

Oracle Marketing Cloud for Oil and Gas

"We chose Oracle Social Cloud because it was the best available solution that could help us to closely connect with all our stakeholders around the world in a coordinated manner."



Oracle Marketing Cloud for Oil and Gas empowers companies to meet their unique set of challenges around managing community relations, gathering deeper audience intelligence, improving recruitment, and building a safety culture while managing tighter marketing budgets and ensuring regulatory compliance.

KEY CHALLENGES FOR OIL & GAS COMPANIES

Oil and gas companies are expanding their use of digital technologies. However the industry is still suffering from negative public perception, which often results in increased regulatory enforcement. In addition, these perceptions hinder their ability to attract top talent. With increased demand, oil and gas companies have expanded into new environments such as deepwater areas and the Arctic. The equipment and technology used in the field requires a highly skilled workforce, where the demand for top talent is higher than the supply. As companies continue their journey into new geographies, they need to continue embracing community engagement activities and respond to concerns in real time to improve public perception.

Oil and gas companies are also surrounded by regulations on all fronts. With increased complexity and global operations, oil and gas companies not only need to comply with strict industry regulations such as technical, public, and environmental safety enforcements, but also with other country policies such as Canadian Anti-Spam Legislation (CASL), which impacts all global and Canadian companies. Oracle Marketing Cloud for Oil and Gas gives companies advanced tools to:

- Enhance recruitment processes to find, attract, and retain talent.
- Execute powerful multichannel recruitment campaigns.
- Listen to and engage in social conversations.
- Address community concerns with real-time communications.
- Streamline ongoing internal communications across all stakeholders.
- Comply with CASL communications regulations.

STAKEHOLDER RELATIONS AND PUBLIC PERCEPTION

With deep oil and gas industry experience and powerful point solutions, Oracle Marketing Cloud enables oil and gas companies to take their communication efforts to the next level, equipping them with capabilities to do:

- **Audience analytics.** Track how marketing efforts drive interest, engagement, and wallet share with analytics. Produce high-level dashboards or drill down into details by campaign to measure effectiveness.
- **Audience segmentation.** Align audience member interests, geographic location, channel, and other behavior and engagement related information to build profiles and send the right communication to the right audience at the right time.

- **Audience nurture.** Use audience data and online behavior to build personalized and dynamic emails and landing pages to ensure an exceptional online experience. Automate sophisticated campaigns with relevant and timely information to ensure long-term loyalty.
- **Content marketing.** Scale content with a powerful content creation platform. Organize content creation across internal and external stakeholders with a built-in workflow capability to streamline content creation, approval, and publishing across multiple channels.
- **Data management.** Connect audience data on a single platform to build actionable profiles using taxonomy and look-alike profiles. Increase the relevancy of communications and save on advertising costs.
- **Social listening and engagement.** Connect social seamlessly into the cross-channel communication platform. Reach broader audiences through shareable social content, improve community and stakeholder relations, and observe which social networks drive the most engagement.

CONSISTENT BRAND MESSAGE ACROSS ALL CHANNELS

For oil and gas companies, managing public relations happens in all shapes and forms. Providing a single voice and consistent messaging not only helps companies maintain strong relations in communities where they operate, but also ensures timely and transparent communications to address public and industry critic concerns before they escalate. This helps oil and gas companies improve PR and community relations while avoiding misconceptions about the company's actions.

By tailoring content to audience segments and interests, companies can start improving their relations with all stakeholders to sustain their operations and lay the foundation to grow their operations into new geographies.

ENHANCED SOCIAL INTERACTIONS

Social media offers extensive resources to reach a very large audience. Yet companies need to manage millions of conversations that occur across all social channels and engage in those that represent an interest to the company.

When social marketing is done well, it can:

- Keep stakeholders engaged with the company.
- Share the company's value and commitments to build stronger public relations.
- Develop a reputable brand as a competitive differentiator.

Only Oracle offers social media management solutions with listening, engagement, publishing, campaigns, and analytics that are integrated with cross-channel marketing.

VISIBILITY INTO AND MEASUREMENT OF MARKETING EFFORTS

Aligning marketing efforts with results can be difficult. Oracle makes it easier with powerful website analytics at your fingertips, giving you access to valuable information and easy-to-understand dashboards that enable you to quickly assess the impact of your marketing efforts. Key capabilities include:

- Automated event and cross-channel communications.
- Personalized stakeholder communications with dynamic content.
- Campaign performance analytics.
- Tools for understanding the origins of your audience.

ONE-TO-ONE CONNECTION

Managing marketing activities can be complex and time-consuming. Oracle Marketing Cloud for Oil and Gas makes it easier with intuitive templates and workflows that automate segmentation, nurturing, and communications. Now you can run your small- and large-scale campaign processes by using a multi-touch approach across email, website, direct mail, display ad, and telemarketing channels and draw attention by targeting audiences based on their online activity or inactivity.

HIGHLIGHTS FOR THE OIL AND GAS INDUSTRY

- **Audience data management.** Audience data in a single source for audience profiles, data cleansing or appending, data acquisition, and inline/real-time data management.
- **Multichannel marketing.** Email, hypersites, SMS, recorded voice, direct mail, and RSS.

- **Personalization.** Dynamic/personalized content (such as emails, web pages, direct mail), email signatures, and personal URLs.
- **Audience relationship management.** Audience scoring, routing, nurturing, and real-time alerts.
- **Campaign and closed-loop reporting.** Reports and dashboards, web analytics, and campaign performance.

CUSTOMER SUCCESS IS OUR KEY DIFFERENTIATOR

- **Account manager.** Responsible for the relationship between you and Oracle.
- **Expert services.** Anything and everything from helping you along the way to running all marketing programs for you.
- **Education.** Quickly gain product and best practice knowledge with standard and customized courses.
- **Success coach.** Ten-week program led by a success coach who is a marketer by profession. The coach guides you step-by-step through a success plan with biweekly checkpoint meetings that include best practices education, homework, and campaign review.
- **Topliners community.** A growing community of

thousands of forward thinking marketers using Oracle Marketing Cloud.

KEY FEATURES

- Cross-channel, content, and social marketing
- Data management and activation
- Audience segmentation
- Personalization
- Audience relationship management
- Campaign and closed-loop reporting

KEY BENEFITS

- Reach broader audiences through shareable social content.
- Provide your audience with an exceptional online experience.
- Demonstrate marketing's impact on business results with meaningful metrics.
- Tailor content to audience segments to ensure a positive response.

Learn more about Oracle Marketing Cloud at: oracle.com/marketingcloud

About Oracle Marketing Cloud

Modern Marketers choose Oracle Marketing Cloud to build customer obsessed cultures, create and manage ideal customers, and power revenue performance. They use award-winning technology and expertise to transform marketing by truly knowing the customer, engaging with cross-channel marketing, and achieving data driven accountability. Integrated information from cross-channel, content, and social marketing with data management and activation along with hundreds of app and data partners enables them to target, engage, convert, analyze, and use award-winning marketing technology and expertise to deliver personalized customer experiences at every interaction. Visit oracle.com/marketingcloud.