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Project Presentation

X-CONNECT

BE ONLINE!

Project Description

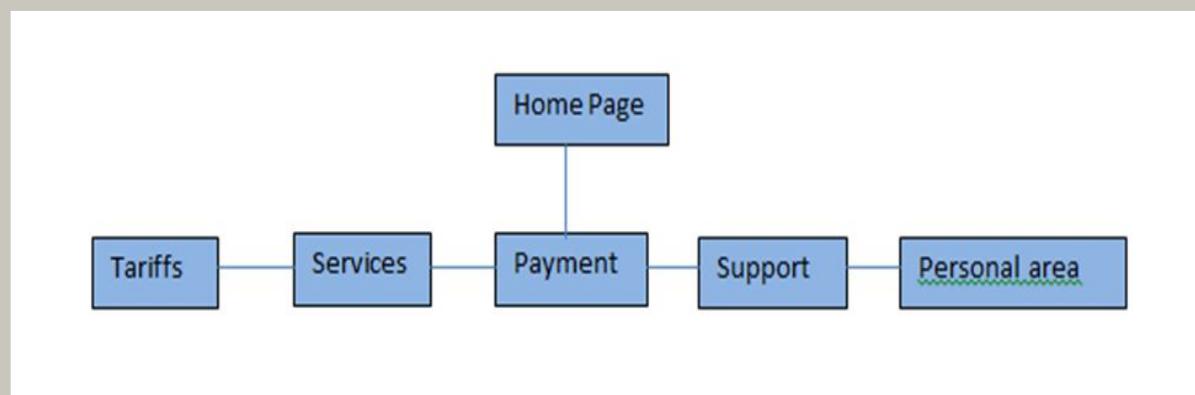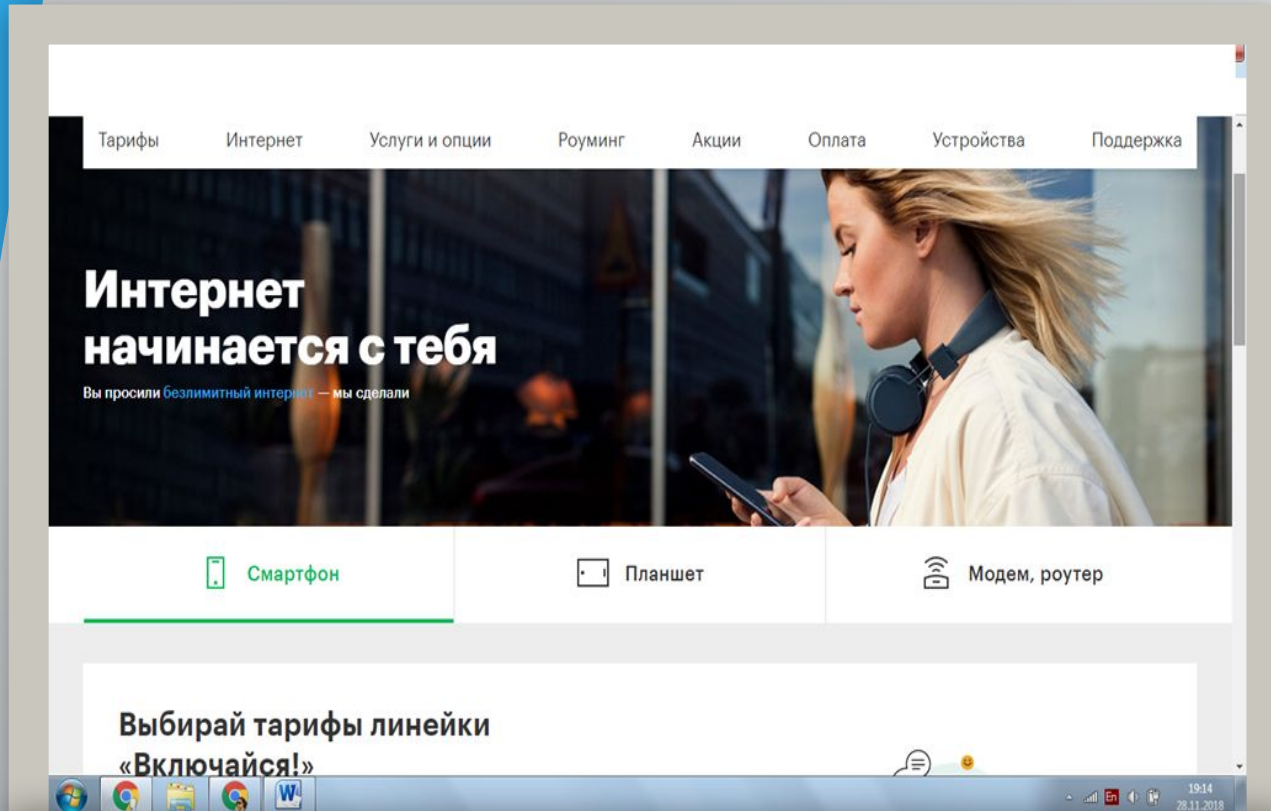**X-connect** — ISP service, which works in Moscow region

Our target audience live in area where fiber optic cables have not yet been laid, which will allow us not to compete with market leaders, such as MTS or Onlime

We offer Home Internet & TV for 600 rub per month.
Choosing our service you choose a stable connection, as well as fast and high-quality technical support!

Our site

x-connect.online is our domain name

Here you can see our main page and site map

We offer Home Internet & TV for 600 rub per month.
Choosing our service you choose a stable connection, as well as fast and high-quality technical support!

The two main colors of the site will be yellow, blue and a bit of white at the top of the main page.
General design idea - customer feeling of the speed of our Internet while visiting our site

Competitors limitations

On our site we would not overload the pages with information

as well as carefully study the search site and make a site map at the bottom of the main page,

which are the main weaknesses of the Onlime and MTS.

Social network promotion

In social networks we plan to hold mini-games with subscribers and draws of additional gigabytes of the Internet!

Collaboration with groups about IT technologies for new content.

Large-scale advertising at first is not profitable for us, unlike word of mouth in specific areas

Search advertising

Yandex Direct

With a budget for search advertising of about 9,000 rubles, our profit will be slightly more than 10,000 rubles, so the nearest advertisement will be after a couple of months of work.

We plan to advertise only in the region, not in the center of Moscow

Here are our main requests for advertising

интернет телефон
интернет провайдер
тариф интернет
интернет подключать
дом интернет
Безлимитный интернет
дешевый интернет
интернет москва
домашний интернет
провайдер

Lead Generation

Our idea is the emergence of the Internet along with a homely atmosphere and comfort

With X-connect, you get closer to each other!

X-connect questionnaire

Here are the results of our survey!

75% of respondents do not mark their provider's site

Only 50% of respondents are partly agree, that they are satisfied by services of their provider

75% of respondents are ready to change their provider with 15% discount offering if their new provider will have large coverage in Russia

Thank you for your attention!