

# Marketing Tips & Good Practices

For Certified Companies



## Your presence on the ENplus® website



Thousands of users visit the **ENplus® website** every month to look for pellet suppliers they can trust. To help them contact you easily and securely, **make sure you have provided us with your logo and website** (optional also contact details such as email or telephone) by submitting them to the **ENplus® Certification Platform (Radix Tree)**.

\*In case you have uploaded the aforementioned details on the Certification platform, but **don't see them in your profile on our website**, please contact us immediately:  
[enplus@bioenergyeurope.org](mailto:enplus@bioenergyeurope.org).

The screenshot shows the ENplus website interface. At the top, there is a navigation bar with the ENplus logo, a search bar, and a language selector set to 'International'. Below the navigation bar are several menu items: 'About', 'Certifications', 'Key Contacts', 'Resources', 'News & Events', and 'Consumers'. A central section features three main categories: 'Producer' (A global network of committed pellet professionals), 'Trader' (Trading quality pellets on a structured market), and 'Service provider' (An essential link in the wood pellet supply chain). Below this is a large banner for 'Certification' with the heading 'Why become ENplus® certified?'. The text explains that among all the good reasons for pellet professionals to become certified, the best four have been chosen and made a short video to present them. There is a 'WATCH THE VIDEO →' link. Below that, a 'CHOOSE A PROFILE:' section offers three buttons: 'Producer', 'Trader', and 'Service provider'. At the bottom of the page, there are three buttons: 'KEY CONTACTS →', 'SUBLICENSE →', and 'BLACKLIST →'. A footer note states: '\* German approved bag designs are not published on this website. For more information, please contact [info@enplus-pellets.de](mailto:info@enplus-pellets.de)'.

## Best marketing practices

Having the best product doesn't necessarily guarantee you many customers. To increase your reach and help people find out about your high-quality pellets, you can make use of this **list of best marketing practices**.



### 1. Launch a basic website

The majority of people nowadays look for a product or service online first. Allow users to discover you by ensuring your online presence. You don't need to be a specialist or invest a lot of money to create and maintain a basic website. Some of the online platforms that give you a free or budget solution are: *wix.com*, *godaddy.com*, *odoo.com*.



### 2. Maintain social media accounts

If you want to increase your chances of being discovered by more local users, you should be also present on social media such as Facebook and Instagram. Even if you don't update your profile with new content daily, these social media channels will help you get noticed by customers in close proximity because of the location features they provide.

### 3. Giveaways to customers

One efficient way of building up a loyal customer base is by showing extra care. Add to every order a flyer with safety instructions on how to store pellets at home or a leaflet with useful tips on what to look for when buying pellets. Let your customers know that you are not just selling them high-quality pellets but you are also ready to consult them for free.

### 4. Make your customers aware of your ENplus® certificate

Train your staff to inform customers about your ENplus® certification and provide an additional explanation about it if needed. Independent quality verification will always help you gain customer trust. Don't hesitate to use the free marketing and educational materials [available on our website](#).

### 5. Highlight your advantages

You provide free-of-charge delivery or a discount for big orders – then, communicate about it to increase the chances of being chosen by the end-user. Users are always interested in promotion but sometimes they care about sustainability practices, pellet origin and other specific pellet characteristics. Advertise your strengths!

## Take advantage of the ENplus® channels



We publish **interviews** with various actors from the pellet market on our website. If you would like to participate and get international exposure to readers from all over the world, contact us at:

[enplus@bioenergyeurope.org](mailto:enplus@bioenergyeurope.org)

Do you have quality photos presenting your production process, pellet bags, delivery services? Don't hesitate to share these with us via email to: [enplus@bioenergyeurope.org](mailto:enplus@bioenergyeurope.org). We can select one of your photos to be the opening visual for our monthly newsletter distributed to over 1000 subscribers.

\*To avoid direct advertising and favouritism, we will not accept heavily branded photos. Your pellet brand can be present delicately on the photos or not featured at all (**see examples below**). In any case, we will credit you so our readers will learn about your brand.



When publishing information about your certified pellets or posting a photo, video or other promotional visuals on social media, don't miss to tag our page ([@enpluscertification](https://www.instagram.com/enpluscertification)). We usually reshare content and help you reach more online users.

## Basic rules on ENplus® trademark usage

**ENplus® wordmark with quality class**

ENplus® A1

**ENplus® quality seal**



**Individual ENplus® bag design**



**ENplus® wordmark**

ENplus®

**ENplus® certification seal**



**ENplus® service seal**



**ENplus® logo**



ENplus® declarations and labels (consisting of ENplus® trademarks)		ENplus® certified producers and traders	ENplus® certified service providers	Traders of bagged pellets (not certified)	Other users
On-product	ENplus® wordmark with quality class	Yes	No	Yes	No <sup>1</sup>
	ENplus® quality seal	Yes	No	Yes	No <sup>1</sup>
	Individual ENplus® bag design	Yes	No	No <sup>2</sup>	No
Off-product	ENplus® wordmark	Yes	Yes	Yes	Yes
	ENplus® certification seal	Yes	No	No	No <sup>1</sup>
	ENplus® service sign	No	Yes	No	No <sup>1</sup>
	ENplus® logo	No	No	Yes	Yes

**NOTE 1:** Other users are allowed to use the ENplus® wordmark with quality class, ENplus® quality seal, ENplus® certification seal and ENplus® service sign for off-product purposes to educate about their meaning. Such usage does not include the ENplus® ID.

**NOTE 2:** Traders of bagged pellets without ENplus® certification can only use the individual ENplus® bag designs as a picture of the bagged pellets with the ENplus® bag design.

For complete information on the trademarks usage:  
[ENplus® ST 1003 - Usage of the ENplus® trademarks - Requirements](#)