

Top Oil finds rich vein of new business with targeted digital marketing

About Top Oil

Top Oil is one of Ireland's largest fuel importers & distributors with a trading history dating back over 200 years. Top Oil operates a nationwide network of fuel depots, authorised distributors and over 150 retail sites. They deliver competitive home heating oil, marked gas oil, unleaded petrol and diesel across the island of Ireland.

Business Challenge

For many years Top Oil has been a trusted supplier of heating oil to a large number of domestic and commercial customers. Traditionally they would send out letters to their customers with a special offer but they were unable to easily track the success of these marketing campaigns.

Top Oil came to CustomerMinds with two key business challenges:

- 1 How to effectively use digital marketing to increase sales?
- 2 How could they build up a database of 'prospects' for new business?

The biggest problem that they had initially was that even though they had a 'database' of over 40,000 customers they had less than 200 email addresses for those customers.

The Solution

The first step for Top Oil to use digital marketing more effectively was to build a much higher quality database in terms of both existing customers and new prospects.

In order to do this CustomerMinds worked with Top Oil to develop a strategy of utilising email, interactive SMS, the web and social media to collect important data (such as email address and mobile number) from both new and existing customers.

A national campaign was delivered using radio, press, outdoor & online advertising that offered consumers a chance to win a year's supply of free home heating oil and a discount off their next purchase of heating oil.

All aspects of Top Oil's campaign were managed through the W50 Enterprise Edition; the communications included a call to action that enabled the consumer to enter the competition online (website/Facebook) or using SMS. The data they submitted was automatically linked back into the Top Oil Cloud database on the W50 online portal.

By tracking the source of each competition entry Top Oil could measure which of the advertising methods, both online and offline, were most effective.



Customer Facts

Location: Dublin, Ireland

Industry: Utility – Importation and Distribution of Oil in the Domestic, Retail, Aviation & Commercial Markets

Key Challenges: Use digital marketing to communicate more effectively with existing customers and to develop new business.

Results: (In One Month)

7,000
new email subscribers

4,730%
increase in new leads

CustomerMinds product used: Which50 Enterprise



“ Our campaigns through CustomerMinds delivered fantastic ROI. The CustomerMinds team were also exceptional at guiding us through the set-up and delivery on what is a very easy-to-use platform. CustomerMinds is now a regular on our media schedule. ”

Niamh Killeen
Top Oil Marketing Manager

Tactic Tip 1 Build a centralised database to target and segment your digital campaigns

A key requirement for Top Oil was to build a centralised store for all of their marketing data using the W50 Enterprise Edition.

Once all their customer data was collected in one central location the marketing team at Top Oil was able to segment and target all of their digital campaigns at particular customer groups. This has been proven to have a positive impact on advertising effectiveness and return on investment, as the right people will be receiving the right message at the right time through their preferred communication medium.

One of the most effective ways to get more detailed contact information from consumers is to run a promotion incentivising them to provide their email address, or other contact info – in return for a discount or the opportunity to win a prize. This competition can be promoted across a variety of channels both digital and traditional.

W50 automatically adds the new data submitted by your target consumer into the central database, enabling your marketers to build a high quality database without any input from technical resources.

Tactic Tip 2 Find out which 50% of your advertising really works

One of the key benefits of using digital marketing is the ability to measure what works and what doesn't. Using W50 Top Oil were able to identify which method of promoting their campaign was the most successful.

A clever way of doing that is to ask the user to text in their response using different keywords for each channel – in this example they used TOP as the keyword for Press Adverts and OIL for Radio Adverts. Allied to this CustomerMinds provided separately labelled webforms (online & Facebook) that allowed Top Oil to track all of their communication channels.

The Results

Top Oil were delighted with the results of this campaign as they collected over 7,000 new leads in just one month.

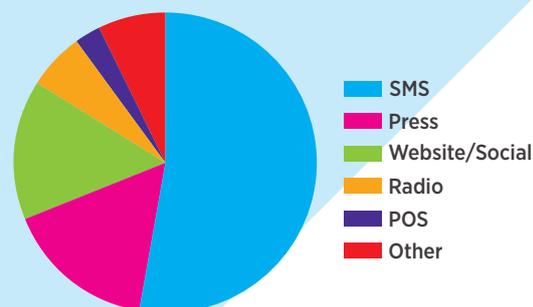
They also identified which of the advertising methods was most successful in driving users to the promotion which will help them decide how to invest their advertising budget in future.

Having collected all of their customers email addresses and mobile numbers, Top Oil started to communicate more effectively with them, this built greater engagement and loyalty for their brand.

“
The use of the CustomerMinds platform has substantially improved the quality of our prospects and has facilitated better engagement with existing customers. These improvements have resulted in huge sales growth for Top Oil
”

Niamh Killeen

Top Oil Marketing Manager



| | % Increase |
|-------------------|------------|
| Email Subscribers | 4730% |
| Mobile Numbers | 25% |
| Prospects Emails | 4072% |
| Prospects Mobiles | 5007% |

Which50 Ticks & Takeaways

- ✓ Focus on building a centralised database with high quality information about your customers and prospects – leverage this data for effective targeting and communication
- ✓ Measure which marketing channel is most successful –remember that it may vary for different audiences
- ✓ Make sure that you always follow best-practice data protection guidelines and include Opt-Outs in both text and email campaigns – note that these are handled automatically from within the CustomerMinds platform