

Selected Marketing Works

SecureNet 2021-2025

Josh King

My Time At SecureNet

When I started at SecureNet, we had no marketing to speak of. The logo was designed in Microsoft Word (not sure how), and there was only one flier with pricing, but no other information. There was no Facebook page or any kind of social media.

In 2021, I began the arduous task of updating the brand identity and creating marketing materials, in between helping with operations of the company. SecureNet began in 2015, but we didn't launch our network publicly until mid 2021.

Since 2021, I have worked to elevate SecureNet's brand awareness and aggressively expand our market share, in addition to my operational and financial duties. We are now approaching 2,500 customers between 3 cities and are about to expand into Virginia.



Original Logo



Brand Refresh (2021)

Our First Residential Postcard (2021-2022)

SecureNet is now available in your area.



Fast fiber internet is finally here.
No contracts. No install fees.

FiberSolo	FiberPlus	FiberPlay	ManagedWifi
\$40	\$60	\$80	\$10
PER MONTH	PER MONTH	PER MONTH	PER MONTH



Call **304-744-4034** or go to wvinternet.com to sign up today.
info@wvinternet.com

Our First Business Postcard (2021-2022)

Fast fiber internet for your business
is finally here. No extra fees.

FiberStart

FiberGrow

FiberPro

\$80 **\$120** **\$160**

PER MONTH

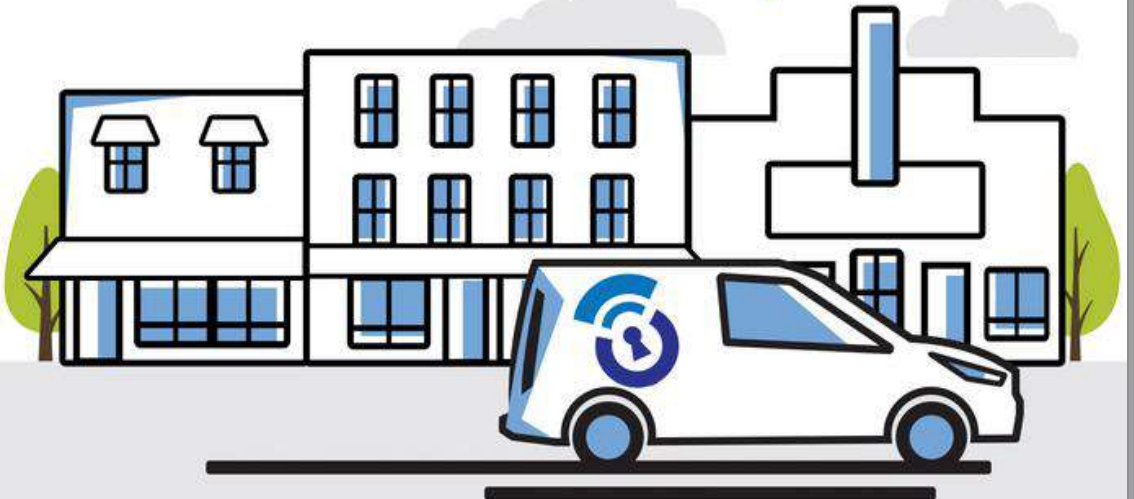
PER MONTH

PER MONTH



Call 304-744-4034 or go to
wvinternet.com to sign up today.
info@wvinternet.com

SecureNet is now available for your business.









Dunbar, WV Launch (2024)

SecureNet
Published by Josh King
· May 9, 2024 ·

Exciting News, Dunbar!

Join us on May 15th from 10 AM to 2 PM at Dunbar City Hall for the launch of PHASE 1 of our lightning-fast fiber network! We will be setting up our tent to celebrate this game-changing event for our community, and you won't want to miss our friends at Rock 105, who will be joining us for the fun. We will also be giving away a TCL 55" 4K TV to those who enter.

Interested in signing up for our high-speed internet service? Head over to <https://wvinternet.com/service-request> to get started. (Please use this link to sign up, so as not to overwhelm our phone lines.)

If you've previously inquired about service in Dunbar, don't worry - you're already on our list, and we'll be reaching out to you soon!

Mark your calendars and get ready for a new era of internet connectivity in Dunbar!

#DunbarFiberLaunch #SecureNetFiber #FastLOCALFiber

The advertisement graphic features a white background with blue and purple accents. At the top left, a blue rounded rectangle contains the text "Hey Dunbar!". Below it, the text "Fast Local Fiber is coming your way." is displayed in blue. A central blue rounded rectangle contains the event details: "SECURENET LAUNCH", "10AM-2PM", "Dunbar City Hall", and "MAY 15". To the right, a blue rounded rectangle says "Enter to Win!". Below this, a small image of a TCL TV is shown with the text "Come to the launch event and enter to win a TCL 55\" 4K TV!". The bottom of the graphic features the "Super Fast!" logo and the SecureNet logo with the website "securenetfiber.com".

See insights and ads Boost again

92 49 comments 47 shares

Overview

Reach	Impressions	Interactions	Link clicks
12,966	29,709	175	63

SecureNet
Published by Josh King
· May 15, 2024 ·

We're out here with 98.7 The Mountain at Dunbar City Hall celebrating our launch. Come see us! We'll be here until 2:00 weather permitting. Also enter the drawing for the 55" TV! #FastLOCALFiber

The photo shows an outdoor event at Dunbar City Hall. A blue tent with the SecureNet logo is on the left. A black tent with "98.7 THE MOUNTAIN" branding is on the right. A man in a blue shirt is standing near the blue tent. The American flag is visible in the background.

Boost

26 4 5

In 2024, we launched the Dunbar, WV market with a launch event at City Hall, along with Facebook engagements, radio ads, radio remote, and a TV giveaway.

SecureNet Summer School (2024)

SecureNet
Published by Josh King
- July 3, 2024

School is NOT over for the summer...at least not yet! Class will be in session on July 20th from 11am to 2pm while we teach you how to navigate the wide world of TV streaming (and more!) as well as save money on your internet and cable bills! FREE passes to the South Charleston Rec Center will be given away to those who join us. Bring your current bills with you and we can show you the difference! No registration required, just show up and we do the rest. Save money with #FastLOCALFiber and stream to your heart's content.

SecureNet
SUMMER SCHOOL

I will save money by switching to fiber.
I will save money by switching to fiber.
I will save money by switching to fiber.
I will save money by switching to fiber.
I will save money by switching to fiber.
I will save money by

Learn how to navigate the world of Streaming TV, video calling and more. Save money on your internet and TV bills!

Class is in session
JULY 20 11AM - 2PM
South Charleston Community Center

"Davey the Deco"

See insights and ads

Boost post

11

2 comments 7 shares

Overview

Reach	Impressions	Interactions	Link clicks
977	1,161	21	--

SecureNet
Published by Josh King
- July 17, 2024

A reminder for our SecureNet Summer School event this Saturday 11am at the South Charleston Rec Center! We'll teach you how to ditch cable and stream all your favorite shows and movies, as well as some online security and safety mixed in to help you keep from being a victim of hackers and scam artists. Come see us this Saturday! #FastLOCALFiber #streaming #SecureNetSummerSchool

SecureNet
SUMMER SCHOOL

I will save money by switching to fiber.
I will save money by switching to fiber.
I will save money by switching to fiber.
I will save money by switching to fiber.
I will save money by switching to fiber.
I will save money by

Learn how to navigate the world of Streaming TV, video calling and more. Save money on your internet and TV bills!

Class is in session
JULY 20 11AM - 2PM
South Charleston Community Center

"Davey the Deco"

See insights and ads

Boost post

7

1 share

Overview

Reach	Impressions	Interactions	Link clicks
1,993	2,319	11	--

As streaming has become more ubiquitous, we launched an initiative in 2024 to educate our older demographic about the new "normal." Using Davey the Deco, we set up the SecureNet Summer School, a free class given throughout the summer that teaches current and potential customers about the benefits of streaming, how to do it, and how to save money. This includes giveaways and streaming credits. We will be doing it again this year.

Crisis Management - Outages

SecureNet
Published by Josh King
April 2, 2024

WEATHER ALERT - There is currently a Tornado WARNING for this area until 11:15am, and a nasty storm is headed our way. We will be monitoring our network as this is happening. Please be safe and take shelter when you hear the sirens.

Boost

6

SecureNet
Published by Josh King
April 2, 2024

WEATHER UPDATE: Power is out all over the valley, and we're monitoring our network and starting damage assessments. We will keep every body updated with more developments. Stay safe everyone!

Boost

25

SecureNet
Published by Josh King
April 2, 2024

My last update for tonight as it gets dark outside, we sincerely hope that everyone is safe and sound in their homes tonight and our thoughts are with the people who have sustained major damage. Over the next few days, there will be schedule adjustments as we continue to assess the damage done and thankfully, we have come out okay and our commitment to getting everyone back online is unwavering, even though we can't answer every call. Thank you all for your patience during this and we will keep everyone posted! It will be a busy week for all of us here at SecureNet!

Boost

44

SecureNet
Published by Josh King
April 3, 2024

Good morning, everyone. We are currently out doing more damage assessments and starting the repair process. Many in South Charleston are still without power and AEP is estimating restoration to be 11pm tomorrow. In certain areas, our lines ride on AEP's poles so any of their poles that are damaged will have to be replaced first. There is extensive damage to our network at Kenna Homes and we are working to restore service there as well but have no current ETA yet. We will update as more information becomes available.

NOTE: Please do not use a paperclip to reset your Deco or modem. If you need to reset it, just unplug it from the power for ~10 seconds and plug it back in.

Edit: We have created a form for reporting storm damage to us:


COGNITOFORMS.COM
SecureNet Storm Damage Report

Boost

26

SecureNet
Published by Josh King
April 5, 2024

Update for this morning. We are mostly through our list with the exception of a few one-off areas and some downed service drops to individual homes. Construction crews will be at Kenna today repairing damage. 5200 Block of Kentucky Street is still underway as there was some major damage to our vault over by Speedway (pictured below) but rest assured we are working on getting it fixed and get everyone on that street back up and running. We'll keep everyone posted with more updates soon.



See insights and ads

Boost post

24

1 share

As an ISP, we are a quasi-utility, so we frequently must keep customers updated on service outages, storms, damage, etc. This is probably the most important part the communications portion of this job.

Assorted Social Media Selections (1)

SecureNet
 Published by Josh King
 - April 24, 2024 · 🌐

Get Fast LOCAL Fiber in South Charleston starting at just \$40. No hidden fees. No extra fluff. Just good internet with local service and support from your neighbors. Sign up today at <https://wvinternet.com>

★★★★

WVINTERNET.COM
 SecureNet - High speed fiber internet in South Charleston and Nitro, WV
 Fast, local, fiber internet with no data caps and no extra fees. Currently in South Ch... [Sign up](#)

See insights and ads [Boost again](#)

👍❤️ 34 17 comments 9 shares

👍 Like 💬 Comment ➦ Share

Overview			
Reach 📍	Impressions 📍	Interactions 📍	Link clicks 📍
14,572	28,606	61	223

SecureNet
 Published by Josh King
 - October 14, 2023 · 🌐

Just cover the kids' ears when you run a speed test 🙄🙄

WVINTERNET.COM
 Service Request
 Access to Customer Premises for Installation. By completing this form and selecting... [Sign up](#)

See insights and ads [Boost again](#)

👍❤️ 13 12 comments 3 shares

Overview			
Reach 📍	Impressions 📍	Interactions 📍	Link clicks 📍
3,618	8,353	28	105

SecureNet
 Published by Josh King
 - July 4, 2024 · 🌐

Davey the Deco, Kevin and all the crew here at SecureNet wish you all a Happy Independence Day! We here at the office possess most of our fingers still, so make it a safe one and try not to burn too many hamburgers!

See insights and ads [Boost post](#)

👍❤️ 20 4 comments 2 shares

👍 Like 💬 Comment ➦ Share

Overview			
Reach 📍	Impressions 📍	Interactions 📍	Link clicks 📍
657	894	26	--

Assorted Social Media Selections (2)

Suffering from
Irritable Bandwidth Syndrome?
**Your internet connection may
need more fiber.**

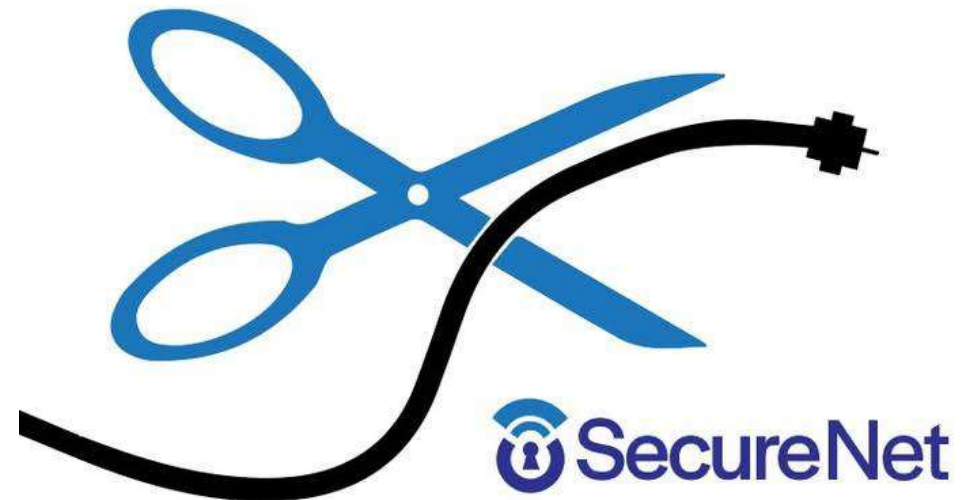


 SecureNet
wvinternet.com to sign up

Overview

Link clicks	Cost per Link Click	Views	Reach
363	\$0.79	--	18,762

**Break up
with Cable.**
You deserve *better.*




Overview

Link clicks	Cost per Link Click	Views	Reach
132	\$0.36	--	3,660

Assorted Social Media Selections (3)

SecureNet
Published by Josh King
February 8, 2023 · 🌐

It's National Kite Flying Day 🎈🎈🎈



With fees as high as a kite it's time to let Cable go.

With plans starting at \$40 you won't get pulled along by our prices, but they may blow you away.

SecureNet

WVINTERNET.COM
SecureNet.
All of our high-speed internet service plans are offered with NO LIMITS on upload ...

See insights and ads **Boost again**

21 1 comment 4 shares

SecureNet
Published by Josh King
May 23, 2023 · 🌐

Take a vacation. It's on us. 🏖️



Saving you so much green that you can enjoy the blue.

SecureNet
wwinternet.com for more info.

WVINTERNET.COM
SecureNet.
All of our high-speed internet service plans are offered with NO LIMITS on upload ...

See insights and ads **Boost again**

24 1 comment 4 shares

Assorted Social Media Selections (4)

SecureNet
Published by Josh King
May 24, 2024

Some housekeeping items going into the weekend:

- Dunbar: Due to overwhelming response and some equipment issues, we've experienced a slight delay in rolling things out. Those issues have been resolved and this coming week we will start the installs and scheduling people who have submitted requests. Rest assured, we will be in touch!
- Many of you will get an email today regarding a switch over to a new payment processor to increase security. In that transfer, the credit card that you have on file will disappear and it will need to be re-added. This does not affect everyone, but the ones affected will get this email with instructions on how to proceed.
- The TV drawing will be this coming week, we are going to draw the winners for both Dunbar and Nitro. I'll let everyone know on Monday on what day we will be doing the drawing. We will be live streaming it right here on our page, so don't miss it! You may hear some familiar voices/see some familiar faces!
- We are in the process of upgrading Kenna Homes and bringing you guys on board with the rest of our network. Please be patient with us as we perform these upgrades over the next several weeks. You will see us running around the complex a lot.
- We will be putting out an official announcement soon, but Armourview will be ready the first week of June. Details to follow in the coming days.

We're a small company with a big vision! Sometimes we get ahead of ourselves but we are committed to being of service to our customers and to bringing a better internet experience to the Kanawha Valley. We wish everyone a safe Memorial Day weekend!



MEDIA1.GIPHY.COM

Overview

Reach	Impressions	Interactions	Link clicks
721	911	30	1

SecureNet
Published by Josh King
May 22, 2024

We have an immediate opening for Tier 1 Customer Support. Please send resumes and direct any questions to the email listed below!

Job Alert!

Tier 1 Customer Support

Calling all extroverts! Get paid to talk. We're looking for an energetic and customer-focused Tier One Support Representative for a position at our corporate office in South Charleston.

- ✓ Full-time position, Monday thru Friday
- ✓ Fun work environment with awesome people
- ✓ Pay starts at \$12-\$17 per hour
- ✓ Opportunities for growth and advancement

Send Resume to mark@wvsupport.net



SecureNet
#FastLOCALFiber internet in South Charleston, Nitro, and Dunbar.

Call now

See insights and ads

Boost again

19 likes 3 comments 10 shares

Overview

Reach	Impressions	Interactions	Link clicks
4,061	6,656	37	68

SecureNet
Published by Josh King
October 16, 2024

Kevin and family had a recent recruit join the SecureNet team! She's a purr-fect addition. What should we name her? 🐾



See insights and ads

Boost post

42 likes 28 comments 1 share

Overview

Views	Reach	Interactions	Link clicks
2,751	921	71	--

Assorted Social Media Selections (5)



\$20 [No Title]
UNLIMITED REFERRALS

Fast internet is even better when it's free.

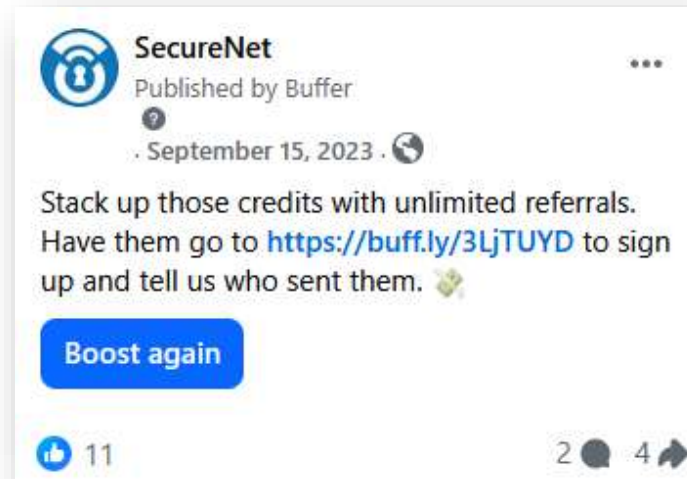
Refer a friend or family member to us and get a **\$20 credit** (up to 100% of your bill)


Plan	Price
FiberFlex	\$40 per month
FiberPlus	\$60 per month
FiberPlay	\$80 per month

ALL PLANS INCLUDE MANAGED WI-FI WITH A TP-LINK DECO MESH ROUTER

 **SecureNet**

Fast Local Fiber.
Sign up today at wvinternet.com



 **SecureNet**
Published by Buffer

September 15, 2023

Stack up those credits with unlimited referrals. Have them go to <https://buff.ly/3LjTUyD> to sign up and tell us who sent them. 🌱

[Boost again](#)

11 likes, 2 comments, 4 shares

Overview

Reach ⓘ
12,586

Impressions ⓘ
26,993

Interactions ⓘ
17

Link clicks ⓘ
205

Halloween Pricing Launch (2023)

 SecureNet
Published by Josh King
October 4, 2023

Spooky good news is coming on 10.31! <https://securenetfiber.com>



SecureNet
#FastLOCALFiber internet in South Charleston, Nitro, and Dunbar.

See insights and ads

Boost again

27

9 comments

Overview

Reach	Impressions	Interactions	Link clicks
546	4,331	36	96

 SecureNet
Published by Josh King
October 11, 2023

20 more days...



SecureNet
#FastLOCALFiber internet in South Charleston, Nitro, and Dunbar.

See insights and ads

Boost again

19

Overview

Reach	Impressions	Interactions	Link clicks
526	5,226	19	28

 SecureNet
Published by Josh King
October 23, 2023

We're dying to tell you the good news



SecureNet
#FastLOCALFiber internet in South Charleston, Nitro, and Dunbar.

See insights and ads

Boost again

32

18 comments

Overview

Reach	Impressions	Interactions	Link clicks
2,627	7,599	50	56

Halloween Pricing Launch - Reveal

SecureNet
Published by Josh King
- October 31, 2023 -

More SPEED, less money. We're not raising our prices, we're raising our speeds and raising the bar for best value. Our 500Mbps plan is now just \$40 and our 1Gbps plan is now just \$60. For current customers, no action is needed on your part, just sit back and enjoy the savings and upgrade. Happy Halloween! <https://wvinternet.com>
(sorry, last post was deleted and re-posted due to a correction)

Say hello to our new plans.

FiberFlex 500 / 500 Mbps \$40 per month	FiberPlay 1 / 1 Gbps \$60 per month	FiberMax 3 / 3 Gbps \$95 per month
--	--	---

ALL PLANS INCLUDE MANAGED WIFI 6 WITH A TP-LINK DECO MESH ROUTER

Increasing speeds and increasing value.

SecureNet

Current customers also get rewarded.

If you are on the 250Mbps plan, you will automatically be upgraded to 500Mbps for the same price.

If you are on the 500Mbps plan, you will be upgraded to the 1Gbps plan for the same price. If you are currently on the 1Gbps plan, your bill will be reduced by \$20.

Customers also have the option to upgrade their connection to 2Gbps for just \$15 more.

These changes will take effect on your NEXT bill generated on November 25. No action on your part is needed.

SecureNet

See insights and ads **Boost again**

68 52 comments 14 shares

**More speed
Not more money.**

We're not raising our prices, we're raising our speeds, and raising the bar for best value.

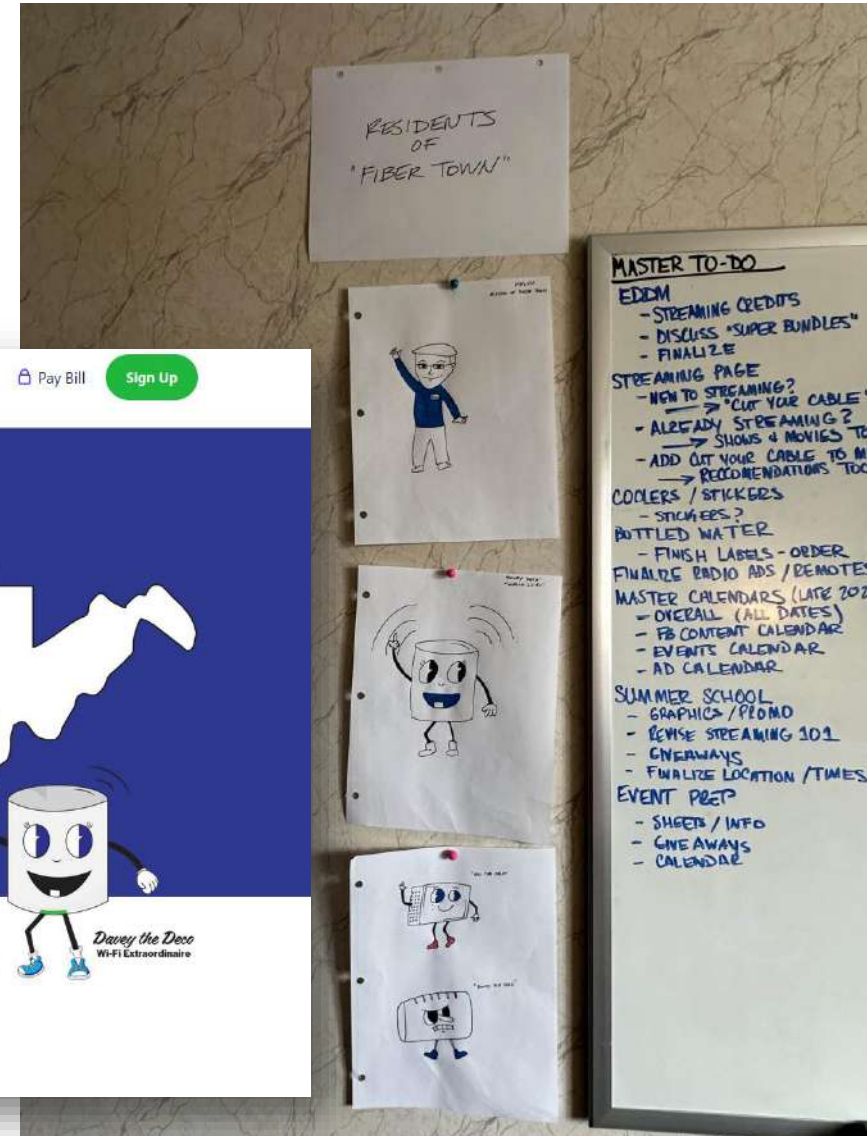
SecureNet

Overview			
Reach	Impressions	Interactions	Link clicks
6,153	20,362	135	26

In the Fall of 2022, we decided to raise our speeds, but not raise our prices. This was a bit of a mouthful, explanation-wise, but it paid off. We were able to keep these prices for a couple of years until a price increase in Fall 2024.

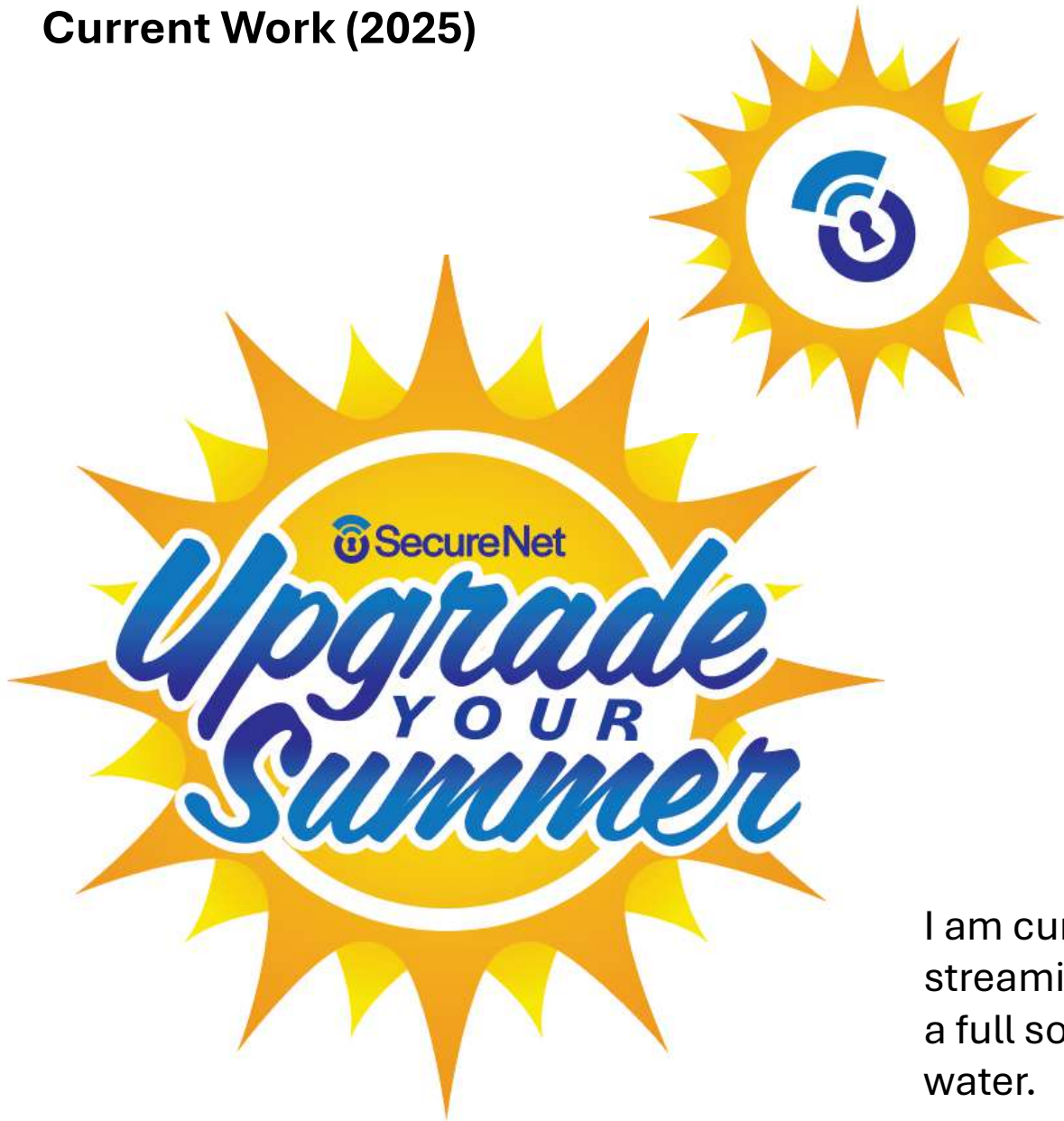
Fiber Town

In 2024, I created “Fiber Town,” anthropomorphic and cartoon versions of our own equipment and CEO. In late 2024, “Davey the Deco” caught the attention of TP-Link, who are interested in potentially expanding on the idea in the future. Davey is used for internal communications as well as external.





Current Work (2025)



Super Fast!
Internet Bundles



RED = CUT LINE: Labels will be cut here.
GREEN = BLEED. Run colors/backgrounds to the edge of this.

SOURCE / CONTENTS
Info is required by law and must appear on your label.
The text can not be smaller than the sample.

PLEASE SUPPLY VECTOR ARTWORK.
OUTLINE ALL TEXT (ILLUSTRATOR: SELECT>ALL, TYPE>CREATE OUTLINES, SAVE FILE)

I am currently launching our Summer campaign, introducing streaming bundles at part of our service offerings. This includes a full social media push, radio, events, and even custom bottled water.