

Global Marketing of Petroleum

Acquire a Competitive Advantage in the Oil and Gas Industry

Introduction

The one thing that will help set you apart from others in your capacity as a manager or supervisor in the petroleum sector, regardless of experience, is your ability to sell your company. Not to mention that developing your marketing abilities can help you advance professionally and maximize the value of your expertise in the oil and gas, petroleum, and energy sectors for your company.

Making judgments based just on the facts in front of you isn't enough to be a great marketer, though. More than that, it is the ability to reach a compromise—often between intricate and contradictory constraints.

Professionals in the petroleum, oil, and gas industries will benefit from this highly interactive Course N Carry Global Marketing of Petroleum training course, which is designed to teach you how to effectively sell in one of the most difficult settings on earth.

This training session for Course N Carry will look at:

- An overview of petroleum marketing that includes information on important players, infrastructure, and the range of marketing strategies used in the industry
- The problems and difficulties that come with selling petroleum goods
- Trends in petroleum marketing: how goods are evolving and how marketers may adapt
- Global petroleum product demand and pricing: how are output and price influenced by groups like OPEC?
- Where in the supply chain profits are created, and how may these be increased?
- Creating and carrying out an effective sector-specific marketing plan
- The importance and function of branding in the petroleum industry

Objectives

Participants in this Course N Carry training course will have the following skills at the end:

- Create and put into action a feature-rich marketing plan tailored to the petroleum industry.
- Recognize the economic factors influencing the global petroleum market.

- Deliver a compelling message by utilizing an assortment of marketing tactics.
- Understand how the media operates.
- Obtain a competitive advantage in the quickly changing petroleum, oil, and gas industry.

Training Methodology

Participants will engage in a highly interactive learning environment where they will learn how to recognize the strategies used by expert marketers in the petroleum sector to maximize brand leverage, exposure, awareness, and—most importantly—credibility in this fiercely competitive market.

The training course's technique will comprise questions and answers from participants, flipcharts, handouts, and the course tutor offering a number of situations and theoretical and real-world examples.

Organizational impacts

An awareness of how to design a sector-specific marketing plan

- The capacity to carry out their plan in order to guarantee success
- An improved understanding of the petroleum industry's marketing and financial operations
- How can you defend and elucidate your marketing choices and approach?
- An understanding of the roles that a director, manager, and marketing officer play in the sector
- A marketing template that ensures a competitive advantage

Personal Impact

- An improved understanding of marketing theory that is specifically applicable to the petroleum industry
- Understanding the macro and microeconomic factors that impact the petroleum industry
- A realistic grasp of how to use their marketing expertise in their day-to-day workplace
- In the petroleum industry, which marketing strategies yield the most returns?
- How can social media and digital marketing be combined with other types of marketing in the petroleum industry?
- The importance of positive public relations
- How should a crisis be handled?

Who should attend?

The goal of this Course N Carry Global Marketing of Petroleum training course is to help directors, employees, and marketing department workers in the petroleum business.

- Specifically, the following will find it quite helpful:
- Those that are fresh to the petroleum sector
- Employees currently working in the field who are transitioning to roles connected to marketing
- Employees in marketing who want to learn more about the industry
- Employees that want to know how the industry's finances impact their marketing role

Course Outline

Day 1

The Petroleum Industry: An Overview of Marketing

- The Fundamentals of Petroleum Product Marketing: An Examination of Market Dynamics and Distribution Routes
- Overview of Petroleum Marketing: The Main Players and Infrastructures
- Frequently Sold Products and the Problems and Difficulties They Face
- Choosing Who to Market to, Developing Your Message, Understanding Your Customer Segments and Their Requirements
- The Importance of Powerful Branding in the Petroleum Industry
- Important Business Procedures for Selling Petroleum Products to Various Clientele and Partners

Day 2

Petroleum Industry Retail and Wholesale Marketing

- How do merchants advertise to their customers about different petroleum products?
- The AIDA Model and the Petroleum Industry
- Streamlining and Emphasizing Your Primary Differentiators
- How important are positioning and segmentation for the petroleum industry's marketing success?
- How can businesses promote in large quantities, particularly to distributors and resellers, using wholesale marketing?
- Analysis of Domestic, Industrial & Commercial, B2B & B2C, Transportation, and Multinational Segments
- Product Rivalry in the Petroleum Industry

Day 3

Linking Marketing for the Petroleum Sector to Micro and Macroeconomics

- Why is the macroeconomic environment important for the petroleum industry?
- Demand and Cost of Petroleum Products Worldwide
- How can one analyze the market and assess how trends will affect development in the future?
- Performing a PESTEL Study: Understanding the dynamics and causes of your market
- How are the global and regional markets for petroleum and crude oil established?
- How do global petroleum production markets get affected by organizations such as OPEC?
- Marginal Utility: The sector's profit-making area
- Differentiation of Products and Services

Day 4

Digital Marketing's Ascent in the Petroleum Industry

- A definition of digital marketing with a focus on the petroleum industry
- How can an integrated campaign for the petroleum sector employ both conventional and digital media?
- Using all of your social media channels to increase exposure within the petroleum industry
- Responding to concerns on social media from customers, suppliers, and other industry stakeholders
- Growing the number of views, likes, and clicks on different digital platforms
- When should you use social media to advertise? – How can major gas, oil, and petroleum accounts be reached through new channels?
- Using email techniques to get click-through rates appropriate to the industry
- Assessing the Digital Footprint and Impact
- Creating a Comprehensive Digital Strategy for the Petroleum Industry

Day 5

Implementing Your Strategy

- How do I proceed if something goes wrong? – How should a crisis in the petroleum industry be handled?
- Communicating with opinion leaders and journalists
- Preparing Ahead: Putting Your Oil and Gas-Specific Strategy into Practice
- Integrating your coverage across print, broadcast, and online media
- Valuation and Return on Investment in the Petroleum Industry
- Internal Communications: The Advantage of Notifying Your Coworkers