

DIGITAL MARKETING IN THE OIL & GAS INDUSTRY FOR MANAGERS

“Modern Marketing Strategies for a Traditional Industry”

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► Available delivery methods: In-House Training

Introduction

The oil & gas industry is evolving—and so are its marketing challenges. As stakeholders become more digitally savvy and competition intensifies, traditional marketing alone is no longer sufficient. This course equips managers and decision-makers with practical digital marketing strategies tailored to the unique landscape of the oil & gas sector. From building a powerful online presence to leveraging data-driven campaigns, participants will gain the tools to modernize brand visibility, engage B2B clients, and drive business growth in the digital age.

Objectives

Participants will be able to:

- Understand the role of digital marketing in industrial B2B settings
- Create effective digital campaigns aligned with oil & gas business goals
- Apply SEO, content, email, and LinkedIn strategies to reach key stakeholders
- Analyze digital performance using relevant KPIs and tools
- Manage brand reputation and communication in a digitally connected world

Why Attend

- Learn how to make your company discoverable in a complex global market
- Understand buyer behavior and digital journeys in B2B energy markets
- Build credibility and authority through thought leadership and online content
- Improve lead generation, engagement, and conversion with digital tools
- Develop a digital mindset and strategy aligned with upstream/downstream goals

Target Audience

- Oil & Gas Marketing Managers
- Business Development and Strategy Leaders
- Brand, Communications, and Public Relations Officers
- Mid-to-Senior Managers responsible for client outreach
- Digital Transformation or Innovation Teams

Individual Benefits

- Boost your digital marketing confidence and skills
- Create marketing strategies customized for the energy sector
- Build your professional profile using platforms like LinkedIn
- Understand analytics and improve marketing ROI

Organizational Benefits

- Enhance brand positioning and global visibility
- Improve stakeholder engagement across digital channels
- Reduce cost-per-lead with targeted online campaigns
- Build a consistent, professional digital presence for the company and its executives

Instructional Methodology

- Case studies from oil & gas industry campaigns
- Live demonstrations of digital tools and platforms
- Interactive group activities: creating mock digital plans
- Hands-on workshops for analytics, SEO, and email marketing
- Final digital marketing strategy project and feedback

Course Outline

DETAILED 5-DAY COURSE OUTLINE (Customizable) Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

- Day 1: Introduction to Digital Marketing in Oil & Gas
- **Module 1 (07:30 – 09:30):** Understanding the Digital Landscape in Oil & Gas
 - **Module 2 (09:45 – 11:15):** B2B Buyer Journeys and Digital Touchpoints
 - **Module 3 (11:30 – 01:00):** Digital vs Traditional Marketing in Industrial Context

- Day 2: Core Digital Tools & Channels
- **Module 4 (07:30 – 09:30):** LinkedIn for B2B Engagement & Leadership
 - **Module 5 (09:45 – 11:15):** Email Marketing and CRM Integration
 - **Module 6 (11:30 – 01:00):** SEO, Website Strategy & Landing Pages

- Day 3: Content and Campaign Development
- **Module 7 (07:30 – 09:30):** Creating Content for Technical Audiences
 - **Module 8 (09:45 – 11:15):** Digital Storytelling & Visual Media
 - **Module 9 (11:30 – 01:00):** Planning & Executing Digital Campaigns

- Day 4: Analytics, Tools & Compliance
- **Module 10 (07:30 – 09:30):** KPIs, Dashboards & Performance Metrics
 - **Module 11 (09:45 – 11:15):** Social Listening & Competitor Benchmarking
 - **Module 12 (11:30 – 01:00):** Data Privacy, Ethics, and Industry Regulations

- Day 5: Strategy, Reputation, and Execution
- **Module 13 (07:30 – 09:30):** Managing Digital Brand Reputation
 - **Module 14 (09:45 – 11:15):** Building Your 12-Month Digital Strategy
 - **Module 15 (11:30 – 01:00):** Final Presentation, Peer Review & Certification

Certification

Receive a Certificate of Completion recognized industry-wide. Get a Digital Strategy Toolkit to apply learning immediately. Access a ready-to-use Campaign Planning & Analytics Dashboard.

Why Choose MAWA Events

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