

BUTTERLY FUELS

Brand and Social Media Strategy





OVERVIEW

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MANIFESTO

Brand Name: Butterly Fuels Ltd

We are a: Local family-owned fuel distribution company.

Every day we: Deliver fuel to homes and businesses.

We believe in: Swift fuel delivery and sustainability.

We're here to: Provide exceptional fuel delivery service.

We're interested in: Making customers' lives easier when it comes to oil supply.

We think that: Customers should never have to worry about waiting for fuel or running out.

Life is about: Fairness, making connections, and meeting new friends.

The key is to: Deliver the best customer experience possible.

We challenge: The mediocre services offered to customers.

Never forget: The hard work that goes into making Butterly Fuels a trusted name.

Free yourself from: Prioritizing business over relationships.

Learn to: Take ownership of problems and fix them.

Focus on: Enjoying life and being happy at work.

Always choose to: Engage with customers and seek ways to improve.

Never stop: Seeking efficiency for both you and the customer.

Take care of: Customer requirements.

Commit to: Delivering on promises.

Create: Trust and a sense of reliability.

Employees: Come first. We support a respectful environment for all. Customers are incredibly important, but not at the expense of our team's well-being.

Let go: Of mistakes, but learn from them instead.

Fight against: Letting things run without being addressed. If something's wrong, speak up!

Change: Customer perceptions by ensuring they know we're never more than a day away.

Be a: Star in our customers' eyes by showing you care.

Enjoy: Building lasting relationships and trust with our customers.

CUSTOMERS



Name: Sean (Household)

Age: 55

Income level: 70k

Channels to reach him/her: Facebook, Instagram, TikTok WOM

Goals:

- Order and forget
- Keep his house warm
- Get his oil delivered as soon as possible

Pain Points:

- Trusted partner for supplying oil
- Price
- Local knowledge
- Good service

How does your product or service help solve their problems:

- Great Customer Service: Personalized and responsive support ensures Sean feels valued.
- Prompt Delivery: Swift service so Sean never has to worry about running out of oil.
- Ease of Ordering: Streamlined process allowing Sean to order quickly and efficiently.
- Competitively Priced Fuel: Fair pricing aligned with market rates ensures affordability.

SEAN
(HOUSEHOLD)

CUSTOMERS



Name: Billy Owner/Manager (Agriculture)

Age: 55

Income level: -

Channels to reach him/her: Facebook, Instagram, TikTok WOM

Goals:

- Keeps his business moving

Pain Points:

- Running out of fuels
- Price
- Portfolio of fuels

How does your product or service help solve their problems:

- Competitively priced fuel
- Timely supply Tankage (Magnus monitor)
- Portfolio of fuels

BILLY
(AGRICULTURE)

CUSTOMERS



Name: Building Bob (owner/manager)

Age: 55

Income level: -

Channels to reach him/her: Facebook, Instagram, TikTok WOM

Goals:

- Efficient fuel supply - Time sensitive

Pain Points:

- Fuel delivery at sites
- Service availability

How does your product or service help solve their problems:

- On-site fuel delivery
- 6 days service availability

BOB THE BUILDER

CUSTOMERS



Name: Building Bob (owner/manager)

Age: 55

Income level: -

Channel to reach him/her: Facebook, Instagram, TikTok WOM

Goals:

- To promote themselves as a sustainable brand

Pain Points:

- Running out of fuels
- Getting HVO supply

How does your product or service help solve their problems:

- Provide HVO fuel in quantity

BRAND BRIAN

POSITIONING STATEMENT

For household customers, agricultural clients, and commercial businesses in need of oil delivery, Butterly Fuels Ltd is a locally owned, family-operated fuel distribution brand with a generational presence spanning over 60+ years. This longstanding trust in our community has been fostered through our commitment to competitively priced, reliable, and swift fuel delivery services. Unlike our competitors, such as The Klass Oil, Butterly Fuels Ltd excels in providing superior customer service, focusing on building strong relationships and offering personalized attention to each of our customers

BRAND PROMISE

Butterly Fuels: Fair pricing, Superior Care, & Generations of Reliable Service

KEY BRAND THEMES

Pain Points

- Fuel delivery on sites
- Running out of fuels
- Fair price of fuels
- Tips and Tricks
- Boiler servicing
- Fuel monitoring

Thought leadership

- Heating oil price trends
- Oil prices trends
- Political news on energy prices
- How customers can buy oils at a fair price?
- Video

Product Based Content

- Magnus monitor
- HVO

Search Intent Keywords

- Cheapest heating oil
- Heating oil prices
- Oil companies near me
- Emergency oil delivery

Seasonal relevance

- St. Patricks day
- Easter
- Cyber Monday
- Christmas

Core beliefs and Values

- Sustainable practices
- HVO trucks

VOICE AND TONE GUIDELINES

Voice

- Approachable and Friendly: Since the goal is to portray Butterly Fuels as a local and trusted brand, use a warm and friendly tone to show the audience that Butterly Fuels is their neighborhood brand rather than a distant brand.
- Expert and Knowledgeable: When it comes to B2B customers, showing them that Butterly Fuels has the expertise and experience is important. Posting expert opinion pieces will help foster this image.
- Empathetic: Show that you care about customers' pain points.

Positive and Optimistic: Maintain a positive outlook. Make the customers feel good about choosing Butterly Fuels.

Tone

- Personalised: Customer service is the core of Butterly Fuels. To demonstrate that, personalise the communications.
- Informative and conversational: Even when discussing complex topics like fuel prices or sustainable practices, the tone should be easy to understand and engaging, avoiding jargon where possible to keep the conversation accessible.
- Professional yet relatable: While maintaining professionalism, ensure the tone remains relatable. Share stories or examples that resonate on a personal level, making complex topics more understandable and engaging.

How shouldn't we sound?

- Overly Formal or Corporate: Avoid sounding detached or overly formal, as it can create a barrier between the brand and its customers. The goal is to establish Butterly Fuels as a neighborhood brand.
- Jargonish: While expertise is a part of the brand's voice, diving too deeply into technical jargon or complex industry terms can alienate customers who are not experts in the field.
- Salesy: While promoting services is necessary, communication should not be overly aggressive or focused solely on making a sale. The brand values building relationships and providing exceptional service over immediate profit.
- Too casual: Don't sound too casual. The target audience is in their late 40s, and there are businesses, too, as part of the audience, so sounding too casual wouldn't be appropriate.

VOICE AND TONE GUIDELINES

Style Rules

- Use simple, clear language that feels like a conversation with a friend
- Avoid industry jargon unless it's commonly understood, and even then, provide a simple explanation
- Write in an active voice to make communications more direct and engaging. For example, instead of saying, "Your order will be delivered by us," say, "We will deliver your order"
- Avoid making assumptions about the customer's knowledge or preferences
- Keep the content skimmable, but ensure you provide all necessary information
- Use bullet points or short paragraphs to break up text for easier reading
- Use UK English
- Use relevant Irish words in relevant contexts eg, special occasions
- Follow proper grammar rules. Some degree of freedom is okay
- Use Emojis
- Use the metric system to express numbers
- All sentences should be in a sentence case
- Don't use full stops in bullets. It can hamper the readability

Visual Styles

Primary Color: #0B4DA2

Secondary Color: #43A2FF

Font color 1: #FFFFFF

Font color 2: #F2F2F2

Font color 3: #333333

Highlight and CTAs: #FFD700

Gradient style

NEXT STEPS?

Inviting people to the page

- Email invitations
- Facebook Invite

Posts:

- A welcome post to be pinned on the top of the Facebook page

Operational aspects:

- Embedding Facebook, Instagram, LinkedIn, and TikTok pixels on the website
- Creating a dedicated support email account

Customer Interviews

Make the messages consistent across all the touchpoints