Right Size Your Marketing: Building a Successful Plan to Fit Your Company
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.
What Informs My Advice

Proprietary market research into the buying decisions of Propane and Oil consumers.
What Informs My Advice

Our work with 19 fuel associations, which gives us unique insights and huge amounts of data daily.
3 Core Elements to Any Smart Plan

Goals

Budget

Tactics
GOALS are Qualitative, Quantitative and Time Sensitive

Plan Approach #1

Identify goals and work backwards

Plan Approach #2

Look where you are and build up
Having Goals requires tracking

- New customers by projected gallons/type/source*
- Lost customers by gallons/type/source*
- MIMO’s
- Quality of customers-auto, budget, autopay, ebill, company owned tank, etc.
- Equipment and service plan sales
- Other?
Building Your Budget

Set Your Total $ Amount

Identify Tactics and Time Frames

Estimate Their Cost
Ratios for Advertising Spend

Benchmarking with 60 Fuel companies

<table>
<thead>
<tr>
<th></th>
<th>Less than 4,000</th>
<th>4,000-12,000</th>
<th>12,000+</th>
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<tbody>
<tr>
<td>Marketing $ per active customer</td>
<td>$30</td>
<td>$25</td>
<td>$28</td>
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<tr>
<td>Marketing $ as a % of gross profit</td>
<td>4.8%</td>
<td>3.9%</td>
<td>4.8%</td>
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### Benchmark of 60 Companies

<table>
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<tr>
<th>Marketing Strategy</th>
<th>Less than 4,000 Customers</th>
<th>4,000-12,000 Customers</th>
<th>12,000+ Customers</th>
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<td>Internet and Social</td>
<td>37%</td>
<td>24%</td>
<td>22%</td>
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<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>10%</td>
</tr>
<tr>
<td>Radio</td>
<td>7%</td>
<td>9%</td>
<td>5%</td>
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<tr>
<td>Customer Communications</td>
<td>6%</td>
<td>9%</td>
<td>6%</td>
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<tr>
<td>Yellow Pages</td>
<td>5%</td>
<td>6%</td>
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</tr>
<tr>
<td>Print Advertising</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Donations/Sponsorships</td>
<td>4%</td>
<td>3%</td>
<td>5%</td>
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<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>
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<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>10%</td>
</tr>
<tr>
<td>Trade Shows</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>
GETTING THE TACTICS RIGHT
Make Yourselves Look Yummy to Your Target Customers, and Find Lots of Ways to Reinforce It.
The purpose of branding is to **differentiate** your company in the marketplace and to get consumers to identify it as **different, better, special**, so they feel they have **good reasons to buy from you at the prices you want to charge**.

Start by asking: What do we want people to think about us? Then figure out all the ways to get that across.
What Matters Most to Most Propane and Oil Customers?

- Dependability
- Safety
- Reasonable prices
- Nice
- Easy/Convenient
- Efficiency

What is overated?

- Family owned
- Local**
- Cheapest
The Continuing Need
to Focus on Realtors
Switch to us for your oil or propane to get **guaranteed savings and service!**

If you’re not buying your fuel from Murray-Heutz, you’re missing out on an unbeatable combination. We’ve got employees who really care about your comfort, and programs that save you money and make it easier to stay warm in our harsh winters.

- **Guaranteed** fair prices
- **Real** price protection
- **Fast** service response 24/7
- **Completely safe** propane and oil installations

**WOW!**

**Great Deals** on boilers, furnaces and water heaters

Service, Quality and Value — Guaranteed.
Comfort Matters

Murray-Heutz Oil and Propane
Service, Quality and Value—Guaranteed.

Help us spread the warmth!

Dear Friends,

As fall sets in and winter quickly approaches, Murray-Heutz Oil and Propane is thinking about all your cold-weather needs. As always, you can count on us to deliver on our promise of service, quality and value—guaranteed. This year, however, we’re taking that promise to a higher level.

Many families in our area struggle to keep their homes warm. With that in mind, we’ve launched Spread the Warmth, a charitable campaign to help families in Central Maine heat their homes. Along with our partner, Catholic Charities of Maine, we will select a homeowner to receive a new furnace or boiler—free of charge. Here’s how it works:

homo—can make
a nomination.

Along with Catholic Charities of Maine, we’ll select one household to receive the new heating system and, before December 25, the Murray-Heutz team will donate its time and expertise toward the system’s installation.

If you don’t have a nominee in mind, but would like to take part in the campaign, you can make a donation. We will help others in need. If you are able to donate, please complete the enclosed survey and return it to Murray-Heutz.

Thank you in advance Spread the Warmth to one selected family.

Doug Sanders

Staying positive about heating fuel prices

As we enter another heating season, your fuel provider is here to help you manage the costs associated with heating your home. Here are some tips to help you stay on top of your fuel bill:

1. Spread the Warmth. You can help spread the word about heating season by sharing this article with others who may need assistance.

2. Shop around. By comparing prices and services offered by different suppliers, you can find the best deal for your needs.

3. Insulate your home. Adding insulation to your attic, walls, and windows can help reduce your heating costs.

4. Adjust your thermostat. Lowering your thermostat by just a few degrees can save you money on your heating bill.

5. Turn off lights and appliances when not in use. Unnecessary energy consumption can increase your fuel costs.

Remember, Murray-Heutz Oil and Propane is here to help you through the heating season. Please call or email us if you need assistance.

Customer Satisfaction Survey

How long have you been a customer of either Murray or Heutz?

- less than 2 yrs. ☐ more than 2 yrs. ☐ more than 5 yrs. ☐ more than 10 yrs.

Please rate the following:

- how we handle your phone calls
- how our technicians respond to your service needs
- how our drivers make your deliveries
- the ease of doing business with us

Comments:

Do you use us for service or someone else?

☐ I use you ☐ I use another provider ☐ I do it myself

How likely are you to recommend us to a friend, colleague or family member? (Please circle number that applies)

not likely neutral very likely

1 2 3 4 5 6 7 8 9 10

If you answered 8 or lower, please use the reverse side to tell us why.

Are you on automatic delivery?

☐ yes ☐ no

To help us understand your home comfort needs, please complete the following items.

Murray-Heutz Oil and Propane
Service, Quality and Value—Guaranteed.

V 84 General Turner Hill Rd. Turner, ME 04282 207-805-3512
V 32 Alfred A. Plourde Pkwy. Lewiston, ME 04240 207-805-3512

What can you use propane for?

Propane is an efficient, clean and safe fuel that is exceptionally versatile. How can you use propane?

- To fuel your stove, dryer, emergency generator, pool heater, outdoor kitchen and much more.
- To replace your inefficient electric water heater with an innovative tankless propane variant that generates much more hot water at a cheaper cost per gallon.

Exclusively for propane customers

- Great prices—guaranteed
- FREE fuel check
- FREE installation on your existing tank
- Exceptional 24-hour service by our own certified technicians
- One bill for both oil and propane
- Same-day pricing service

Call or email us if you need more about our propane service, or check out the base above for more information.

Hallo, es ist zu empfehlen, dass Sie die folgenden Tipps beachten:

1. Schalten Sie Ihre Heizung ein, sobald die Temperatur absinkt.
2. Verwenden Sie ein Temperaturregler, um das Heizungssystem effizient zu betreiben.
3. Installieren Sie eine Isolierung an Wänden und Decken, um die Heizkosten zu reduzieren.
4. Halten Sie in Winter nur die notwendigen Fenster und Türen offen.
5. Verwenden Sie eine Tanklochküche, um die Wärme zu speichern und die Heizung zu schonen.

Murray-Heutz Oil and Propane ist Ihr Partner für eine wärmere Zukunft. Beachten Sie die empfohlenen Schritte und profitieren Sie von den Vorteilen von Propanheizung.
February and March are the best months of the year to buy heating and cooling equipment. 

**Prices will never be lower** and scheduling is super easy this time of year.

This Valentine’s Day season is sweeter than ever, with heartwarming savings if you sign up by March 31 and complete the installation by April 30.

These great deals are available only to existing Murray-Heutz Oil and Propane customers.

**Sweet: 50% off**

Don’t have a Service Plan? We’re giving 50% off to the first 50 customers who get a new oil or propane heating service plan. **Reduce breakdowns, increase efficiency and get priority service.**

**Sweeter: Hundreds of dollars in savings**

Save $300-$900 on a new oil tank, water heater or space heater. **Also enjoy 6-months' interest-free financing with qualifying credit.**

**Sweetest: up to $1,000 off**

Save up to $1,000 on a new, super-efficient, money-saving boiler or furnace.**

**The cherry on top**

Murray-Heutz Oil and Propane is the top company in the area for a reason. We back everything we sell, treat your home with respect, and give you honest, straightforward advice about your options.

Don’t wait! These offers will last only until March 31, 2017.

*Service plan discounts for new or additional plans only. **Includes PERC rebates. ***Includes efficiency Maine rebates.

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If you’re thinking about propane, think about **Murray-Heutz!**

- Great prices — guaranteed
- Free gas check
- Free install on your existing lines
- Exceptional service 24/7
- One bill for both oil and propane
- Great options for converting your oil home to propane, or using super-efficient propane space heaters, water heaters and gas fireplaces

Don’t currently use propane? Call us to see how you can put this versatile, clean-burning fuel to work in your home or business.

Switching your propane deliveries to us has never been easier!

Murray-Heutz Oil and Propane
Service, Quality and Value—Guaranteed.

Call 207-225-3000

mhoilandpropane.com
Murray-Heutz Oil and Propane and Catholic Charities Launch Charitable Campaign to Help Families in Central Maine Stay Warm This Winter

Murray-Heutz Oil and Propane has launched a new program called Spread the Warmth to help struggling families get through tough times.

This year, we are asking members of the community to nominate individuals and families who need a new heating system but can’t afford one.

Working with our partner Catholic Charities Maine we will select one homeowner to receive a new furnace or boiler free of charge. Murray-Heutz will then volunteer their time to install the heating system before December 25th.
Murray-Heutz Oil and Propane and Catholic Charities Launch Charitable Campaign to Help Families in Central Maine Stay Warm This Winter

Community Author:
Post Date: September 5, 2017 12:11 pm

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Working with our partner Catholic Charities Maine we will select one homeowner to receive a new furnace or boiler free of charge. Murray-Heutz will then volunteer their time to install the heating system before December 25th.

“We know winters can be tough and our many team members in Maine wanted...
We would like to take a minute to say a BIG thank you to our delivery drivers, service techs, and customer service reps, working around the clock, braving the storm, and doing their absolute best to meet our customers’ needs during the extreme weather conditions last week. We truly appreciate your hard work and commitment to serving our customers! We are still catching up and making our deliveries as quickly as possible!

A look into one of our deliveries last week! A must-read for your Monday morning....

Gilman Dube stood in his front doorway early Wednesday, his face revealing a look of utter surprise.

He knew he had not ordered heating oil, but the familiar faces of his oil delivery men were at his door. One of the delivery men was holding flowers and a box of chocolates.... See More

As many of you know, we partnered with Catholic Charities Maine, for our Spread the Warmth project to bring a new heating system to a family in need.

The Holt Family have been customers of Murray-Heutz Oil and Propane since the Murray family started the business - Randy Murray himself installed the previous heating system over 30 years ago! It was great to see them selected by Catholic Charities and be able to help them stay warm. Being able to give back to the communities we... See More
GREEN IS GOOD.

Propane is a clean-burning fuel that saves you money. Just about any appliance that runs on electricity operates more efficiently on propane!

LEARN MORE

The #1 fuel delivery company in the Ithaca area!

As a family owned and operated business in the Finger Lakes region since 1949, we understand the importance of living by our word—and the value of operating our business in a professional manner. Because in everything that we do at Ehrhart Energy, it's not just business, it's personal!

Whether we are installing or servicing your equipment or providing a safe and reliable supply of a range of fuels—from propane and Autogas to biofuel and wood pellets—our energy experts will get the job done right for you with the highest commitment to your safety and satisfaction.
Home propane uses

Most people are familiar with the use of propane as a fuel for cooking, hot water and heating. Everyone appreciates the low maintenance of beautiful propane gas hearth products and the warmth of a shower powered by a propane gas hot water heater.

For those who live "off the grid," or experience power failures, indoor gas heaters can continue to heat your home when the power is out. It is ideal for whole-house gas generators, too, where gasoline or diesel goes bad after being stored too long.

New uses for propane are being invented every day, too! Scientists are using propane in development of fuel cells, cogeneration and distributed generation systems.

We have an extensive listing of many other propane appliances on our equipment page.

When it comes to in-home propane, Ehrhart Energy is the #1 residential propane delivery and service dealer in Ithaca and all of Upstate NY.
Welcome to the family!

You’ve decided to trust us with your fuel and service needs. We couldn’t be happier, it’s been a family business, and we’ve been at this for over 70 years. We have over 30 trucks and we work in the harshest conditions to make sure you stay safe and warm.

So, please check out EhrhartEnergy.com to see all the ways we can make your life easy and hassle free, and to set up your online account if you’d like.

We’ve all got one thing to say to you...

We look forward to serving you for years to come. Because for us, it’s not just business... it’s personal.

Warmly,
Your Ehrhart Team

...and don’t forget to like us on Facebook as well. We often run specials and giveaways just for our Facebook friends.

607-387-8881
Ehrhart Energy.com
Winters around here are hard to like.

**Ehrhart is easy.**

Just look at what customers say about us on Google, Customer Levy and Facebook. No propane, oil or pellet company in the area even comes close.

We want to make it easy for you to feel good about staying warm. With our Guarantied Savings Package, you get the best savings, simple pricing and more convenient payments. You almost feel like it's winter bills. And with our 24/7 service team, you'll be in the best hands even during the coldest winter nights.

Call today and rest easy all winter long.

607-286-1016

EhrhartEnergy.com

Wouldn't you rather do business with people you like?

**Tired of being treated like this?**

EHRHART

PROpane & OIL

It's not just business... it's personal.

PO Box 388
Trumansburg, NY 14886

PREPARED STANDARD MAIL U.S. POSTAGE PAID

MPI
Check This Out

- Phenomenal reviews
- Fair prices
- Guaranteed prompt delivery
- “No run-out” guarantee
- Heating equipment repairs and installations all under one roof
- Green solutions for every need
- Locally owned and community minded

Ehrhart checks off all the boxes that will matter most in keeping you safe and warm in our difficult winters. Check us out by calling us or going to our website.

It’s not just business. It’s personal.

607-387-8881
EhrhartEnergy.com
Bill's Column

what is the Ehrhart difference?

Dear Friends,

A couple of us have been sitting around trying to nail down what makes Ehrhart so different from other companies that do what we do. After all, fuel is a commodity, right? And yet, we have customers who have been with us for decades. In our most recent survey, over 95% of our customers rated us as very good or excellent (mostly excellent). Eighty-nine percent said that they'd recommend us to a friend, the best predictor of customer loyalty.

Instead of spending time figuring out what we thought, I suggested that we ask some of the people who switched to us in the last year why they'd made the move. Here's what they said:

> “You guys feel just right. Not too big, not too small.”
> “The people who work for you just seem to care more about what’s happening to me.”
> “Your prices weren’t the cheapest, but weren’t the most expensive. I trust you, and felt more confident that we wouldn’t run into problems like we did with the last company.”
> “I like having one place I can turn to for service and fuel, and I like that you have all these different options.”

There's more, but you get the picture. One of the things I took away from the comments is that different things matter to different people. But all of it still adds up to lots of customer loyalty and appreciation. And for that, we are 100% thankful.

Warmly,
Bill
Bill Overbaugh

ask the expert

Q: What are the advantages of a propane tankless water heater?

A: There are several. One is savings. With no tank of water to keep warm, a tankless water heater costs up to 60% less to operate than electric storage-tank water heaters.

Tankless units also provide a virtually unlimited supply of hot water on demand. And since a tankless water heater can be hung on a wall, it can free up valuable floor space.

Finally, tankless heaters are extremely durable. These units typically last twice as long as water heaters with a tank — up to 20 years or more — because they are less likely to corrode.

To learn more, please contact us through EhrhartEnergy.com or give us a call. Right now, you may qualify for a $300 rebate from the New York Propane Gas Association when you convert your electric water heater to a propane tankless unit.

We’re very proud of the high ratings we’ve earned on customer-review sites like Customer Lobby, as well as on our own Facebook page. Our current Customer Lobby rating, based on over 300 reviews, is five stars! We’d love to read what you think. You can post your own review by going to the bottom of our home page, at EhrhartEnergy.com, and clicking on the links.

Upgrade to a propane tankless water heater and get a $300 rebate!
Dear new homeowner

We’re the company that’s been providing fuel and service to your home. Congratulations on your purchase.

Usually new homeowners are concerned with knowing:

- *How much fuel will I use and what will my bills be?*
- *How do the heating systems work, what kind of shape are they in, and what needs to be done to avoid problems?*
- *Is there anything else I can do to save money?*

You may have even noticed some things you hadn’t quite expected—drafts, hard to heat places, hot water issues, etc.?

**I would like to give you your home’s records and your free gift**

I can answer many of your questions, because we’ve taken care of this home for the previous owner. I also have the maintenance records, repair history, and amount of fuel used.
Questions about our Service during this Frigid Weather Emergency

In recent weeks, over 300 cold weather records have been set in the Northeast and Mid-Atlantic. More frigid weather is on its way. We are doing everything we can to keep pace with this extraordinary cold wave.

I want to personally assure you that we are working double time to make sure your homes stay warm. You may have seen some news statements about other companies who have run out of propane or whose plants... See More
When it snows, we need your help to keep you safe and warm. Please clear your driveway or pathway to your tank (at least 10 ft wide for our trucks), and clear the area near your fill so we can get you the fuel you need. Our drivers are working hard to battle the elements and get to everyone!

For more information on our service and important safety tips, please visit: https://www.ehrhartenergy.com/extreme-cold-weather-alert/

Extreme Cold Weather Alert | Ehrhart Energy

Questions about our service during this Frigid Weather Emergency In recent weeks, over 400 cold weather records have been set in the Northeast and Mid-Atlantic. More frigid weather is on its way. We are...

EHRHARTENERGY.COM
Questions?
Join us for our next session:

Marketing Tactics That Work

June 13th at 11am