



operations, finance, & hedging advisory services

APRIL 24, 2018

9:00am - 1:00pm

**Albany Marriott
168 Wolf Road
Albany, NY 12205**

**8:30am
Registration**

YOUR CUSTOMER NEVER GETS OLDER

Managing an efficient, targeted, and profitable marketing plan

The only constant is change, and today everything is changing much faster than in the past – which includes your target market. Yes our target customer is still 50-60-year olds, but they are going to have different behaviors and needs tomorrow than they do now; from how you service them to how you market to them, it's all going to change.

Is your marketing and sales team ready for these changes?

Join us as we help arm your company with the proper tools to understand and embrace your evolving target market. During this seminar we will:

- Explain what your target market might look like in 5-10 years
- Understand how to market to them in order to make your business worth more tomorrow
- Score your marketing & sales department in order to determine what changes can be made to prepare them
- Create a timeless marketing & sales process that can be implemented today and used for the next 10+ years

Don't miss out on this opportunity today because before you know it tomorrow will be here – *where will your business be?*



PRESENTED BY

Danny Silverman + Mark Bloom, Angus Energy

FUELING YOUR SOCIAL MEDIA GROWTH

Best and Worst Practices from Around the Industry

Social media is no longer "just a nice thing to do." It's necessary for any successful business, but how do you create a winning strategy that will build your brand, elevate awareness about your company and meet the needs/interests of the different age ranges of your customers? This session will educate you on what works and what doesn't on social media and recommendations for how you can use Facebook, Twitter and Instagram to engage with customers and improve your overall marketing performance.

When you attend, you'll gain insights into:

- Engagement strategies, what to stay away from and what to focus on
- Tips for building your company's social personality
- Balancing business content vs. fun and engaging content
- Understanding the Facebook Algorithm and using it to your advantage
- Using behavioral and demographic data to further your social media efforts
- Examples of homeruns on heating oil dealer pages that you'll want to replicate...and complete duds that you'll want to avoid



PRESENTED BY

Olivia Mastromonaco, Warm Thoughts Communications

" I found the scorecard to be an easy way to look at some of the most critical aspects of running a company without feeling bogged down by what to look at first. "

Past seminar attendee

CONTACT INFORMATION

Danny Silverman

201.704.2400

dsilverman@angusenergy.com

Kris Delair

518.280.6645

kdelair@eseany.org

Register to attend:
angusenergy.com/seminar-registration