

Email Marketing

Content Creation. Sales Leads.

Contact:

Megan.hinds@oilgasleads.com

PH: 403-975-0271

2021 Media Kit



Email marketing is still one of the best channels to use if you want to reach your target audience directly. With high penetration rates and an even higher potential for significant returns, running a robust email marketing campaign should be a top priority for your business.

Email Marketing for O&G Service Companies

Our Network - 2000 Email Subscribers

Email Content

**North American
Drilling News**

**North American
Pipeline Projects**

**North American Oil & Gas
Facility Projects**

What We Do

Using our proprietary oil & gas content we create email newsletters with oil & gas information combined with your company brand and messaging in a banner ad. Our newsletters reach over 2,000 daily oil & gas professionals.

How We Do It

- **North American Drilling News** - Weekly email about well permits and drilling rig count in Western Canada & Mid Continent US
- **North American Pipeline Projects** - Weekly email about new pipelines and pipeline expansion projects in Western Canada & Texas
- **North American Oil & Gas Facility Projects** - Weekly email about new and facility expansion projects in Western Canada & Texas

Silver Package - \$950

- Email - 12 email blast to 2000 subscribers
 - Sponsored Post - 1 article, 1 revision
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Gold Package - \$1600

- Email - 24 email blast to 2000 subscribers
 - Sponsored Post - 1 article, 2 revision
 - Social Post - 12 LinkedIn post
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Platinum Package - \$2,400

- Email - 36 email blast to 2000 subscribers
 - Sponsored Post - 1 article, 3 revisions
 - Social Post - 24 LinkedIn post
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Our Clients



Our Network



5000 Views



2000 Subscribers



15000 Followers

Additional Information

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.