What Informs My Advice

Our experience with hundreds of leading propane and oil companies in 34 states across the country over the last 25 years.
## Tactics - Marketing Mix

**Benchmarking of 60 Companies**

<table>
<thead>
<tr>
<th></th>
<th>Less than 4,000 Customers</th>
<th>4,000-12,000 Customers</th>
<th>12,000+ Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet and Social</td>
<td>37%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Marketing Personnel</td>
<td>18%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Direct Mail to Prospects</td>
<td>9%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Radio</td>
<td>7%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Customer Communications</td>
<td>6%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Yellow Pages</td>
<td>5%</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>Print Advertising</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Donations/Sponsorships</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Guerilla Marketing</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Logos, Signage, Vehicle Wraps</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Television</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Trade Shows</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
How Do Americans Spend Their Time

Time spent per day (in minutes)

- TV: 238 minutes
- Mobile (invoice): 197 minutes
- Online (laptop and desktop): 123 minutes
- Radio: 86 minutes
- Other connected devices: 33 minutes
- Print*: 24 minutes
- Other: 21 minutes

5.5 Hours Per Day Online
Google Ad Revenues – Follow the Money

Source: eMarketer, March 2018

<table>
<thead>
<tr>
<th>Year</th>
<th>Billions</th>
<th>% of total media ad spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$29.43</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>$34.87</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>$39.82</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>$45.51</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>$51.66</td>
<td></td>
</tr>
</tbody>
</table>
45% Say They Consider Reviews
# How Propane Consumers Research Appliance Purchases

<table>
<thead>
<tr>
<th>Research Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read consumer reviews</td>
<td>62%</td>
</tr>
<tr>
<td>Online research</td>
<td>59%</td>
</tr>
<tr>
<td>Recommendation from family, friends, co-workers, and neighbors</td>
<td>52%</td>
</tr>
<tr>
<td>Employees at stores such as Home Depot, Lowe’s and ACE</td>
<td>47%</td>
</tr>
<tr>
<td>Recommendation from installer or contractor</td>
<td>41%</td>
</tr>
<tr>
<td>Paid review and screening services such as Angie’s List</td>
<td>17%</td>
</tr>
</tbody>
</table>

From our 2017 Proprietary Research of Propane Customers
Cover All Your Digital Bases
2017 Study of Relative Impact on Lead Generation

- Pay-Per-Click: 34.2%
- Social Media Marketing: 24.8%
- SEO: 41.0%
Digital Rules

SEO

SEM

Website

Social Media
What is the purpose of your website?

#1 Impress potential customers

- You feel like the kind of company I’m looking for
- You have what I want and are in my service area
- You are impressive/different

<table>
<thead>
<tr>
<th>DON’T</th>
<th>DO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos of trucks/tanks only</td>
<td>Feature customer reviews</td>
</tr>
<tr>
<td>Old company photos</td>
<td>Pictures of real people</td>
</tr>
<tr>
<td>Outdated design</td>
<td>Easy to navigate</td>
</tr>
<tr>
<td>Hide where you serve</td>
<td>Current design</td>
</tr>
<tr>
<td>Out of date specials</td>
<td>Add live chat</td>
</tr>
<tr>
<td>Fail to differentiate</td>
<td>Organized, helpful content</td>
</tr>
<tr>
<td>Hard to find what you need</td>
<td>Mobile friendly</td>
</tr>
<tr>
<td></td>
<td>Why us?</td>
</tr>
<tr>
<td></td>
<td>Call to action</td>
</tr>
</tbody>
</table>
Examples
✓ Engaging image
✓ Clean navigation
✓ Optimized for search
Highlight on reviews with links to more of them
Frequent blog posts drive traffic to the site if keyword driven

✓ Tax credits, hot water installations, propane generators, etc.
Location pages are a powerful ranking tool
✓ Use real photos of your people
✓ Communicate your brand
Real people keep the site compelling and credible.
✓ Specific content to address the common questions
✓ What’s the difference between a vented and vent free fireplace?
✓ Note: That would also make a great blog post because there is search on that topic
✓ Make it easy for them to see you service their area
What is the purpose of your website?

#2 Attract potential customers organically - SEO

- Google is the boss
- What you don’t see can kill you

<table>
<thead>
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<th>DON’T</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Neglect to update after launch</td>
<td>Use keyword based copy</td>
</tr>
<tr>
<td>Weak on-page SEO</td>
<td>Regular ranking adjustments</td>
</tr>
<tr>
<td>Slow page load speed</td>
<td>Focus on quality score</td>
</tr>
<tr>
<td>Wrong keyword optimization</td>
<td>Add new copy regularly</td>
</tr>
<tr>
<td></td>
<td>Have newsletter articles</td>
</tr>
<tr>
<td></td>
<td>Include location pages</td>
</tr>
<tr>
<td></td>
<td>Link to your other sites</td>
</tr>
<tr>
<td></td>
<td>Google My Business</td>
</tr>
</tbody>
</table>
Poor SEO

This company showed up on page 5 of Google search results for “propane delivery Albuquerque” despite the fact they are located in that area.

Why?

1. Keywords in the header are “Timely Gas Delivery Services to Your Home”
   There is no mention of propane – only gas

2. Headers don’t have any location references so the site won’t rank for them

   To rank on Page 1, they would have to make all headlines across the site **keyword rich**.
What is the purpose of your website?

#3 Get existing customers to buy more from you

✓ Win the battle to sell equipment/appliances and diverse services
✓ Don’t just link back to manufacturers info

Do:

- Robust section about appliances/equipment (whether or not you install them)
- Calls to action
- Blogs
What is the purpose of your website?

#4 Enable convenient functionality

Do:
- Online payments
- Order fuel
- Contact us
- Schedule service calls
- Look up account information
What is the purpose of your website?

#5 Provide other useful information

**Do:**

Safety information  
Payment program explanation  
Tank sizes/descriptions  
How stuff works including video

Forms  
FAQs  
Weather crisis updates
Search Engine Marketing - SEM

- Paid search – Pay Per Click, Display, Retargeting, Geofencing, etc.
- Expect Cost Per Click - $4-6*
- Potential Cost Per Call - $15-30*

DON’T:

- Review results and adjust
- Purchase wrong keywords
- Forget that Quality Score affects cost per click
- Underbudget/overbudget
- Avoid buying your own name
- Stop and start
- Focus only on clicks
- Not listen to your calls
- Misunderstand the customer journey
Socialize

✓ Facebook would be the largest country in the world
✓ Facebook Ad revenue is skyrocketing
✓ Prospects come to see who you are, what you’re like
✓ You can push out messages to engage them, build relationships, manage reputation and attract new business

DON’T

Assign it to just anyone who knows Facebook
Post only business or only social
Fail to respond quickly to negative reviews
Buy likes from wholesalers
Post too little
Get into a fight online

DO

Mix content about community, personal, and business
Use as a communication line during crises
Pay attention to metrics
Get creative
Post multiple times per week
Take conflicts offline
Proactively drive reviews
Advertise
Winning at Direct Mail

✓ A good list is essential
✓ Frequency + Reach
✓ Creative includes an offer
✓ Put a tracking number on it
✓ Test – lists, offers, packaging, frequency, location
Capture Property Transfers

- Move-ins are prime targets
- Be first, be often
- Differentiate creative by target
- Keep going back to the well