

STOP YOUR CUSTOMERS FROM SHOPPING FOR A NEW FUEL COMPANY THIS FALL

Show your customers that you're doing everything in your power to provide them with the best possible price. Clear communication early in the season is crucial to avoid customer mitigation in a price sensitive market.



CONSUMER FOCUS™
MARKETING FOR THE ENERGY INDUSTRY

Assess Your Communication Strategy

Fill out this short assessment to see how your communications efforts stack up and if there is anywhere you could improve.

High Fuel Prices Communication

Yes	No	Unsure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you sent specific communication to your customers addressing current fuel prices?

If Yes, how did you reach them?

Email Marketing

Yes	No	Unsure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you send marketing emails regularly (at least once per month) to showcase services, promote special offers, and provide current updates?

Do you have an email list for your current customers?

Do you have an email list for potential targets in your area?

Social Media

Yes	No	Unsure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have accounts on major social media platforms (Facebook, Instagram, Twitter)?

Do you post regularly to your social media platforms?

Do you use social media advertising?

Website

Yes	No	Unsure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Has your website been updated in the past 5 years?

Do you update your website regularly throughout the year, either on a seasonal or monthly basis?

Does your website have an accessible place to post time-sensitive information and updates?

Enrollment Campaigns

Yes	No	Unsure
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you offer any budget plans or price protection plans?

If Yes, have you promoted these plans to customers this year?

If Yes, how do you typically promote these plans to encourage enrollment?

Other Marketing

Do you use any of the following marketing strategies to communicate with customers and targets?

<input type="checkbox"/> Bill Inserts	<input type="checkbox"/> Newsletters	<input type="checkbox"/> Print Ads	<input type="checkbox"/> Radio Ads
<input type="checkbox"/> TV Ads	<input type="checkbox"/> Truck Display	<input type="checkbox"/> Digital Advertising (Pay-Per-Click)	<input type="checkbox"/> Other

Additional Comments