

A DIGITAL MEDIA GUIDE

Tools, research and best practices for the oil and gas industry



From the World's Leading **Marketing,**
Advertising and **Public Relations**
Firm for the **Oil and Gas** Industry

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FOSTER
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WHY SHOULD I CARE ABOUT ONLINE?

The lines of communication available to businesses have significantly changed since 1986 when a national network, or Internet, was proposed; or 1991, when the “Gore Act” spread the Internet beyond the computer science realm.

Where at one time only scientists surfed the Internet, now nearly everyone has an email address and a website — or at least a webpage.

This shift in how we communicate and do business has had a huge impact in oil and gas and the broader energy industry as well.

Mastering these new lines of communication has become a race to keep up as new ways of distributing news and information are appearing at an ever-increasing pace. Where once news releases were delivered by snail mail, now news is sent electronically and posted online almost instantly — instead of waiting for a trade journal to run a story on a new find, an oil company can deliver the message immediately through social media channels. An operator could post a tweet on Twitter about new areas they are exploring or a rental tool company could blog about the benefits of its newest tool.

Using multiple online marketing tools — and providing the right content — is key to unlocking your company’s online potential. Developing a digital strategy creates a road map for how your company will engage clients and prospects using digital media, such as email blasts, landing pages and social media.

This guide offers an overview of how online tools may be used to reach your audience, as well as providing a look at how others are using the Internet to grow their business and expand their brands. There are a lot of terms to learn if you are new to digital media. To assist you, there is a glossary of terms at the end of this document.

Delving into a digital program can be a bit scary, but now is the time to get serious about your online marketing efforts. This guide is designed to be a starting point for you to launch your digital efforts and to educate on digital potential for energy industry companies.

Best of luck on your digital journey!

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THINK ABOUT HOW YOU USE THE INTERNET

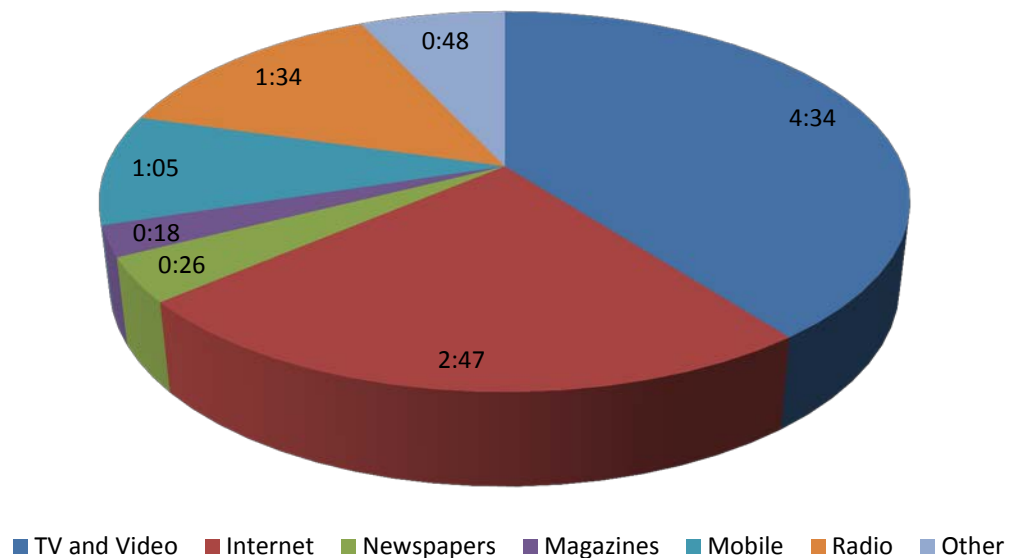
Even if you are not selling books or software, your online presence is critical.

Just think about how you use the Internet in your own life. You likely go online to shop or do research, get up-to-date news or to connect with a network of colleagues — and that’s just at work.

- Chances are you are spending much more time surfing the Internet. A 2011 study of media usage showed a steady increase in online and mobile media usage. In a typical day, the study showed people spending about four and half hours watching television or videos, while Internet usage crept to nearly three hours per day. While other media channels such as newspapers, radio and magazines fight for users’ time, daily mobile usage is claiming more than an hour per day of users time.*

While the average time spent with the Internet and mobile devices has steadily been on the rise in the past four years, television usage has begun to rebound after a slump in usage in 2010. A 2012 Statista study shows multitasking could be making the difference as the findings show 52 percent of American smart phone users go online while watching TV.**

Average Time Spent Per Day with Media by U.S. Adults



*eMarketer, December 2011 (Based on average time of 11 hours and 33 minutes daily spend with some form of media)

** Statista Media Multitasking by American Smartphone Users in 2012

THINK ABOUT HOW YOU USE THE INTERNET *continued*

- E-commerce sales and research is predicted to continue on an upward trend in the years ahead. Online shoppers are predicted to reach 184.3 million in 2012, up 3.3 percent from 2011. More than 88 percent of U.S. Internet users will research products online this year, with nearly 84 percent making an online purchase.
- A 2011 survey by Endeca on business-to-business e-commerce efforts showed this area as just getting started. Only 25 percent of B2B companies surveyed had an e-commerce site. Admittedly, there are often more variables and decision-makers involved in B2B sales, but in 2012, the most successful B2B e-commerce efforts are looking to take advantage of this opportunity by encouraging communications on multiple channels and methods with customers to speed the sales process.**

77 percent of businesses said they acquired a customer through Facebook.

SOURCE: Marketing Charts

As these numbers continue to climb, it will be even more important to be sure businesses are getting their share of online sales.

Still not convinced you need to get your digital strategy in order? Still don't think online marketing applies to your business? Making sales is important to you, right? Check out these 2012 statistics relevant for those in the B2B market.

- One-third of global B2B buyers use social media to engage with their vendors and 75 percent expect to use social media in future purchase processes.***
- Seventy-seven percent of businesses said they have acquired a customer through Facebook. ****

* eMarketer 2012 Digital Media Survey

** Endeca Web Commerce Solutions

*** Social Media B2B

**** Marketing Charts

THINK ABOUT HOW YOU USE THE INTERNET *continued*

Among 2012 online shoppers, key online activities included research (42 percent), reading expert and user reviews (21 percent), comparing prices (16 percent) and searching for discounts (14 percent).*

Online shopping behavior trends apply to the B2B arena, so businesses are carefully monitoring consumer online trends and applying these thoughts to their efforts.

HOW BUSINESS IS USING THE INTERNET

Businesses are leveraging the power of the Internet to advertise, communicate, inform, publish, recruit, research, sell and train. A survey of the B2B sector, found how businesses are prioritizing their online efforts this year.

- 68 percent said lead generation was their top priority
- 50 percent had thought leadership and market education on their lists
- 39 percent said brand awareness was a priority
- Less than 35 percent said lead nurturing was part of their plan
- Less than 12 percent were focusing in on social media engagement***

With sales always being a goal, many businesses are finding buyers using social media. Among B2B companies, LinkedIn is a clear winner with 65 percent having acquired a customer via this channel, followed by 60 percent having acquired a client through a company blog, 43 percent through Facebook and 40 percent via Twitter. **

More than 84 percent of the businesses said they are increasing content and advanced content product including case studies (62 percent), white papers and ebooks (61 percent) and news releases (58 percent).***

65 percent of B2B companies say they've acquired a customer using LinkedIn.

SOURCE: Marketing Charts

*Invesp

** Marketing Charts

*** B2B Technology Marketing Community, 2012

**** Ecommerce Insites



WHAT IS DIGITAL MEDIA?

Once called “new media,” digital media is a general term used to describe ways of delivering information, advertising and promotional messages digitally or via the Internet. It could include anything from a text message to an online blog or a website to an email.

Digital media has evolved from a one-way presentation of information to an online dialogue. Online communities have sprung up, connecting users interested in almost any topic or industry, allowing them to share information, communicate and benefit from the collective experience. This shift to two-way and user-generated content has led to many changes in digital media.

For any business, digital media offers new ways to reach your audience and grow your brand.

DIGITAL CHANNELS AND SERVICES

Here are some of the channels and tools you can use to leverage the power of digital media for your business:

- Animations
- Analytics tracking
- Blogging (WordPress, Blogger™)/microblogging (Twitter™)
- Downloadable white papers
- Email marketing
- Interactive components
- Intranets
- Landing pages
- Mobile Marketing Solutions (MMS)
- Online media buying
- Online newsletters
- Online surveys
- Online video (YouTube)
- Photo galleries
- Podcasting/vodcasting
- Search Engine Optimization (SEO)/Search Engine Management (SEM)
- Social media (Facebook, LinkedIn®, Twitter™, YouTube, Google+, Flickr, Pinterest, Plaxo)
- Webinars
- Website/microsite development
- Wikis
- Custom QR codes
- Mobile and web apps

DIGITAL CHANNELS AND SERVICES *continued*

The list of digital possibilities is endless. The real power is combining these efforts to create a digital strategy to ensure all your efforts are focused toward the same goal. Like any other business strategy, your digital strategy should include what you want to accomplish over a specific time period and how you will measure success.

HOW IS DIGITAL MEDIA DIFFERENT?

At one time, a business could get away with simply posting a one-way monologue on its website; now the tables have turned. The goal is to create a dialogue or conversation with clients, prospects and potential partners. With this shift — and increasing online competition — the following have become critical online considerations:

Participation is key!

There are now six Ps of marketing.

Participate is just as important as product, price, promotion, people and placement.

Content: Before it was about top-down content. Now, it's about bottom-up, or user-generated, content.

Interactivity: An online brochure is no longer acceptable for a website. Users expect lots of options to keep them engaged.

Usability: Utilitarian content is the best way to go. Everyone is busy, so make finding items and information easy.

Content layering: Simply listing a phone number isn't giving customers what they want. They want maps, phone numbers, data, photos and more at their finger tips, day and night.

Getting connected: Participation is a key component. This could include an email link for a company representative or even creating an online community.

HOW IS DIGITAL MEDIA DIFFERENT? *continued*

How does this change the way we do business? Organizations must:

- Be transparent and authentic;
- Be customer-focused and responsive;
- Share their knowledge: *Serve not sell; and*
- Focus on listening instead of controlling the conversation.

Isn't that what you'd expect from the people you do business with?



42 percent of marketers say
Facebook is critical or
important to their business.

SOURCE: State of Inbound Marketing, 2012

WHAT IS SOCIAL MEDIA?

Social media and social networking tools are based on the idea of shared content. This content could be text, pictures, music clips, video, links and more. The idea is that this content is accessible and sharable.

Some of the more popular user-generated content sites include networking sites such as LinkedIn®, Facebook and Google+; social bookmarking sites such as Delicious; news sharing sites such as Digg™ and Reddit; micro-blogging sites such as Twitter™; and video sharing such as YouTube.

There are many options for sharing content, but the basis of social media focuses on connecting people with similar interests, backgrounds or needs. Businesses have turned to social media to share information, learn what customers want and much more.

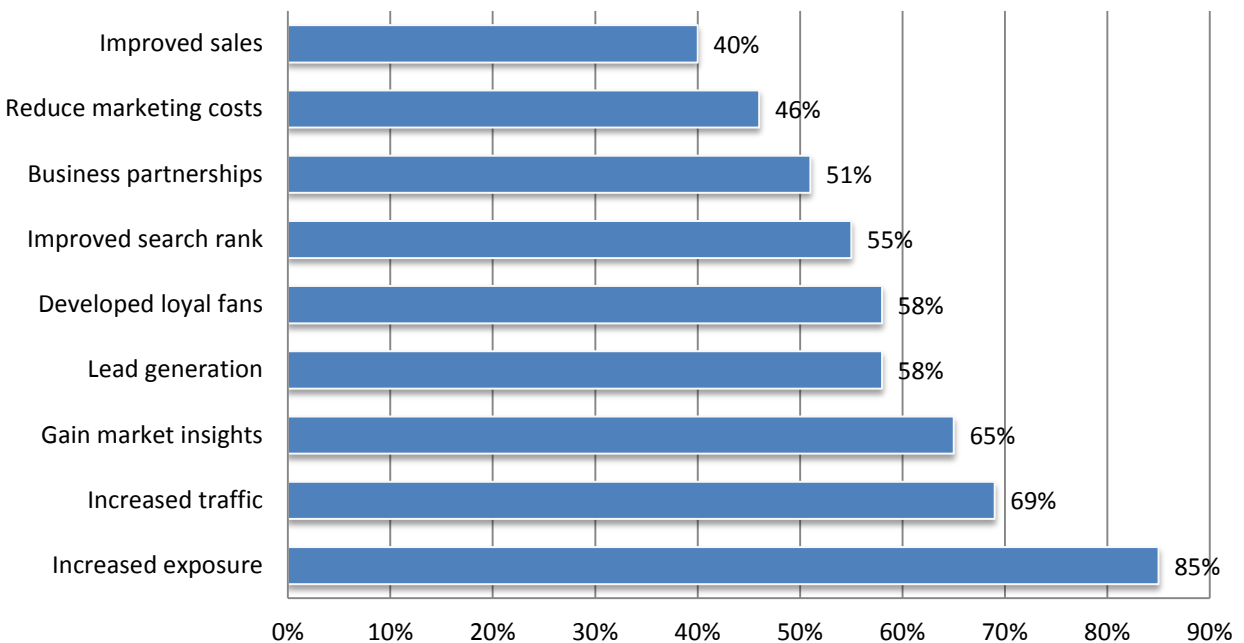
WHAT IS SOCIAL MEDIA? *continued*

There are also many other general networking and sharing platforms, such as Plaxo, YouTube and Flickr®, and that’s before you begin delving into industry specific channels, including energy forums, oil and gas groups, blogs and interactive trade journal websites.

Businesses are using social media more than ever – and seeing results.

- 62 percent of marketers said social media became more important to their marketing campaigns in the past six months.*
- Social media has a 100 percent higher lead-to-close rate than outbound marketing.
- 80 percent of U.S. social network users prefer to connect to brands through Facebook.
- 37 percent of hiring managers use social media to research job applicants.**

Benefits Businesses Have Seen From Social Media

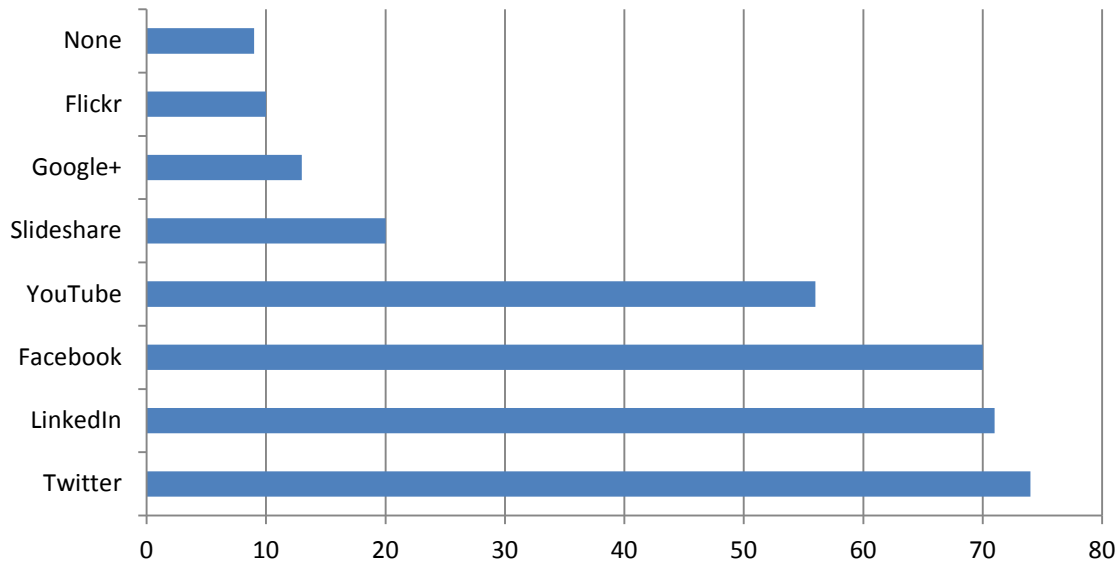


SOURCE: Social Media Examiner, 2012 Survey

* HubSpot.com

** Harris Interactive

Social Media Sites Marketers Use to Share Content



SOURCE: Content Marketing Institute

WHAT IS SOCIAL MEDIA? *continued*

- Brands have seen a 46 percent increase in user engagement with Facebook’s new timeline setup. Brands have also seen a 65 percent increase in user engagement of interactive content using the new timeline.
- 65 percent of the world’s top companies have an active Twitter profile.*
- 90 percent of marketers use social media channels for business.
- 43 percent of marketers have noticed an improvement in sales due to social campaigns.
- 91 percent of experienced social marketers see improved website traffic from social media efforts.
- 79 percent of social marketers are generating more quality leads.

* *The Social Skinny*

** *Marketingeasy*

WHAT IS SOCIAL MEDIA? *continued*

- 47 percent of customers are somewhat likely to purchase from a brand they follow or like on a social media channel.
- The average time spent by marketers on social media is one to five hours a week for those just starting out and more than six hours per week for more experienced marketers.
- Only 22 percent of businesses have a dedicated social media manager.
- The average midsize to large company (1,000 employees or more) has 178 social media assets such as Twitter profiles, employee blogs, Google+ pages, etc.**

Are you missing out on ways to connect with potential customers? If you are not using at least some digital or social media tools, chances are this is a niche you could tap to help grow your customer base and better connect with your prospects.

* *The Social Skinny*

** *Marketingeasy*



WHAT ROLE CAN DIGITAL MEDIA PLAY IN THE OIL & GAS INDUSTRY?

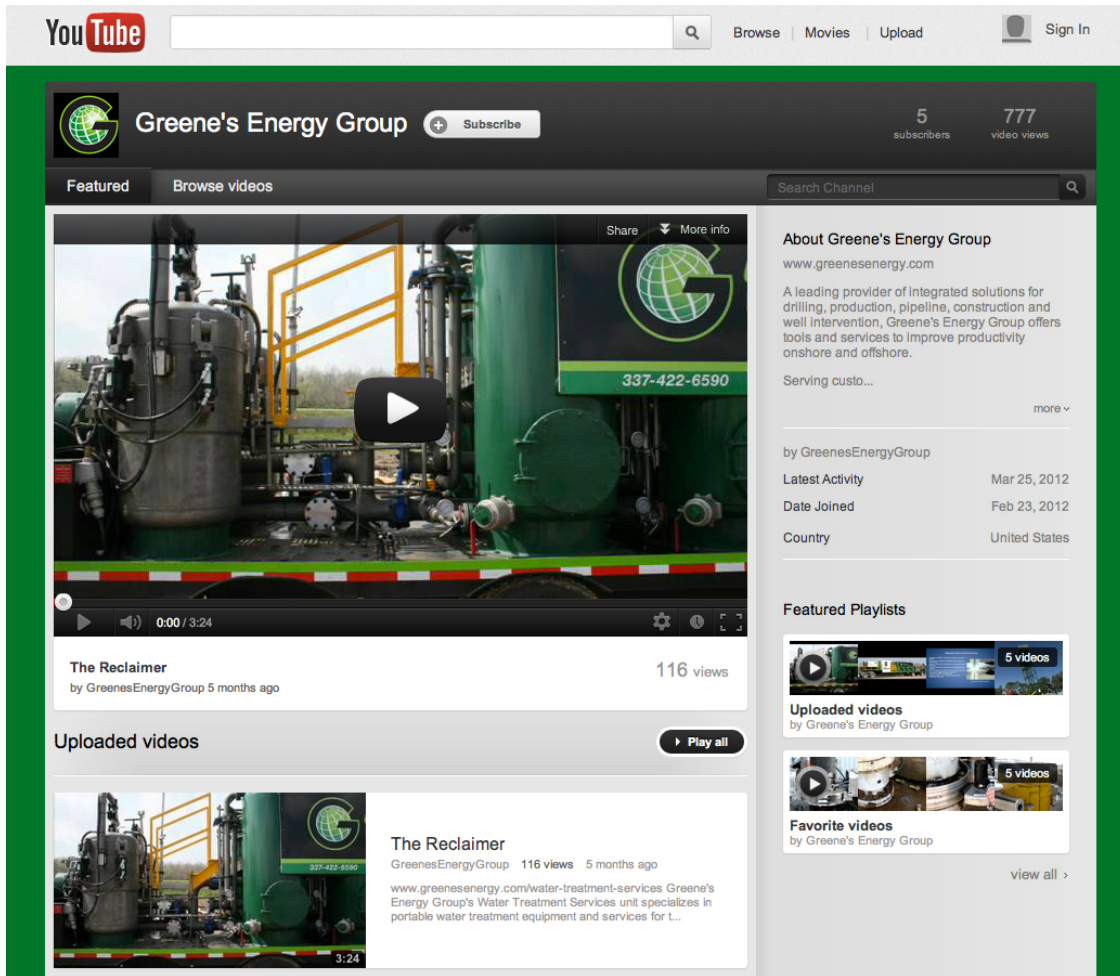
Many companies are using digital media as business tools. For example, Intranets, customer forums and wikis are just a few digital methods that can be used to share information internally with employees or externally with customers.

Here are some of the ways businesses are using digital media:

- **Brainstorming.** Create an idea-sharing atmosphere without the bother of a less-than-productive meeting.
- **Thought leadership.** A thought leader describes a person or a company recognized for sharing innovative ideas and demonstrating the confidence to promote or share those ideas. Shouldn't your company be considered an expert in its field? Thought leadership is an increasingly vital driver of business success.
- **Join the discussion.** Social media networks are the reporters of the world's newsroom. Your company is going to be reported on; be part of that discussion.
- **Be a participant.** Play an active part in creating your corporate image. Joining online groups and networks will pay off in exposure and customers.
- **Find talent.** Social networks can play a role in attracting talent.
- **It's international.** If your goal is to become an international company, there is no better way to reach an international audience than online.



WHAT ROLE CAN DIGITAL MEDIA PLAY
IN THE OIL & GAS INDUSTRY? *Continued*



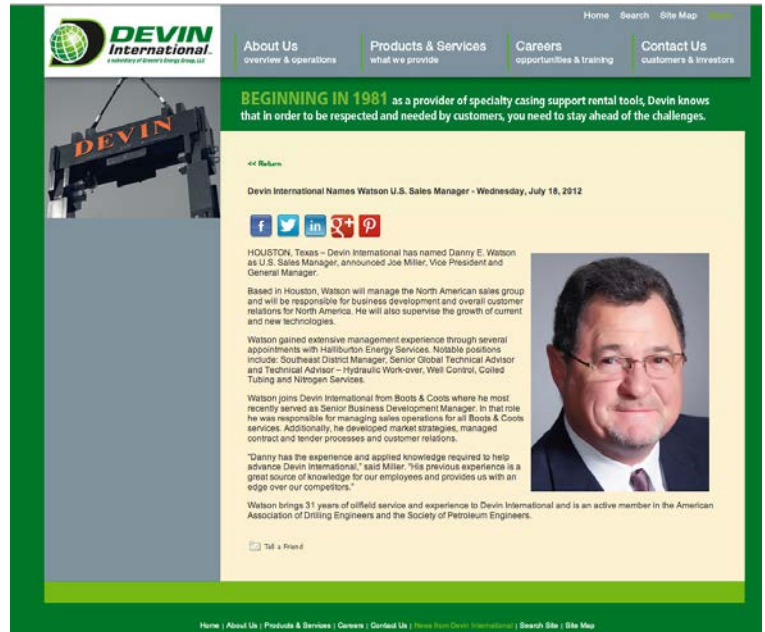
- **Public relations.** Having a website (or at least a landing page) that tells about your company and provides contact information is valuable for public relations, as well as business contacts and prospective clients.
- **Show them.** Look for opportunities to add multimedia, such as animations and videos, as an effective way to present your products and services.



DIGITAL MEDIA EFFORTS AT WORK WITH OTHER INITIATIVES

Your digital efforts should work hand-in-hand with public relations and customer-service strategies, too.

- Create an online newsroom to tell the world what is happening in your business. Include a statement saying it's acceptable to republish content from your online newsroom webpage.
- Consider posting optimized news releases to improve Search Engine Optimization (SEO) results.
- Consider incorporating RSS or Really Simple Syndication technology into your website's newsroom.
- Demonstrate the benefits of working with your company and share customer satisfaction responses via your website, feedback forms and social media sites.



The experts agree, digital initiatives are not going away and are becoming a crucial part of doing business in the future.



WHERE DO I START?

Your Website

Your website may be the first time a potential customer interacts with your brand or company. According to a report by the International Data Corp., the influence your website has on potential buyers ranks second only to face-to-face interactions.*

Product and service providers' websites are becoming an even more important part of the marketing mix as 71 percent of B2B buyers are looking online before buying a product, service or solution.**

Think of your website as the hub for your marketing activities. No matter what type of marketing you are doing—direct mail, email, public relations, trade shows or cold calling—it is driving people to your website.

The screenshot displays the Foster Marketing website interface. On the left, a dark sidebar contains navigation links: 'How We Work', 'How We Can Help', 'See Our Work', 'Who We Are', 'FOSTER MARKETING' logo, 'Tools and Advice', and 'Contact Us'. Below these are social media icons for Facebook, Twitter, LinkedIn, WordPress, YouTube, and RSS, along with an 'in Follow' button. The main content area features a blue and white wavy graphic above the text 'Full of ENERGY'. A central text block states: 'From upstream to downstream, from wind to hydro and beyond, Foster Marketing delivers cost-effective, creative marketing communications to the worldwide energy industry. More than any other communications firm, we understand the energy business. We have been an integral marketing provider to the oil and gas industry for more than 30 years and as renewable energy has emerged, we've followed suit.' To the right, a 'Join our group on LinkedIn' box includes the text 'Get tips from our experts and keep up with industry events.' and a LinkedIn logo. Further right is a screenshot of the LinkedIn group page for Foster Marketing, showing updates and discussions.

*IDC's 2012 Buyer Experience Study

**Buyersphere Study

Your Website *continued*

Your website is the portal clients and prospects use to learn more about your products and services, register for events, read articles and research, sign up for newsletters, download a white paper and maybe more. It is the place they go to form an impression of your company and interact with your brand.

Overall, your website should:

- Establish that you are professionals through high-quality design, writing and easy navigation of content.
- Establish that you are worthy of consideration through an overview of your services and products, biographies of your people, success stories that show how you have helped clients and delivered on your promises to do what you said you would.
- Establish you as an expert through articles, tools, publications, videos and other resources to help build credibility and trust — all essential elements necessary to win clients.
- Incorporate other online efforts such as social media channels, e-newsletters and blogs.

Taking the Next Step

However you develop your site, make sure you are dedicated to maintaining it. Working with a marketing specialist can help you decide how digital media can help you meet your goals and enhance your overall marketing mix. Should you run out and start a blog? Not necessarily, but there are many digital options that should be considered.

You should always consider your overall goal before jumping in. For example, know who you would like to reach; is it prospects? Journals and trade publications? Existing clients?

When you communicate with these groups, you provide different information, speak at a different knowledge level and maybe even use a different vocabulary. Knowing whom you will be connecting with will allow you to do this online, too.

Before You Get Started

Before you get started, consider the following.

- What influences your audience? What does your audience expect from you?
- What useful information/tools/services can you provide online? Does your company have experience and knowledge you could share?
- Are you ready to make a time and financial commitment?
- Do you understand your customers (and their conversations)? Talk to them.
- Company buy-in is key. No one can do this alone. Training/education may be needed for your staff.
- What are your existing skills that can be leveraged? Integrate efforts with existing tools and services.
- What are your goals? How will you measure success?
- How will you interact and engage with visitors?
- How often will you update your site content? Add new content?
- How will you optimize your site for search engines? What key terms are important for you to use effectively throughout your site?

BE READY TO CHANGE. There will be detours on the road to digital success.

BEST PRACTICES

- **Content is king.** Likely the most important digital need is to provide useful and relevant information for online users in a format that is easily navigated and used. Remember, if you don't provide what they are looking for or make it too hard to find, your competition is just a click away.
- **Can they find you online?**
Even if you have a website, making sure prospects can find you is important. See what clients and prospects see when they search for you by name. Is your contact information correct? Does your website even appear on the first page of search results? Are there other companies that could be confused with your business?
- **Know what they are looking for.** Do your homework on what terms your prospects are typing into a search engine when looking for the products and services you provide. Do you appear on the first page of search results? Do your competitors? Search Engine Optimization (SEO) has become a hot topic, but it is always wise to see where you are now and then set your goals accordingly.

Search
marketing
provides the
highest
quality leads.

SEO leads have a 15% close rate, on par with the close rate for direct traffic, and ahead of referrals (9%), paid search (7%), social media (4%) and outbound leads (2%).

SOURCE: Marketing Charts

BEST PRACTICES *continued*

- **Make a good first impression.** Your website often shapes the first impression a potential customer has of your company. Are you worried? If so, get started on fixing your website now. Your site is the center of your marketing efforts, so make sure you are putting your best foot forward. Your company's website should grow with your business. Sites updated every few years are long gone. Make sure your prospects can tell that you are actively looking for new customers.
- **See what they're saying.** Social media and social networking are changing how we do business. One survey reported that 92 percent of online consumers said they trusted recommendations from friends, family and others.* Shouldn't you know what people are saying about your company and your products? Are you getting good reviews from current and former clients? If you aren't sure, look; because chances are, your prospects already have.
- **The sixth P of marketing is participation.** Social media is quickly becoming a part of doing business. Consider thought leadership and ways to share your expertise; focus on having conversations, not control; and don't forget to monitor and measure your efforts.
- **Define your audience.** By knowing who you are targeting, you'll be better able to communicate with them and provide the information they want in the format they can use.
- **Repurpose, reuse, recycle and re-engage.** Look for opportunities to get the most benefit for your efforts. By using multiple channels such as Facebook, LinkedIn®, Twitter™, YouTube and Google+, you can reach several potential clients by repurposing content.
- **Have a plan.** Knowing where you are and where you'd like to be are good places to get started. Developing a digital strategy is one way to be sure your organization's efforts are heading in the same direction.
- **Make a commitment and keep it going.** Find what works for your company and keep at it. Once you hit your stride with one channel, consider delving into another digital channel.

* 2012 Nielsen Report

WORTH A LOOK

A good way to get ideas is to look at what others are doing and decide what channels and strategies best fit your company.

Content is king

- Industry publications such as these know content is king online and provide useful tools and informative interactive content to showcase what they have:
 - www.RigZone.com
 - www.Offshore-Mag.com
 - www.WorldOil.com

Social media

- Oil & Gas Journal (www.twitter.com/OGJOnline) is using Twitter to put updates of industry news in bite-sized pieces.
- Halliburton is using Twitter™ (www.twitter.com/halliburtronEVNT) to get the word out about new technologies and case studies.
- Join one of the Energy or Oil and Gas groups on LinkedIn®. Just search under Groups for the topic you are interested in and join the conversation. It's similar to attending an industry networking event — only on a massive scale — and without leaving your office.

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 Type: Professional Group
 Members: 147,376
 Subgroups: 19
 Owner: Olivier T.
 Managers: Steve M., Cody B., Dave S., Michael T., Jeanne T.,
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Ready to Make Your Mark with an Industry

TERMS TO KNOW

Here are a few terms that will be helpful to know:

- **Apps:** Commonly used to refer to mobile apps designed for smart phone and tablet users, these are software applications that perform a function. Web apps are accessed via the Internet. Though the architecture of mobile apps vs. web apps is vastly different, the user experience is now virtually the same in most cases.
- **Blog:** Short for web log. It is a frequently updated online journal that can be used for business news, organizations, personal thoughts, experiences, web links and photos.
- **Email marketing or e-blast:** Email marketing, also known as an e-blast, is a form of direct marketing that uses email as a means of communicating with an audience.
- **E-newsletters:** Online newsletters can be published and distributed digitally. These newsletters may be online versions of print publications or may exist only in Internet-based forms.
- **Intranet:** A private computer network. These are very popular for sharing important company information with staff at different locations.
- **Landing page:** A customizable webpage that can be used to guide and track users brought to the page via other marketing and advertising efforts.
- **Micro blogging:** Made popular by Twitter™, this is an abbreviated form of blogging.
- **Microsite:** An individual page or cluster of web pages that are intended to function together within a larger website.
- **Mobile Marketing Solutions (MMS):** Mobile marketing can refer to marketing on or with a mobile device, such as a cell phone, or a moving manner; for instance, technology road shows or moving billboards.

TERMS TO KNOW *continued*

- **Online media buying:** There are online opportunities to sponsor a site or webpages, as well as place advertisements.
- **Podcasting:** A series of audio files distributed online.
- **QR Code:** Short for Quick Response Code, this is a type of matrix barcode (or two-dimensional code) that will take you to a URL or trigger a text message. Customized QR Codes incorporating a company logo or noteworthy icon are a popular addition to marketing collateral and advertising.
- **RSS:** A family of web feed formats used to publish frequently updated works — such as blog entries, news, audio and video — in a standardized format. An RSS document — called a feed, web feed or channel — includes full or summarized text, plus metadata such as publishing dates and authorship. Web feeds benefit publishers by letting them syndicate content quickly and automatically.
- **SEO/SEM:** Search Engine Optimization and Search Engine Management or Marketing seek to promote websites by increasing their visibility in search engines.
- **Social media:** Online communities and forums that allow users to share information and connect with others, such as Facebook and LinkedIn®.
- **Vodcasting:** A series of video files distributed online.
- **Webinars:** A specific type of web conference that is typically one-way, from the speaker to the audience, with limited audience interaction.
- **Widget:** A web widget is a portable chunk of code that can be installed and executed within any separate HTML-based webpage.
- **Wikis:** A webpage or collection of pages to allow anyone to contribute or modify content.

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To speak to a marketing specialist, please call:
Lafayette (337) 235-1848
Houston (281) 448-3435

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