

## 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.



### THE CHALLENGE

#### 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.

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 This lengthy production cycle meant that pricing information on mail pieces was often outdated by the time it landed in local markets.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 SOLUTION

#### NEXTPAGE STUDIO MARKETING PORTAL - WITH PRINT AUTOMATION AND DIRECT MAIL FULFILLMENT

Facing these challenges, Ferrellgas chose NextPage for it's Studio Marketing Portal (Studio).

Ferrellgas' marketing assets were loaded to Studio and utilized through various templates.

Studio also enabled connections to 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 RETURN

#### 15% INCREASE IN CUSTOMER RESPONSE

Using NextPage's Studio Marketing Portal has improved efficiency, decreased cost, improved speed to market ultimately reducing marketing project management time by 300 hours per month for Ferrellgas.

This has resulted in a significant improvement on their ROMI (Return on Marketing Investment).



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