



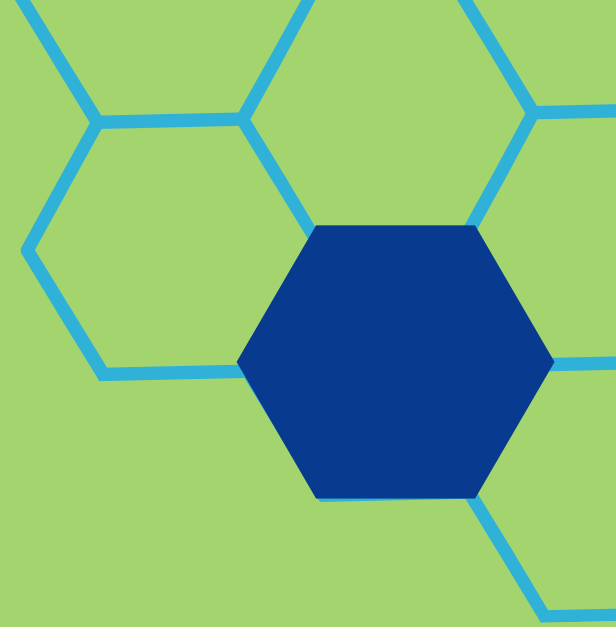
YCNGA

Here even on the
coldest day of the
year

Lily Beirne & Zach Cunard



What is Natural Gas?



- Natural gas is a fossil fuel energy source
 - An abundant resource across the United States
 - New discoveries and extraction methods have led to technological advancements, making America the world's leading natural gas producer.
- 



Benefits

1

Natural Gas has proven itself to be a **Reliable** energy source. On the coldest day of the year, the natural gas system delivers 3x more energy than the electric system delivers on the hottest day of the year

2

Americas natural gas utilities invest \$37 billion each year in enhancing the **safety** of natural gas distribution and transmission systems

3

Natural Gas is more **environmentally friendly** than one would think. Emissions from the natural gas distribution system have declined 70% since 1990

4

Natural gas is 3.5 times more **affordable** than electricity and significantly more affordable than several other residential energy sources for the same amount of energy delivered

Source



Our Target Market

Demographics:

- Mid 20s–Late 30's
- New homeowners
- This group of people, containing Gen Z and Millennials, are ultimately concerned with affordability and a cleaner environment



Our Strategy

A black and white dog is lying on a light-colored carpet in front of a fireplace. The fireplace has a dark frame and a white mantel. A wicker basket is on the floor to the left of the fireplace. The dog is looking towards the camera.

Tag us in a post
of you using
your gas
appliance and
earn a place in
our raffle

Discount on
next product
of the month
or on an
upgrade!

Product of the month Social Media Raffle

- Participants are entered into a raffle for a discount on a new product from the showroom, or on an upgrade for current products owned.

Email Campaign

- Using the existing Every Door Direct Mail (EDDM) services, we can send out the brochure to current customers & non-customers
- QR code on brochure increases engagement and click rate



YORK COUNTY NATURAL GAS



ABOUT US

YCNGA provides safe, reliable and affordable energy solutions to York and portions of Cherokee Counties in accordance with our enabling legislation through continuous investment in infrastructure, employees and the community for the benefit of our customers.

OUR VALUES

Capitalize on every opportunity to be the leader in safety and customer satisfaction by empowering our employees, developing partnerships within the community and utilizing technology to fuel the growth of our infrastructure and service area.



NEW INNOVATIONS

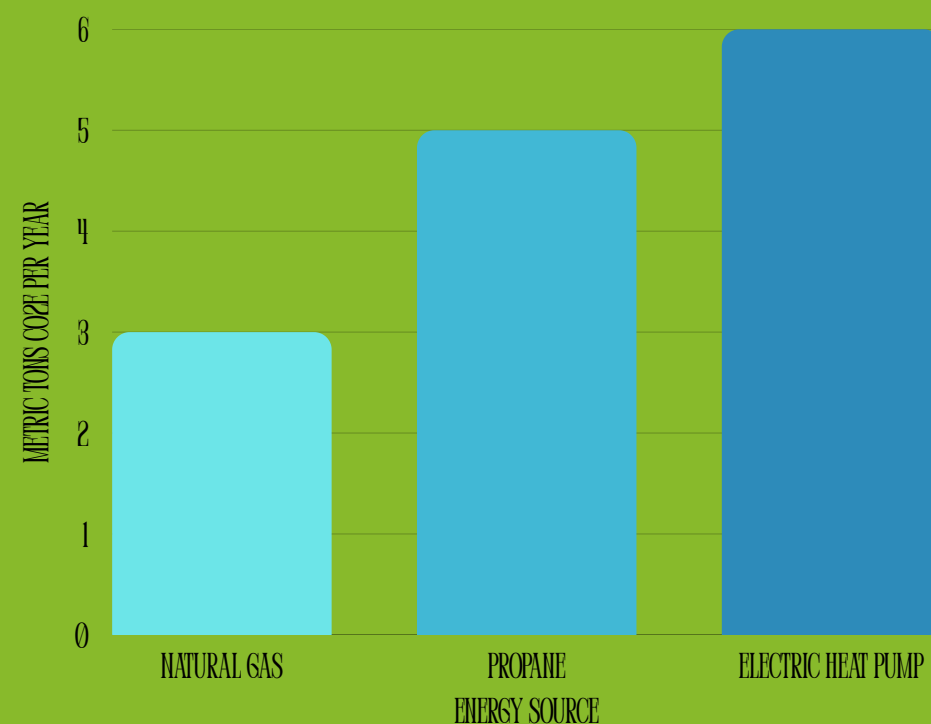
With technological advancements, natural gas has become a cleaner and more efficient energy option with many benefits over other options

ENVIRONMENTALLY FRIENDLY

Contrary to common misconceptions, emissions from the natural gas distribution system have declined 70% since 1990.

Efficient natural gas equipment is expected to cut home greenhouse gas emissions by 40% by 2040

GREENHOUSE EMISSIONS



AFFORDABILITY

The low cost of natural gas has saved families a total of \$125 billion over 10 years and will cost significantly less than electricity for the next 30 years.

RELIABILITY

On the coldest day of the year, the natural gas system delivers 3x more energy than the electric system delivers on the hottest day of the year.

SAFETY

Americas natural gas utilities invest \$37 billion each year in enhancing the safety of natural gas distribution and transmission systems



Testimonials



Word of Mouth!

Possible customers trust their peers. If they see people of similar demographics, they are more likely to trust the brand and what they do!

With a video that can be posted on the existing social media pages, or on the website, testimonials from current customers can be posted!



Testimonials and Competition



Testimonial Competition

- A competition can be held to see who can submit the “best” testimonial regarding natural gas supplied by YCNGA. This can be anyone from students to adults. The winner could receive something akin to “10% off of the product of the month”.



Key Points

- Utilizing social media for raffles can bring in an audience without needing any interaction. The audience will supply videos on their own social media to be viewed by you
- By utilizing the brochure and the QR code provided by it, you can send and share the brochure as a means of educating the public on the YCNGA
- Testimonials bring a fun and innovative way of having customers show off how they utilize natural gas in their day-to-day lives, while holding a competition as a means of encouraging your audience to participate

Thank you for your attention

Know that natural gas is here even on
the coldest day of the year.

