



ELECTRIC COOPERATIVE

MARKETING AND MEDIA KIT



701-483-5400



off-peak@steffes.com



www.steffes.com

Introduction:

We are so pleased you are selling Steffes Heating Systems and want to help you increase your bottom line by providing you with support for advertising your program. In this marketing and media kit, we have provided you with guidance for advertising including access to the Steffes logo, product pictures, graphics, content ideas and brochures for your use when creating your marketing campaign.

We are pleased to help with your marketing efforts. For assistance, please reach out to our marketing team using the **contact information** provided on the cover.

Steffes Marketing & Media Kit includes a zip file including the following information:

- Electric Cooperative Marketing & Media Kit Guide (this document)
- Guide to Facebook Advertising
- NEW Brochures:
 - *Steffes + Off Peak Rates*
 - *Steffes Air Handler*
 - *Steffes Forced Air Furnace*
 - *Steffes Hydronic Furnace*
 - *Steffes Room Unit*
- Graphics:
 - *Family friendly photos to support marketing efforts when promoting Steffes heating systems.*
- Images of Product
 - *Comfort Plus Forced Air - 4100*
 - *Comfort Plus Hydronic - 5100*
 - *Room Unit - 2100*
- Logos:
 - *Steffes Brand Standards Guide*
 - *Logos with and without tag line in multiple versions (eps, pdf, jpg)*

Logos:

We have multiple versions of the Steffes logo available for your use. We have included different versions of our logo in this kit, including a copy of our **Brand Standards Guide**. The Brand Standards Guide provides simple guidelines for using the Steffes brand to eliminate confusion, making your job easier and resulting in the best quality image. If you have any questions or need a different logo format, please contact our marketing department at steffes@steffes.com.

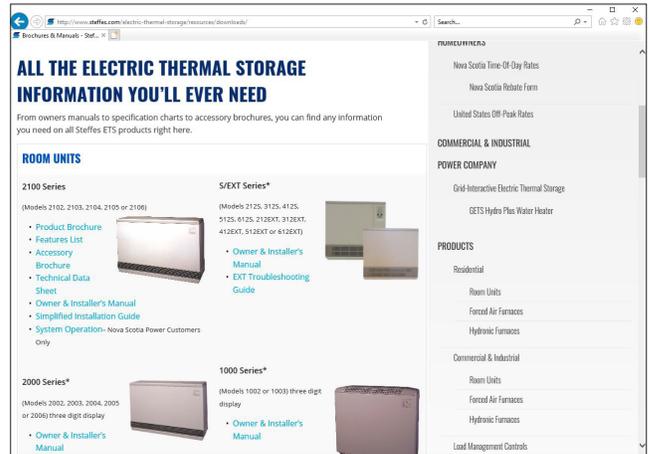
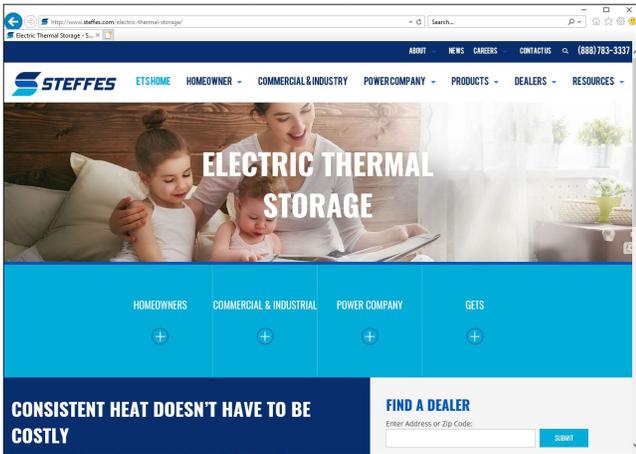
Logo Examples:



Steffes Website:

The Steffes Electric Thermal Storage (ETS) website has been designed to be a source of information for you, the electric cooperative, but also a resource for consumers and dealers. It includes product information, brochures, installation manuals, and Technical Data Sheets for download. The Steffes website also has a **Dealer Locator** tool designed to help consumers locate dealers in their region to install or service Steffes ETS heating systems.

Website URL: steffes.com/electric-thermal-storage/ or steffes.com/ets



NEW Brochures:

We have NEW Steffes brochures that are now available to help you reinforce your sales efforts when selling Steffes ETS products. The brochures include information regarding how our systems work, benefits of having the system in your home, and technical details.



Advertising Ideas to support your Cooperative Program:

A successful advertising campaign reaches the targeted audience effectively by communicating a message to drive action. By embracing this message through different types of advertising it helps generate awareness, drives action and helps increase revenue. We've listed some examples of different types of advertising to help support your Cooperative Program.

Traditional Marketing:

Traditional marketing refers to mass media advertisements that deliver a message through a traditional form of advertising such as newspapers, magazines, radio, television and billboards. Direct marketing is also a form of traditional marketing that presents information to a target customer through as specific call to action on a marketing piece like a postcard, email or statement stuffer.

Get Comfortable with Time-of-Day Rates and Steffes heating systems!

EXCLUSIVE REBATES FOR NOVA SCOTIA RESIDENTS!

\$25 per kW Gift Card for any new Room Unit purchased and installed between 3/1/2019 and 6/30/2019

\$250 per Furnace Gift Card for any new Comfort Plus furnace purchased and installed between 3/1/2019 and 6/30/2019

Come see us at the Pictou County Home Show March 29-31

More info at Steffes.com/NovaScotia

Terms and conditions subject to change by Steffes. Registration and proof of purchase must be submitted online by 7/15/2019 to receive the gift card. Please visit www.steffes.com/novascotia for more details.




Feel the Warmth. See the Savings!

Learn how a Steffes Electric Thermal Storage Heater can get you on Nova Scotia Power's Time-of-Day rates and save money on your heating bill!

REBATE OFFERING
\$20/KW for any new Room Unit heater purchased and installed between September 1st, 2019 and January 15th, 2020

\$250 for any new Comfort Plus or Comfort Plus Hydronic home furnaces purchased and installed between September 1st, 2019 and January 15th, 2020

More info at Steffes.com/NovaScotia




Feel the Warmth. See the Savings!

Learn how a Steffes Electric Thermal Storage heater can get you on Nova Scotia Power's Time-of-Day rates and save money on your heating bill!

REBATE OFFERING
\$20/KW for any new Room Unit heater purchased and installed between September 1st, 2019 and January 15th, 2020

\$250 for any new Comfort Plus or Comfort Plus Hydronic home furnaces purchased and installed between September 1st, 2019 and January 15th, 2020



RELAX... IT'S OFF-PEAK HEATING

STEFFES
www.steffes.com/offpeak

AFFORDABLE, COMFORTABLE, AND RELIABLE



Contact your local electric cooperative about how a Steffes heater can save you money!

NORTH ITASCA ELECTRIC **Cooperative Light & Power** **Lake Country Power** **AgroEnergy Cooperative** **ECE**
A Touchstone Energy Cooperative A Touchstone Energy Cooperative A Touchstone Energy Cooperative A Touchstone Energy Cooperative A Touchstone Energy Cooperative

218-743-3131 218-834-2226 800-421-9959 218-663-7239 800-254-7944

Feel the Warmth. See the Savings!

Slash your heating bill up to 60% with Off-peak Rates and a Steffes heater




Lake Country Power
A Touchstone Energy Cooperative

Call Lake Country Power at 800-421-9959 to learn more. Press 6 for our member service department.

RELAX... IT'S TIME-OF-DAY HEATING

STEFFES
www.steffes.com/offpeak

AFFORDABLE, COMFORTABLE, AND RELIABLE



Go to the web address above to find out how a Steffes heater can help save you money!

Digital Marketing:

Digital marketing is any advertisement delivered electronically through online (digital) channels. Examples of these are: display, social media advertisements, email, and search engine optimization (SEO), search engine marketing (SEM), Pay Per Click (PPC), remarketing and retargeting.



Lower your heating bill

Limited time rebates on Steffes ETS heating systems. Lower your heating bill today!



Steffes ETS heaters and Nova Scotia Power's TOD rates lower your heating bill

Steffes ETS Visit Site >



Get your Steffes ETS rebate

Exclusive rebates for Nova Scotia residents on Steffes ETS heaters. Limited time only.

Steffes ETS >



Steffes
Sponsored · 🌐

Start saving money on your heating bill today! Call us today about installing a Steffes ETS heating system in your home and ...See More



STEFFES.COM
Start Saving Money Today LEARN MORE
Get comfortable with low cost el...

Like Comment Share

[Feel the warmth. Save money. | Rebates for Steffes heaters](#)

[Ad](#) www.steffes.com

Feel the warmth. See the Savings. Save with Steffes heaters and Time-of-Day rates
Save money on your heat. · Get your exclusive rebate

[Steffes | Save On Your Heating Bill](#)

[Ad](#) www.steffes.com

Sale Has Started. Don't Miss Out. Limited Time Only!

[Comfortable, Affordable, Reliable | Heating with Steffes ETS](#)

[Ad](#) www.steffes.com

Feel the warmth. See the Savings. Save with Steffes heaters and Off-Peak rates.



Steffes
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Utilize Time-Of-Day Heating with a Steffes ETS heater and save money on home heating costs! Find your dealer today!



displayurl.com
Affordable Home Heating GET OFFER
News Feed Link Description

Like Comment Share



Steffes
Sponsored · 🌐

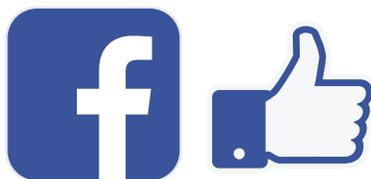
Reduce your heating bill and stay warm this winter with a Steffes Electric Thermal heater and off-peak rates from your local electric cooperative!



Find a Steffes dealer near you! Learn More

Start Saving Today

Safe. Affordable. Reliable.
Comfort an



Content Ideas:

Your content should be kept as simple as possible. It should include all necessary information and always include a call to action that you want your customer to take. You can use these or similar content on advertisements, newsletters, and website or social media posts.

Messaging

- Get Comfortable with Off-Peak Electricity!
- Beneficial Electrification with Electric Thermal Storage
- Get Comfortable with Time-of-Day Rates and Steffes heating systems!
- Feel the warmth. See the savings. Install a Steffes ETS heating system to get on our off-peak rates and see your heating bills drop this winter
- Steffes ETS: Comfortable, Affordable, Reliable. A Steffes Electric Thermal Storage heating system keeps you warm while lowering your heat bill.
- Stay Comfortable. Save Money. Learn how Steffes Electric Thermal Storage heaters and off-peak rates can save you money on your heating bill this winter!

Content Copy

- Save money on your heating bill this winter! Get on our off-peak rates with a Steffes ETS heating system.
- Did you know you could be saving up to 60% on your heating bill this winter? Contact your electric cooperative today and ask about off-peak rates with a Steffes Electric Thermal Storage heating system.
- Call us today to learn how installing a Steffes ETS heating system in your home can lower your heating bills! Financing options are available through your electric cooperative.
- Do you want to lower your heating bills this winter? Contact us about Steffes Electric Thermal Storage heaters! Off-peak rates and easy on-bill financing available through your electric cooperative.
- [Cooperative Name] is a dealer of Steffes ETS systems that store heat during off-peak hours when electricity costs are at the lowest, then release it when it is required throughout the day. Learn more about how you can lower your heating bill.
- Did you know [Cooperative Name] offers Steffes Room Units that take advantage of off-peak rates. Steffes Room Units utilize off-peak rates which are rates roughly half-off standard electricity at night, as well as around the clock on weekends and weekdays.
- Heat your home for less by installing a Steffes Room Unit from your electric cooperative!

Other items to support your campaign:

You can use physical items to promote your campaign as well. Items such as vehicle decals or providing clothing and hats to those out in the field. Hanging signage such as posters and/or banners up in your office or using them at events such as home shows is another tool to promote your campaign.

THE SMART WAY TO STAY WARM.
AFFORDABLE, COMFORTABLE and DEPENDABLE

ASK US ABOUT OFF PEAK HEATING

STEFFES.COM/ETS **STEFFES**
CUSTOMER FOCUSED. SOLUTION DRIVEN. FIELD PROVEN.

STEFFES
COMFORT PLUS
Off-Peak
Heat Pump System

Comfortable and Affordable
IT'S ALL-ELECTRIC

The Wise Choice

Off-Peak Heating Systems
Designed with You in Mind

Comfort
Feel good all day, every day even at coldest temperatures

Affordable
Experience low operating costs when using with off-peak electric rates

Stable and Predictable Heating Bills
Because there is more to life than worrying about out of control fluctuations in fuel prices

Dependable
Relax knowing you will have heat when you need it the most, even when you are sound asleep

Efficient
100% efficient, no wasted energy

Reliable
Avoid unnecessary headaches that come with servicing, cleaning and maintaining other heating systems.

Safe
Peace of mind for you and your family

STEFFES
CUSTOMER FOCUSED. SOLUTION DRIVEN. FIELD PROVEN.

AUTHORIZED DEALER

STEFFES
Electric Thermal Storage

Ask us how you can lower your heating bill!



STEFFES
CUSTOMER FOCUSED. SOLUTION DRIVEN. FIELD PROVEN.

Get Comfortable With Off-Peak Electricity!

STEFFES ETS SYSTEMS
Steffes ETS systems store heat during off-peak hours when electricity costs are at the lowest, then release it when it is required throughout the day.

TIME OF USE RATES (TOU)
With TOU rates you save roughly half off standard electricity during off-peak periods of the day.

STEFFES + TOU RATES
It automatically delivers savings by storing the heat while taking advantage of the cheaper off-peak power rates.

www.steffes.com/ets

STEFFES
CUSTOMER FOCUSED. SOLUTION DRIVEN. FIELD PROVEN.

BENEFICIAL ELECTRIFICATION
with Electric Thermal Storage

Room Unit
Ideal for any room in your home as supplemental heat or a direct replacement of electric baseboards.

Comfort Plus Forced Air
This system heats your home through a central duct system and can be interfaced with a heat pump for greater efficiency.

Comfort Plus Hydronic
This system heats your home through in-floor radiant baseboards and can be interfaced with forced air.

www.steffes.com/ets