

FERRELLGAS | ENERGY PROVIDER

Ferrellgas is a Fortune 1000 company that provides propane service to approximately one million homes and businesses in the United States through their Blue Rhino and Ferrellgas brands.



There was no centralized system for the marketing coordinator to manage all marketing assets.

Without a centralized marketing portal, each distribution required their designers to create a new graphics file, their accounting team to manage a separate order and payment, and a marketing coordinator to shepherd the order through the production process.

This system was manually-intensive and management processes were exacerbated by a 10-business-day process for producing direct mail pieces, which involved over-printing location-specific customization onto stock printed shells. This lengthy production cycle meant that pricing information on mail pieces was often outdated by the time it landed in local markets. Because retail propane prices can fluctuate day-to-day, this problem created anxiety for local managers and a diminished the effectiveness of Ferrellgas' direct mail tactics.

THE PROBLEM

NO CENTRALIZED SYSTEM FOR MANAGING MARKETING ASSETS PER DISTRIBUTION SITE

Ferrellgas has over 900 distribution sites. Each site maintains its own marketing communications specific to their customer base. Messaging in communications has to include custom text, images, pricing and offers specific to each distribution site.

THE SOLUTION

A MARKETING COMMUNICATIONS PORTAL - WITH PRINT AUTOMATION AND DIRECT MAIL FULFILLMENT.

Facing these challenges, Ferrellgas chose NextPage for a [Marketing Communications Portal](#) solution.

Ferrellgas' marketing assets were loaded to an online portal and utilized through various templates.

This system allowed for fast and easy customization of text and photo elements on all of their advertising.

The portal also enabled connections with Ferrellgas' existing database, targeting tools and email provider, further streamlining their marketing processes.

NextPage's integrated [print automation and direct mail marketing](#) delivery services reduced the production and mail prep time for Ferrellgas' direct mail marketing from 10 business days to 24 hours, helping their locations reach their audiences with timely, relevant messaging.

The marketing portal is also improving the efficiency of Ferrellgas' internal departments.

Ferrellgas' marketing coordinators are saving a combined 120 hours per month, their accounting department is saving 20 hours per month, and their graphic designers are saving 160 hours per month, allowing these resources to be used on other initiatives.

A blue circular icon containing a white target symbol with a central bullseye.

THE RETURN

SAVING TIME AND MONEY

Using NextPage's Marketing Communications Portal has decreased cost, improved speed to market, and reduced marketing project management time by 300 hours per month for Ferrellgas, resulting in a significant improvement on their ROMI (Return on Marketing Investment).

Overall, the transition to using NextPage's marketing management solution is saving more than \$80,000 per year, while improving the usage and effectiveness of direct marketing by locations.

