

# Digital Advertising

Content Creation. Sales Leads.

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2021 Digital Media Kit



Banner advertising is embedding an advertisement into a web page, email newsletter or social post. It's intended to attract traffic to your website by linking the banner ad to your website resulting in qualified leads and increased sales

Digital Marketing for O&G Service Companies

## *Oil & Gas Reach*

**5,000**

**Website Vistors  
Per Month**

**2,000**

**Email Subscribers**

**15,000**

**LinkedIn  
Followers**

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### **What We Do**

*Using our proprietary oil & gas content we create email newsletters, oil & gas blog post and social post combined with your company brand and messaging in a banner ad.*

### *How We Do It*

**Daily Email** - We send 20,000 oil & gas emails a week

**Blog Post** - 20 unique oil & gas blog post a week

**LinkedIn Post** - 20 oil & gas LinkedIn post per week

**Sponsored Blog Post** - Up to 8 sponsored blog post

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### **Our Clients**



## Silver Package - \$1,500

- Email - Banner ads included in 6 e-newsletters
  - Website - Minimum 2000 views on banner ads
  - LinkedIn Post - 2 LinkedIn post per week
  - Sponsored Post - 1 sponsored blog post
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## Gold Package - \$2,800

- Email - Banner ad included in 12 e-newsletters
  - Website - Minimum 4000 views on banner ads
  - LinkedIn Post - 6 LinkedIn post per week
  - Sponsored Post - 2 sponsored blog post
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## Platinum Package - \$4,500

- Email - Banner ad included in 24 e-newsletters
- Website - Minimum 12,000 views on banner ads
- LinkedIn Post - 10 LinkedIn post per week
- Sponsored Post - 6 sponsored blog post

*\*All Programs are 16 Weeks*

# Our Mission

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Advertising using Oilgasleads Enerlead Content Marketing helps oil & gas services companies of any size achieve their sales & marketing goals.

We target a unique oil & gas audience to help:

- Create easy and effective ads
- Control your budget and costs.

The results for customers who advertise using Enerlead Content Marketing - Generate leads, drive website traffic, and build brand awareness with Enerlead Content Marketing.

## Our value proposition includes:

- *Commitment* – it takes commitment to be successful with a digital marketing program. We are committed to using our proprietary oil & gas data and channels to get our customers brand and product message to a targeted oil & gas market.
- *Consistent* – we will leverage our unique content and network to get our customers brand and product message in front of customers and prospects daily.
- *Investment* – we are committed to help our customer to leverage digital marketing to lower the cost of customer acquisition.
- *Assortment* – the content we provide will be unique and interesting to the viewers delivering the volume of views to drive new leads and sales
- *Content* – the content we provide will be top quality and accurate.
- *Augment* – we will do our best to integrate our customers brand and product message into our oil & gas data to create a clear and concise message for the viewer.
- *Measurement* – we will use the best tools available to track and measure our marketing programs to ensure the optimum marketing results.
- *Involvement* - we will involve our customers and viewers with the marketing material to ensure the best results of all of our marketing programs.