

The State Of The Propane & Heating Oil Industry

(1st Annual **Marketing Report** For The Industry)

~ What's Inside ~

- ✓ **Future of the internet for the Propane and Heating Oil Industry**
- ✓ The only two tech terms you need to know
- ✓ **Companies used as examples:**

VanettenOil.com | HomeTownComfort.com | CarrollHomeServices.com

- ✓ Real numbers that you can use for comparing your own website
- ✓ **Old vs. New advertising**
- ✓ Who are you talking to?
- ✓ **What's next? Obstacles, frustrations, solutions, GROWTH!**
- ✓ Resources you can use right now

What This Is:

The first and only **State of the Internet Marketing Report** specifically for the **Propane & Heating Oil Industry**.

Why It Was Created:

The industry is slow to accept new and proven marketing techniques. This document needed to be created to highlight **current trends**, share **what's possible**, and better **educates the industry**.

How It Was Created:

We've developed a proprietary tool that pulls and compiles public data from the internet.

You'll Discover:

- ✓ **Trends showing how companies navigate the opportunities and pitfalls of the internet**
(Actual numbers and COMPETITOR comparisons - nothing is held back)
- ✓ Companies that look great online but are **failing to perform**
(and what you can learn by their mistakes)
- ✓ **What's working online** right now
(you can leverage this in your community)
- ✓ What needs to be **improved** in order to get more customers at higher margins
(what you can do right now)
- ✓ **Simple opportunities at your fingertips** that can bring results fast
(small hinges move big doors)
- ✓ A working man's **understanding** of the internet
(old vs. new marketing, with an easy to understand explanation of "online" marketing)
- ✓ **A new way to add more money to your bottom line**
(it's not what you think)
- ✓ How you can **leverage** the growing internet
(without adding anyone to your payroll)
- ✓ Excerpts from the **Propane and Heating Oil CEO's guide to the internet**
(ask and we'll send you a copy)

We Are 16 Years Into The New Century And The Internet Has Not Gone Away

It's continuing to **grow**.

It's now easier and **cheaper** to identify and reach prospects than ever before.

It's also **easier** to connect with customers and build loyal relationships.

The Internet is changing the way we work, socialize, create and share information.

The magnitude of this change is still vastly underappreciated, especially in the Propane & Heating Oil Industries.

~ www.BigCatMarketingGroup.com

To Be Clear...

The data/information shared in this report comes from our **Proprietary 3rd Party Tool**.

It compiles information about the targeted website better than nearly anything else currently available.

It does not have direct access to any individual sites data. **These numbers are not accurate.**

Information we are sharing is as close as anyone can get to accessing a site's traffic and logs files without having direct access.

Many sites tested have come back **horrified** at how **accurate** the information our proprietary tool generates...

Other industries that are achieving exceptional online success:

- ✓ contractors
- ✓ roofers
- ✓ real estate agents
- ✓ dentists
- ✓ lawyers (among a slew of others)

Why Are The Propane and Heating Oil Industries Failing to See The Same Kinds of Online Results?

(I'll answer that in detail shortly...)

1st

Let Me Explain the Internet Without The Jargon & Geek Language Marketers Use To Confuse You & Keep You In The Dark

Boil it all down, your website is really about only two things.

In the industry we call them **traffic and conversion**.
(the only two tech terms you need to know)

Many marketers don't completely understand the concepts and tend to hide behind geek terminology.

This only helps **keep you** confused and **keeps them** in control.

What these 2 terms mean...

- ✓ **Traffic** = the number of people that visit your site.
- ✓ **Conversions** = what you want people to do when they arrive on your site.

BigCatMarketingGroup.com

Here's Why These Terms Are So Important...

#1 TRAFFIC (visitors)

PRO - If your site is quickly and easily found, the chances of people visiting your site increases dramatically. **That means** more people see you and more people come to your site.

CON - Your web site can be online but if it's hard to find... no one will ever see it.
If no one sees it, you will never get a phone call.



Google Research Shows:

Page 1 results garnered 92 percent of all traffic with traffic dropping off by 95 percent for Page 2!

Ask Yourself -

When You Search For Something Online...

When was the last time you looked past page 1?
(never mind page 2)

Examples of Companies Spending Thousands of Dollars On Their Websites and The People That Did/Didn't Visit Them

vanettenoil.com | hometowncomfort.com | carrollhomeservices.com



VanettenOil.com -- Some visitors. No visitors. To declining visitors.



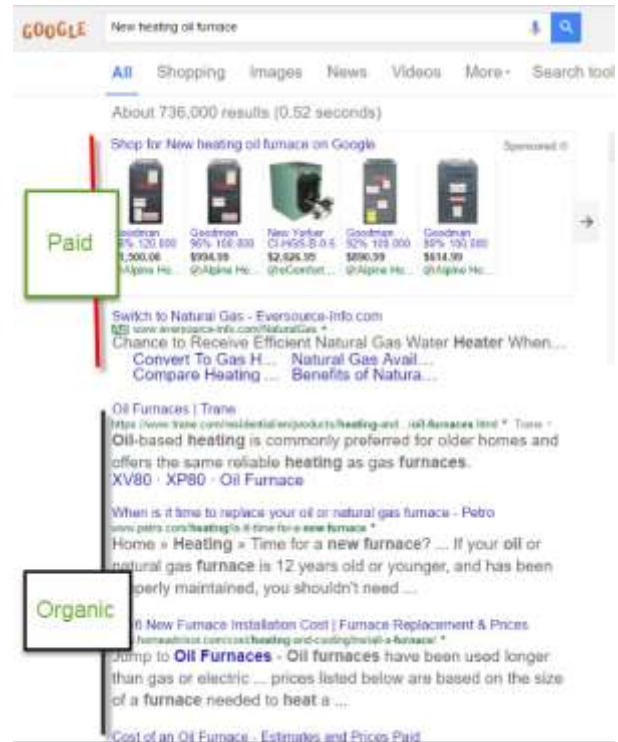
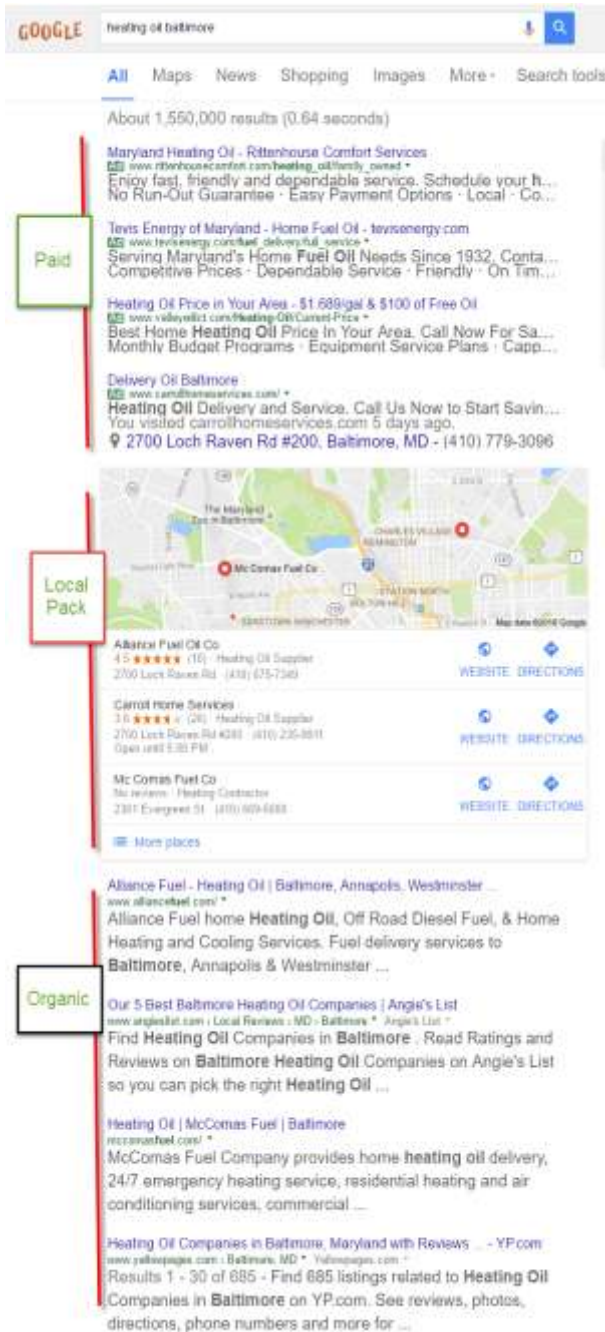
HomeTownComfort.com -- A bumpy ride from a visitor perspective.
Now, hardly any visitors...



CarrollHomeServices.com -- A slow and erratic ride.
The rise in visitors has appeared to stall.
Attempted some paid advertising, but appears to have stopped or slowed down dramatically.

To better understand the graphs above, I need to explain what organic and paid means

Examples Of The Terms & Where Your Site Can Appear



Google breaks down search pages into sections:

Paid - The adverts Google tests this often.
(so it tends to change a lot)

Sometimes only 1 ad appears here and the rest appear on the bottom of the page.

Local Pack - Only shown when Google thinks it's a local search and the section of information (map and reviews) would be helpful.
Done properly you can rank your site here too.

Organic - If Google deems the search as not local in its "intent" then the local pack disappears and the organic listings move up, under the ads.

Summary

Paid is just that. You need to pay to play.

Local Pack is Goggle's best local answer to the searched keyword.

Organic is Goggle's best solution to the searched keyword.

How YOU should think about Google searches

Imagine the word people type into the search bar as the
Questions...

And the results you see are what Google thinks are the best
Answers...

YES - You can control the way your company presents here.

You can control what appears & is said about your company (by your company) in these sections.

Would you like your site to “rank” higher in any of these sections?

You can "out-rank" your competition and appear higher on these search/results pages.

We will leave that discussion for another report.

Onward...

Industry Trend

Hardly anyone is visiting your website.

Based on our research, the majority of the industry has a similar challenge.

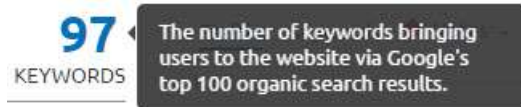
The strength of your company name "off-line" is generating the biggest number of visits to your company website.

The internet is supposed to help your company generate more leads...

Unfortunately the existing trend shows quite the opposite.

Our first example CarrollHomeServices.com

CarrollHomeServices.com was found on Google for 97 keywords.



Below is a screenshot of the top 14 keywords used to find their site (total sorted by visitors/traffic)

	Keyword	Pos. ▾	Volume ▾	KD ▾	CPC (USD) ▾	URL	Traffic % ▾
	carroll home services	1 (1)	720	81.62	1.32	www.carrollhomeservices.com/	76.19
	carroll oil	1 (1)	90	56.45	1.78	www.carrollhomes...g-oil/	5.55
	carroll home fuel	1 (1)	40	-	4.42	www.carrollhomeservices.com/	4.23
	carroll heating oil	1 (1)	70	56.01	1.80	www.carrollhomes...g-oil/	4.23
	carroll fuel home services	1 (1)	50	-	2.33	www.carrollhomeservices.com/	3.04
	carroll oil	2 (2)	90	56.45	1.78	www.carrollhomeservices.com/	1.45
	carroll home	1 (1)	20	70.36	0.00	www.carrollhomeservices.com/	1.19
	carroll heating oil	2 (2)	70	56.01	1.80	www.carrollhomeservices.com/	1.19
	carroll oil	3	90	56.45	1.78	www.carrollhomes...ating/	1.05
	carroll fuel home	4 (3)	90	-	1.63	www.carrollhomeservices.com/	0.79
	carroll heating oil	3 (3)	70	56.01	1.80	www.carrollhomes...vings/	0.79
	carroll home	2 (3)	20	70.36	0.00	www.carrollhomes...ntact/	0.26
	propane prices in maryland	100	20	60.90	3.65	www.carrollhomes...fuel/	< 0.01
	maryland heating oil	76	10	52.29	0.00	www.carrollhomes...f-oil/	< 0.01

99.96%

- ✓ Out of the top 97 keywords in Google search, **only 2 keywords generated 81.74% of the visitors.**
- ✓ The total visitor count for only **12 keywords accounted for a total of 99.96% of the visitors.**
- ✓ Of those, only **Carroll related words** were used to search and find their site.
(if no one knew enough to search by their company name, visitor count would be down)
- ✓ The remaining 85 (**non-Carroll related**) keywords accounted for **.04% of their visitors.**

If the people searching didn't already know about Carroll...

Their visitor count to their website would be in the toilet.

But there's potentially good news in Carroll's case

We can't say for certain...

You could assume, some of the visitors were customers visiting the site to use the online bill pay.

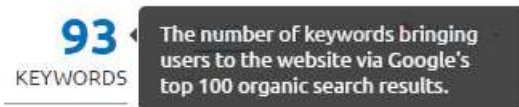
Your website shouldn't have to rely on just your existing customers to get visits.

Done properly the internet will generate more leads for your company.

*** These numbers are not perfectly accurate. We believe these numbers to be generally correct based on our ability to access public information.

Next up -- VanettenOil.com

They were found on Google for 93 keywords.



Below is a screenshot of the top 13 keywords used to find their site (total sorted by visitors/traffic)

<input type="checkbox"/>	Keyword	Pos. ↕	Volume ↕	KD ↕	CPC (USD) ↕	URL	Traffic % ↕
<input type="checkbox"/>	van etten oil	1 (1)	70	82.03	0.00	www.vanettenoil.com/	87.50
<input type="checkbox"/>	veo	30(34)	5,400	62.75	0.44	www.vanettenoil.com/	12.50
<input type="checkbox"/>	24 hour oil delivery	85	30	44.36	4.36	www.vanettenoil.com/rvice/	< 0.01
<input type="checkbox"/>	propane source	45(74)	30	72.21	0.00	www.vanettenoil.com/propane/	< 0.01
<input type="checkbox"/>	premium heating oil	14(19)	10	39.98	0.00	www.vanettenoil.com/force/	< 0.01
<input type="checkbox"/>	times herald record phone number	98	140	76.20	0.00	www.vanettenoil.com/news/	< 0.01
<input type="checkbox"/>	wood pellets for sale by the ton	72(72)	170	-	0.67	www.vanettenoil.com/llets/	< 0.01
<input type="checkbox"/>	gas versus oil heat	80	10	74.55	1.30	www.vanettenoil.com/l-gas/	< 0.01
<input type="checkbox"/>	wood pellet brands	60(43)	50	61.33	0.22	www.vanettenoil.com/llets/	< 0.01
<input type="checkbox"/>	premier oils	53(62)	10	79.05	0.00	www.vanettenoil.com/plan/	< 0.01
<input type="checkbox"/>	wood pellet institute	43(59)	10	54.68	0.00	www.vanettenoil.com/llets/	< 0.01
<input type="checkbox"/>	wood pellets brands	81(82)	20	57.41	0.00	www.vanettenoil.com/llets/	< 0.01
<input type="checkbox"/>	van air conditioning	58(62)	20	60.07	4.07	www.vanettenoil.com/oning/	< 0.01

87.5%

- ✓ Of the top 93 keywords that appear in Google, **only 1 keyword generated 87.5% of the visitors.** (it was their company name)
- ✓ The second highest keyword that generated the next highest volume of visitors was VEO at 12.5% (they are also known by VEO)
- ✓ Total visitor count for the **remaining 91 keywords accounted for a total of .01% of the visitors.**

Your website shouldn't have to rely on just your existing customers to get visits.

Done properly the internet will generate more leads for your company.

*** These numbers are not perfectly accurate. We believe these numbers to be generally correct based on our ability to access public data.

Next up -- HomeTownComfort.com

HomeTownComfort.com was found on Google for 232 keywords.



Below is a screenshot of the top 14 keywords used to find their site (total sorted by visitors/traffic)

Keyword	Pos. ↕	Volume ↕	KD ↕	CPC (USD) ↕	URL	Traffic % ↕
hometown	37(35)	18,100	71.57	1.46	www.hometowncomfort.com/	85.71
hometown oil	6 (7)	210	60.10	3.24	www.hometowncomfort.com/	11.42
oil tank monitoring	60(53)	10	46.31	1.55	www.hometownconf...itors/	< 0.01
home heating oil prices ohio	31(27)	50	55.75	1.29	www.hometownconf...ogram/	< 0.01
propane tips	37(21)	40	70.83	1.14	www.hometownconf...ricks/	< 0.01
oil tanks residential	88(52)	10	75.64	5.96	www.hometownconf...ation/	< 0.01
oil fuel tanks	88(65)	10	71.66	0.60	www.hometownconf...tanks/	< 0.01
residential heating oil	89(60)	30	78.35	2.96	www.hometownconf...g-oil/	< 0.01
installing central air conditioning	95	30	84.39	0.00	www.hometownconf...oning/	< 0.01
service split system air conditioner	60(67)	10	76.04	0.00	www.hometownconf...oning/	< 0.01
home heating equipment	39(36)	20	73.32	17.40	www.hometownconf...pment/	< 0.01
heating monitors	19(16)	10	66.97	0.83	www.hometownconf...itors/	< 0.01
comfort ventilation	29(78)	10	62.59	0.00	www.hometownconf...ntrol/	< 0.01
oil in ohio	75(74)	90	72.30	0.00	www.hometowncomfort.com/	< 0.01

97.13%

- ✓ Of the top 232 keywords they appear for in Google, **only 2 generated 97.13% of the visitors.**
- ✓ Total visitor count for the remaining 231 keywords accounted for a **total of 2.87% of the visitors.**

Your website shouldn't have to rely on just your existing customers to get visits.

Done properly the internet will generate more leads for your company.

*** These numbers are not perfectly accurate. We believe these numbers to be generally correct based on our ability to access public data.

As a Comparison...

Your company name should ONLY be tied into a smaller number of searches for your website. This is critically important if you are using the internet to generate leads.

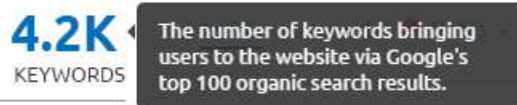
Here's one of our sites -- HorseMoms.com. It is not propane or heating oil related.

It is in an even more challenging market with many more competitors

Keyword	Pos. ↕	Volume ↕	KD ↕	CPC (USD) ↕	URL	Traffic % ↕
horse quotes	4 (5)	12,100	74.69	0.41	horsemoms.com/ho...uotes/	33.17
funny horse quotes	1 (1)	1,000	75.48	0.00	horsemoms.com/ho...uotes/	18.40
cute horse quotes	1 (1)	390	78.43	0.00	horsemoms.com/ho...uotes/	7.16
funny horse sayings	1 (1)	260	80.89	0.00	horsemoms.com/ho...uotes/	4.77
short horse quotes	1 (1)	210	65.11	0.00	horsemoms.com/ho...uotes/	3.83
horse sayings	4 (4)	1,300	72.64	0.00	horsemoms.com/ho...uotes/	3.56
horse quotes funny	1 (1)	170	73.49	0.00	horsemoms.com/ho...uotes/	3.09
horse captions	1 (1)	140	-	0.00	horsemoms.com/ho...uotes/	2.54
quotes about horses	10 (8)	1,600	70.43	0.00	horsemoms.com/ho...uotes/	1.88
equestrian quotes	7 (9)	880	72.76	0.00	horsemoms.com/ho...uotes/	1.37
horse riding quotes	5 (8)	590	71.26	0.00	horsemoms.com/ho...uotes/	1.13
horseback riding quotes	6 (7)	590	72.99	2.78	horsemoms.com/ho...uotes/	1.13
funny equestrian quotes	1 (1)	50	74.58	0.00	horsemoms.com/ho...uotes/	0.90
cute horse sayings	1 (1)	50	78.25	0.00	horsemoms.com/ho...uotes/	0.90

82.7%

Note how the percentages are split across the top 14 targeted keywords.



This is a stronger, healthier site that is being found for over 4.2K keywords.

What's Even More Powerful...

The site has 100's of keywords that appear on the first page of Google.

ORGANIC SEARCH POSITIONS 1 - 100 (4,231) ⓘ

Filter by keyword

Advanced filters ▼

<input type="checkbox"/>	Keyword	Pos. ↕	Volume ↕	KD ↕	CPC (USD) ↕	URL
<input type="checkbox"/>	funny horse saying	1 (1)	20	79.11	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	funny horse quotes	1 (1)	1,000	75.48	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	funny equestrian quotes	1 (1)	50	74.58	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	cute horse sayings	1 (1)	50	78.25	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	short horse quotes	1 (1)	210	65.11	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	funny sayings about horses	1 (1)	20	82.53	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	funny horse sayings	1 (1)	260	80.89	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	horse quotes funny	1 (1)	170	73.49	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	small horse quotes	1 (1)	10	70.68	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	funny equestrian sayings	1 (1)	10	79.65	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	funny horseback riding quotes	1 (1)	30	83.56	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	funny horse riding quotes	1 (1)	30	79.25	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	funny horse phrases	1 (1)	10	76.22	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	horse captions	1 (1)	140	-	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	cute horse quotes	1 (1)	390	78.43	0.00	horsemoms.com/ho...uotes/
<input type="checkbox"/>	horse sayings funny	1 (1)	40	81.79	0.00	horsemoms.com/ho...uotes/

These are "SNIPPITS" of what's in our Full Company Report

Get Your Own Full Company Report... (or get one on your competitors)

When you're ready, you can sign up to [get a SAMPLE REPORT here](#).

Don't look just yet... **You haven't got to the BEST part of the report!**

So What Is Doable?

At this point you're probably wondering... How many keywords are reasonable to expect for the Propane, Heating Oil and Kerosene industry?

How does 350,507 keywords for one heating related website sound?

An actual screenshot from inside this site's Google analytics account is below.

-- These are REAL Numbers --

** Some columns containing numbers and keywords have been blurred out at the request of the owner due to confidentiality reasons.

Google Analytics

Home

Reporting

Customization

Admin

1

2

3

4

5

6

350,507 keywords

Reporting: 32 | Date: 1 | 1 - 50 of 34507

This report was generated on 5/10/20 at 09:45:40 PM. Refresh Report

- 1.) The account
- 2.) The total "sessions" or visits (paid and organic) **1,182,520**
- 3.) Bounce rate - in this case 74% of the visitors went deeper into the site.
- 4.) **On average visitors viewed 3 pages.**
(This is exactly the number of steps it takes to reach the goal we have in place.)
- 5.) **Average time on the site was almost 2 minutes long.**
(These visitors were spending time looking, learning and evaluating.)
- 6.) This report **documented 350,507 key words and phrases people used to find the site.**

Imagined 350,000+ words were used to search for a home heating oil, propane & kerosene site.

The Second Term You Need To Know

#2 CONVERSION (action)

Getting People To Take an Action
(to do something on your site)
is called a Conversion

It's possible to track phone calls from on-line adverts, but it's difficult for our tool to grab and share conversions numbers.

The reason is most sites are not set up for conversions.

One thing we can tell you...

From a customer's perspective, a conversion will never happen without TRUST.

Like any sale, it's all about TRUST.

"Back in the day" - the company with **the biggest advertisement in the Yellow Pages** inherently had the biggest amount of trust.

From a **prospects perspective**, if the ad's that big, they're good and they could be trusted.

Being that prominent in the Yellow Pages it was the easiest to see and the easiest to call.

Things have changed a bit since then, but in many cases they have stayed the same.

Can people find you?

Let's Compare the "OLD" Way of Advertising VS. the "NEW" Internet Way of Advertising

OLD WAY - Your prospect can't find you in the Yellow Pages because you didn't make the deadline or your ad was too small...

Result - You didn't exist and your phone didn't ring.

NEW WAY - It's essentially exactly the same thing.

If you're not online, or if you're not found on page one for a keyword that people are using to search for Propane or Heating Oil companies...

Result - If you're not found, you don't exist and your phone won't ring from any web leads.

TAKE AWAY

It's about visibility, action and trust

#1 The potential customer needs to be able to **find you** online.

(there are only three ways to do it)

#2 You need to get people to do something once they get to your site.

(conversions like get them to call you, share their email with you, ask a question)

#3 People need to trust you.

OLD WAY - People drove to your office. If the building was dirty, (with shingles falling off or in need of a new coat of paint), the parking lot had a lot of pot holes, or the grass was overgrown... You'd have a problem.

In those situations, people drove up to your business and would have doubts and wouldn't trust that you're a solid company or that you'd be able or capable of doing a job they could TRUST.

NEW WAY - People visit your website, it takes a long time to come up on their computer. It has an older, cheesy, amateurish look to it, like a kid built it.

The pictures aren't very good or they're stock photos put up from some photo site online. (the same photos that they see on lots of other sites)

People that visit your site wouldn't trust you and here's a real example...

Put It Like This

Imagine someone **walks into your office** to pay a bill and finds it dusty & dirty, with old out-dated chairs, faded paint, smelling like nasty old socks that have been in your gym bag too long.

Or **your site** is pretty to look at but **hard to find the information** that THEY are looking for.

Maybe some of the links on your site **don't work** and pictures are broken.

(you can [see a real example of this](#) with a site evaluation we recently completed)

Think About It

When you go to a website, how does it make you feel?

Is it a sharp, professional looking site?

Is it clean, (not cluttered) and easy to use with good information?

Or is it the opposite?

Or Like This

When someone visits your web site, it's **the first impression** the person has of your company.

What 1st impression of your business do you want that visitor to leave with?

Just having a website online **does not guarantee success.**

There are many ways to stumble.

Good News

Online you can present your company any way you'd like.

You can make a small company look **big** and **trustworthy** or you can make a big company look **small, confusing** and hard to do business with.

Online the choice is yours.

And It Gets Better...

Selling Your Products Or Services

OLD WAY- the salesman would sit down, introduce himself and ask questions to learn about the prospect before he went into his "**spiel**" and go for the close.

Being in front of the customer, handling their questions and objections consistently you continued to add new customers, especially if they were a good sales guy. **Remember those days?**

NEW WAY - it's harder and easier to make a sale online. Harder because people are visiting your site in many different stages of **THEIR buying cycle**.

Some people are just looking, others are doing research, studying, evaluating and comparing you against your competition. (It's easier to do that now than ever before.)

Others are customers coming to pay a bill.

They all show up on your website. Is your website set up to accommodate all of them?

Is Your Site Set Up To Help Them Get The Results They're Looking For?

You need to understand **WHO'S** visiting, **WHY** they're visiting and **WHAT** you can do to help them.

If you miss a beat or they don't feel comfortable with their first impression of you, **you're TOAST**.

Good News

It's easier than ever to tell your story and get information out about your company

The cost of online advertising is much **lower** in comparison to the Yellow Page ads.
(Besides who uses those anymore?)

Plus you can **better target** people now than you ever could with any other form of advertising.

Target them while they're researching, shopping or even socializing online. (their buying cycle)

The list of selection criteria that you can use to target prospects will shock you.

Imagine targeting:

- a married Father,
- with a college education,
- with children between the ages of 0-3 years old,
- who is a financial professional,
- making between \$150,000-\$250,000,
- living in a single family home worth between \$500,000-\$700,00,
- whose buying habits fall under the category "above average spending",
- who likes to shop in high-end retail stores,
- who likes to read the new technology blogs,
- who has lived in your area 3-5 years,
- who speaks English,
- whose grandparents are living with them
- and he has an upcoming birthday?

Yes... You can do that! But... Why would you do that?

If you fully understand the man you just targeted... **YOU know** the family has disposable income, has young children and seniors in their expensive home who need to keep warm, likes to spend their money, enjoys new technology and after being in the area for 3-5 years might be interested in learning their propane or heating oil company hasn't told them about the new "tech" thermostat that your company can install for him for free if he becomes a customer.

With All You NOW Know...

The best approach would be to **speak to him as a Dad**, (protecting his family), with **the angle of the numbers** (he's a financial guy) showing him why it's a good decision (**justify his passion** for buying new tech stuff) and **offering it to him** for free (installed too) as a **birthday** present **if he moves his account to you**.

And Even Better

Now, instead of spending a fortune on an advertisement that didn't make the phone ring and **feeling disgusted while you pay the bill on that failed advertisement...**

Now you have a choice.

Now you can target that Dad,
and you can TEST different advertisements
and different offers to see which one works best

Once you find that winning advertisement, you shut the others off and develop new ads to test and continue to improve your ROI on that advert.

Dad clicks your ad and visits your site

What happens next?

What action do you want him to take?

What is that conversion goal?

- ✓ You may want him to call you and become a customer.
- ✓ If he's not ready, you'll want to get his **email address** so you can send interesting emails to him on a regular basis so he gets to know, like, and trust you.
- ✓ Or you can get him to like your **Facebook page** so you can stay in touch with **updates** on your page that are **interesting and relevant to him**.
- ✓ Going forward you might want to remind him by email.
- ✓ Over time (all done automatically), you get him to share his **physical mailing address**.

Now reach out using online and offline methods so **you're the only company he thinks about**.

You're the one who cared enough to stay in touch, sharing cool stuff that was relevant.

You've established yourself as a trusted expert and friend.

Hold On...

What happens if he came to your site and never signed up for your "offer".

He didn't share his email!

It's Not Over...

For the next 30-90 days or so, whenever he goes online, **he sees an advertisement from you.**

You gently remind him.

He comes back and you **automatically restart the process.**

He becomes a customer!

A lot of work right?

Not really... with the right tools you can automate everything.

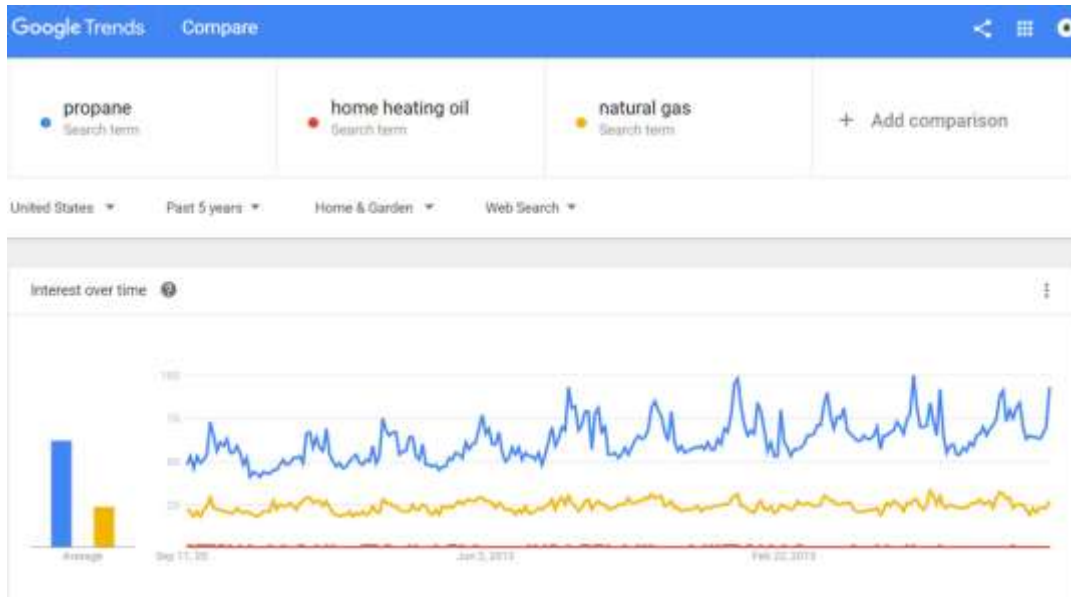
It Gets Better Still

I'll share the next step once you sign up for our BigCatMarketingGroup.com mailing list that's specifically for either Propane or Heating Oil companies.

What's Next?

The internet is making things easier for companies and consumers.

There are events happening in the industry that are challenging to everyone in the industry.



- ✓ The home heating oil market is declining.
- ✓ Propane is getting hammered by price pressure (lower margins) from competitors entering the market.
- ✓ Natural gas companies are laying pipe and chewing into territories long held by propane companies and territories will continue to shrink.

What Do You Do?

There are only 3 ways to grow any business.

- 1.) **You find new customers** (the hardest)
- 2.) **You sell your existing customers more of what you are already selling them**
(If the heating season is mild, there's not much you can do.)
Unless... you sell them products that will help your customer CONSUME more fuel.
- 3.) Since they already know, like and trust you then **you can sell them other things.**

That's it. Only 3 choices.

See What Carroll Home Services Did

Created or partnered with MarexSecurity.com and is now selling (making available) home security to their customers and site visitors.

They're following the same growth path as Slomins.com and StandardOil.com

If you're interested in growing your business by adding those two products/services, I can help.

I recently came out of the home security and home automation industry and I'm very familiar with all the current products, methods and opportunities.

Discover a **low risk way of adding home security and automation** to your business, [click here](#).

RESOURCES

- 1.) **Run a trend report** like the one you see above comparing Propane, home heating oil and natural gas [go here](#).
- 2.) Would like to **see a more complete sample report**? [We have a sample here](#).
- 3.) If you'd like to order a full report for your own site or **choose a competitor's site for evaluation**, [you can order the full report here](#).
- 4.) Grab a special report we developed that dissects a **series of web site challenges** titled the [PropaneNorthCarolin.com Evaluation](#).

We Prefer Educated Customers

After all, you know your business.

And we know customers and how they interact on the internet.

Why not work together?

You'll be surprised and intrigued with ideas you may not have thought of yet — ideas that move beyond the typical and tactical.

If you'd like to have a short conversation [let's schedule a call](#).

If you have any questions, fire them off to ThePride@ BigCatMarketingGroup.com

Respectfully;

The Pride

At Big Cat Marketing Group