

One Industry – One Choice

Securing a Stable Future for the Heating Oil Industry with Bioheat® Fuel

In September of 2020 One Industry – One Choice™ launched a collaborative campaign effort to promote Bioheat® fuel to oil heat retailers and consumers in the Northeast. For oil heat retailers, One Industry – One Choice hosted a webinar series, developed a microsite OneIndustryOneChoice.com, and conducted a direct email marketing campaign to educate about the benefits of Bioheat® fuel, provide support for retailers' transition to providing Bioheat® fuel, and offer resources for the industry at large. For oil heat consumers, One Industry – One Choice developed a digital marketing strategy to increase awareness and drive consumer interest in Bioheat® fuel across the Northeast.

The One Industry – One Choice webinar series was attended by more than 300 participants representing more than 150 fuel dealers from upwards of 12 states. The sheer numbers of attendance and active engagement over a 30-day period shows the clear interest and attention to Bioheat® oil and biofuels in the industry. Data results show that email marketing was a significant tool in driving activity to OneIndustryOneChoice.com, and once visitors landed on the microsite they spent extended periods of time engaging with the content.

In just 30 days, One Industry – One Choice reached more than 3 million Internet users with a positive message about Bioheat® fuel and biodiesel. The campaign targeted a wide variety of regions in Rhode Island, Connecticut, Massachusetts, Upstate New York, New York City, and Long Island. Using an integrated campaign with digital display (pay-per-click) advertising and social media advertising, the campaign was able to reach a broad audience across multiple online platforms. Data results show digital display advertising and social media advertising produced significant ROI, generating a high volume of traffic to the MyBioheat.com website.

Visit OneIndustryOneChoice.com to view recordings of the webinar series and learn more about its mission.

About One Industry – One Choice

One Industry – One Choice is a collaborative effort between the Energy Marketers Association of Rhode Island, the Empire State Energy Association, the Connecticut Energy Marketers Association, the Massachusetts Energy Marketers Association, and the New York State Energy Coalition. One Industry – One Choice is committed to securing a stable future for the heating oil industry. Our campaign is dedicated to educating heating oil retailers on the benefits of Bioheat® fuel blends and biodiesel and providing support to retailers transitioning to provide Bioheat® fuel to their customers. Special thanks to our campaign funding partners, the National Oilheat Research Alliance, and the National Biodiesel Board—and our creative team at Consumer Focus Marketing.