

DIGITAL MARKETING & BUSINESS DEVELOPMENT TECHNIQUES TO THE GLOBAL ENERGY & ENVIRONMENTAL MARKETS

Who Should Attend

Education level: Open Job description: Marketing & sales executives, project managers & engineers from OEMs and service providers to the Global Power Generation & Energy Industry.

Overview & Objectives

Overview: With gas prices projected to be low in the near-term, coal plants facing environmental and competitive fuel pressures, marketing to the global utility, refinery, petrochemical & industrial sectors have been changing rapidly. New innovative techniques are used for brand awareness, lead & opportunity generation consistent with the changing market drivers and workforce demographics in the industry. This course contains specialized digital marketing, sales & business development techniques and strategies tailored to key end-use applications of power generation & energy equipment. As a result the workshop is ideal for professionals marketing & selling equipment, technologies and value-added solutions that cost more than conventional commodity products. The techniques and tools identified would include optimizing a company's sales & marketing effort through digital marketing techniques, webinars, social media, database marketing, data mining, search engine optimization, media branding, advertising & business development strategies. Additional emphasis is laid on market intelligence & research, power market reports, market analytics to develop a powerful yet low cost result oriented global marketing programs. The course also places emphasis on tapping into readily available public resources that can help the creation of a SMART Marketing program.

Purpose: The objective of the course will be to enhance company exposure & branding within target segments, lead & opportunity generation, and sales & business volume growth. Additionally, techniques identified in the course will focus on educating the participants on successful marketing tools & strategies that will ensure ongoing exposure and brand recognition to the target customer base that will result in a continuous stream of sales opportunities for their product or service in the target markets.

Objectives: Participants learn: 1. Targeted database marketing 2. Digital Market Techniques 3. Webinars 4. Social Media 5. Measurement Tools 6. Internet Optimization 7. Abstract, Article Writing & Repurposing Articles 8. Media Placement & Metrics 9. Advertising 10. Sales & Business Development 11. Customer Intelligence 12. Competitive Intelligence

Course Highlights - Presentations & Case Studies -

Online Marketing Tools & Platforms

- Database tools
- Digital Marketing
- Webcast Promotion & Planning
- Market Analytics
- Lead & Opportunity Generation
- Proposal Opportunity from Power Plants & Energy Facilities
- Abstracts, Articles & Publications
- Media Planning

Loredana Britka
Krishnan & Associates, Inc.
1516 Bedford Street
Stamford, CT 06905
tel: 203-921-1800
fax: 888-522-6957
loredana@krishnaninc.com