



SIMPLE MARKETING PLAN FOR SMALL LP GAS DISTRIBUTORS

Goal: Increase visibility in your community, grow your customer base, and create awareness about safe, legal gas cylinders vs. illegally filled cylinders.

Summary Checklist

- ✓ Start a customer database
- ✓ Use WhatsApp to update and educate
- ✓ Post regularly on Facebook
- ✓ Send monthly emails (if possible)
- ✓ Hand out flyers in your area
- ✓ Offer small rewards to grow your network

1. Build and Grow Your Customer Database

Your customer list is the heart of your marketing. It helps you keep in touch, build trust, and grow your business.

How to Start:

- **Collect customer names, cell numbers, email addresses and physical addresses** every time a customer buys gas from you or when you deliver gas.
- **Create a simple Excel or Google Sheet** to record your customers.
- **Use WhatsApp to stay in touch** – add customers to a **broadcast list** or group (with their permission).
- Ask each customer if they'd like to receive **specials or safety tips** by **WhatsApp, SMS, or email**.

2. Use WhatsApp to Communicate & Educate

WhatsApp is free and most of your customers already use it.

What to Do:

- Send out **weekly specials, safety tips**, and delivery updates.
- Share **posts on WhatsApp** to educate your customers around **legal and illegal cylinders**. (WhatsApp posts can be downloaded for free from the Safe Gas Network)
- **Customise the posts** by adding your company, logo & address & your Safe Gas Network Membership logo with your unique QR code that links back to your company.

3. Promote your business on Facebook

A Facebook page helps your business show up when people search for gas in your area.

Steps:

- Set up a free **Facebook business page**.
- Post regularly:
 - **Safety awareness posts** about illegal gas cylinders (Facebook posts can be downloaded for free from the Safe Gas Network)
 - **Customise the posts** by adding your company, logo & address & your Safe Gas Network Membership logo (with your unique QR code that links back to your company)
 - **Photos of your delivery team or shop & products**
 - **Customer reviews or feedback**
- Use **local Facebook groups** to post your specials and services.
- Ask happy customers to **leave reviews** and **share your posts**.

4. Send Out Emails (Optional but Helpful)

Some customers prefer email, especially if they work in offices.

Tips:

- Send a **monthly email** with:
 - Promotions
 - Educational emails to create awareness. (Awareness material can be downloaded for free from the Safe Gas Network)
 - **Customise the awareness material** by adding your company, logo & address & your Safe Gas Network Membership logo (with your unique QR code that links back to your company)
- Use free tools like **Mailchimp** (up to 500 contacts for free).

5. Use Flyers to Reach Your Local Area

Flyers are still effective in local communities.

How to Use Flyers:

- Download the flyer freely available on the Safe Gas network Website. Print as many flyers as you wish. Printing can be done through Minuteman Press.
 - Make sure your **company name & logo** and **physical address** and your **Safe Gas Membership logo** (Containing your unique QR Code) is on the flyers.
- Distribute them:
 - Ask local Service Stations to hand it out to all persons filling up at their garage.
 - Hand them out at busy intersections or you can even deliver them to homes and businesses in your area.
 - Hand them out to every customer buying from you or to customers when making a delivery.

6. Create Awareness About Safe & Legal Gas

Your marketing should always remind customers:

- LP Gas is a **SAFE, clean, instant, portable** and **affordable** energy solution.
- Only buy gas from **reputable and compliant LP gas distributors like your company.**
- Illegally filled cylinders are **dangerous** and can cause **serious damage and injury.**
- Your company area a **reputable** and **complaint** LP Gas Distributor, **registered with the Safe Gas Network** who puts safety first

7. Offer Incentives to Grow Your Base

Encourage growth with small offers:

- “Bring a new customer and get R20 off your next refill”
- “Post a photo of your safe cylinder on Facebook and tag us – you could win a free refill”

8. Displaying your Safe Gas Network Membership in your community

All kinds of ready designed marketing material are available at a special rate from Minuteman Press to ensure everyone in your area know about your company. All this material can be branded with your company name & logo.

(Stickers, posters, Banners)

[Contact Minuteman Press](#)

9. Upgrade your Marketing, available from the Web Design Academy at a special rate:

- Website design
- Search Engine Optimization
- Social Media Marketing

[Contact Web Design Academy](#)

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