WHY YOUR ASSOCIATION NEEDS A CONSUMER-FACING WEBSITE

When it comes to your association website, one size does not fit all. And while association sites have traditionally been all-encompassing for homeowners, industry professionals, and propane marketers alike, this template is no longer effective in delivering relevant, timely content to different audiences.

The reality is that attention spans are dwindling. And while your site may be the hub for all things propane in your state or region, if your website visitor can’t find specifically what they’re looking for in the first few seconds, they’re not going to stick around. For instance, a homeowner looking to purchase a water heater is going to be confused by a calendar of upcoming safety training classes or board meetings. They just want to know about water heaters. Think of your own experience. If you want to buy golf clubs, do you want to visit a retailer’s site that has information about all of the different brands and types available? Or do you want to see when the next meeting of the PGA is?

While industry-facing sites are an important resource to your members, different audiences require different information. And unless you have a site that is dedicated to the user experience of a homeowner, you lack the digital strategy needed to influence people’s behavior.

So what information should be integrated into a consumer-facing website?

APPLICATIONS AROUND THE HOME

Your site needs to not only cover all of propane’s many household uses, but also provide important information and benefits that may not be realized. For instance, a homeowner may have an electric water heater in their home – but may not know that a propane-powered water heater is a more cost-effective alternative. As the local expert on all things propane, you are the authority for such information. And because you know your state/region better than anyone, you can pinpoint the applications and benefits of propane that resonate most with your audience. If your area is prone to storms, propane-powered generators are a point of interest, whereas if your state experiences bitter winter temperatures, propane fireplaces may be of more interest.

PROPANE SUPPLIERS

When a homeowner moves into a new home or is seeking a new propane supplier, they need to know which companies service their area. And with industry “Find a Retailer” functionality being removed from propane.com, users are soon going to be left without a convenient way to see suppliers in their area. As a propane association, you want to position yourself as a resource not only for industry members, but for consumers and homeowners as well. Thus, when they need to see which companies are in the area, they know exactly where to go for information.

SAFETY INFORMATION

In a moment of uncertainty, website users do not want to have to search page by page to find the answers they’re seeking. Important safety information should be a pillar of your consumer-facing site. Thus, when a homeowner searches, “what to do if you smell gas,” they’ll be directed to your site. Other safety topics to consider include propane appliance/equipment maintenance, cylinder storage, or even preparation tips for severe weather or natural disasters. You want to be a user-friendly resource for homeowners, so they can be informed and prepared to prevent potential hazards or incidents.

How easy is it for homeowners visiting your website to find what they’re looking for? Burying this information on your association site not only makes it hard for users to find, but search engines as well. After all, it’s impossible for Google to rank one website for so many different keywords. And if Google can’t find the correct keywords to index, you’re missing out on tons of search engine traffic.

Iowa Propane Gas Association’s Consumer-Facing Site by Warm Thoughts
More and more propane associations are turning to Warm Thoughts to develop consumer-facing websites. Considered the leading marketing and communications provider for state propane gas associations around the country, Warm Thoughts has more experience with associations than anyone else.

Warm Thoughts association websites and social media programs are:

✔️ **CUSTOMIZED BY STATE/REGION**

There is no state (or region) quite like yours! Warm Thoughts showcases all statewide/regional happenings on your site. Whether it be local events or even weather affecting the area, the more localized your site, the more relevant it is to your audience.

✔️ **DESIGNED WITH YOU INVOLVED**

When designing your site(s), Warm Thoughts keeps you involved every step of the way. Our websites are developed via Wordpress, and your account manager will offer support, coaching and training as needed so you can share updates to your site on your schedule, as needed.

**DOES IT WORK?**

Using a multi-faceted digital strategy of search engine optimization, search marketing, retargeting, social media and video advertising, Warm Thoughts has generated over 30,000 visits to North Carolina Propane Gas Association’s [consumer-facing website](https://www.northcarolinapropane.org). Better yet – these visits are converting to activity such as downloading rebate forms or locating a propane dealer at a remarkable rate of 42%!

“Warm Thoughts hit the ball out of the park for us. They basically reinvented our approach to rebates, and in so doing, invigorated my membership, grew gallons, and opened our eyes to a new way to approach marketing.”

- John Jessup, North Carolina Propane Gas Association

“It has been a pleasure working with Warm Thoughts to create our first consumer facing website. Their staff provided content that’s engaging and speaks uniquely to Californians. Equally important, the staff met our tight deadline, ensuring our site was live in advance of a public outreach event.”

- Joy Alafia, Western Propane Gas Association

Contact us today to see how Warm Thoughts can help your association launch websites that work with measurable results.