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Texas Propane Provider Answers Questions, Engages Customers via Interactive, Collaborative Website

Customer-centric, Sharp Propane Launches New Website, ThinkAboutPropaneOnce.com

BASTROP, Texas –January 7, 2013 – Last month a new interactive and collaborative initiative was launched by [Sharp Propane](#), a propane service provider headquartered in Bastrop, Texas that serves customers in Central Texas, Dallas-Fort Worth, Bryan-College Station. With the calling to “Think About Propane. Once.,” a website and awareness campaign in social media and advertising offers an innovative and engaging way for those interested in or curious about propane to ask questions and learn about propane, an ever more present form of energy.

The website [ThinkAboutPropaneOnce.com](#) incorporates user-generated questions and answers from the Sharp Propane Professional team to educate and entertain visitors. The slew of propane-related questions on the site ranges from “Is propane green?” to “How do I know when I need a refill?” The “Think About Propane. Once.” campaign is an entertaining and informative way for Sharp Propane to engage and inform the company’s residential and commercial customers. Sharp Propane strives to be the leading independently-owned propane service company in the region by combining the delivery of fuel with expertise and no-maintenance service.

Technology and training are key underpinnings of the Sharp Propane customer focus. A Texas-based customer service center and the new “Think About Propane. Once.” website offer quick and easy access to propane professionals, instead of a long trail of automated telephone menu options and a generic catch-all email address. For Sharp Propane, propane is about tailoring [services](#) customers’ individual needs. Sharp technicians seek to make using propane as simple, convenient, and hands-off as possible for customers. This emphasis on customer-service and propane expertise inspired the ThinkAboutPropaneOnce.com interactive website, which answers specific questions, and transparently places information at the customers’ fingertips.

How does the “Think About Propane. Once.” website work? Anyone can submit a propane-related question to the website, and a Sharp Propane expert will answer it. All questions are reviewed, and many will be added to the question-and-answer grid on the [website](#). The site includes a search function, and once the site has a more robust question inventory it will incorporate a category search, which will add navigation and allow search by topics including safety, cost, heating, and appliances. Sharp has been using [Facebook](#) and [Twitter](#) to direct people to the website, which they hope will become a collaborative and social platform for engaging curious individuals in a dialogue about propane. The campaign uses the Twitter hashtag #SharpAnswers.

The website was developed by Sharp Propane's marketing and public relations agency, [lookthinkmake](#). Lookthinkmake is a full-service brand communication agency based in Austin, Texas that offers advertising, marketing and public relations services to local, regional and national clients.

To learn more about [ThinkAboutPropaneOnce.com](#) or Sharp Propane, please visit [www.sharppropane.com](#) or call 1-800-932-4315.

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About Sharp Propane

For more than 60 years, [Sharp Propane](#) has been supplying safe, energy-efficient propane and tanks to Central Texas. Sharp Propane is a leading service provider of residential and commercial propane systems providing customers an environmentally-friendly, safe, and reliable energy source for the way they live and work. The Propane Professionals® at Sharp are focused on putting customers first and setting industry standards for safety and service. Founded in 1949 in Smithville, Texas, Sharp is one of the largest propane dealers in the United States and the largest independent retailer of propane in Texas. Sharp is headquartered in Bastrop, Texas with operations also in Austin, Bryan, Fort Worth, and La Grange, Texas.

Links:

www.thinkaboutpropaneonce.com

www.sharppropane.com

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