

A large offshore oil rig is silhouetted against a cloudy, overcast sky. The rig's complex steel structure, including a tall derrick and various platforms, is clearly visible. The sea below is dark and textured with small waves. The overall color palette is muted, consisting of greys, blues, and browns.

STRIKING OIL

Drilling Equipment Manufacturers
Break Through to New Buyers

BACKGROUND

The most adequate descriptor for the oil and natural gas markets is usually 'volatile.' Accordingly, that same volatility characterizes the industry of equipment manufacturers for oil and gas drilling. Exports have proven crucial to manufacturers for surviving the weak market and are anticipated to continue in importance amid expectations for a weaker U.S. dollar in coming years.

Oil and gas drilling equipment manufacturing is

a \$13.4 billion market, though growth dropped 13.6 percent on an annual basis in the five years ending 2018. The downstream industry and upstream manufacturers have taken hard hits as declining oil prices cut into demand for equipment to carry out oil drilling processes. The equipment industry is comprised of rotary oil and gas field drilling machinery, field production machinery, and other drilling machinery, along with portable drilling and rig parts.

OLD EQUIPMENT DELAYS PURCHASING

Strength in the U.S. dollar has added to weakened export potential. Yet improved demand amid moves for U.S. energy independence is anticipated to lift the market. Projections for a weaker dollar and higher commodities prices put a bullish sheen on the oil and gas markets and, by extension, oil and gas drilling equipment manufacturing. Annual growth of 4.2 percent is projected through 2023.

The future looks rosier, but,

for the moment, manufacturers remain in a fix. Refineries have shuttered amid sluggish demand. In those that remain open, outdated equipment has been taken offline. In order to make up for lost revenue, oil and gas facilities are using old machinery for parts to repair more modern equipment. This stop-gap tactic keeps newer equipment online for much longer, in effect, cutting into sales of new oil and gas machinery.



B2G SELLING: THRIVING THROUGH THE NEW FRONTIER

As hydraulic fracturing, better known as fracking, and horizontal drilling techniques have improved, so has the competition for manufacturers to design high-quality machinery that both comply with environmental regulations and safeguard oil and gas wells.

To ride out the downward trend in prices, oil and gas drilling equipment manufacturers are seeking out sales overseas as oil-exporting countries ramp up production. To succeed, manufacturers must effectively woo state-run oil customers in a manufacturing market with 633 businesses.

The large buying committees seen in B2B sales are amplified exponentially in B2G sales. Countries with state-run oil extraction operations involve decision makers in both the government and corporations involved in the process. Buying committees of unknown sizes weigh in on potential purchases. Far from the typical



known buying committee with an average of 10 people, state-run oil and gas companies have various stakeholder organizations weighing in during the decision-making process.

The buying cycle for oil and gas drilling companies extends well beyond what equipment manufacturers comprehend. Research shows that the buying process begins nearly 9 months before a lead initiates the selling process. In the meantime, representatives for buyers are doing research anonymously—online and alone—without the support of a skilled salesperson. By the time sellers enter the picture, more than half of the nearly 16-month buying process has passed.

DRILLING DOWN TO GET AHEAD WITH ABM

In the past, email has been the standard for initiating contact with potential customers. But in the constantly changing sales environment, email has become too little and too late, particularly as buying cycles extend to nearly twice the traditional understanding. Now, there's a more strategic way to reach potential clients. Account-based marketing with IP targeting delivers targeted, relevant ads directly to key accounts. This method places oil and gas drilling manufacturers' products and information in front of buyers as they conduct that foundational product research online. Using a database stocked with IP addresses for key accounts, officials and stakeholder organizations, manufacturers get a foot in the door ahead of the competition to sway this broad buying committee.

By identifying anonymous buyers early in the cycle, they can be more easily educated, even before the sales process begins. With the necessary equipment information in hand, these buyers are more informed and therefore more capable of building

consensus throughout the vast buying committee, allowing for a more personalized buying experience that helps inform sales reps of their needs and build the foundation for a mutually beneficial relationship between buyer and seller.

Jabmo's ABM comes equipped with account sensing that includes—in addition to account-based advertising—website personalization, account-based retargeting and analytics, as well as sales enablement. These tools are part of a proven ABM strategy that leads to faster pipeline velocity, bigger deal size and increased win rates for manufacturers.

With Jabmo's capabilities and expertise, oil and gas equipment manufacturers see faster pipeline velocity and bigger deal sizes while winning at higher rates.

In fact, ABM is proven to increase marketing engagement by over 200% across all channels. As decision makers become familiarized with marketing messages, they become more likely to



SAMPLE PROGRAM RESULTS OVERVIEW

The oil and gas drilling manufacturing market is anticipated to slide forward into positive territory on expectations for a weaker dollar and growing demand after years of significant declines. As overseas, state-run oil companies look to upgrade and replace their equipment, manufacturers can get—and stay—ahead of the competition with Jabmo’s ABM.

303%

Increase in TA engagement from Jabmo alone.

Jabmo drove 34.2 average weekly target account visits after baseline of 16.87 average weekly visits

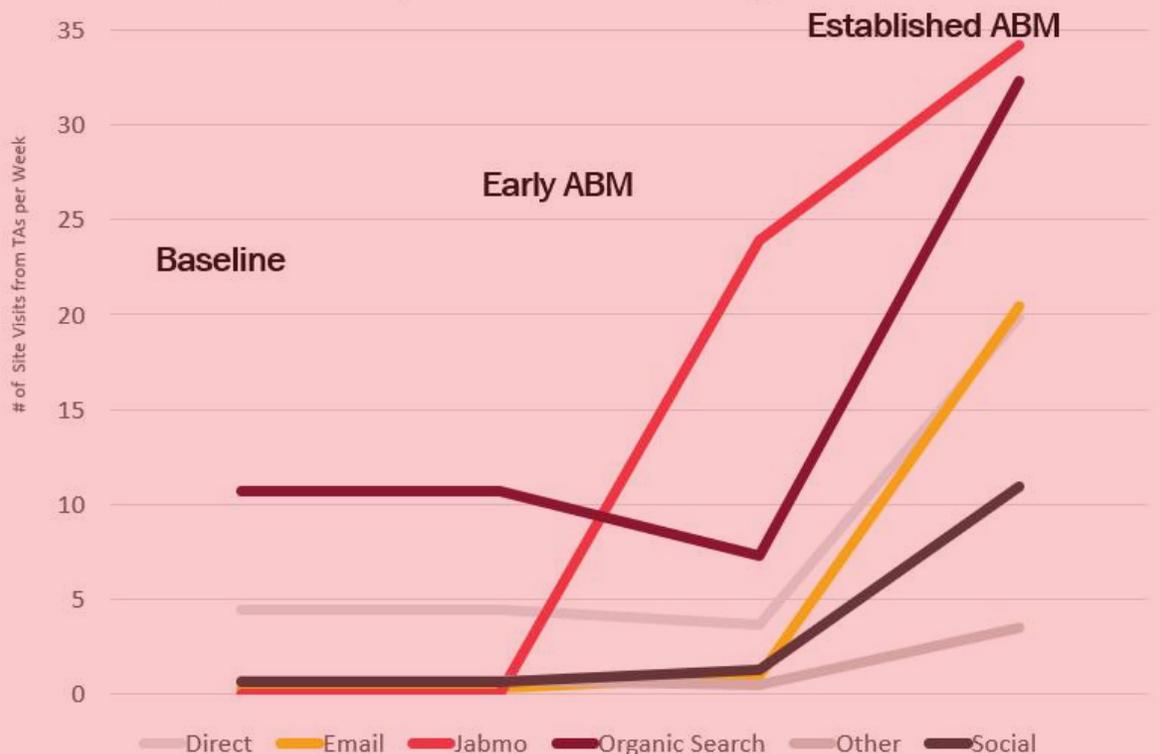
618%

Increase in TA engagement across all marketing channels.

Average weekly site visits from target accounts increased from 16.87 to 121.2 within Target Accounts

ANONYMIZED CLIENT RESULTS

Jabmo Impact on ALL Marketing Channels



SOURCES

Kalyani, Darshan. Oil and Gas Drilling Equipment in the US. IBISWorld: Slow dig: As commodity prices increase, demand will follow suit. March 2018. <https://www.ibisworld.com/industry-trends/specialized-market-research-reports/specialist-engineering-infrastructure-contractors/mining-services/oil-gas-drilling-equipment-manufacturing.html>