

Thought Leadership Specialists

Working together to promote your Thought Leadership capabilities through Content Marketing



Did you know a potential client could be as far as 60% through the buying process before they engage with your sales or business development teams?

As a result, Thought Leadership and Content Marketing has emerged as an exceptionally effective strategy to attract potential clients to your brand throughout the buying process.

However, generating valuable content can be time-consuming and without a target audience, your message will go unheard.

NewsBase is a specialist in generating insightful and engaging Thought Leadership content for global energy markets, saving you both time and money on resource as well as delivering a ready-made audience.

Benefits of Thought Leadership

Thought Leadership enhances your company's reputation as an authority within your industry.

Generating engaging and thought-provoking content will put you ahead of your competitors and is an effective way to ensure potential clients are attracted to your brand.

How we can help

As an experienced partner to blue chip companies' Thought Leadership strategies, NewsBase (NB) has the expertise and resources to create and promote engaging energy content with a real business value. As a leading energy intelligence provider, we have created unique and insightful content for the energy industry for over 20 years and we can help you join the conversation, providing you with a market-ready Thought Leadership resource.

NB always puts you and your company's requirements at the centre of every Thought Leadership collaboration. Our content provides a solid foundation on which you can build your key message to reach new audiences.

Three ways we can add value:

1. Provide energy-specific **Commentary and Analysis** to feature in your industry market reports or briefings;
2. **Co-author a Special Report** with you covering a particular energy topic, with you or your company managing the editing process;
3. **Author a Special Report** commissioned by you covering a particular energy topic, with NB managing the editing process.

Why NewsBase?

Our mission is to generate content with proven real business value. NB has:

- The resource to save you and your company time and effort, ensuring your fee earning staff are kept doing just that!
- Vast industry knowledge and experience in writing commentary and analysis on the energy and power sectors.
- Thorough research capabilities, providing a 360 view of energy-related topics.
- Excellent editorial skills.
- Extensive network and existing captive audience – we have a database of over 24,000 contacts and multiple social media channels with engaged following.

Collaborating to create high quality co-authored or special reports

The key to implementing an effective Thought Leadership strategy is firstly to consider your audience, and secondly to generate content that will engage them by adding real business value – **NB can assist in both steps of the process.**

Having provided trusted and valued content from across the energy value chain since 1995, NB is well-positioned to write, manage and edit reports based on client specifications. We can also advise on which topics might be of most interest and most engaging to your audience.

We have covered, but are not limited to, topics such as:

- **Overview and analysis of a specific country's energy sector;**
- **Geopolitical risk;**
- **Project financing;**
- **Infrastructure and construction;**
- **Transportation and logistics (including alternative fuels, such as gas or electricity);**
- **Trade flows and market trends.**

We will consult closely with you to ensure the content matches your specifications and you get exactly what you want. Special Reports are typically in the region of 20-24 pages, consisting of a front cover, contents page, introduction, then 6-9 commentaries each of around 1,000 words. NB also provides graphs and images, and manages the layup and editing process.

Upon completion of the Special Report, you will have complete ownership – the report can be marketed as you please.

Previously our Special Report partners have:

- Emailed campaign to their client base;
- Distributed it via press/PR contacts;
- Captured a new audience through social media by creating a landing page on their website for users to fill in their details and receive a free copy of the report;
- Organised a launch event for the Report and invited clients and contacts.

“Do you have enough quality content online for prospects to make an informed decision about your company and your services?”

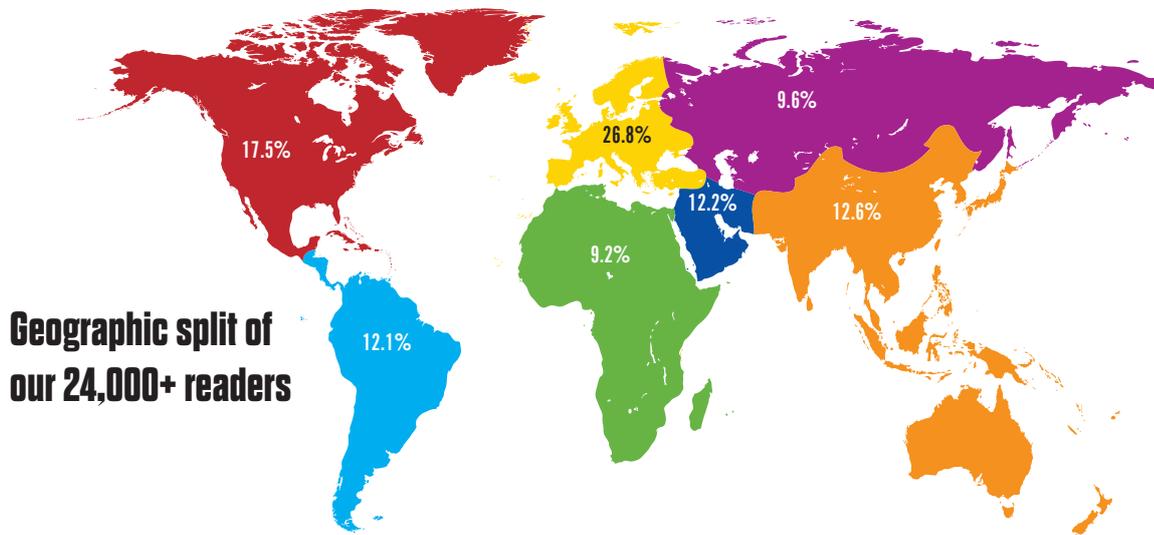


“Do you have enough time and resource to create high quality Thought Leadership pieces that accurately reflect your company's depth of knowledge?”

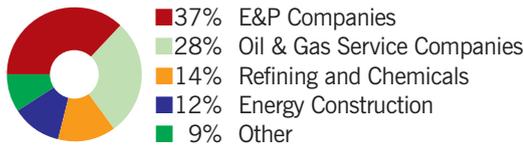
The typical process for planning, commissioning, and writing a co-authored or commissioned special report would be as follows:

Initial Planning Weeks -4 to -1	Discuss report contents, NB draws up initial brief and structure of report for client approval.
Client commissions report Week 1	NB begins content generation. Client identifies areas for comments to be contributed by them or their own clients (for example, case studies).
Weeks 2 to 3	Stock-checks: commentaries written so far, comments gathered for use in the report.
Weeks 4 to 5	Final stock-checks. Initial draft sent to client for content approval and to finalise comments gathered for the report.
Week 6 to 7	Drafts of full report sent to client for approvals and further editing. Finalise any client branding in the report, such as an inside cover advert. Final draft by the end of week 7.
Week 8	Completed report sent to client to distribute through its own marketing/PR channels. Send report to NB database if requested.

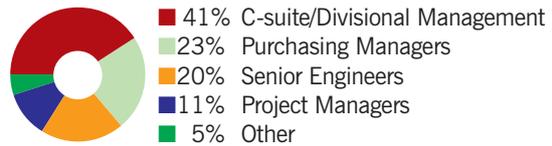
Additional marketing support for your Thought Leadership content strategy



Readers by sector



Readers by job title



NB can email the report to the 24,000+ users in its database

- Email will contain a link to an online edition of report.
- NB can track the number of email opens and the number of report downloads (link clicks).
- NB can also provide the client with a list of companies from which an individual has downloaded the report. NB cannot provide details of individual users, nor the number of people within an organisation that has downloaded the report, due to data protection.
- The email itself will also contain a banner advert at the top, content of which to be determined by the client.
- An example of some of the companies NB supplies can be found on overleaf.

Inside cover A4 advert in Special Report, NewsBase Monitors and InnovOil

- Page two advert to run on the inside cover of the Special Report sent to 24,000+ users on NB database.
- Page two advert for the client to also run on the inside cover of the relevant NB Monitor publications.
- The advert will also feature in an edition of monthly publication InnovOil, published to 22,000 readers.
- Content of the adverts to be determined by the client.

Social Media support

- NB would publicise the Special Report to its 7k+ LinkedIn followers and group members, 11k+ OilPro followers, 5k+ Twitter followers and 2k+ Facebook followers.
- NB can also support the client with liking / re-tweeting any posts you put out about the report.



About Us

NewsBase (NB) is a leading supplier of business intelligence, providing blue chip customers with awareness, insight and foresight on global energy markets. NB's proprietary commentary and analysis is framed through the lens of what's going on, why it's happening and what might happen next, arming our customers with intelligence with a tangible business value to inform strategic decision-making.

Since 1995, NB has been a trusted and valued supplier to super-majors, National and International Oil Companies, oil & gas service companies, technology manufacturers, EPC contractors, finance and investment firms, professional services and law firms, consultancies, and leading governments and NGOs. NewsBase customers include:

 THE WORLD BANK IBRD • IDA WORLD BANK GROUP	 Lloyd's Register	 Schlumberger	 GLENCORE	 GAZPROM	 Weatherford
 CLIFFORD CHANCE	 MITSUBISHI HEAVY INDUSTRIES, LTD.	 Chevron	 Vitol	 AON	 SAMSUNG
 ABB	 DOW	 Deutsche Bank	 CAT	 DLA PIPER	 Petrofac
 GE	 bp	 ING	 HSBC	 KPMG	 HESS
 BNP PARIBAS	 Rio Tinto	 EDF	 IBERDROLA	 Deloitte.	 EMERSON
 DHL	 ALSTOM	 Willis	 CAMERON	 ROSNEFT TECHNOLOGY OF REFINERIES SCALE	 المملكة العربية السعودية Saudi Aramco
 CBI	 Statoil	 SINOPEC	 Honeywell	 MAERSK	 PETRONAS
 TOTAL	 DNV GL	 Shell	 HALLIBURTON	 BAKER HUGHES	 HERBERT SMITH FREEHILLS
 ادينوك ADNOC	 Anadarko Petroleum Corporation	 CNPC	 Apache	 KNOC Korea National Oil Corporation	 pwc
 ExxonMobil	 EY Building a better working world	 accenture	 SIEMENS	 OPEC	 Technip

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