



Content Marketing Program Overview

We are experts in creating oil & gas marketing content and using social media, email and blogging channels to drive product awareness and generate new sales leads for your company.

Brand & Product Awareness - objective is to build the top of the marketing funnel, which helps build awareness of your brand and products. Our Impression-based ads maximize views of your brand & products on LinkedIn, email & web.

LinkedIn Traffic & Connections - Your Company Page is the centerpiece of your LinkedIn presence. With more than 690 million members, more and more brands are using LinkedIn marketing to network, connect, and sell. Our program is designed to drive LinkedIn users to your company page and sales teams member profiles so you can convert to followers.

Web Traffic & Lead Conversion - all of our LinkedIn, email and blog posts are designed to drive traffic to your website so you can provide information and convert the views to leads.

Analytics - We use analytics to measure the value of the content marketing programs.

Program Length – 90 Days

Retail Cost - \$2250.00

Limited Time Introductory Offer - **\$999.00**

Program Details

Enerlead Digital Content Marketing Overview		
Social Post	Emails	Blog
<i>LinkedIn</i> - We have 13000+ LinkedIn connections in the oil & gas industry. We are adding 1000 new oil & gas contacts a month that work for Operators, midstream & service companies.	<i>Email List</i> – We have an email list of 2000 oil & gas professionals located in Canada and the US that have opted-in for daily emails. The list is growing at 10% per month.	Blog Posts – we operate a website called oilgasleads.com that has a blog. We create a blog daily that contains the permit reports and industry news. We are getting 2000+ visitors a month.
Activity Frequency		
The program includes at least 100 LinkedIn posts over 90 days with an estimated 50K LinkedIn views. The posts will use our oil & gas data combined with your company brand, product & contact info.	We will send 52 emails over the 90 days this will generate 10K plus impressions over a 90 days program.	We create 60 blog posts over the 90-day program that contains your company information. We do not remove the posts or your adds resulting in lead generation beyond the 90 days.
Program Term		
The program length is 90 days and all activities happen Monday to Saturday excluding holidays.		
Pricing Overview		
The retail price is \$3500 we are offering an introductory offer for \$999 for the 90 day program		



Linkedin Overview

We have 13000+ LinkedIn followers and we use our oil & gas data to post on LinkedIn daily. The structure of the post is to build your brand awareness and drive traffic to your LinkedIn company page and sales people personal pages.

Linked Post

Annotations on the LinkedIn post:

- Link to subject account page (points to Pat Hinds profile)
- Post Subject (points to the main text of the post)
- Link to Sponsor Account Page (points to GFI Solutions 'About' section)
- About the Sponsor (points to GFI Solutions 'About' section)
- Subject image (points to the map image)
- Sponsor Logo & Product banner (points to the TerraLam banner)
- More details about the subject account (points to CNRL 'About' section)
- Link to sponsor contact LinkedIn profile (points to Cory Masse in GFI Solutions 'About' section)
- Link to blog article (points to the URL at the bottom of the post)

Linkedin Post Traffic

Western Canada Drilling Recovery Q1 2021 – Oil and Gas Leads
26 reactions · 3 comments

2,257 views 1 reshare

28 people from EOG Resources viewed your post

Pioneer Natural Resources Company	22
Diamondback Energy	16
SECURE ENERGY	10
Baker Hughes	10
Weatherford	8
WPX Energy	7
Concho	7
Seven Generations Energy Ltd.	7

327 people who have the title Salesperson viewed your post

Executive Director	123
Business Owner	88
Hardware Engineer	77
Mechanic and Maintenance Tradesperson	70
Operations Specialist	55
Business Strategist	43
Construction Engineer	37
Consultant	37

277 people viewed your post from Calgary, Canada Area

Alberta, Canada	274
Houston, Texas Area	124
Odessa/Midland, Texas Area	105
Edmonton, Canada Area	101
Dallas/Fort Worth Area	66
British Columbia, Canada	38
Saskatchewan, Canada	33
Oklahoma City, Oklahoma Area	27



Blog Overview

Blogs are a revolutionary marketing tool. Think of them as mini-magazines that give businesses and individuals a dynamic vehicle in which to promote their products or themselves. They build brands and attract attention in a way that advertising can't do. We post oil & gas data blogs daily that include your brand and product information. The adds are designed to drive traffic to your website so you can convert to a lead.

Blog Post Ad

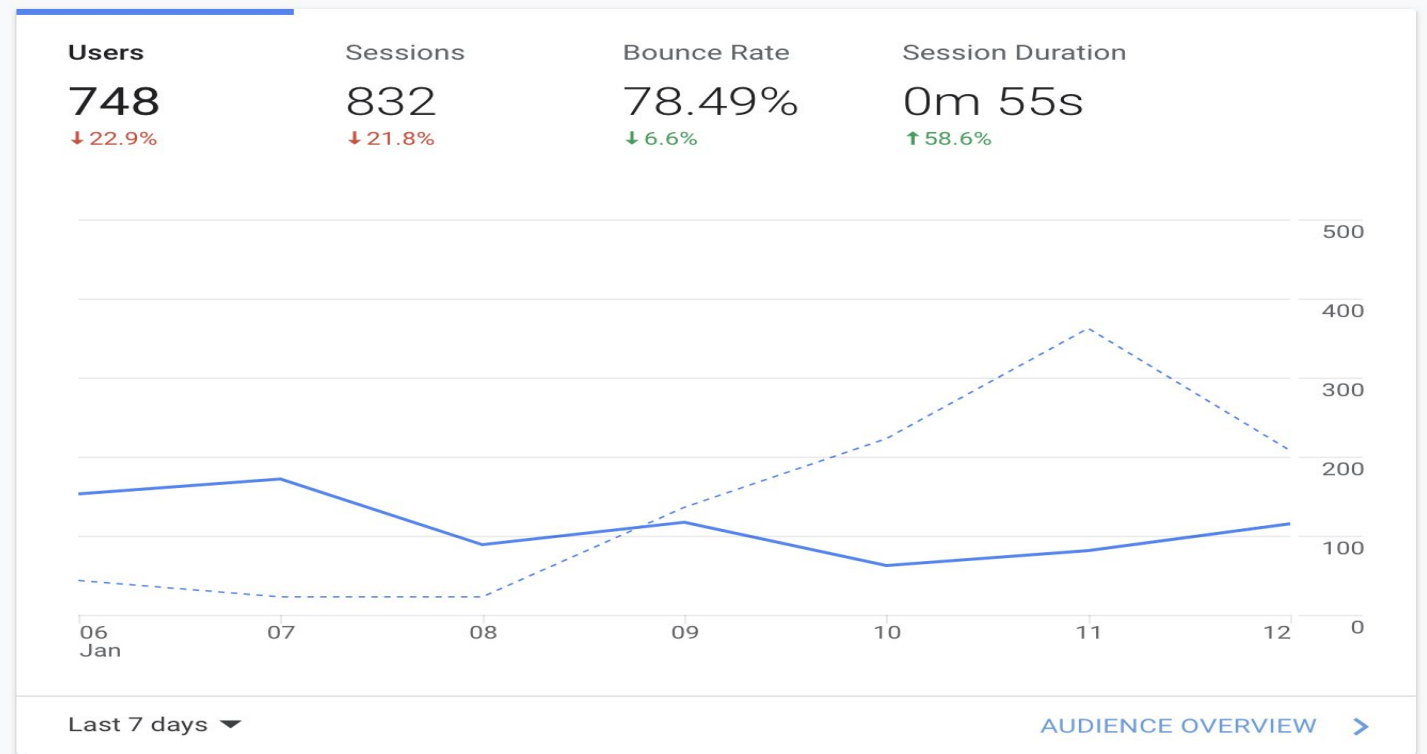
Link to website → Sponsor Performance Pulsation Control

← Company Banner

Company Overview →

Performance Pulsation Control specializes in the design and manufacture of Pulsation Control Devices. Our expert engineers provide custom solutions for Oil & Gas, Well Service, Chemical Plant, Refinery, Water Treatment and a variety of Industrial Applications. Performance Pulsation Control operates more than 100,000 square feet of manufacturing facilities between Dallas and Odessa, which allows full control of the quality of our products.

Web Traffic





Email Overview

Based on 2018 data, email marketing is still ranked as the most effective marketing channel, beating out social media, SEO, and affiliate marketing. We have an email marketing list of 2000+ subscribers that is growing at 10% per month. We send oil & gas newsletter emails daily that include your brand and product information. The adds are designed to drive traffic to your website so you can convert to a lead.

Sample Email Add


Sponsor

Our diversified fleet




will meet your equipment demands!

It's what we know... just ask!

Warren Mcdonell
wmcdonell@transcourt.com
780.913.2700



Jason Hugo
jhugo@transcourt.com
403.606.0880

in |  |  | 

Company Overview → Transcourt Inc. was founded in 1997 specifically to meet the leasing and long-term rental needs of the liquid bulk transport industry. Today our large fleet of tankers is available to customers across Canada for a variety of unique industry segments and in a wide selection of tank trailer configurations.

Links to website, email, LinkedIn & Youtube

Email Traffic Example

	Enerlead Rig Report Jan 12 2021	Sent	39.8%	1.9%
	Regular · Enerlead Master List		Opens	Clicks
	Sent Tue, January 12th 9:08 AM to 569 recipients by you			