

Case Study

Missouri Propane Education & Research Council





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Challenge

As a not-for-profit organization authorized by the Missouri legislature, the Missouri Propane Education & Research Council is charged with educating the public about the benefits of propane. With a rapidly changing emissions landscape and new mandates rolling in for U.S. fleets, MOPERC needed to ensure transportation decision-makers across Missouri were aware of the benefits of operating propane buses and understood available incentive programs.

Solution

TSN Communications:

- Collaborated with MOPERC to develop and implement a series of email and direct mail marketing campaigns targeted at two main audiences: school districts and transit agencies.
- Developed all creative aspects of the campaigns, including:
 - Created content for emails and postcards.
 - Sourced customer images and quotes.
 - Designed email templates and postcards.
- Coordinated all campaign logistics, including:
 - Compiled comprehensive email and address contact lists.
 - Managed email and direct mail distribution, including vendor sourcing.
 - Conducted back-end system management.
 - Tracked results.

Result

- MOPERC's contact list doubled.
- Email open rates ranged from 22-43% (far above industry standard).
- Unsubscribe rates were 0.01%, attesting to the quality of the list.
- Email click rates were as high as 9%.
- Website views increased by 64% and engagement time increased by 756%.

“ TSN Communications has been the perfect solution for the Missouri Propane Education & Research Council. We often see promising opportunities to develop important segments, yet can be discouraged by the limitations of our internal expertise, finances and personnel. TSN provides professional, flexible and responsive solutions, allowing our organization to realize growth potential without adding staff. TSN and the resources its team brings is not just a consultant or vendor for us—they are a committed and caring partner in the health and success of the companies we represent. ”

— Steve Ahrens, President and CEO,
Missouri Propane Gas Association