ABOUT US

OILPRICE.com is the most popular energy news site in the world. Our analysis focuses on Oil and Gas, Alternative Energy and Geopolitics.
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HOW TO GENERATE MORE LEADS
HOW TO GENERATE MORE LEADS

Your competition’s lead generation strategy is flawed, here is why:

1. Energy companies spend billions of dollars every year on lead generation.

2. Once they get a lead’s contact information, most of them cripple their campaigns by relying solely on e-mail to make the initial connection.
   
   **THAT’S OUTRAGEOUS!**
   
   Average open rate for email is only 5%.

3. What’s worse? Their leads exchange their email address for a weak sales messages with no value.

   They fail to close the deal! Without establishing credibility, leads are followed up with an outdated sales call script that decreases your close rate.

The solution? Generate more leads the OILPRICE.com way.

Our proven system gets you more leads and turns them into highly receptive prospects.
HOW TO GENERATE MORE LEADS

Be miles ahead of your competition by:

1. Leverage an underused strategy that’s over 1,000% more responsive than e-mail alone.
   The result? 10 times more eyeballs on your contact efforts.

2. Ensure your reports, guides, courses or other premiums offered to a lead in the first contact are truly valuable – something your leads would gladly pay good money to obtain.

3. Establish the credibility needed to transform your leads into prospects who are highly receptive to your sales calls.
   The result? More money for your company.

Takeaway:
This simple system builds highly targeted sales funnels fast.
THE OILPRICE.COM SYSTEM™
Introducing the OILPRICE.COM multi-touch lead generation system:

Just like you, we’re in the energy business – so we know a thing or two about generating leads for companies in our industry.

It all starts with buying highly targeted media and putting them through our sales funnel.

DOMINATE THE COMPETITION
DRAMATICALLY INCREASE BRAND AWARENESS
PROVIDE A STEADY STREAM OF HIGHLY QUALIFIED LEADS & PROSPECTS
GENERATING AWARENESS OF YOUR COMPANY THROUGH ENGAGING CONTENT (BLOGS, VIDEOS, NEWSLETTERS, SOCIAL MEDIA & MORE)
CREATING INTEREST IN YOUR COMPANY THROUGH AN IRRESISTIBLE OPT-IN, MINI SALES PAGES, SOFT LAUNCHES, LIVE CALLS & WEBINARS
FORCING YOUR PROSPECT TO COME TO A DECISION: & ACCEPT CORRESPONDENCE FROM YOU
INCITING POSITIVE ACTION: CONVINCING PROSPECTS TO DO BUSINESS WITH YOU

We’ll share our blueprint.

We generate leads, quality prospects & make the sale.
FUNNEL MISTAKES YOU CAN AVOID

The BIG mistake with most funnels:

Most companies begin their funnels by capturing prospects' email addresses in exchange for a free premium asset.

Examples include:
Reports, white papers, guides, or contests.

Shortly afterward, they follow up with a sales call.

This is a BIG mistake!
Even if the premium being offered is high quality (which is rare), it’s too soon to try to close a deal.

Credibility and trust MUST be established before you try to convert prospects into customers – or you’ll succeed in creating a poor impression.

An even BIGGER mistake most companies make with funnels:
In this age of cell phones, relying solely on email to reach your leads is as outdated as snail mail.

95% of prospects won’t open your email.
Average open rate for email is only 5%.
WHAT WE DO

OILPRICE.com uses the power of SMS to achieve a far higher response rate – 1,000% better, in fact.

That’s why when someone responds to your initial offer for a premium, we immediately send them a SMS message in addition to an email.

Open rate for SMS campaigns is over 40%. Nearly 10x better than email campaigns. Text message is the most powerful medium to get your message opened.

To add to the power of this strategy, we also send a second (bonus) gift that has real value -- something they would gladly pay hundreds or even thousands of dollars to obtain.

These can be “client-specific” PDFs written by highly regarded industry experts, loaded with valuable information, including:

- Time relevant insights on energy news and investments
- Content geared toward potential investors
- Series or special reports
- Invitation to a webinar

There’s no shortage of potential giveaways for generating leads, and we can help you find those that are most effective.

Takeaway:
This a multi-faceted approach saturates the online energy and investment space with your brand.

Result?
Your odds of making the sale are much higher.

With the OILPRICE.com Lead Generation System™, you get a custom-made messaging campaign that develops trust and credibility.

What is SMS?
SMS is an acronym for “short message service” (or text messages).
THE MOST COST EFFECTIVE LEADS
THE MOST COST EFFECTIVE LEADS

Everything starts with buying correctly targeted media.

We’ve spent over $40 million over the last three years on our own lead generation campaigns. To say we have experience here would be an understatement.

Through those efforts, we’ve identified hundreds of thousands of individuals (your potential prospects) across multiple verticals.

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<th>TRACKING</th>
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<th>REACH</th>
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<td>We track everything; including locations, employment, job descriptions and internet surfing habits.</td>
<td>Giving you the opportunity to hyper-target the exact audience you want to attract.</td>
<td>We have a daily audience that’s over 200,000 strong, who we’ll expose to your message.</td>
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<th>PARTNERS</th>
<th>QUALITY TRAFFIC</th>
<th>QUALITY LEADS</th>
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<td>We have a vast network of media partnerships that we leverage on your behalf.</td>
<td>Massive exposure and a constant stream of onsite visitors from over 20 of the top native networks simultaneously.</td>
<td>We use third-party verification tools that eliminate bot traffic and traffic from low-quality sites.</td>
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**Takeaway:**

We create a targeted audience of hundreds of thousands of leads for your energy company.
PERFECTING YOUR MESSAGE
PERFECTING YOUR MESSAGE

We take care of all the grunt work that gets your message to your target audience.

Budget & Creative

Once we have your branding and budgetary guidelines, we produce a variety of digital ads, overlays and messaging content that promotes your brand.

Laser-Targeted Campaign

We design a cost-per-click (CPC) campaign that reaches your ideal prospect. The traffic that is targeted is based upon your exact specifications.

Messaging

The brand awareness and thought leadership created from your ads will be designed to create maximum intrigue with your ideal prospect in order for them to click on your advertisement.

Monitor & Optimize

Your campaign is monitored closely to ensure the traffic that goes through it is of the highest quality. We are always on the watch for ways to optimize your campaign to increase your ROI.

Result:
You get a low bounce rate and high conversions… and you get it without needing to add special code to your website.
SEE OUR PROCESS

We work with you every step of the way.

**Funnel Creation**
And we can build out the entire funnel (which we suggest you allow us to do).

**Testing & Optimization**
We run test after test throughout the entire process – no piece of copy is put out on its own.

For example, we create multiple landing pages with different copy to see which has the highest interaction and conversion rate. After testing, we then find the most successful page and make more changes, again retesting to find the most successful version.

**Engage Leads**
As a result of all these tests, we find out who the strongest leads are and keep them engaged with compelling follow-up messages.

**Follow Up**
Throughout this process, we can consult with your in-house team to ensure your new leads stay enthused about you and your message.

**Takeaway:**
We take care of every step of the funnel, everything from writing compelling follow-up emails and SMS (text) messages to crafting calls to action that close the deal.
DISCOVER YOUR NEW ADVANTAGE

The OILPRICE.com Multi-Touch Advertising System™ gives you an unfair advantage over your competition.

When you work with us to create your lead generation campaign, you get:

- 10x more responses from your initial contacts to your new leads by leveraging SMS technology and combining it with email campaigns.

- High-quality premiums that will make you more credible to your prospects, thus making it easier to close a deal.

- We’ve purchased more than $40 million dollars of targeted media over the past 3 years. We know what works and even more importantly what doesn’t work in order to reach your ideal prospect.

- A laser-targeted cost-per-click campaign that we monitor 24/7 to ensure a low bounce rate and high conversions.

- Unique technologies that allow us to saturate ideal prospects across multiple platforms with your message, even for prospects who come from other websites.

- Engaging, effective videos that will showcase you as an expert to your audience, which helps you generate higher qualified prospects that will be easier to close.

- A dominating presence in social media advertising and influencer marketing within your space, using cutting edge technology that gives you unparalleled demographic targeting.

- Dramatically increased brand awareness (your prospects will see your message repeatedly through our proven retargeting process).

- High performing landing pages that undergo relentless testing.

- Engaging and effective calls for action on your website, without the need to any technical changes on your end.

Takeaway:
When you work with us, you’ll get effective sales funnels that will generate more leads, capture more prospects and turn more of those prospects into paying clients.
CONTACT US

OILPRICE.com
The #1 Source for Oil & Energy News

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