



INTRODUCING OUR DIGITAL & MARKETING CONTENT SERVICES

We specialize in creating compelling content for the energy industry that drives action.



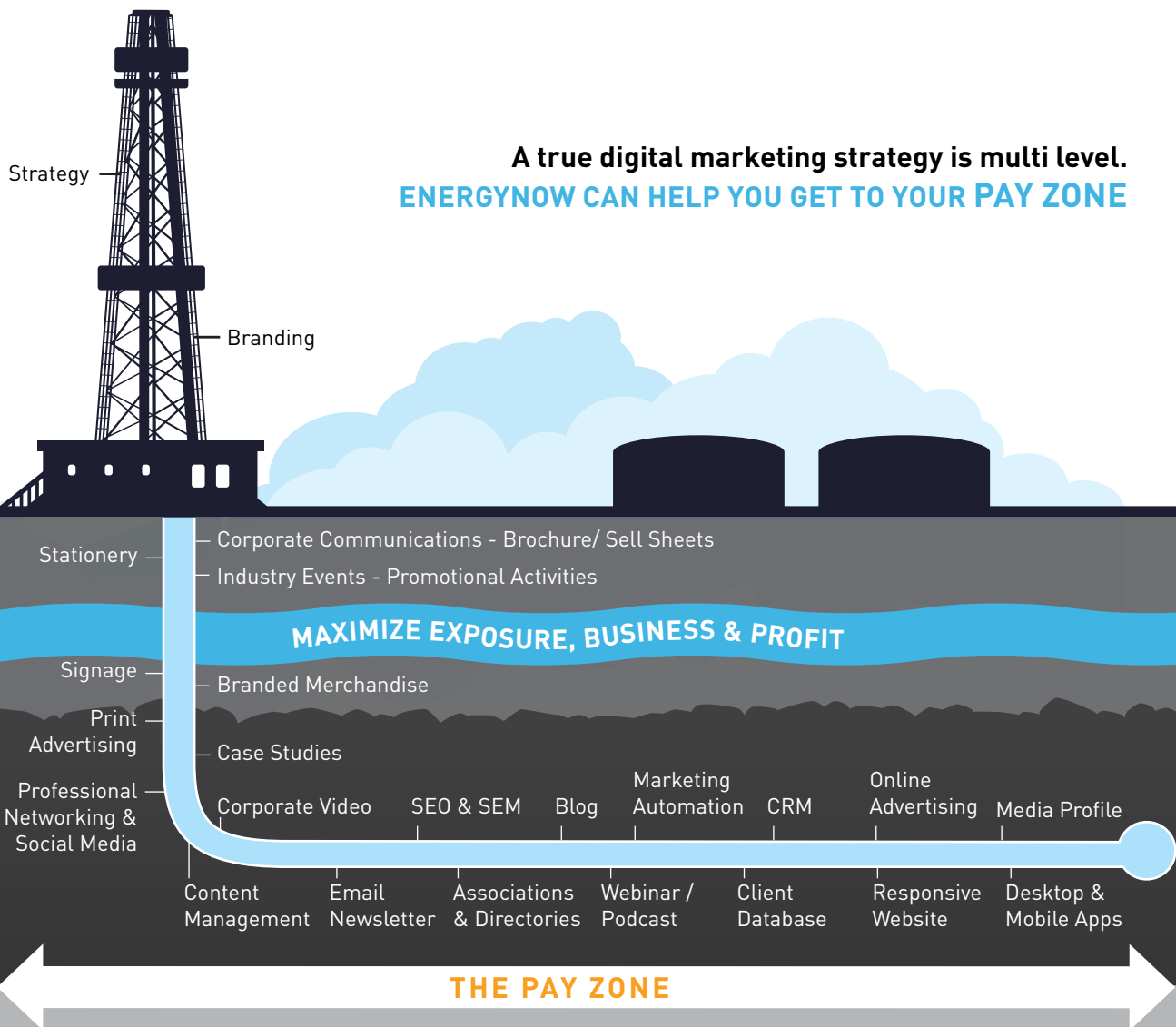


Partner with **EnergyNow** for your Digital & Marketing Content Services

At EnergyNow we are a team of passionate marketing & media professionals with over 25 years of Marketing & Communications experience behind us. **We are experts in digital marketing solutions.**

We believe that marketing is a process that must be incorporated into business planning. We take an integrated approach whereby we align marketing goals and initiatives to corporate planning, coordinate all digital marketing activities to work together in unison to achieve the best possible return on your investment.

Our goal is to grow your business, get your message to the energy market and increase your exposure to key buyers & decision makers.





Our Services



Article | Client: Grid Stone

CONTENT DEVELOPMENT



Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined energy audience – and, ultimately, to drive profitable customer action.

Instead of pitching your products or services, you are providing truly relevant and useful content to your prospects and customers to help them solve their issues.

- Company Stories/Articles
- Copy – Company Information
- Press Releases
- Infographics
- Diagrams/Charts

VIDEO PRODUCTION & PHOTOGRAPHY



Video is a critical digital marketing tool that all companies should have available to showcase what they do, how they are unique, where they do business, the problems they solve. Potential customers can visually see their business in action.

Energy companies need a video marketing strategy — this idea isn't new. What has changed is how important video has become in all corporate activities, channels & platforms. It's no longer just one piece of your overall marketing plan. It's central to your inbound, outbound and campaign efforts... especially your corporate communication & social media strategy.



Video | Client: Hazloc Heaters

- Company Video (Overview/product/service)
- Interview style video (up to 2 mins)
- Animated video (up to 2 mins)
- Live Field video (up to 5 mins)



CORPORATE COLLATERAL



Marketing collateral has long been an important part of getting prospective customers to know, understand, and trust your brand enough to buy from you.

However, traditional collateral formats (mostly print materials) don't necessarily support your digital success. With over 80% of energy producers & operators researching online, digital sales and marketing collateral are more important than ever (and likely more important than traditional formats).

- Sell Sheets
- Brochures
- Case Studies
 - * Written Style – 2 pages
 - * Video Style – up to 2 mins
- White Papers – up to 4 pages
- Company Profiles



Case Study Sample | Client: Bear Stone

EMAIL MARKETING – NEWSLETTER/CAMPAIGN



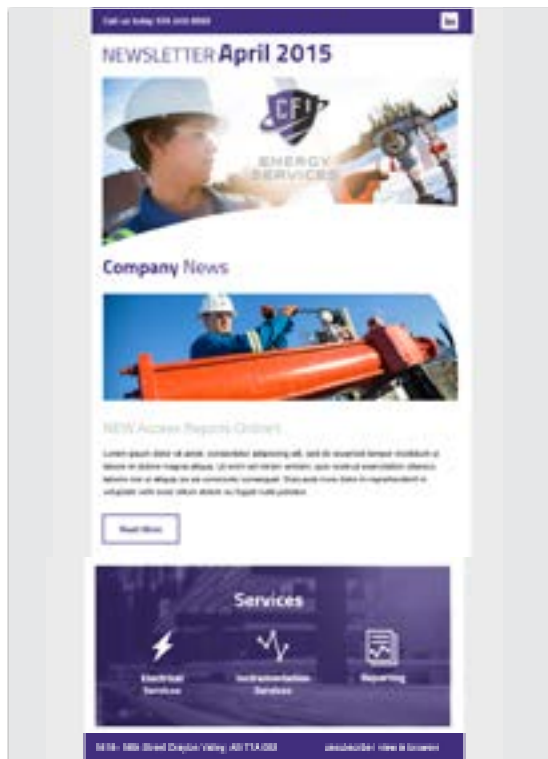
B2B email marketing works great when you focus on content that educates rather than pushing a direct offer that entices to buy or try your products & services.

There are three main areas where email marketing performs extremely well.

- 1 Bringing in new customers
- 2 Developing those relationships, and
- 3 Establishing credibility

Email Marketing Services:

- Strategy
- Design
- Development/Production
- Reporting



Email Newsletter | Client: CFI Energy Services



DIGITAL PRESENTATIONS & WEBINARS



Digital Presentations

Since an effective slide presentation is a visual aid and helps sum up your message, it helps the audience follow your message, keeps it organized in their head, and gives them a visual story. Visual images are not just a luxury, it's an important component to keeping their attention and making an impact on them.



Webinars

Short for Web-based seminar, a webinar is a presentation, lecture, workshop or seminar that is transmitted over the Web using video conferencing software. A key feature of a Webinar is its interactive elements is the ability to give, receive and discuss information in real-time.

EnergyNow can assist with developing the presentation or webinar branded slides. They can include headlines, copy, video links, images of all types, corporate branding and other important elements.

Digital Presentation | Client: Canmex

SOCIAL MEDIA



When it comes down to it there's no replacement for social media. As a B2B energy marketer, you need to constantly be active on social media to engage with customers, partners and prospects. It's an effective and low-cost way to get your brand in front of the right people.

LinkedIn is the most popular social media platform in the eyes of many B2B marketers. The platform has developed a reputation for being the most effective for B2B businesses and for a good reason, 83% of marketers rated LinkedIn as the best B2B social media.



LinkedIn Advertising | Client: Axis Torque



EnergyNow has extensive experience in building an energy audience. Now we can assist your company or organization with a social media strategy, content development, consistent publishing & measuring the results.

1 Overview of Social Media Services

PLANNING	INITIAL SETUP	MAINTENANCE	REPORTING
<ul style="list-style-type: none"> • Confirm social media platforms • Create a content distribution strategy • Create a posting schedule • Outline team and responsibilities <p>Who will?</p> <ul style="list-style-type: none"> • Provide the content activity post on each platform • Monitor social media activity • Report social media growth & activity 	<ul style="list-style-type: none"> • Access platform login • Update or refresh the social media pages • Add branding elements to the social media pages if needed • Update background banners for the social media pages 	<ul style="list-style-type: none"> • Determine who will be responsible for the maintenance of each account • Define the role and responsibilities for the person responsible for each platforms maintenance and activities • Create a company guideline for posting • Create a posting schedule 	<ul style="list-style-type: none"> • Identify key performance indicators • Create a reporting schedule (monthly, bi-monthly etc.) • Provide a reporting template and guideline sheet so client can manage their own reports

2 Content Development & Publishing Packages

	Bronze	Silver	Gold
Dedicated social media expert & account contact	✓	✓	✓
Social media strategy overview	✓	✓	✓
Account monitoring	✓	✓	✓
Reputation management	✓	✓	✓
Content development	✓	✓	✓
Number of platforms for content posting	1	2	3
Focus on LinkedIn	✓	✓	✓
Weekly number of posts per platform	2	3	5
Monthly snapshot of activity	✓	✓	✓
Comprehensive monthly report	✓	✓	✓
Minimum 3 month period	✓	✓	✓
MONTHLY COST	\$600	\$800	\$ 1,000



3 Branded LinkedIn Images

Branded images help promote products & services, clients & team successes, new solutions or locations, community involvement & many other messages.

Choose a package that fits your budget!

Individual branded image	\$150
Pack of 4	\$450
Pack of 8	\$750
Pack of 12	\$1000



Online Advertising on EnergyNow.ca

- EnergyNow Ads (set of 4 ads)
- EnergyNow Content – Posts, announcements & other types
- Google Adwords
- Industry Websites (advertising only)

ONLINE ADVERTISING



Online advertising is one of the most effective ways for businesses of all sizes to expand their reach, find new customers, and diversify their revenue streams.

With so many options available – from **display advertising** on EnergyNow to Pay-Per-Click and Paid Social Media Ads or content. Online advertising can be intimidating to newcomers, but it doesn't have to be.

EnergyNow makes online advertising easy, and we've helped thousands of energy service businesses grow by leveraging the power of online advertising.

GRAPHIC DESIGN



Includes the creation and combination of text, images, branding, industry icons & symbols to form **visual representations** of ideas and messages.

- Digital & Interactive Design
- Advertising (print/outdoor/other)
- Branding (not logo development)
- Event Marketing Materials)



Banners | Client: Pump Well



MARKETING STRATEGY & CONSULTING



A **B2B strategy** is how you go to market. It's how you explain your products and services to the energy industry, how you stand out from competitors when differentiation is minimal and how you structure your marketing to bring in sales leads. We can assist your company with developing this strategy and then giving you the tools to consistently execute the plan.

Why work with us?

We work with you to develop your **DIGITAL MARKETING STRATEGY** to deliver the maximum amount of **LEADS** for your sales team.

- **Responsive & Quick Turnaround**
We are ready for any challenge
- **Affordable Investment**
Effective solutions for any budget
- **Creative Ideas**
With an experience team you can trust
- **Attract New Energy Customers**

