

# HOW TO PIVOT YOUR PROPANE MARKETING GAME PLAN

Get ahead of industry curveballs by planning your marketing strategy now

BY JENNIFER LECLERC



So far, 2022 has come with its fair share of hurdles — and it's only spring! From unexpected weather patterns to fluctuating market prices, there are all kinds of curveballs that can affect your marketing strategy. So, if you're wondering how it is possible to plan ahead and stay on top of in-the-moment communications with your customers, we have you covered.

This article explores several marketing tips for pivoting your propane marketing strategy while staying true to your brand identity and company goals for the year.

## SET YOUR GOALS FOR THE YEAR

If we're talking about pivoting in the moment, why worry about a plan in the first place? Identifying your company's goals for the year and setting a marketing plan to meet them is a best practice that will serve you well, no matter what comes your way. Whether your goals for 2022 are to acquire more customers in a specific town, increase your gallons or convert will-call customers to automatic delivery, identifying them ahead of time will

help you stay focused when extenuating circumstances call for adjustments. It also helps to be clear on where you want to focus your efforts and advertising budget, including email marketing, website updates, search engine optimization (SEO) strategy, social media advertising, etc.

## REACH CUSTOMERS QUICKLY & DIRECTLY

When something comes up that your customers need to know about right away — like an upcoming storm, a change to your delivery schedule or a spike in market prices — use the most direct method to keep them in the loop. You know your customers best. Where are they going to look for information?

Whether it's a message on their online account login, an email update or a social media post (or even all three), put something together that is informative, helpful and — most importantly — authentic. Customers respond positively and appreciate honest communication that is easy to access and understand.

## 5 STEPS TO A STRONGER STRATEGY:

1. Set goals for the upcoming year.
2. Reach customers quickly and directly with timely communication.
3. Keep employees updated on brand messaging adjustments.
4. Adjust messaging to reach new business targets.
5. Use your plan to your advantage when something changes.

## GET EMPLOYEES ON BOARD

Speaking of where customers get their information, your office phone number is likely at the top of the list. If you need to adjust your marketing to address new circumstances, make sure your employees are updated on the issue and trained to answer customer questions.

For example, let's say you had to modify your delivery schedule due to staffing changes. Get a memo out to your team right away and make sure your customer service representatives are given information about the change and some suggestions on how to talk with customers who call with questions or concerns.

This will help your team work efficiently and give your customers information that is consistent with any other messages they will receive by phone or email, on their online portal, etc.

## ADJUST MESSAGING TO TARGETS

Another important part of your marketing strategy is outreach to new targets. Typically, company-specific changes like a new delivery schedule won't need to be shared with targets, but if there are circumstances affecting the greater community, you will want to pivot your target marketing strategy as well.

## USE YOUR PLAN TO YOUR ADVANTAGE

When you have a marketing plan in place, pivoting your strategy is actually easier than going back to the drawing board. Let's say you have a budget plan enrollment campaign planned for the summer.

You can adjust the message to align with concerns about fluctuating market prices. Use your regular marketing — like a monthly email campaign or weekly social media post — to get time-sensitive information out there.

If you've already identified how to best reach customers and/or targets, you can center your attention on creating a sincere and informative message. Plus, you can always repurpose marketing that you originally planned for a future campaign.

Set yourself up for success this year by developing a marketing plan that is both strategic and dynamic. You'll have all the tools you need to pivot when necessary, keep customers informed and stay aligned with your company goals and brand message. 📌

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