



The Film Playbook

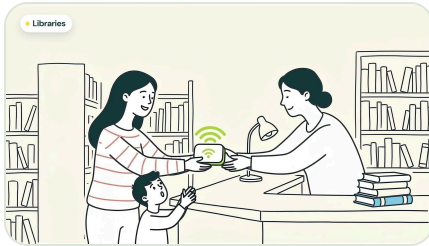
How to put the six Connected Communities films in front of the school, library and nonprofit leaders who decide, on YouTube, our websites, LinkedIn, email, events and every sales conversation.

FOR KAJEET MARKETING, SALES & PARTNERS · OCTOBER 2026



Six films. Each one made for a person who decides.

These aren't product demos. Each film is a short, illustrated story about a real kind of place, a classroom, a library, a Club, a game night, and the moment our product changes its day. They run about a minute and a half. Every one ends on **Request a quote**.

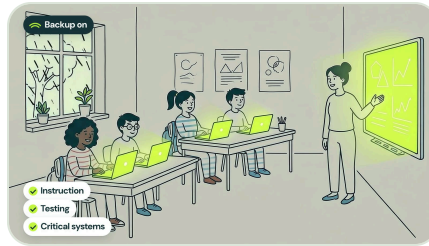


Connected Communities 1:38

Flagship \$8.50/device/mo

For: anyone meeting the program for the first time.

The moment: a librarian hands a family a hotspot like a book.

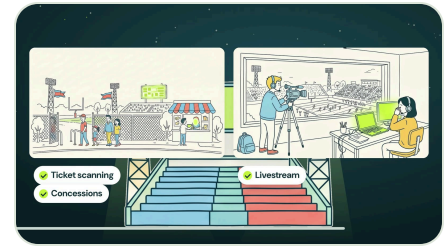


ConnectBackup 1:45

Internet backup \$17.99*/mo

For: district and library IT, operations leaders.

The moment: the internet drops mid-lesson and class keeps going.



ConnectPrime 1:36

Fixed wireless \$15*/mo

For: facilities, new construction, athletics.

The moment: game night, fully online, no trench in sight.

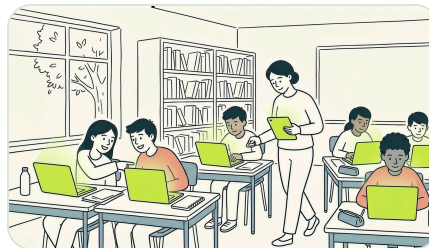


Libraries · SmartSpot 1:36

Hotspot lending \$9.99*/mo

For: library directors, outreach and IT.

The moment: a returned hotspot falls asleep on the shelf.



Tablets & Chromebooks 1:39

Connected devices

\$9.99*/device/mo

For: superintendents, CTOs, principals.

The moment: phones go in the caddy, learning stays online.



Boys & Girls Clubs 1:43

SmartSpot for Clubs \$9.99*/mo

For: Club executive and program directors.

The moment: a kid checks out the Club's Wi-Fi at the front desk.

All six live at connected-communities.kajeet.cloud with their data sheets, the 18 vertical social cuts and the Social Media Playbook. *Hardware not included.

Every view should end **one click from a quote.**

Our buyers don't scroll for fun on a Tuesday. They search when they have a problem, they trust what their peers share, and they decide in meetings where somebody has to explain it to a board. So the films have three jobs, and every channel in this guide does at least one of them.

1 · Get found

Show up when a library director searches "hotspot lending program" or an IT lead searches "internet backup for schools."
YouTube, kajeet.com, LinkedIn ads, associations.

2 · Get watched

Win the click with a thumbnail and a first line that speak to their day, then let the story do the work.
Thumbnails, captions, first five seconds.

3 · Get to a quote

Make the next step obvious: the showcase site, the Advisor, a rep who follows up the same day. **Sales, partners, email, events.**

The channel map

CHANNEL	ITS JOB	LEAD WITH	WATCH THIS NUMBER
YouTube	Be the answer when buyers search. Home for every film.	All six, as a playlist	Views from search, avg. % viewed
Our websites	Turn interest into a quote request.	The film that matches the page	Plays, quote clicks
LinkedIn	Reach decision makers by title. Let leaders vouch for it.	ConnectBackup, Tablets & Chromebooks	Site visits per 1,000 views
Email	Move known prospects one step forward.	One film per segment	Click rate, replies
Sales & partners	Follow up with the exact film they need.	Whatever matches the call	Meetings booked after a send
Events & webinars	Stop people at the booth. Open every session.	The audience's film first	Badge scans, QR visits
Facebook & associations	Reach local and nonprofit leaders where they already are.	Libraries, Boys & Girls Clubs	Shares, referral visits

One link pattern. Every channel.

If we can't tell which channel sent a visitor, we can't tell what's working. Use the same link pattern everywhere and change only the source.

Where every link goes

Send people to the showcase, never to a bare video file. Each film has a link that opens it playing, with its data sheet one click away and **Request a quote** in the corner. Add tracking tags so we can tell which channel earned the visit.

THE LINK PATTERN

`connected-communities.kajeet.cloud/?watch=cb-hero&utm_source=linkedin&utm_medium=social&utm_campaign=cc-films`

Film codes: **cc-hero** Connected Communities · **cb-hero** ConnectBackup · **cp-hero** ConnectPrime · **lib-hero** Libraries · **tc-hero** Tablets & Chromebooks · **bgca-hero** Boys & Girls Clubs. For a data sheet use **?read=** with cc-brief, cb-datasheet, cp-datasheet, lib-datasheet, tc-datasheet or bgca-datasheet.

Before launch: add an analytics tag to the showcase site so the tracking tags above are counted. It takes about an hour, and the measurement plan on page 20 depends on it.

Tracking tags

WHERE	UTM_SOURCE	UTM_MEDIUM	UTM_CAMPAIGN
YouTube	youtube	video	cc-films
LinkedIn organic	linkedin	social	cc-films
LinkedIn ads	linkedin	paid-social	cc-films
Email	email	email	cc-films-[segment]
Sales	sales	1to1	cc-films
Events	event	qr	cc-films-[show]

Two sites, two jobs.

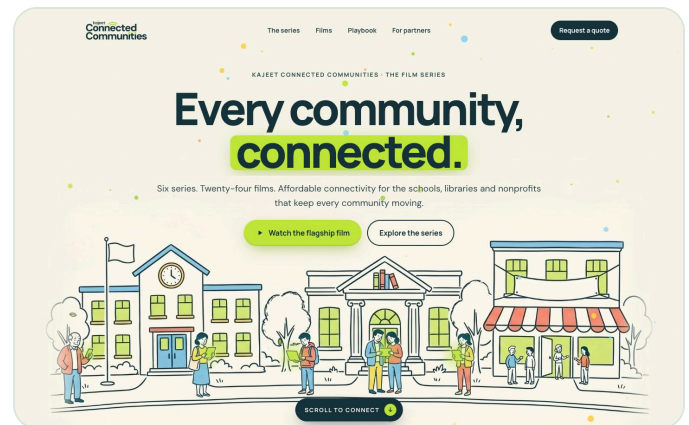
kajeet.com is where buyers land when they're already looking. **The showcase** is where we send people when we want them to see everything. Both should end in the same place: a quote request.

On kajeet.com

- 1 Put the film above the fold**
Each product page gets its matching film near the top: ConnectBackup on the backup page, the Libraries film on the libraries page. Show the thumbnail with a play button. No autoplay with sound.
- 2 One sentence, one button**
Under the player: a single line about the outcome and a **Request a quote** button. Not three buttons. One.
- 3 Add the transcript**
Paste the film's transcript under a "Read the transcript" toggle. It helps search engines understand the page and helps anyone who can't play sound. The text is in the caption files in the YouTube kit.
- 4 Embed from YouTube**
Embedding the YouTube version adds every website play to the film's view count, which helps it rank. It also gives Google a video to show in search results.
- 5 A banner on the busy pages**
The homepage and the education and library pages get a slim banner pointing to the full series on the showcase.

On the showcase

- 1 Use it as the leave-behind**
It's the one link that holds all 24 films and every data sheet. Put it in proposals, signatures and partner kits.
- 2 Link straight to the right film**
A link that opens the ConnectBackup film already playing beats "check out our website" every time.
- 3 Watch the quote clicks**
Every Request a quote button goes to the Connected Communities Advisor. Plays, then quote clicks, by film, is the number that matters.



connected-communities.kajeet.cloud

Under every film: one line, one button.

Ready to use

KAJEET.COM · CONNECTBACKUP PAGE, UNDER THE FILM

When the internet drops, your community doesn't.

ConnectBackup switches your school, library or nonprofit to multi-carrier wireless backup in seconds, then switches back on its own when your line returns. Starts at \$17.99 a month.*

Button: Request a quote · *Hardware not included.

KAJEET.COM · HOMEPAGE BANNER

Six short films. One for every kind of community.

See how schools, libraries and Boys & Girls Clubs keep people connected, in about a minute and a half each.

Button: Watch the series

KAJEET.COM · LIBRARIES PAGE, UNDER THE FILM

Lend the internet like a library book.

Patrons check out a Kajeet SmartSpot at the desk and take Wi-Fi home. Sentinel Media Center tracks every loan, and returned hotspots use no data on the shelf. Library pricing starts at \$9.99 a month.*

Button: Request a quote · *Hardware not included.

KAJEET.COM · EDUCATION PAGE, UNDER THE FILM

Phones away. Learning on.

Connected Tablets and Chromebooks with internet built in, CIPA-compliant filtering and one place to manage them. From \$9.99 per device per month.*

Button: Request a quote · *Hardware not included.

What “good” looks like on a product page



- **The film is the first thing below the headline.** Not halfway down, not in a carousel.
- **The thumbnail matches the page:** the same image they clicked in the email or the ad.
- **One button.** Request a quote, repeated once at the bottom of the page.
- **The data sheet sits next to it** for the person who needs to forward something to a board.

Treat YouTube like a **search engine**, not a TV channel.

Nobody subscribes to a connectivity company for fun. They find us because they typed a problem into YouTube or Google. So every film needs to be findable by the words our buyers use, and every view needs a next step.

Set up once

- 1 **One playlist for the series**
Kajeet Connected Communities: The Film Series, flagship first, then the other five.
Feature it at the top of the channel's home tab.
- 2 **A second playlist for the Shorts**
All 18 vertical cuts, uploaded as YouTube Shorts.
- 3 **Make the flagship the channel trailer**
It's what a first-time visitor sees, so it should be the film that explains the whole program.
- 4 **Link every Short to its film**
YouTube lets a Short point to a related long video. Point each cut at the full film it came from. It's the cheapest traffic we'll ever get.
- 5 **Upload our captions**
Use the caption files in the YouTube kit, not the auto captions. They spell Kajeet, CIPA and ConnectBackup correctly, and YouTube indexes them.
- 6 **Keep the description link the same**
Every description links to the showcase, opening that film, with YouTube tracking tags.

The upload checklist (every film)

FIELD	DO THIS
Title	What the buyer searches, then the brand. Keep it under 70 characters. Ready-to-paste titles on pages 9–11.
Thumbnail	The custom thumbnail from the kit (pages 12–13). Never the auto frame.
Description	The first two lines show above “more.” Line one is the problem, line two is the link. Chapters go below.
Chapters	Paste the timestamps from pages 9–11. They make the film skimmable and can show up in Google results.
Captions	Upload the .srt from the kit. Language: English.
End screen	Last 10 seconds: “Best for viewer” video, the series playlist and a subscribe button.
Pinned comment	A plain-spoken line with the quote link (examples on pages 9–11).
Thumbnail test	Use YouTube’s Test & compare with the main and alternate headline for the first two weeks.

Shorts bring them in. The films close.

The 18 vertical cuts are our best free way to get YouTube to show the full films. A Short reaches people who've never heard of us, and the link under it sends the curious ones to the film it came from.

A six-week release

- 1 **One film a week**
Tuesday or Wednesday morning, when school and library staff are at their desks.
- 2 **Its three Shorts the same week**
Monday, Wednesday and Friday, each linked to the film.
- 3 **A community post**
One still from the film and a question, like "What's the hardest part of lending hotspots?" The replies tell us what to say next.
- 4 **Answer every comment**
Within a day, from a named person. It's rare on vendor channels, and people notice.

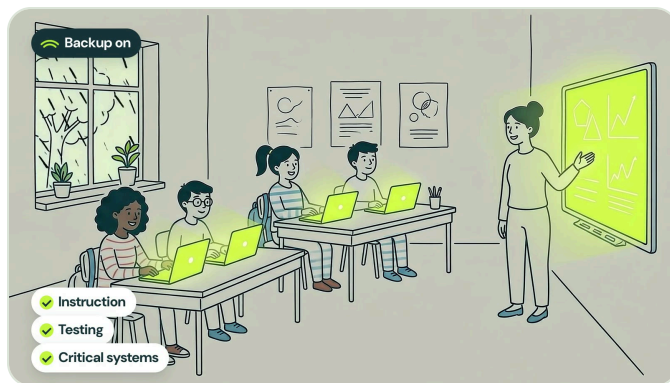
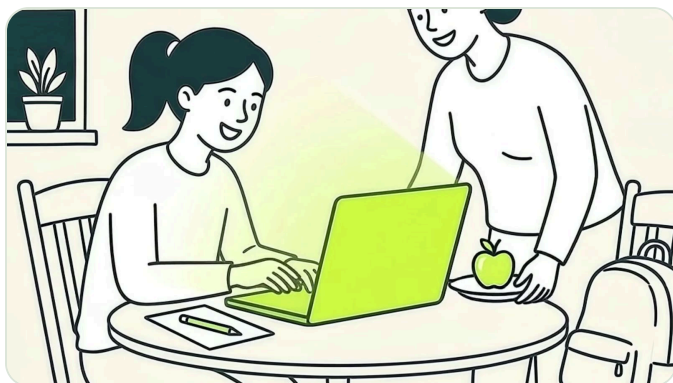
Then add a little paid reach

After two weeks, put a small daily budget behind the two films with the best average % viewed. Use in-feed video ads, which appear in search results and next to related videos.

Search phrases to target

hotspot lending program · library hotspot checkout · internet backup for schools · school internet outage · portable classroom internet · fixed wireless for schools · CIPA filtering · Chromebook connectivity · phone-free school policy · Boys & Girls Club technology

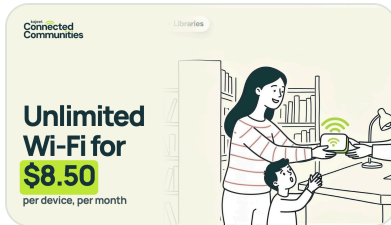
Retarget anyone who watched half a film with its Shorts and the quote link. **Shift spend** every two weeks toward the film with the lowest cost per showcase visit.



Frames with one person and one clear feeling make the strongest Shorts covers and community posts.

Ready to paste: **films 1 and 2**

Check chapter times against the uploaded file and nudge by a second if needed. Each chapter must be at least 10 seconds. Replace LINK with the film's tracked showcase link.



- 0:00** Life happens online
- 0:14** Kajeet Connected Communities
- 0:24** For schools
- 0:33** For libraries
- 0:42** For nonprofits
- 0:51** Ready to hand out
- 1:03** Managed in Kajeet Sentinel
- 1:12** Unlimited data from \$8.50
- 1:30** Request a quote

Connected Communities

Mobile Wi-Fi for Schools, Libraries & Nonprofits | Kajeet

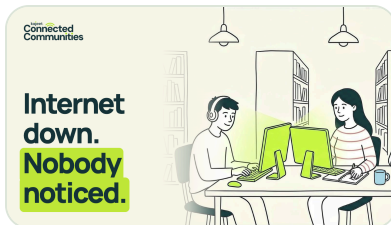
Alternate: How Your Library Can Lend the Internet Like a Book

Homework, a job application, a doctor's visit. So much of life happens online, and not everyone can get online at home.

► Watch the whole series and request a quote: [LINK](#)

Kajeet Connected Communities brings affordable mobile Wi-Fi to the schools, libraries and nonprofits that serve their communities. Students stay connected at home and on the bus. Patrons check out hotspots like a book. Every Kajeet SmartSpot arrives activated with a case, charger and instructions, and you manage every device in Kajeet Sentinel. Unlimited data starts at \$8.50 per device per month, with multi-carrier coverage and no overage fees. SmartBus Wi-Fi starts at \$15 per bus per month.

Pinned comment: "Running a hotspot program and want real numbers for your district or branch? Request a quote here and a real person will get back to you: [LINK](#)"



- 0:00** Every community counts on the internet
- 0:17** Meet ConnectBackup
- 0:27** When the internet goes down
- 0:39** Backup in seconds
- 0:57** Who stays online
- 1:12** The ConnectBackup dashboard
- 1:27** Pricing and next steps

ConnectBackup

Internet Backup for Schools, Libraries & Nonprofits | Kajeet ConnectBackup

Alternate: The Internet Went Down. Nobody Noticed.

When the internet goes down, classes, testing and library computers go down with it. ConnectBackup keeps them running.

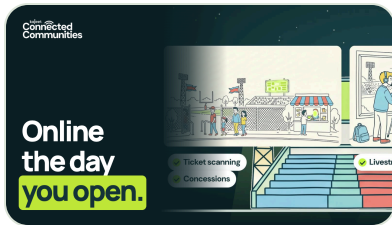
► See it in action and request a quote: [LINK](#)

ConnectBackup switches on automatically the moment your primary internet goes down, moves you to multi-carrier wireless backup in seconds, and switches back on its own when your line returns. A dashboard shows every building's backup readiness, failovers and switch-backs, and checks that backup is ready before you need it. Starts at \$17.99 a month for eligible schools, libraries and nonprofits. *Hardware not included.

Pinned comment: "How many of your buildings would go dark in an outage today? If the answer isn't zero, let's talk: [LINK](#)"

Ready to paste: **films 3 and 4**

Same rules: check the times against the upload, keep each chapter at least 10 seconds, and replace LINK.



- 0:00** A new building, no internet yet
- 0:12** Meet ConnectPrime
- 0:27** Still waiting on fiber?
- 0:39** Online the day you open
- 1:00** New and temporary sites
- 1:09** Game night
- 1:21** Pricing and next steps

ConnectPrime

Fixed Wireless Internet for New & Temporary Sites | Kajeet ConnectPrime

Alternate: Opening a New Building? Don't Wait Months for Fiber.

The building opens Monday. The fiber install date says "TBD." ConnectPrime gets you online the day you open your doors.

► Watch the film and request a quote: [LINK](#)

ConnectPrime brings multi-carrier wireless internet straight to the building, with no trenching and no cable runs. It fits portable classrooms, new school buildings, pop-up libraries, community centers and temporary sites, and it keeps the stadium connected on game night, from ticket scanning to the livestream. Starts at \$15 a month for eligible schools, libraries and nonprofits. *Hardware not included.

Pinned comment: "Got a portable, a new wing or a field house still waiting on a cable crew? Tell us where: [LINK](#)"



- 0:00** A story about lending the internet
- 0:12** The library after dark
- 0:27** Lend the internet
- 0:42** Safe online
- 0:54** Managed by Sentinel
- 1:09** Returned hotspots sleep
- 1:21** Easy on the budget

Libraries · SmartSpot hotspot lending

How to Start a Library Hotspot Lending Program | Kajeet SmartSpot

Alternate: Check Out the Internet Like a Library Book

When the library closes, the internet stays behind. Hotspot lending sends it home with your patrons.

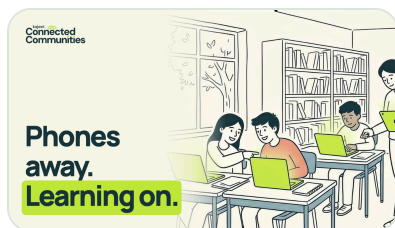
► Watch the film and get library pricing: [LINK](#)

Kajeet SmartSpot hotspots arrive activated and ready to lend, with built-in CIPA-compliant filtering. Sentinel Media Center checks devices in and out with a borrower, a due date and a filter group. A returned hotspot is suspended until its next checkout, so it uses no data on the shelf, and overdue devices can suspend automatically. Special pricing for public libraries starts at \$9.99 a month. *Hardware not included.

Pinned comment: "Librarians: what's the hardest part of hotspot lending today? Ask us anything, or get pricing for your branches: [LINK](#)"

Ready to paste: **films 5 and 6**

Same rules: check the times against the upload, keep each chapter at least 10 seconds, and replace LINK.



- 0:00** Phones away during the school day
- 0:18** Connected Tablets & Chromebooks
- 0:30** Internet built right in
- 0:42** CIPA-compliant filtering
- 0:57** Managed in Kajeet Sentinel
- 1:06** Kajeet Concierge
- 1:24** Pricing and next steps

Tablets & Chromebooks

Connected Tablets & Chromebooks for Schools | Kajeet

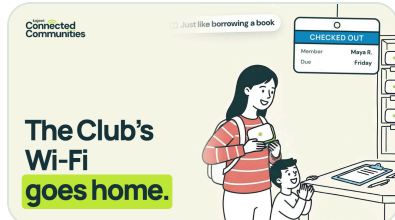
Alternate: Phones Away. Learning On.

More states and districts are putting personal phones away during the school day. Students still need to get online.

► Watch the film and request a quote: [LINK](#)

Connected Tablets and Chromebooks from Kajeet have internet built right in. Each device connects to the strongest available network, with CIPA-compliant filtering you can set by school, grade or use case. Kajeet Sentinel manages every device from one place, and Kajeet Concierge can provide, activate, configure and kit each device so it arrives ready to hand out, with live support around the clock. Starts at \$9.99 per device per month. *Hardware not included.

Pinned comment: "Rolling out a phone-free policy this year? Here's how to keep every student online without it: [LINK](#)"



- 0:00** After school at the Club
- 0:18** Special pricing for Clubs
- 0:30** Check out a SmartSpot
- 0:39** The Club's Wi-Fi goes home
- 0:54** CIPA-compliant filtering
- 1:03** Managed in Kajeet Sentinel
- 1:15** Set up by Kajeet Concierge
- 1:30** Club pricing and next steps

Boys & Girls Clubs

Hotspot Lending for Boys & Girls Clubs | Kajeet SmartSpot

Alternate: How the Club's Wi-Fi Goes Home With Every Kid

After school, the Club is where kids learn, create and grow. At home, too many of them can't get online.

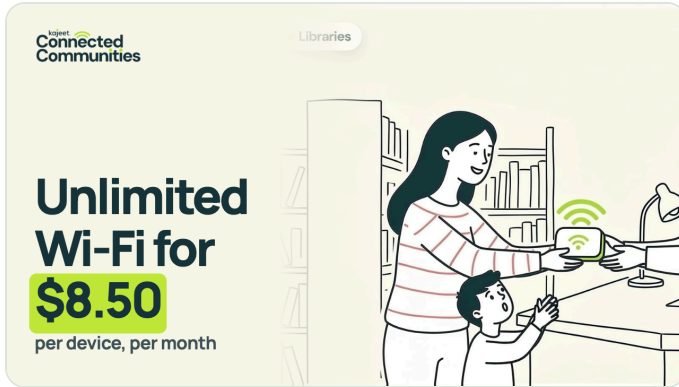
► Watch the film and get Club pricing: [LINK](#)

Kajeet SmartSpot is the easiest way to start a hotspot lending program: kids check out a hotspot at the front desk and bring it back when they're done. Every SmartSpot has built-in CIPA-compliant filtering. Kajeet Sentinel shows check-outs, due dates, filtering and data use in one place, and Kajeet Concierge sets everything up before it ships. Club pricing starts at \$9.99 a month. *Hardware not included.

Pinned comment: "Club leaders: how many of your members go home without internet? Let's fix that together: [LINK](#)"

The thumbnail is the ad. Make it obvious.

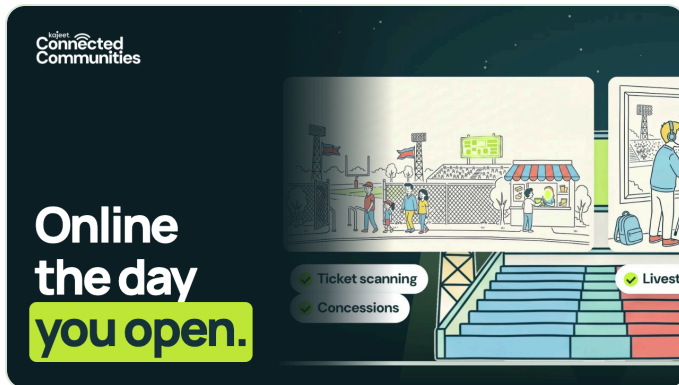
On YouTube, in a feed or in an email, people decide in about a second. These six are ready to upload (files in the YouTube kit). They follow one system so the series is recognizable at a glance.



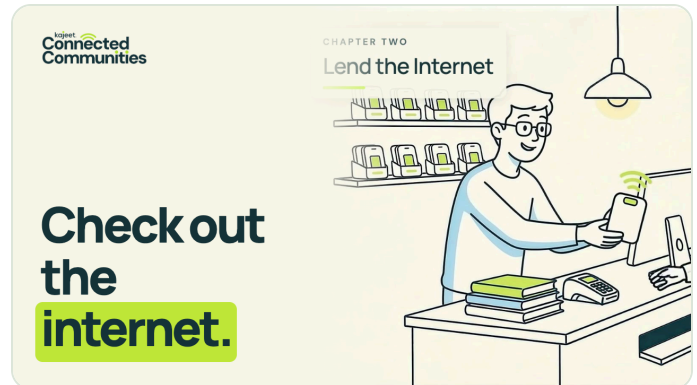
Connected Communities. Lead with the number. A/B test: “Wi-Fi your patrons can borrow.”



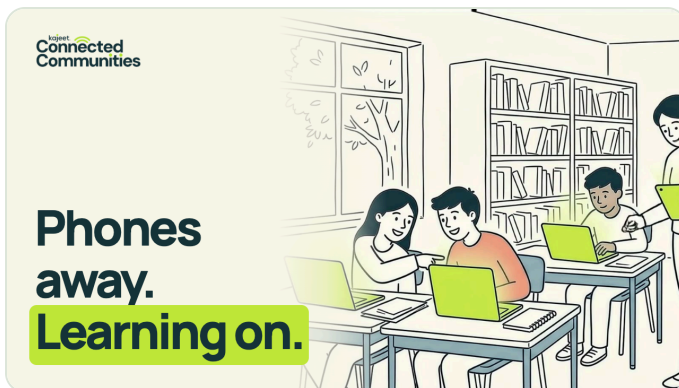
ConnectBackup. The outcome, not the feature. A/B test: “Outage? Class keeps going.”



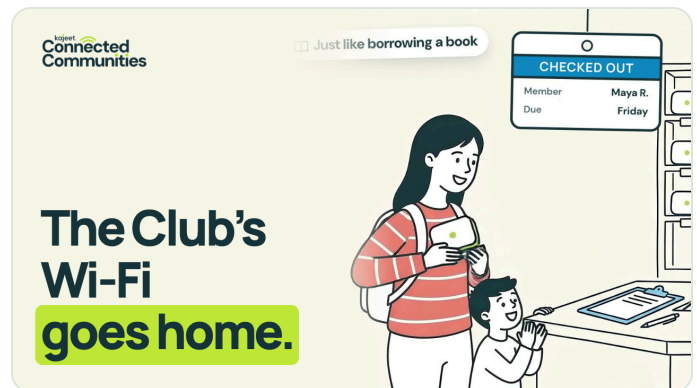
ConnectPrime. The dark night frame stands out in a light feed. A/B test: “No trench. No wait.”



Libraries. The handover is the whole idea. A/B test: “Lend Wi-Fi like a book.”



Tablets & Chromebooks. The film’s own line. A/B test: “No phones. Still online.”



Boys & Girls Clubs. Kids and a checkout tag. A/B test: “Club Wi-Fi, now at home.”

Seven rules for thumbnails that get clicked

- 1 Three to five words. Never the title.**
The title already says what it is. The thumbnail says why it matters: “Nobody noticed,” not “ConnectBackup Overview.”
- 2 Highlight the payoff**
The lime box goes on the words that carry the promise, usually the last line.
- 3 People beat buildings**
Pick a frame with a person doing something: handing over a hotspot, cheering at a laptop. Faces and hands pull the eye.
- 4 Keep the bottom right clear**
YouTube puts the video length there. Nothing important goes in that corner.
- 5 Test it at phone size**
Shrink it to the size of a postage stamp. If you can’t read it, the words are too long or too thin.
- 6 Same layout, every film**
Words on the left, story on the right, the Connected Communities logo top left. Repetition is what makes a series feel like one.
- 7 Let the numbers pick the winner**
Run YouTube’s **Test & compare** with the main and alternate headline. After two weeks, keep the one with more watch time, not just more clicks.

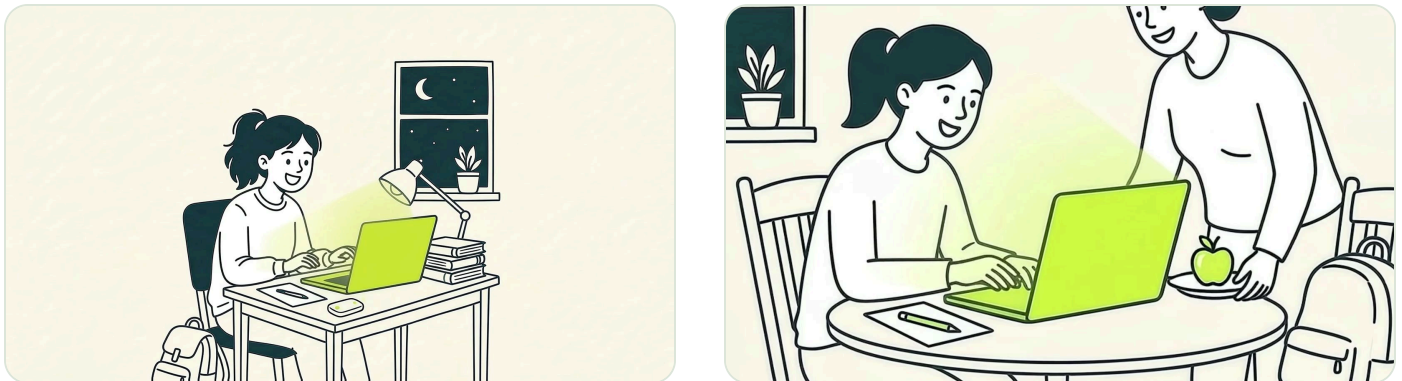
The phone test

This is roughly how big a thumbnail is in a mobile feed. All six still read.



Using the frames elsewhere

The same art works as the email image, the LinkedIn video cover and the booth screen still. For email, use the thumbnail with a play button in the middle and link the whole image. Video players inside email don’t work in most inboxes.



Good alternates: frames with one clear emotion. More picks are in the “frames” folder of the kit.

Where the people who sign **actually scroll.**

Superintendents, CTOs and library and nonprofit leaders are here every week. Ads reach their exact titles, and a real person's post beats a company post.

Posting rules

- **Upload the video file.** Don't paste a YouTube link. Native video plays in the feed.
- **Add the caption file.** LinkedIn plays videos muted. Upload the .srt from the kit.
- **Short posts.** Three or four lines, then the link. Write like a person.
- **One film per post,** matched to the audience you want that week.
- **Reps and leaders reshare** with one line of their own, not a plain repost.

Paid: pick the titles

- **Who:** Superintendent, Chief Technology Officer, Director of Technology, IT Director, Library Director, Branch Manager, Executive Director, Director of Operations.
- **Where:** industries Primary & Secondary Education, Libraries, Non-profit Organizations.
- **Format:** video ads, plus Thought Leader ads to boost a leader's post as-is.
- **Retarget:** anyone who watched half a film sees the matching data sheet next.

Example posts

COMPANY PAGE · CONNECTBACKUP

Test day. 9:14 a.m. The internet goes out.

With ConnectBackup, that's a non-event. It switches to multi-carrier wireless backup in seconds and switches back on its own when the line comes back.

Here's how it works, in under two minutes ↓ LINK

From \$17.99/month for eligible schools, libraries and nonprofits. *Hardware not included.

LEADER POST · FIRST PERSON

We made something a little different.

Six short illustrated films, one for each part of Kajeet Connected Communities. No stock footage. No jargon. Just the people these programs are for: the kid finishing homework at the kitchen table, the patron borrowing a hotspot, the coach running game night.

If you work with schools, libraries or nonprofits, watch one and tell me what you think. LINK

COMPANY PAGE · LIBRARIES

Your library lends books, movies, maybe a cake pan.

A lot of libraries lend the internet now too. A patron checks out a SmartSpot like a book. When it comes back, it goes to sleep on the shelf and uses no data until the next checkout.

Watch the film ↓ LINK

Library pricing from \$9.99/month. *Hardware not included.

REP POST · FILL IN ONLY WHAT'S TRUE

Last [week], a [library director] asked me how other [libraries] keep [hotspot lending] from turning into a spreadsheet.

Here's the short answer, in a 90-second film. [Check out, due date, filter group, done.]

Happy to walk anyone through it. LINK

Ads that sound like a person talking

VIDEO AD · CONNECTPRIME · FACILITIES & IT

New building opens in August. Fiber install date: "sometime next spring."

ConnectPrime brings multi-carrier wireless internet straight to the building. No trenching. No cable runs. Online the day you open.

Headline: Online the day you open. · Button: Learn more · From \$15/month*

VIDEO AD · TABLETS & CHROMEBOOKS · SUPERINTENDENTS

Phones are going away during the school day. Learning doesn't have to.

Connected Tablets and Chromebooks with internet built in and CIPA-compliant filtering you set by school, grade or use case.

Headline: Phones away. Learning on. · Button: Learn more · From \$9.99/device/month*

07 · EMAIL

One film per email. One button.

- **Use the thumbnail as the image** with a play button, linked to the showcase. Don't try to embed the video.
- **Match the film to the segment:** libraries get the Libraries film, IT leaders get ConnectBackup, superintendents get Tablets & Chromebooks.
- **Keep it under 100 words.** The film does the explaining.

Subject lines that earn the open

FILM	TRY THESE
Connected Communities	"\$8.50 a month for a student's home Wi-Fi" · "What if the library lent the internet?"
ConnectBackup	"The internet went down. Nobody noticed." · "Your backup plan for test day"
ConnectPrime	"The building opens before the fiber does" · "Online on day one"
Libraries	"Shhh... the hotspot is sleeping" · "Check out the internet"
Tablets & Chromebooks	"Phones away. Learning on." · "No phones, still online"
Boys & Girls Clubs	"When the Club closes, the Wi-Fi goes home" · "Front-desk Wi-Fi checkout"

Example: public library directors

The story, how it works, then a direct ask. Send it from a real person.

EMAIL 1 · DAY 0

Subject: Check out the internet

Hi [First name],

Most libraries already lend more than books. A growing number lend the internet: a patron checks out a Wi-Fi hotspot at the desk and takes it home, like any other item.

We made a 96-second film that shows how it works with Kajeet SmartSpot. [Thumbnail with play button]

[Your name]

EMAIL 2 · DAY 5

Subject: What happens when a hotspot comes back?

Hi [First name],

The part librarians ask about most is the return. With Sentinel Media Center, a returned SmartSpot is suspended until its next checkout, so it uses no data on the shelf. Overdue devices can suspend automatically. Checkout takes a borrower, a due date and a filter group, and every hotspot has CIPA-compliant filtering built in.

The data sheet has the details: [Read the data sheet]

[Your name]

EMAIL 3 · DAY 12

Subject: Pricing for [Library name]?

Hi [First name],

Special pricing for public libraries starts at \$9.99 a month per hotspot (hardware not included). If you tell me roughly how many you'd like to lend, I'll put together real numbers for your branches.

[Request a quote] or just reply to this email.

[Your name]

Newsletter module

FOR ANY CUSTOMER OR PARTNER NEWSLETTER

Six short films about connecting your community

We made a film for every part of Connected Communities: hotspot lending for libraries and Boys & Girls Clubs, internet backup, fixed wireless for new buildings, and connected Tablets and Chromebooks. Each one runs about a minute and a half. Pick the one that sounds like your week.

Button: Watch the series

The best channel is a rep who sends the right film.

A 90-second film sent the afternoon after a call does more than any deck. It lets your contact replay the idea for their boss, their board or their finance office without you in the room.

Which film do I send?

IF THEY SAY...	SEND THIS FILM	AND THIS
"Half our families don't have internet at home."	Connected Communities	The program brief
"We lost connectivity during testing last spring."	ConnectBackup	ConnectBackup data sheet
"The new building opens before the fiber's in."	ConnectPrime	ConnectPrime data sheet
"We want to lend hotspots, but tracking them scares us."	Libraries	Libraries data sheet
"We're going phone-free next year."	Tablets & Chromebooks	Tablets & Chromebooks data sheet
"Our Club kids can't get online at home."	Boys & Girls Clubs	Boys & Girls Clubs data sheet

FOLLOW-UP EMAIL · SAME DAY

Hi [First name],

Thanks for the time today. You mentioned [the outage during testing]. This 90-second film shows exactly how ConnectBackup handles that: [link]

The data sheet is one click from the film if you want to share it with [your director].

[Your name]

LINKEDIN MESSAGE · SHORT

Hi [First name], this made me think of what you said about [the new portables]. It's 90 seconds: [link]

EMAIL SIGNATURE LINE

► Watch: Kajeet Connected Communities, the film series

PARTNER NEWSLETTER BLURB

Kajeet just released six short films for Connected Communities. Use them in your own outreach: every film and data sheet has a share link at connected-communities.kajeet.cloud.

Stop them at the booth. Follow up in 48 hours.

The booth loop

- **Muted, captioned, on repeat.** Nobody hears audio on a show floor. Ask for captioned booth versions (we can burn the captions in).
- **Lead with the audience's film.** ISTE and state ed-tech shows: Tablets & Chromebooks, ConnectBackup, ConnectPrime. ALA and PLA: Libraries, then the flagship. The Boys & Girls Clubs conference: the Clubs film.
- **A QR code on the screen frame** that opens the showcase with `utm_source=event` and the show name.
- **Follow up within 48 hours** with the film they stopped for, not a generic thank-you.

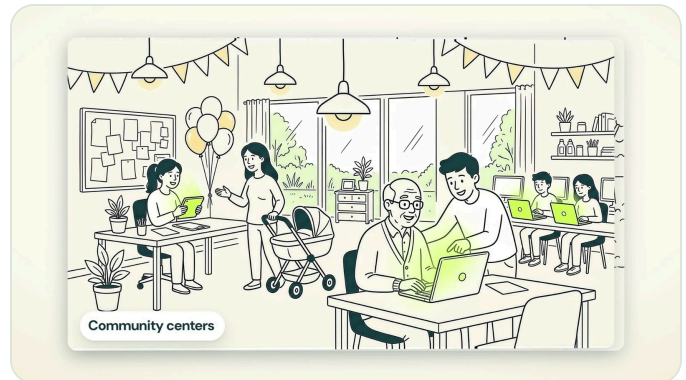
BOOTH SIGNAGE · ONE LINE EACH

Phones away. Learning on. · Check out the internet. · The internet went down. Nobody noticed. · Online the day you open.

POST-EVENT FOLLOW-UP EMAIL

Subject: The film from our booth

Hi [First name], thanks for stopping by at [ISTE]. Here's the film you watched, plus the data sheet: [link]. If it would help to see pricing for [your district], reply and I'll set it up.



Wide, bright frames read from across an aisle.

The webinar shape

1. **Open with the film** (2 minutes). It sets the tone and gives latecomers something to join.
2. **Walk through it** (10 minutes): the problem, the product, the dashboard.
3. **A customer or partner voice** (10 minutes), if one is available.
4. **Questions**, then **Request a quote** on the last slide.
5. **Follow up** with the recording, the film and its data sheet.

Go where libraries and nonprofits already talk.

Facebook

Libraries, Boys & Girls Clubs and local nonprofits run active pages, and their leaders follow each other. Upload natively, then boost the best post to people who work at those organizations in our target states.

FACEBOOK POST · BOYS & GIRLS CLUBS

3 p.m.: the Club is full. 6 p.m.: everyone heads home, and not every home has internet.

Kajeet SmartSpot lets kids check out the Club's Wi-Fi at the front desk and bring it back when they're done. Filtered, managed and set up before it ships.

Club pricing from \$9.99/month. *Hardware not included.
[LINK](#)

Vimeo or Wistia

Use one of these when we need a clean player with no suggested videos, like a landing page for a paid campaign, or when we want to see which named contacts watched, through the marketing automation tool.

Associations & publications

Many associations and trade newsletters take sponsored stories or video features: ALA, PLA, state library associations, CoSN, ISTE, state ed-tech groups, EdTech Magazine, eSchool News and District Administration. Pitch the film that fits their readers.

PITCH EMAIL TO AN EDITOR OR ASSOCIATION

Hi [Name], we made a short illustrated film about how public libraries lend Wi-Fi hotspots like books, including how returned hotspots stop using data on the shelf. It runs 96 seconds and might be a good fit for [newsletter]. Happy to share the file and a short write-up.

Funding conversations

When a district or library builds a case for its board, its own staff are the ones explaining it. Send them the film and data sheet so they can show it in that meeting. Don't promise eligibility for any funding program. Route those questions to sales.

Count what leads to a quote, not just views.

Views are nice. A visit to the showcase, a data sheet opened and a quote requested are the business. Set a baseline in the first month, then judge each channel against itself.

CHANNEL	WATCH	IF IT'S LOW, TRY
YouTube	Views from search and suggested · average % viewed · clicks on the description link	A new thumbnail or a clearer first line in the description
Websites	Film plays · % of plays that reach the end · Request a quote clicks	Move the player higher. Cut the copy around it.
LinkedIn	Views to 50% · showcase visits per 1,000 impressions · cost per visit	Tighter job titles, or the leader's post instead of the company's
Email	Click rate · replies · quotes within 14 days	A sharper subject line. Send from a person.
Sales & partners	Films sent · meetings booked within 7 days of a send	Use the "which film" table on page 17
Events	QR visits · badge scans · follow-ups sent within 48 hours	A bigger QR code. A faster follow-up.

The monthly review (30 minutes)

1. Which film drove the most quote clicks? Give it more budget and more sends.
2. Which thumbnail won its test? Keep it and start the next test.
3. What did buyers say back? Comments, replies and sales notes are free copywriting.

A plan you can start on Monday

Weeks 1-2

Set up

Add analytics to the showcase. Upload all six films and 18 Shorts to YouTube (unlisted) with titles, descriptions, chapters, captions and thumbnails. Build the playlists. Put each film on its kajeet.com page. Brief sales and partners using page 17.

Marketing, web, sales leads

Week 3

Launch

Make the flagship public and set it as the channel trailer. Leader post on LinkedIn. The announcement email to staff, partners and customers. Homepage banner live.

Marketing, leadership

Weeks 4-8

One film a week

Release ConnectBackup, Tablets & Chromebooks, Libraries, ConnectPrime and Boys & Girls Clubs, one a week, each with its three Shorts, a company post, rep reshares and a segment email.

Marketing, sales

Week 6

Turn on paid

Start small LinkedIn and YouTube campaigns on the two films with the best average % viewed so far. Retarget 50% viewers with the matching data sheet.

Marketing

Weeks 6-10

Nurture

Run the three-email sequence for libraries, IT leaders, superintendents and Club leaders, one segment at a time.

Marketing, sales

Weeks 8-12

Events & outreach

Booth loops and QR codes at the next shows. One webinar opened by a film. Pitch two associations or publications.

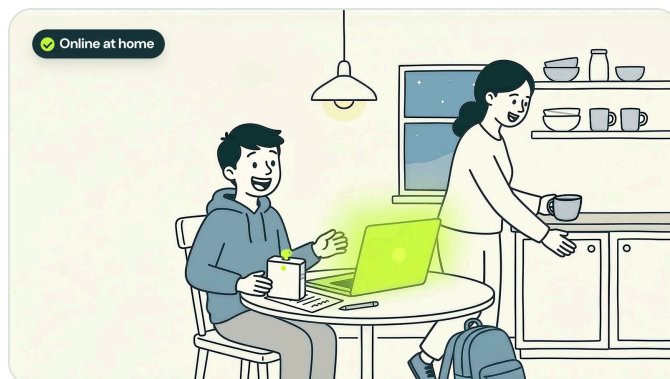
Events, partners

Week 12

Review

The monthly review, plus a decision: which films get more spend, which thumbnails stay, and which segment gets the next round of emails.

Marketing, sales leadership



Say it right, every time.

The facts we can use

PRODUCT	PRICE	NOTES
Connected Communities (SmartSpot)	Unlimited data from \$8.50 per device per month	Multi-carrier coverage, flexible billing, no overage fees. SmartBus Wi-Fi from \$15 per bus per month.
ConnectBackup	From \$17.99 a month*	For eligible schools, libraries and nonprofits. No unlimited-data claim.
ConnectPrime	From \$15 a month*	For eligible schools, libraries and nonprofits. No speed or install-time claims.
SmartSpot for public libraries	From \$9.99 a month*	Special pricing for public libraries.
Connected Tablets & Chromebooks	From \$9.99 per device per month*	Keep devices generic. No brands or models.
SmartSpot for Boys & Girls Clubs	From \$9.99 a month*	No Boys & Girls Clubs statistics or slogans. Confirm logo use with BGCA before co-branding.

*Every starred price carries "Hardware not included." in writing, close to the price.

Always

- Say "states and districts" are putting phones away, never a federal law.
- Call the films **illustrated** or **animated**.
- Send people to the showcase, so they land one click from a quote.
- Write like a person. Short sentences. Real places.

Never

- "Limited time," countdowns or made-up urgency.
- Funding or eligibility promises. Route those to sales.
- Statistics we can't source, or customer stories that didn't happen.
- Unlimited data for anything except the \$8.50 SmartSpot plan.

The kit

The showcase: connected-communities.kajeet.cloud · all 24 films, every data sheet, share links and downloads.

YouTube kit: six thumbnails (1280×720) and six caption files (.srt), named to match each film.

Also available: the HQ and web film files in Box (Product Videos › Kajeet), the Social Media Playbook for the 18 vertical cuts, and this playbook.