

Mastering Marketing in the Oil & Gas Industry

Duration: 5 Days

Language: en

Course Code: IND01-125

Objective

Upon completion of this course, participants will be able to:

- Develop a tailor-made and unique marketing strategy.
- Review competitor offerings and make a USP to stand out from the crowd.
- Review different systems and media to select a platform that will work for you.
- Create an effective brand voice that will appeal to your audience.
- Become familiar with the changes in media and how to react to them.
- Create an effective digital marketing plan.
- Understand your budget and make the most of it.
- Create a portfolio for marketing your products.
- Understand how crude oil and petroleum is sold.
- Review long-term and short-term action plans.
- Develop a competitive edge to sell your products in a saturated market.

Audience

This course is designed for anyone responsible for the marketing and trading of oil and gas products. it would be most beneficial for:

- Business Owners
- Marketing Managers
- Social Media Managers
- Policy Advisors
- Government Ministers
- Oil Regulators
- Account Managers
- Sales Teams
- Operations Managers
- Chief Marketing Officers

Training Methodology

This course uses various adult learning techniques to aid full understanding and comprehension. Participants will view videos regarding the sale of oil and gas products and learn the functions and benefits that must be highlighted during sales pitches. They will review current, real-world marketing strategies and learn how they are constructed.
In groups, the participants will work on their marketing strategy and develop a USP based on their organisation that will appeal to their target audience. They will be presented with various digital marketing tools and select tools which they feel will work best for their organisation based on their marketing techniques, products and budgets. Participants will end the course with the framework for a marketing strategy that can be implemented in their organisation.

Summary

The oil and gas industry is a very competitive market. Although these are commodities that everyone needs and uses, many companies are out there trying to make the most of their product, so it’s becoming increasingly important to market and sell using various types of communication methods to create brand awareness in a crowded marketplace.
Digital marketing has become the fastest and most effective way to reach a target audience and sell a product. It allows any gas and oil company to reach out to current and potential customers and develop a rapport based on their USP.
Marketing online means that you can create a brand voice and speak to people more

interested in what you have to offer based on effective targeting tools. It also allows you to extend your reach globally, as people worldwide share marketing platforms, meaning that localised marketing to a single group of people is now a thing of the past.
To market successfully online, it's important to understand the various systems and platforms that work for tailor-made petroleum sales and create interesting and viable advertisements on a budget within this highly saturated market.

Course Content & Outline

Section 1: Marketing in the Petroleum Industry

- Past marketing trends for gas and oil.
- Distribution channels and their benefits.
- The infrastructure and key players in petroleum marketing.
- Products and USPs.
- Finding your audience.
- Customer segmentation.
- Understanding your message.
- Effective branding.
- Customer stakes and products.

Section 2: Trends in Crude Oil Refinement & Emissions

- Understanding product reserves and consumption rates.
- Shale industry impact.
- Carbon emissions trending and carbon trading routes.
- Refining your product and complex refining methodology.
- Understanding the economic impact.

Section 3: Wholesale Marketing & Retail Pricing for Gas & Oil

- Developing your marketing strategy.
- What are your consumers looking for?
- The AIDA model in the petroleum sector.
- Your key brand differentiators.
- Creating your position.
- Wholesale marketing and resale.
- B2B and B2C models.
- Multinational segments in commercial and industrial environments.
- Competition in the marketplace.

Section 4: Digital Marketing Trends in the Petroleum Sector

- Traditional vs. digital marketing platforms and methods.

- Integration of social media and maximising your reach.
- Dealing with public complaints online.
- Increasing your interactions, views, likes and clicks.
- Advertising on social media.
- E-mail digital marketing.
- Monitoring your digital footprint.
- Improving your digital strategy.

Section 5: Developing Your Digital Marketing Strategy

- Utilising the best platform for your industry.
- When and where to advertise to reach your audience?
- Programmatic advertising methods.
- Digital impact and variance.
- Measuring your success and making changes.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Media and Marketing, Energy and Oil & Gas, Sales & Marketing

Tags

petroleum, Oil & Gas, retail, media, marketing, sales, digital marketing

Related Articles



Decoding Petroleum Economics: Powering Global Prosperity With Black Gold

Delve into the dynamic realm of petroleum economics, where energy, economics, and finance intertwine. Unravel the significance, key studies, career prospects, stages of the oil industry, and risk management intricacies of this critical field.

YouTube Video

https://www.youtube.com/embed/pK1By79tSoo?si=UMLoCCXLQn_exn0w