

Campaign Project Plan: Engaging Fuel Customers

Overview

Upside delivers personalized promotions through a consumer app, changing consumer behavior and bringing profitable business to merchants. Our goal is to be perceived as a thought leader on how fuel retailers can leverage customer loyalty to grow their businesses.

This campaign will be targeted towards distributors and refiners and run for 1 month, from 3/7/22-4/4/22. We will evaluate whether to run again in June (with updated data) to capitalize on consumer summer travel plans.

[Campaign content management is housed on airtable](#), where you can find personas, real-time status of content, and assets.

Topic

How Fuel Retailers Can Leverage Customer Loyalty with Upside

Campaign Goals

Primary

1. Raise awareness of Upside and its value among fuel merchants
2. Acquire 500 new leads

Secondary

3. Acquire 50 MQLs
4. Build Upside's email list to acquire new active merchant customers
 - a. Increase email list by 250

Content

We'll have a two-pronged approach, with a focus both on c-stores *and* fuel retailers. Downloadable content will capture email addresses; the blog post and infographic will be value-added content on Upside's website and Medium to establish expertise and thought leadership and will have established links to Upside's existing B2B fuel content.

Excerpts from the short-form content, report, and infographic will be used in our email campaign – when business customers sign up for our downloadable content, we want to keep them engaged with Upside and demonstrate our value.

Blog post/short-form: How C-Stores Can Go from Transactions to Engagement

This blog post/short-form article will share practical tactics to engage c-store customers, one of which is of course leveraging Upside to attract new customers and keep existing ones:

- Making the c-store a destination (unified shopping experience, appearance)
- Updating technology (preorder ability, digital payment)
- Attracting new customers (and keeping existing ones) with personalized cashback offers from Upside

Infographic: What You Need to Know About C-Store Customers

Our infographic will be image-based entirely, and use facts, figures and compelling imagery to reinforce Upside's position as a thought leader in fuel business success, touching on:

- Spending habits of c-store customers (how much they're spending)
- Pump to store conversion (when are they shopping)
- Buying habits of c-store customers (what they're buying)

Downloadable Case Study: What Makes a Fuel Rewards Program Successful?

With this case study, we take a look at National Fuel Company's story and evaluate Upside's impact:

- Overview of the in-house loyalty program strategies it was using, and why they weren't generating enough business to be profitable
- See how partnering with Upside helped it learn more about customers' behaviors and drive new customers to the pumps

Downloadable Report: How Upside Can Grow Your Fuel Business in 2022

By investing in Upside, fuel distributors can guarantee their ROI. Upside will:

- Target new customers and attract them to your fuel station
- Keep loyal customers engaged
- Convert new and existing on-site customers to higher profit areas (c-store)

Measurement

Success will be measured by these KPI's during and after the campaign:

Primary

1. Number and conversion rate of total leads
2. Number and conversion rate of MQLs
3. Number of new leads
4. Number of new MQLs
5. Overall number of new emails on file

Secondary

6. Channel and source conversion and action rates
7. Email behavior including open, clickthrough, conversion, and action rates

Baseline Numbers

Email List	2,134
Leads (overall)	7,000
Leads (MQL)	840
Average monthly web unique visits	36,381

Deliverables

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- I. Blog post/short form: How C-Stores Can Go from Transactions to Engagement [Date: March 7, 2022]
 - A. Copy
 1. Writer: Jack Smith
 2. Draft due: 2/1/22
 3. Editor: Sam Wise
 4. Edits due: 2/14/22
 - B. Design
 1. Point: Sarah Doe

2. Due: 2/25/22

II. Downloadable Case Study: What Makes a Fuel Rewards Program Successful? [Date: March 10, 2022]

A. Copy

1. Writer: Jack Smith
2. Draft due: 2/4/22
3. Editor: Sam Wise
4. Edits due: 2/11/22

B. Design

1. Point: Sarah Doe
2. Due: 3/4/22

III. Infographic: What You Need to Know About C-Store Customers [Date: March 16]

A. Copy

1. Writer: Jack Smith
2. Draft due: 2/9/22
3. Editor: Sam Wise
4. Edits due: 2/11/22

B. Design

1. Point: Sarah Doe
2. Due: 2/15/22

IV. Downloadable Report: How Upside Can Grow Your Fuel Business in 2022 [Date: March 22]

A. Copy

1. Writer: Jack Smith
2. Draft due: 2/4/22
3. Editor: Sam Wise
4. Edits due: 2/22/22

B. Design

1. Point: Sarah Doe
2. Due: 3/8/22