

Propane marketing essentials to maximize your impact

Make sure your customer hears your message

I think we can all agree that the propane industry is an evolving landscape that is subject to market fluctuations, ever-changing technologies and competitive messaging from rival fuel companies and energy sources.

So that begs the question: How do you ensure your message is heard and resonates with customers?

Let's dive into some critical methods for effective propane marketing that will help you gain and retain customers despite today's terrain.

1. Take an integrated approach

An integrated marketing strategy spans across many channels and platforms to guarantee that your audience sees your message many times over.

We all know the painful truth that customers don't purchase something the first time they hear about it. Many of them don't even pull the trigger after they've seen the message two, three or four times. Instead, a good number of touchpoints are necessary for customers to remember a brand, and even more are required to incite action. We can thank short attention spans for this, as well as price consciousness, inflated living costs and the influx of advertisements people face, which often exceeds 10,000 per day.

In order to combat these barriers and ensure our messages are seen and heard, we must surround the customer with personalized language about how our products and services will improve their lives. Customers who receive the message in their email inbox this morning, in their Google search this afternoon, on their social media feed tonight and in an artificial intelligence (AI) chatbot recommendation tomorrow are much more likely to take action than someone who scrolls by a single touchpoint in their busy day and forgets about it 30 seconds later.

2. Embrace new technologies

We're faced with a crowded airspace of advertisements to compete with. So how do you make sure your message stands tall above the rest? Experimental marketing and new technologies are emerging as a powerful alternative to traditional marketing methods and should be embraced by the propane industry.

In this new generation of technology and business, customers are shifting from traditional search engines like Google in favor of AI tools like ChatGPT, Gemini and Copilot. We must optimize our websites and online presence if we want AI platforms to recognize and recommend us to customers searching for our services.

Getting involved in new technologies such as AI search and generative engine optimization (GEO) is essential for any propane marketer who wants to come up at the top of search results in the present era of generative AI.

Check back next month for Part II for more ways to maximize your impact. **LPG**



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