Reaching MILLENNIALS
Fertile Ground for Retaining & Securing Customers
AGENDA

Oil heat overview
Bioheat
Buying a home
Marketing
Millennial point of view
WHO ARE MILLENNIALS

Born between 1982 to 1997

Outspend Baby Boomers

35% of homeowners in the US

FIRST-TIME HOME BUYERS IN THE UNITED STATES IN 2017

Source: The Bonddad blog by New Deal democrat
FOCUS GROUP

Age Demographic

- 21-24: 47%
- 25-27: 21%
- 28-30: 8%
- 31-33: 16%
- 34-36: 8%

Location

- Peabody
- Quincy
- Springfield
- Plymouth
OIL HEAT OVERVIEW

Limited knowledge

Many misconceptions

Influenced by family & friends

Shared positive service stories
THEIR CONCERNS

Dirty
Inconvenient
Unsustainable
Foreign based
Expensive
THE POSITIVES

Service
Reliable
Local - family run
Marketing helps
HIGHLIGHT CONVENIENCE

Tank monitors
Budgets plans
Auto delivery
SET THE RECORD STRAIGHT

Address environmental misconceptions

Made in the USA

Share the abundance stats
SHOWCASE YOUR STRENGTHS

Reliability
Emergency service
High efficiency equipment=$$
Hometown/Local
Know very little
Very positive
No preconceptions
Need validation
Might be willing to pay more
PARTICIPANTS WILLING TO PAY FOR A MORE ENVIRONMENTALLY FRIENDLY FUEL

% OF PARTICIPANTS

PRICE DIFFERENCE

+$0.10  +$0.15  +$0.20  +$0.25  +$0.30
BIOHEAT

Promote other ECO friendly practices

Support with facts

Educate the educators
How does oil heat work
Videos
Share stats or infographics
OIL: WHEN BUYING A HOME

Fuel choice not a factor

Realtors vs Home inspectors

What’s important to them
OIL: WHEN BUYING A HOME

Carfax report
Make RE professional aware of rebates and financing options
Service contracts are important
INTERACT WITH MILLENNIALS

POPULARITY OF PLATFORM USE

- Instagram: 76%
- Facebook: 63%
- Google: 56%
PERSONALIZE YOUR BRAND

31 likes
sawhiteoil: #DriverAppreciationPost We are so lucky to have these drivers on our team! They are the backbone of our work and always exemplify what SA White is known for, from bulk fuel delivery to impeccable customer service. Thank you, drivers! #trucking #olddelivery #truck #trucklife #truckinglife #fuelup #gasup #driver #truckdrivers #fueldelivery #bestinthebusiness #bestinthebiz #bestintheworld

View More on Instagram

4,408 likes
amazon: Twinning! 😍 #regram from @cocopenny297
view all 66 comments
17 MONTHS AGO
CONSISTENCY IS KEY
PROMOTE YOUR SOCIAL PRESENCE

Promote your social presence

Social advertising

Other marketing

Watch for change

WE WANT TO STAY IN TOUCH

Like us on Facebook and follow us on Instagram to be the first to know about seasonal promotions, special offers, company updates, and more!
WHERE ARE MILLENNIALS SEARCHING?

INFLUENCERS OF PURCHASING DECISIONS

- 45% Google
- 28% Peer Recommendations
- 17% Facebook
- 5% Angie's List
- 5% Yelp
Millennials trust peer recommendations

Be authentic

Ask for reviews

Happy customers are confident making recommendations
Be on top of search results
Ensure your Google Business Listing is accurate
Have listings in many directories

Best Oil Company Near Me
Top Oil Company Near Me
Cheap Oil Near Me
REACHING MILLENNIALS

Participants’ Preferred Methods of Receiving Information from Their Oil Company

- Social Media Ads: 68%
- Email: 55%
- Print Marketing: 53%
- Bill Stuffers: 53%
- Text Messages: 38%
- Company App: 29%

*Percentage based on total answers
DIGITAL AND PRINT MARKETING

Promote services in social media ads

Send relevant email messages

Continue print marketing

Make apps convenient
TEXTING EFFECTIVELY

Allow opt-in

Valuable and time-sensitive information

Do not overuse
ONLINE VS IN PERSON

- Pay bill online
- Service and delivery scheduling
- Keep your website up to date

HOW PARTICIPANTS PREFER TO INTERACT WITH THEIR OIL COMPANY

- **Online**: All Activity
- **Phone**: Book Appointments
- **Live Chat**: Ask Questions
INCENTIVES IN MARKETING

MARKETING INCENTIVES THAT APPEAL TO THE PARTICIPANTS

- Discounts
- Free Perks
- Instant Rebates
- Refer a Friend
CONTENT MARKETING

How to be trustworthy & believable

Transparent

Clear and concise

Honesty is key
Dislike families and children

Lack diversity and authenticity

Dogs > people

Prefer green imagery

Fire is intimidating = not safe
MILLENNIAL PERSPECTIVE

Not informed about oil

Parents and friends primary source of info

Only know what makes the news

No point of reference

Back-to-basics marketing
MILLENNAL PERSPECTIVE

- Cost-sensitivity
- Environmentally conscious
- Simple, straightforward messaging
- Everything is digital
- Social media