

OIL AND GAS SECTOR INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES

TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Sustainable energy is the next big thing. Do you know enough about it?
- How much do you know about Natural Gas? Find out!
- Test your knowledge about natural resources?



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [Gas oil mix ratio calculator](#)
- [Oil tank size calculator](#)
- [Pump outlook calculator](#)
- [Anti drill pipeline buckling calculator](#)
- [Ton miles calculator](#)
- [Crude reality CNBC quiz](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Find out your ideal sustainable car!
- Should I get a gas car or an electric car?



STAY **TOP OF MIND**

COST CALCULATORS

- How much will it cost when you switch to sustainable energy resources?
- Calculate the cost of Natural Gas used to travel to your office.
- How much do you spend on Petrol vs Electric in a year?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- Calculate your savings once you start using Natural Gas.
- Calculate your savings when you switch from Gasoline to Electric.



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Which is a better service provider for you - XYZ Gas Ltd. or ABC Ltd.?
- Find out which company's oil is the best for the environment!



GROWING **MQL**