



# HubSpot

## Sales & Marketing Software

Sales and marketing solutions from HubSpot are the perfect hands-off tools for fuel delivery companies in search of unique ways to reach target audiences and maximize ROI.



### Why HubSpot?

HubSpot is a leader in the sales and marketing space, with software design that balances ease of use with powerful capabilities. For fuel delivery companies, HubSpot makes customer touchpoints a breeze, bringing personalization to automated outreach without requiring significant effort. Sales and marketing software frees up time for you, your sales team, your CSRs, and your back-office team to continue building value for your company.

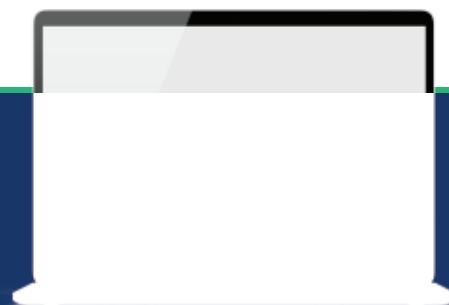
### 5 Ways HubSpot Makes Life Easier for Fuel Dealers

- 1** Start marketing to current and future customers with simple, user-friendly software—no in-house marketing team required.
- 2** Take a hands-off approach to outreach by setting up triggers. Create personalized messages that are automatically sent when customers take certain actions.
- 3** Get the exact capabilities you need without breaking the bank. HubSpot offers top features to empower your team without being overwhelming.
- 4** Invest in a platform that uses the data you've already collected. Group customers by defining characteristics and easily send mass emails to target audiences.
- 5** Manage new business with ease and make sure that follow-up is effective. Track potential customers through custom reports and dashboards.

### Get Started with HubSpot & Cargas Energy

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cargasenergy.com/hubspot

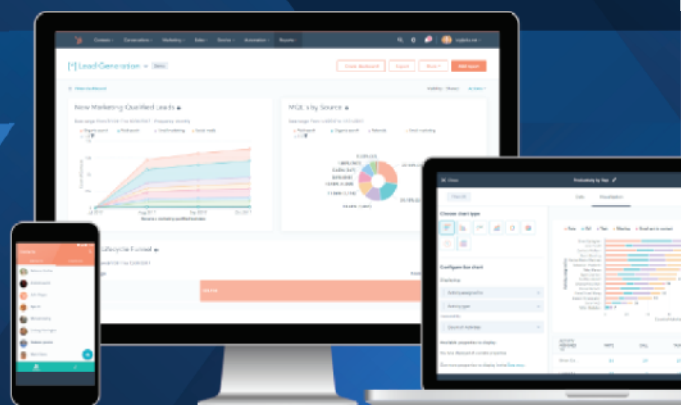
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# How Cargas Energy Customers Use HubSpot

HubSpot software is popular across many industries, but it offers unique benefits for fuel delivery and HVAC service companies. Learn how Cargas Energy customers use HubSpot to reach and retain customers.



## Internal Strategies

### Build a Sales Database

Export customer data from Cargas Energy into HubSpot to create a database built for marketing campaigns. Offer loyalty discounts to long-time customers, or ask delivery customers to sign up for service contracts.

### Create Emails with Ease

Create a mass marketing email in three easy steps: draft a template, drop in images and text, and select your customer segments.

### Track Sales and Marketing ROI

Find out where you're spending your money, how you're acquiring new customers, and how you're retaining existing ones.

## Customer Strategies

### Create Customer Segments

Send bulk messages to customer groups customers based on whether they're will-call or automatic, where they're located, or whether they are residential or agricultural.

### Gauge Customer Behavior

Get a detailed look at every area of your business, from how customers interact with your site to how sales and marketing expenses contribute to your bottom line.

### Run Automated Campaigns

Automate customer communications, whether you're trying to sell or renew service contracts, switch will-call customers to automatic, or share company updates.

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