

€ TRAINING

Oil Products Marketing



15 - 19 July 2024
Lisbon (Portugal)



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REF: R2072 DATE: 15 - 19 July 2024 Venue: Lisbon (Portugal) - Fee: 5940 Euro

Introduction:

This training program offers a deep dive into the unique marketing strategies and tactics relevant to the oil industry. Participants will explore essential topics such as market analysis, pricing strategies, distribution channels, and branding specific to oil products. By engaging with practical insights and case studies, participants will gain valuable expertise to craft and execute effective marketing strategies in the dynamic oil products market.

Program Objectives:

By the end of this program, participants will be able to:

- Understand the oil products market dynamics, including pricing, regulations, and supply chains.
- Analyze target markets, customer segments, and competitor strategies effectively.
- Implement tailored marketing strategies for oil products, focusing on branding and promotion.
- Optimize distribution channels and logistics for efficient supply chain management.
- Develop pricing strategies to maximize profitability and market competitiveness.
- Incorporate sustainability practices and ethical considerations into marketing efforts.

Targeted Audience

- Oil industry professionals seeking to enhance their marketing skills.
- Marketing managers and executives working in oil companies.
- Sales representatives involved in oil product distribution.
- Business development professionals aiming to expand market reach for oil products.

Program Outlines:

Unit 1.

An Overview of Market Dynamics & Distribution Channels

- The fundamentals of oil product marketing, including market dynamics and distribution methods.
- Common downstream products and the problems and obstacles affecting and motivating their marketing.

- Defining your message, classifying your clientele into groups, and assessing the demands and expectations of each.
- How can branding make or ruin your marketing for oil products?
- The main concerns driving each segment are upstream vs downstream.

Unit 2.

Wholesale Marketing in the Oil Product Sector:

- How reseller sales, wholesale sales, and distribution networks work.
- Regarding terminal and rack sales and the AIDA model.
- Utilizing external observations and feedback, you can analyze your market using the PESTEL method.
- Market dynamics and structures, including external and regulatory variables.
- The impact of distribution channels on the marketing mix and profitability.
- Utilizing pricing strategies and techniques accepted by the market to determine your product's positioning.
- What sets your product apart from the competition?

Unit 3.

Retail Marketing in the Downstream Oil Sector:

- To sell products to customers, retail psychology and buyer behavior strategies are used.
- Identifying and utilizing your primary brand differentiators.
- Why successful fuel, lubricant, and other downstream products depend on segmentation and placement.
- Porter's Five Forces and the marketing of retail oil products.
- Where earnings are created in the industry and how they work: marginal utility and declining returns.
- Utilizing value chain analysis to increase financial gain.
- Assessing how future product innovations would affect your marketing mix.

Unit 4.

Integrating your Marketing Mix Across Multiple Platforms in the Oil Product Sector:

- Combining marketing campaign strategies to maximize return on investment.

- Expanding your social media platforms to increase client reach.
- Utilizing social media metrics to their full potential across many digital platforms.
- Using digital media to contact and influence key accounts, clients, and consumers.
- Harvesting your database and generating clicks and conversions.
- Constructing a fully integrated digital strategy to surprise your rivals.

Unit 5.

Delivering the Future:

- Creating a marketing strategy that is fit for purpose and future-proof.
- Showing value to your board of directors and shareholders.
- Presenting a compelling commercial product while collaborating with ambassadors, pressure organizations, and opinion leaders.
- Using internal communications to improve your brand's values.
- Collaborating with internal stakeholders to create a strong business case, strategy plan, and timetable for implementation.