

MARKETING & MEDIA KIT



IGNITE YOUR COMPANY'S MARKETING WITH ENERGINOW

LeadiD™
by EnergyNow

Do you struggle with getting your content out to your target audience?

Do you want to know who is researching your company?

Are you looking for more identified sales leads?

If these are your challenges, please read on!

WE UNDERSTAND YOUR ENERGY BUYERS



At EnergyNow, we are a team of passionate marketing & media professionals. We are experts in digital marketing solutions. Our goal is to grow your business, get your message to the energy industry, increase your exposure to key buyers & decision makers, and help identify sales leads with our leading-edge software system, **LeadiD**.

WHY YOU SHOULD CHOOSE ENERGINOW

- We are North America's #1 daily online news and data media service
- We provide live feeds designed to help producers and service providers get the latest energy news
- Publish your company content and advertise your brand on EnergyNow
- You have insight to who is viewing your ads and digital content
- Become a "Featured Company" on our websites, daily newsletter & social media channels
- Free profile on EnergyNow SHOWCASE Digital Marketplace
- POWERING THE ENERGY INDUSTRY - EnergyNow not only has the largest online energy news audience in North America, but EnergyNow also actively markets clients, various industry associations and also various industry events. In a nutshell, EnergyNow knows how to engage our audience.

OUR BUSINESS IN NUMBERS

320K Audience of decision makers and key influencers

3,000 Cities and towns across North America

95% Of the top 300 Oil & Gas producers

50% of EnergyNow's demographic is in a leadership position



1M
IMPRESSIONS PER MONTH

Every month, our powerful marketing channels provide a combined reach of more than one million impressions. We leverage our digital platforms to reach and engage with the energy industry, and target decision makers and key influencers.



400+
SATISFIED CLIENTS

We have worked with over 400 clients to date! Ranging from large oil producers to startup technology and service companies. We have the right marketing package to fit your needs.



10X
GAIN UP TO 10x MORE IDENTIFIABLE SALES LEADS

The power of **LeadiD** combined with online advertising on EnergyNow has resulted in clients gaining up to **10x more identifiable sales leads!** Consistent content publishing helps drive new sales leads & opportunities.



BANNER ADVERTISING

WHY YOU SHOULD ADVERTISE WITH ENERGINOW

FOCUSED ENERGY AUDIENCE

LEVERAGE OUR DIGITAL PLATFORMS

We connect your company to a focused energy audience through our daily newsletters, websites & social media channels.

ALWAYS LINKED TO YOUR CONTENT

Your advertisement can be linked to your website, video, event invitation, case study, or special promotional landing page that we can create for FREE.

NO DIRECT COMPETITORS

No direct competitor banner ads will be allowed on the EnergyNow websites (EnergyNow.com/.ca).

BANNER AD - FEATURES AND INFO

AD LOCATION

AD LOCATION	RATE PER MONTH
1A/1B - Powerboard Banner Ads	\$ 2,000
2A - Drill Down Vertical Ad	\$ 1,500
2B - Drill Down Vertical Ad	\$ 1,000
3A - Home Page & Featured Article Horizontal Ad	\$ 1,250
3B* - Featured Event Horizontal Ad	\$ 1,500
Ad Design (Set of 4 ads created)	\$ 300

ADS



WEBSITE (UNIQUE VISITORS) PER MONTH
200,000+



SOCIAL MEDIA FOLLOWERS
135,000+



ENERGINOW EMAIL SUBSCRIBERS
35,000+



[CLICK HERE to find out what comes with your banner advertising, ad locations & specs.](#)



CONTENT MARKETING PACKAGES

PUBLISH YOUR COMPANY CONTENT TO YOUR TARGETED ENERGY AUDIENCE

1. Target your energy audience, you can count on EnergyNow to deliver your company message to our audience of **300,000+ decision makers** and energy professionals in North America.
2. Publish your company content through EnergyNow. We are your best solution to achieve engagement and brand awareness.
3. Get up to **10x more identifiable sales leads** with EnergyNow's leading-edge technology, LeadiD, strengthening your sales pipeline.
4. See examples of client content you can publish on EnergyNow: [Click HERE to view!](#)

BEST SELLER!

BEST VALUE!



SPARK PACKAGE

\$500
One Time
Post



IMPACT PACKAGE

\$3,500/year
OR
\$325/month



DISRUPT PACKAGE

\$5,500/year
OR
\$525/month



DOMINATE PACKAGE

\$9,500/year
OR
\$925/month

Spark Package

1. ONE TIME Publishing on EnergyNow
2. Website, Email and Social Media Exposure (Publishing)
3. LeadiD Software & Reporting (Includes One-Time Free Trial).

**ONE TIME
FREE TRIAL OF
LEADiD**

ASK US HOW

Impact Package

1. Content Publishing on EnergyNow **Bi-Monthly**
2. Website, Email and Social Media Exposure (Publishing)
3. LeadiD Software & Reporting.
4. New Client Announcement
5. Cross Border Publishing
6. EnergyNow SHOWCASE Priority Listing

Disrupt Package

1. Content Publishing on EnergyNow **Monthly**
2. Website, Email and Social Media Exposure (Publishing)
3. LeadiD Software & Reporting.
4. New Client Announcement
5. Featured Company on EnergyNow - **1x/year**
6. Cross Border Publishing
7. EnergyNow SHOWCASE Priority Listing

Dominate Package

1. Content Publishing on EnergyNow up to **2x/month**
2. Website, Email and Social Media Exposure (Publishing)
3. LeadiD Software & Reporting.
4. New Client Announcement
5. Featured Company on EnergyNow - **2x/year**
6. Cross Border Publishing
7. EnergyNow SHOWCASE Priority Listing

* Monthly payment plans - require a one-time setup fee of \$500

ABOUT OUR OTHER SERVICES

WHAT'S INCLUDED IN YOUR MARKETING PACKAGE OR BANNER AD



Click video to watch!

01 // LeadID

EnergyNow has a new cutting-edge software system where you can now turn your ads and sponsored content into actionable sales intelligence. **LeadID** allows you to gain insight into who is clicking and viewing your ads and content with detailed contact information allowing your company to respond quickly to sales opportunities. For additional information on **LeadID** and how it can help your business [click here!](#)

02 // ENERGYNOW SHOWCASE DIGITAL MARKETPLACE



EnergyNow's SHOWCASE Digital Marketplace is North America's leading energy product, service sourcing and supplier digital marketplace. This platform is used by engineers, procurement professionals, owners and executives, plant and facility management, pipeline executives and technical staff as well as other energy buyers to assist them in sourcing and securing the energy solutions they need. [View EnergyNow SHOWCASE Marketplace!](#)

03 // CROSS-BORDER PUBLISHING



Do you run your business in the USA, Canada and Internationally? Now you can publish your company content on both EnergyNow.ca and EnergyNow.com and get maximum exposure. It's time for the world to know who you are!



CONTENT SERVICES

WE SPECIALIZE IN CREATING COMPELLING CONTENT FOR THE ENERGY INDUSTRY

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 relevant and useful content to your prospects and customers to help them solve their problems or expand their business.

WHAT WE CAN DO FOR YOU!

- Featured Articles and Press Releases (copywriting)
- Video Production & Photography
- Corporate Collateral - Case Studies, White Papers, Digital Brochures & Sell Sheets.
- Email Marketing - Newsletter/Campaign
- Digital Presentations & Webinars
- Social Media Marketing
- Online Advertisement
- Graphic Design

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 experienced team you can trust
- **Attract New Energy Customers**

For more information about our content + marketing services: [Click HERE](#)



CONTACT US

Please contact your account manager or email us at advertise@energynow.com to get more information or book a discovery meeting & presentation