

Of course, no discussion of Caldwell Chamber of Commerce events would be complete without the Blackberry Festival. This

year, the Black "beer"y Party runs from 5:00 p.m. to 10:00 p.m. on July 12, and the Blackberry Festival is free and open to the public from 9:00 a.m. to 5:00 p.m. on July 13.

"The Blackberry Festival is our chamber's biggest annual event. It's a fun celebration of opportunity in downtown Lenoir," Moore said.

To make these events happen, it requires tremendous support from the community. Moore wanted to give a shout-out to SkyLine/SkyBest in this regard.

He said, "SkyLine/SkyBest is a big supporter of the Caldwell Chamber of Commerce and very actively involved. I see people from SkyLine/SkyBest at every chamber event. SkyLine/SkyBest also contributes financially to our chamber as a Legacy Partner, and Edward Hinson (Chief Marketing and Sales Officer at SkyLine/SkyBest) serves on our Board of Directors."

Kim Edmisten, General Manager of Foothills Radio Group and Immediate Past Chair of the Caldwell Chamber of Commerce, echoed Moore's sentiments. She said, "SkyLine/SkyBest would always ask our chamber questions like 'What can we do?' or 'How can we help?' There's a deep level of commitment to the community at that company."



Michelle Scott, SkyLine/
SkyBest Security Sales
Consultant

Carter Calhoun, SkyBest
Security Installation and
Sales Technician

Start Here for
Local, Moneysaving
Solutions:

SkyBest Security Team

Did you know SkyBest Security offers automation—such as door locks and thermostats that can be controlled via a smartphone—along with our security and surveillance equipment and monitoring service? What’s more, you’ll get the protection you need, and the peace of mind that goes with it, from a local company with local techs.

Michelle Scott, Security Sales Consultant, said, “With SkyBest Security, you’re able to call a local company and get exceptional local service for less than or equal to the ‘big’ security firms. When it comes to monitoring, our monthly fee tends to be considerably less than our competitors.”

Local businesses now have the option to keep their current security equipment and have SkyBest Security take over the monitoring. Scott noted, “If your equipment is working perfectly, we can program it to our monitoring station and save you money on your monthly monitoring service. If we need to add equipment and/or fine-tune your current equipment, we’re happy to do that as well. While visiting your business, SkyBest Security can also install HD, commercial-grade surveillance cameras for additional coverage.”

Joining Scott on the SkyBest Security Team is Carter Calhoun, with the title of Security Installation and Sales Technician. SkyBest Security is licensed in North Carolina to provide security, automation and surveillance solutions. Residents and business owners in North Carolina are eligible to become SkyBest Security customers, and if you subscribe to SkyBest High-Speed Internet, you’ll receive a discount on SkyBest Security.

Because SkyBest Security communicates over the SkyLine/SkyBest network, there will never be a communication issue between your security provider and your telephone company. They’re one and the same.

Security systems are definitely not a one-size-fits-all product. That’s why SkyBest Security provides custom solutions to meet your specific needs. **To schedule a free on-site evaluation with a member of the SkyBest Security Team, call 1-800-759-2226 or visit www.skybest.com/consultation today.**

Priceless Protection Can Be Surprisingly Affordable

Starting at only \$24.95/month, your business can be equipped with a Basic Wireless Alarm System from SkyBest Security. It includes:

- Wireless Controller/Keypad
- One Motion Detector
- Three Door or Window Contacts
- One Keychain Remote
- Standard Equipment (*one-time fee*)
- 24/7 Security Monitoring for Burglary/Intrusion

For an additional \$1/month each, you have the option to add any of these monitoring features to your Basic Wireless Alarm System: Carbon Monoxide, Rising Water, and Fluctuating Temperatures. Smoke monitoring can be added for an additional \$2/month.

SkyBest Security also offers the Total Connect fully monitored solution and the self-monitored solutions of Standalone Surveillance and Standalone Automation. To check out what’s included in each and the optional features available, visit www.skybest.com/security.



SkyBest TV

Local ADVERTISING

Now, you have the unique opportunity to place your commercials on 24 of the most-watched networks on the screens of all SkyBest TV customers, located in Alleghany, Ashe, Avery, Watauga and Caldwell counties in North Carolina and Johnson County, Tennessee. Let us create a custom advertising solution for your business.



Contact us for complete details.
adsales@skyline.org | 1-800-759-2226

*Mention this ad for
10% off your SkyZhone
commercial production.*