

APRIL 10, 2018

9:00am - 1:00pm

Red Lion Inn 4751 Lindle Rd.
Harrisburg, PA 17111

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

MARKETING TO THE NEXT GENERATION

The Millennial cohort is described as consisting of individuals born between 1982 and 2004. Their group represents 35% of homeowners in the US with that number quickly climbing. Clearly, they will shape the direction of the country, and closer to home, the direction of the oil heat industry. A notoriously opinionated group, our goal in this the focus group is to get a better understanding of millennial's feelings about oil heat and what direction we, as an industry, need to go in order to keep them or win them over as they become a large number of home buyers.

Consumer Focus will share vital information from recent focus groups with millennials. Use these findings to your company's advantage: gain a better understanding of millennials expectations and how to connect with this growing population. Additional findings will include the following:

- What messages best resonate with the millennials?
- What are the best channels of communication to this group?
- How do you train your staff of CSR's and technicians to effectively communicate to the millennials?
- How can you craft a consistent marketing message, using various channels that speaks to all generations?

 PRESENTED BY
Michelle Wilson + Gerry Brien, Consumer Focus Marketing

“ 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

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Register to attend:
angusenergy.com/seminar-registration