

We hope you are enjoying our **Fueling the Bottom Line** newsletter where we share tactics on how to successfully **grow** your business working **together as a team**.

This is **your** newsletter, so provide feedback on what you find useful. Please share topics or ideas by emailing us at marketing@suburbanpropane.com.

Opportunity Zone – Grow Your Business Using Social Channels



Social media marketing can be a powerful tool for your business. More than 44% of internet users use social networks to research and learn about local brands*.

Following us is a great way to stay up to date on what's going on at Suburban Propane and within the propane industry. We also share tips, fun facts, and even delicious recipes from our *Cooked on Propane* blog. The content we

share isn't just useful for you, it can be great information for you to retweet/share on your page as well to reach your community of followers. Here are some quick How To's so you can interact with us:

Facebook: Look for us [@Suburban Propane](#) and hit the blue Like button.

If you want to comment, hit Comment button and start typing.

If you'd like to share a post, simply hit the Share button under that post, click Share Now (Friends) and you're on your way.

Twitter: Look for us [@SuburbanPropane](#) and hit the Follow button.

Want to comment? Hit the speech bubble button (Reply) and leave a thought.

If you'd like to share a tweet, click the double arrows button under the post (Retweet) and select Quote Tweet.

Instagram: Looks for us [@suburbanpropaneofficial](#) and hit the blue Follow button.

Something you want to say? Click the speech bubble button and add your comment.

Pinterest: Look for us at [@suburbanpropane](#) and hit the red Follow button.

Want to comment? Click on an image and start typing in the box where it says Add a Comment.

Let us help you boost engagement with your current followers, grow your brand's audience and drive traffic to your site.

*Stat from Hootsuite.com <https://blog.hootsuite.com/social-media-tips-for-small-business-owners/>

NEW Locator Webpage

To drive our customers and prospective customers to your locations, we launched a reseller database and landing page. By simply entering a zip code, the participating reseller's address, phone number and link to directions is displayed.

To boost traffic to the page, during the busy summer

months, we sent a series of emails to select customers and pilot tested Facebook ads in a few target markets around Memorial Day, July 4th and Labor Day.

As a result, the new locator page became the 2nd most popular page on our website, behind the homepage!

Find Your Local Source for Refilling

Enter your ZIP code below:

12345

SEARCH

ABC Rentals

100 Main Street
Anytown, State, Zip Code

[Get Directions](#)

Phone: 555-555-5555