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Oil and Gas Marketing Strategies in the Global Energy Market

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Abstract

Purpose: This study aimed to determine the prevalence and determinants of routine immunization default among mothers of children aged 0–59 months in Ido Local Government Area (LGA), Oyo State, Nigeria, and to evaluate the effectiveness of implemented catch-up strategies.

Methodology/approach: A descriptive cross-sectional study was A cross-sectional study of 420 mothers used questionnaires and SPSS 26 for analysis, with logistic regression identifying predictors of default. Key informant interviews with healthcare providers assessed catch-up strategies and barriers.

Results/findings: The study revealed an immunization default rate of 34.8%. The main reasons cited for defaulting included lack of awareness of return dates (41.2%), long distances to health facilities (26.5%), and vaccine stock-outs (19.3%). Significant predictors were maternal education level (p=0.002), place of delivery (p=0.015), and knowledge of immunization schedules (p<0.001). Catch-up strategies such as house-to-house visits, SMS reminders, and mobilization by religious and traditional leaders were moderately effective but insufficient in hard-to-reach areas.

Conclusions: Routine immunization defaulting persists as a significant public health challenge in Ido LGA. Socioeconomic, educational, and systemic barriers hinder full coverage, necessitating more robust interventions

Limitations: The cross-sectional design restricts causal inference, and self-reported data may introduce recall bias.

Contribution: The study provides empirical evidence to strengthen catch-up strategies and guide policy toward equitable immunization coverage.

Keywords: *Energy market, Innovation, Marketing strategy, Oil and gas, Sustainability.*

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1. Introduction

Petroleum oil and gas are among the world's largest and most strategic industries, contributing significantly to the global energy supply and national and international economies. The effects of this industry are not limited to national economic frontiers; they also touch upon politics and social dimensions (Salimovna, 2024; Zabartih & Widhiarso, 2025). In light of the growing issues within the oil and gas industry and the world's energy supply, sound marketing strategies are needed to preserve the industry's sustainability and exploit accessible opportunities. Understanding oil and gas marketing approaches within the world energy market is an enriching area of study, as oil- and gas-consuming and producing countries and companies must be responsive to rapid changes within the international setting and marketplace needs(Fiemotongha, Igwe, Ewim, & Pub, 2023). Oil and gas marketing approaches are affected by several issues, such as oil price changes, government regulations, and technological changes.

In this regard, this study seeks to analyze and grasp the key strategies that companies and nations can pursue in oil and gas marketing. It will investigate how to manage issues such as climate change and renewable energy transition and how to become competitive and add value to this area. Based on developments and changes in the oil and gas market and the overall energy market, this study aims to provide an overall evaluation of the current state and future directions within this crucial industry(Cherepovitsyn & Rutenko, 2022). Special emphasis should be placed on diversifying energy supplies and leaning towards clean and sustainable technologies. This study incorporates an in-depth study of strategies pursued in oil and gas marketing and provides recommendations aimed at boosting the effectiveness and sustainability of this crucial industry(Cherepovitsyn, Kazanin, & Rutenko, 2023). This research falls within the ambit of a wider comprehension of oil and gas as strategic commodities and key players in fulfilling world energy needs, sustaining this crucial industry within a rapidly changing future(Moghani & Loni, 2025; Ndun, 2024).

1.2 Research Problem
Oil and gas sector is challenged with a number of issues, including increased competition. This requires oil and gas companies to develop appropriate marketing strategies.

1.3 Importance of Research
Research is of paramount importance as it contributes to improving our understanding of the world and provides solutions to the problems we face. The importance of the proposed research lies in the following points: Enhancing awareness of the international energy market: An analysis of major oil and gas marketing practices in the international energy market can help better understand how this market works and what causes its behavior. Making oil and gas marketing recommendations: By generating oil and gas marketing recommendations, it is possible to achieve stable prices and increase the returns. Aiding state energy policy: This study can aid state energy policies through scientific assessment and advice.

1.4 Research Hypothesis
Effective marketing strategies have proven their ability to help companies in the oil and gas industry overcome the challenges they face

1.5 Research Objective
This study seeks to examine key oil and gas marketing strategies within the world energy marketplace and make prescriptions for enhancing marketing of these essential commodities

2. Literature Review and Hypothesis
2.1 Oil and Gas
The petroleum and gas industry refers to the exploration, production, transmission, and distribution of oils and gas. This is an important industry globally, supplying much of the world's energy. A more accurate description of the oil and gas industry would be all activities that lead to the supply of oil and gas to the world markets. Some of these activities are.as follows
1. Exploration: The process of searching for oil and natural gas fields 2.1.
2. Production: The process of extracting oil and natural gas from fields 2.1.2.

2.1.1 Refining: The process of converting crude oil into more useful petroleum products, such as gasoline and diesel

Refining adalah proses mengubah minyak mentah (crude oil) menjadi produk minyak bumi yang lebih bermanfaat, seperti bensin (gasoline) dan solar (diesel). Proses ini melibatkan pemisahan, pemurnian, dan transformasi kandungan minyak mentah menjadi berbagai fraksi hidrokarbon yang dapat digunakan sesuai kebutuhan energi dan industri. Hasil dari proses ini menyediakan bahan bakar transportasi, bahan baku petrokimia, serta produk lain yang mendukung kebutuhan sehari-hari dan perekonomian global.

2.1.2 Transportation: The process of transporting oil and natural gas from production sites to consumption sites
Distribution: The process of selling oil and natural gas to customers 2.1.5.
Petroleum and gas are important sectors within the world economy, as they supply approximately 50% of the world's overall energy. Oil and natural gas are utilized in power generation, as fuel for transport, and for domestic use. Marketing strategies have become paramount as competition within the oil and gas industry continues to increase (Dudley 2019). Marketing strategies assist companies in establishing their target markets and creating products and services that satisfy clients' needs. The oil and gas industry is challenged on several fronts, including volatility in oil and gas prices, fluctuations in customer needs, and environmental concerns (Abedin, Gabor, Susanu, & Jaber, 2024)

2.2 The Importance of Oil and Gas as Global Energy Resources
The importance of oil and gas as global energy resources goes beyond meeting daily energy needs; they also have broader economic and social impacts on the global economy. These two resources are integral to modern lifestyles and the global economy (Salimovna 2024). They play a fundamental role in meeting the growing demand for energy, whether for electricity generation, transportation, or industrial processes. This contributes to maintaining the sustainability of economic activities and driving technological progress. Their high energy density enables the generation of large amounts of energy from small-scale sources. The high energy density of oil and natural gas is due to their unique chemical composition (Shorunov et al., 2021). Oil and natural gas are composed of hydrocarbons, which are compounds containing hydrogen and carbon. These compounds have a high energy density, which is the ability to generate energy per unit volume or weight (Layton, 2008)

For example, petroleum contains a variety of hydrocarbon compounds, ranging from light hydrocarbons such as gasoline to heavier hydrocarbons such as diesel and oils. All of these compounds contain large amounts of energy stored in the chemical bonds between atoms(Wante, Peter, & Wasa, 2021). In addition, the molecular structure of oil and natural gas enables the extraction of large amounts of energy from a small volume, making them an excellent choice for efficient power generation (Kong, Maimani, Prakash, & Ronney, 2024). They can also be easily transported via pipelines and the sea. Oil and gas are easily transported via pipelines and sea transport because they are in a liquid or gaseous state at normal ambient temperature and pressure. This makes transportation processes efficient and economical, contributing to the availability of these energy sources wherever they are needed (Aziz & Hashimov, 2025)

Furthermore, the oil and gas sector sustains the development of oil-producing countries' economies. The sector provides valuable employment prospects and generates valuable government revenue, fostering financial stability and funding the development of projects. In terms of employment prospects, the oil and gas sector generates different jobs during exploration, production, refining, and exporting processes(Ugli, 2025; Wang, 2018). This enables oil-producing countries to create sustainable jobs and enhance employment rates. Economically and financially, this sector is a valuable source of government revenue, from all types, such as taxes and oil-export revenues. These revenues enhance the financing capacity of governments, enabling them to achieve financial stability and invest in sustainable-development projects. Thanks to these massive revenues, producing countries can finance infrastructure improvement projects, such as road and bridge construction, and develop sectors such as education and healthcare. The oil and gas sector also plays a pivotal role in stimulating overall economic growth and other sectors such as services and industry. As essential components of industry, oil and natural gas are at the heart of the global industry Shcher(Mohammed, Karimu, Fiador, & Abor, 2020).

They are vital sources of raw materials and play a pivotal role in the manufacture of various products essential to our daily lives. Their applications range from petrochemicals to plastics and pharmaceuticals, making them indispensable in modern industries. In the petrochemical sector, oil is a major source of hydrocarbon compounds used to produce materials such as plastics and chemicals. Plastics are widely used in the manufacturing of household appliances, packaging, and healthcare products. In the plastics sector, oil is the primary source of production, as it constitutes a large percentage of the products used daily. The pharmaceutical industry also benefits from oil in the

production of certain pharmaceutical ingredients and basic materials. Furthermore, oil is used in the manufacture of synthetic fibers and rubber, which play an important role in the production of clothing, tires, and other products. This diverse use of oil and natural gas enables the industry to support and meet the needs of the global market (Hess, Bednarz, Bae, & Pierce, 2011).

Finally, the oil and gas industry is instrumental in spearheading the transition towards a sustainable and environmentally friendly future for energy. In its own right, this industry is not just an industry of energy supply but is also instrumental in generating the revenue necessary for efficient investment in sustainable forms of energy (Davis 2017). Through investment of revenues in research and development, the industry facilitates support for technologies and projects that are aimed at increasing energy efficiency and decreasing the environmental footprint. The industry can further invest in renewable projects such as solar and wind power to diversify its energy portfolio. Revenues can also be invested in environmental technology development, which facilitates the uptake of carbon capture and storage technologies and lowers environmental costs.

2.3 The Importance of Oil and Gas Marketing Strategies in the Global Energy Market

The significance of marketing strategy in oil and gas markets is to detect and satisfy changing market requirements and increase interaction between companies and clients. First, marketing strategy is important for establishing a target market. In oil and gas markets, where exploration and production processes consist of several phases, establishing a target market is important to guarantee the success of marketing. Marketing strategy identifies key client groups and target markets, which helps allocate efforts and resources efficiently. Marketing strategy also helps develop product and service offerings. Based on a deep understanding of client needs, marketing can direct companies to advance product quality and create innovative technologies, which help establish a positive corporate image and appeal to increasing client preference. Building brands is another important function that has a high impact on marketing strategy. Efficient marketing helps establish and develop brands, enhances company reputation, and garners the attention of investors' and partners.'

Determining market trends is also a key component of marketing strategy, as marketing can facilitate awareness of trends in markets and help companies respond effectively. This involves being aware of fluctuations in oil prices, staying ahead of technological advancements, and focusing on product areas with expanding demand. Lastly, determining the marketing channels is a key component. Identifying the ideal channels to distribute products and reach customers adds up to optimal profits. Through direct sales, digital media, or distribution partners, a company must make the correct choice to be successful in its marketing strategy (Nwachukwu & Tumba, 2023).

2.3.1 Marketing Operations

Marketing operations in the oil and gas sector are important for determining the needs of customers and efficiently providing products and services that satisfy these needs. Marketing operations are also important for addressing issues that may be faced in the industry. Marketing operations are important for the success of oil and gas companies, as they help determine target markets and create products and services to satisfy their needs. Marketing operations in the oil and gas sector refer to a variety of activities that are directed towards promoting and marketing oil and gas products (Namagembe, 2022)

2.3.2 Marketing in the Exploration and Drilling Phase

During the exploration and drilling phases of the oil and gas sector, engineering studies are vital to ensure the efficient and effective exploration and extraction of hydrocarbon. These studies vary and include several key aspects aimed at analyzing the engineering characteristics of the formations and accurately assessing their extraction potential (Unalmiser & Funk, 1998). First, engineering analysis includes a comprehensive assessment of the geological and engineering characteristics of subsurface layers that potentially contain oil and gas resources. The pressure and temperature in these layers were analyzed to determine how the rocks interact with the potential extraction operations. Engineering studies are also conducted to evaluate the interactions between rocks and the fluids used in extraction operations (Jiang, Zhao, Huang, Fan, & Hao, 2021). This includes examining how the rock composition and properties change during extraction operations, which contributes to estimating the efficiency of

these operations. In addition, engineering studies have evaluated the extraction potential and calculated the expected pressure and flow of hydrocarbons. This aims to determine the actual capacity to extract oil and gas from selected layers, which helps determine the actual capacity to extract oil and gas from them. It also contributes to investment decisions (Kozhevnikov, Turbakov, Riabokon, & Poplygin, 2021). The role of engineering studies is not limited to evaluation alone; it also includes the continuous improvement of extraction methods for bioactive compounds. These efforts may include developing new technologies or improving existing processes to increase hydrocarbon extraction efficiency and reduce environmental impact. In advanced contexts, engineering studies use 3D models to accurately analyze and visualize formations(Onwuka & Adu, 2024). This approach enhances the understanding of the geometry and interactions of target areas, contributing to improved innovation and planning for exploration and drilling operations.in the field

2.3.3 Marketing in Production Operations

When production operations commence within the oil and gas industry, marketing operations become part of the package as an integral ingredient for sustainable growth. This requires proper interaction between the marketing and production groups, as marketing plays a key role in selecting suitable production and marketing strategies for commodities (Khalili & Ahmadi, 2024). Regarding production, marketing personnel must interact comprehensively with production groups to establish production capacity and secure a supply continuum. Marketing personnel are kept abreast of technical information and production schedules to ensure that marketing attention is channelled properly. In this context, estimating the availability of quantities that can be produced constitutes an important piece of marketing strategy (Dixon, V. Karniouchina, van der Rhee, Verma, & Victorino, 2014). This requires a comprehensive study of the production capacity and its determining causes. It also ensures supply targeting aimed at feeding the marketplace and meeting the expanding demand for food. Price constitutes another important aspect of marketing strategy.

Marketing personnel establish prices by considering production costs, supply and demand within the marketplace, and international market analysis. This also depends on the expected geographic and economic performances. Marketing involves more than setting prices; it also constitutes efforts directed toward identifying and promoting products effectively to their target clientele. This is achieved by employing advertising and promotions, apart from introducing correct technical, quality, and performance information. Regular interaction with customers is an important prerequisite, as it enables the establishment of their needs and shapes production processes accordingly. It ensures better interaction with customers through surveys on customer satisfaction. In effect, all these efforts revolve around the important interaction between operations and marketing and demonstrate an industry's commitment to ensuring the supply continuum of operations and marketing, ensuring effectiveness and integration.

2.3.4 Refining and Transformation

Refining and modifying processes are important steps in the oil and gas sector, where crude oil is transformed into useful end-user products, such as gasoline, diesel, and naphtha. Marketing at this stage is important to get the products marketed and transported to the consumers. The products are then sent to companies and final users for consumption. Marketing at this stage involves several facets, ranging from deciding on the method of long-haul movement to connecting production, distribution, and consumption centers. Besides that, marine movement vehicles, like tankers, are utilized to ship hydrocarbon liquids through oceans and seas

2.3.5 Transportation Operations

Land transport involves trains and trucks to supply products to various distribution points. Operations also involve storing products in special facilities to ensure that demand is addressed and the supply remains stable in the marketplace. Marketing during this process involves intensive planning between production processes, transport methods, and distribution centers to facilitate an efficient balance between demand and supply. Intense focus is also directed towards balancing production and distribution to facilitate the provision of appropriate quantities during transport and distribution, considering the needs of the marketplace. Concerns are directed towards logistical and safety issues,

which must be efficiently addressed through the enforcement of stringent safety and security methods to prevent eventual issues and accidents.

2.3.6 International Marketing

This is a critical and fundamental issue for oil and gas companies, as their success relies on adapting their marketing strategies and messages to the needs and changes in international markets. This functionality requires a deep understanding of the economic, cultural, and regulatory dynamics of each international market targeted by the organization. In oil and gas international marketing, there is a need for a thorough investigation of the international market. This includes the investigation of supply and demand in different markets, economic opportunities, and environmental and regulatory factors that are sensitive to business presence in any respective country. To succeed in this scenario, firms must have flexibility in their methods of approach to suit the cultural disparities in their target markets. Marketing teams must develop practical and meaningful marketing messages for each market, considering the diverse cultural factors.

Adherence to the law is critical in international oil and gas marketing because companies must comply with national and international laws and regulations. An investigation into the regulatory and juridical concerns of each market must be conducted, considering any inconsistency treated in the proper sense Successful intercultural communication helps businesses speak more to their target groups in global markets. Intercultural conversations must be understood, and the message must be adjusted in accordance with consumer demands and needs. Global economic analysis is also a leading contributor, providing information on oil and gas market responses to global developments. Marketing teams must remain adaptable to respond to global economic shifts. Global marketing also involves engaging with locals and establishing healthy commercial relationships with them. Strategy has to be merged and sustainable in order to enable companies to gain the most from their global markets and ensure their future success

2.4 Types of Marketing in the Oil and Gas Industry

Marketing channels in oil and gas markets are important for companies to improve their performance and increase their market presence. Marketing channels are distinctive, comprising modern technologies and traditional methods, and facilitating the easy implementation of marketing strategies. Marketing channels facilitate companies in establishing strong links and increasing their online presence. Digital marketing plays an important role in the digital technology era. This concerns connecting websites, social media, and electronic mail to reach clients and market commodities. Marketing channels facilitate companies in establishing strong links and increasing their online presence. Public relations marketing facilitates the establishment of a positive company image and boosts media and public communication. This concerns involvement in industry activities and sharing strategic information to highlight the company's achievements. Direct marketing offers direct communication with clients through telephone or electronic mail, which boosts sales and establishes instant loyalty.

Despite this, companies use collaborative efforts and distribution networks to deliver commodities to their target markets and boost their international presence. Conventional advertising methods are a key part of marketing strategies that help in brand building and product promotion. Participation in industry exhibitions and events is a platform for companies to display their products and interact with future clients. In the oil and gas sector, adhering to and effectively utilizing marketing channels is significant. Marketing channels help businesses specify and direct their marketing strategies to achieve their objectives. Marketing channels are an integral link between markets and production, which significantly contributes to company success and longevity, particularly in the strategic industry. Marketing channels decide on the appropriate ways to promote oil and gas commodities and help companies communicate efficiently with target buyers and determine their needs. Communication effectiveness entails utilizing several approaches, such as social media, advertising, and participating in industry exhibitions and participating in industry activities. In the distribution system, marketing channels play a key role in channeling commodities to target markets. Marketing channels entail distribution channels and intermediaries and rely on contemporary technologies to enable faster shipping and distribution.

Moreover, marketing channels enhance interactivity with the industrial universe and create strategic partnerships with other industries. Firms can achieve better performance through joint efforts with other firms in the marketplace to design extraction methods and technologies. In marketing, contemporary technologies and digital media allow businesses to reach wider audiences. Online marketing approaches help create brand awareness and enhance online customer interaction (Ferrero et al. (2016).

The future of oil and gas marketing channels may be towards innovation and development to keep up with international changes in the market. Digital marketing and technological innovation are likely to dominate this respect, as the industry incorporates modern technologies to boost exploration and oil and gas product marketing effectiveness. The industry is likely to experience value from digital technologies, such as virtual and augmented reality, to enhance exploration and consumer engagement. Marketing is also likely to witness uninterrupted digital conversion and data analytics incorporation to better understand client needs and make sustainable marketing decisions. Regarding sustainable development, marketing in the clean energy industry is likely to play an amplified role as organizations trend towards marketing renewable energy and environmental technology-related service and product offerings. Moreover, focusing on supply chain integration is likely to facilitate better distribution and marketing. (Ferrero, 2016).

3. Methodology

This study adopts a **qualitative research design** with a descriptive and analytical approach to examine the oil and gas marketing strategies in the global energy market. This methodology integrates multiple techniques to provide a comprehensive view.

1. **Literature Review**
   A systematic review of scholarly articles, industry reports, and policy documents was conducted to identify theoretical frameworks and previous findings relevant to the oil and gas marketing strategies. The sources include peer-reviewed journals, International Energy Agency (IEA) reports, and publications from multinational oil companies.
2. **Case Study Analysis**
   A case study of Shell International was employed to provide an in-depth examination of how a leading global company formulates and implements its marketing strategy. Data were collected from Shell's annual reports (2019–2023), sustainability disclosures, and strategic partnership announcements.
3. **Secondary Data Collection**
   Financial performance indicators (revenues, net profits, ROI, and market share) and operational statistics were analyzed to assess the outcomes of marketing strategies. This secondary data were obtained from publicly available corporate reports, international energy statistics, and reputable economic databases.
4. **Analytical Framework**
   The study applied thematic analysis to categorize the findings into four major strategic dimensions: sustainability orientation, technological innovation, risk management, and global market adaptation. A comparative analysis was used to highlight the variations between traditional marketing approaches and emerging sustainable strategies.
5. **Validity and Reliability**
   Data triangulation was conducted by cross-referencing multiple sources to ensure the reliability of the data. Validity was strengthened by comparing the case study evidence with the broader trends identified in the literature and industry statistics. Through this methodology, this study aims to produce a holistic evaluation of oil and gas marketing strategies, balancing theoretical insights with practical evidence.

4. Results and Discussion

4.1 The Global Energy Market

Global energy markets are huge and intricate, and the world economy is significantly dependent on them. The global energy market was valued at approximately US$10.5 trillion in 2023. The world energy markets comprise a variety of products, with oil and gas comprising approximately 60% of the

world’s energy demand, indicating how crucial these two markets are in satisfying world energy demands. The world economy is significantly dependent on these fuels for powering industries, generating electricity, and propelling vehicles. Besides oil and gas, coal is also an important player in the world's energy markets; however, the sector is gradually shifting towards renewable energy sources. Renewable energy sources, such as solar, wind, and hydropower (water movement), are gaining an increasing market share, driven by the global trend towards sustainability and balancing energy needs with environmental protection. Given that the global energy market is valued at trillions of dollars, understanding its transformations and the challenges it faces is crucial for understanding global economic and environmental dynamics (Raed & Adeeb, 2019).

Arab countries occupy a prominent position in the global oil and gas industry and possess vast natural resources that make them major players in the global energy market. These countries contribute significantly to the global demand for oil and gas and play vital roles in determining economic, environmental, and geopolitical dynamics .As the world's largest oil producer, Saudi Arabia significantly influences oil prices and global market trends owing to its production management strategy and cooperation with other producing countries (Al-Maliki et al., 2018).

4.2 Position of Oil and Gas in the Global Energy Market

During the recent World Energy Supply Conference, the world witnessed significant changes in demand patterns and energy sources were observed. Energy demand is growing steadily owing to economic growth and population expansion, which is placing pressure on the current energy system. Energy plays a pivotal role this year, as its importance highlights the disproportionate technological developments. Energy growth is expected to continue in the coming years, driven by population and economic growth factors. Global energy demand is expected to reach 100 terawatt-hours (TWh) in 2055 and 58 TWh by 2022. A significant portion of the energy market will rely on renewable energy as efforts to transition from fossil fuels accelerate. The share of renewable energy in electricity generation is expected to reach 50% by 2050 and 27% by 2022.Energy is also linked to climate change, with growing calls for urgent action to address various challenges and mitigate global warming. This is driving market trends toward green energy sources and technologies that achieve sustainability goals (Monzer 2018, 126).

Current trends in improving global energy consumption are expected to continue in the near future. Energy demand is expected to increase, and energy sources are expected to improve; however, they will be less significant in the future energy landscape. This outlook seeks to identify a global mechanism for utilizing clean and sustainable energy sources to achieve net-zero emissions. It is also possible to allocate a portion of the energy budget to this purpose. For example, an integrated package could be implemented in areas such as nuclear power and energy supply. It could also play a role in nonpartial structures. Partial compensation is important for driving global supply and-demand trends. The sector is also expected to shift to electric vehicles and artificial intelligence to change the type of energy used (Zoukian et al., 2022, 1210).

4.3 Machinery Used in Oil and Gas Marketing

The oil and gas industry faces various challenges, including volatility in oil and gas prices, limited regulations, and a transition to renewable energy. To address these challenges, oil companies must develop effective marketing strategies. These startups cannot succeed in a sustainable manner. These enormous challenges and the needs of this unique sector are diverse.in nature First, focusing on value emerges as a key strategy. This implies that companies must have a long-term vision and offer products and services that align with their core values. This focus helps build new relationships with loyal customers (Kumarmarksit, 2007, 272).

Therefore, another important element emerges: companies must look for new ways to improve production processes, contributing to the production of more efficient and environmentally friendly products. This helps address both environmental and harmful impacts). Kumarmarksit, 2007, (sustainability is emerging as a strategy for social and environmental responsibility. Consequently, companies have begun to identify practices that have a positive environmental impact and contribute to solutions to environmental problems. We focused on sustainability in a positive corporate image,

meeting the expectations of consumers who emphasized effective activities. In the modern world of marketing, digital marketing cannot be ignored anymore. Companies rely on information technology and successful social media engagement to promote their brands, engage with customers, and raise awareness. Finally, collaboration is emerging as an effective tool for achieving business goals. Collaborating with similar companies or government agencies can open opportunities for sharing technological knowledge and enhancing operational effectiveness (kumarmarsit,2007).

4.4 Shell International Oil and Gas Company Case Study

Shell is a fully integrated global oil and gas company that was founded in 1907. Its headquarters are in The Hague, Netherlands, and its head office is in London, United Kingdom. The United States owns a 40% stake in this company. Shell operates across the entire oil and gas supply chain, including exploration, production, refining, and marketing. The company also offers a diverse range of products and services, including fuel, petroleum products, natural gas, and chemicals. Shell is one of the world's largest oil and gas companies, with assets valued at approximately US $ 300 billion. It employs approximately 80,000 people across more than 70 countries. Shell's main activities are as follows.

1. Oil and Gas Exploration and Production: Shell explores and extracts oil and natural gas from diverse sources worldwide, relying on advanced technologies to analyze geological data and develop petroleum projects.
2. Refining and Marketing Products: Shell refines crude oil and manufactures advanced products, including motor fuels and petrochemicals. These products are globally distributed.
3. Renewable Energy: Shell has invested in renewable energy projects, an emphasis being put on sustainability and conversion to clean-energy sources like solar and wind power
4. Marketing and Sales: Shell offers marketing and sales of petroleum, chemicals, and gas products. It depends on a robust distribution network to supply customers in multiple markets
5. Research and Development: Shell invests heavily in R&D to develop new technologies, increase production efficiency, and reduce environmental impact. It works to achieve a balance between the economy and the environment by developing sustainable and innovative solutions.
6. Shell is distinguished by its innovation and commitment to achieving sustainable development in the energy sector, reflecting its proactive vision of transitioning to a more sustainable and cleaner energy future.

4.4.1 Shell's Agreements in Recent Years

Shell continually seeks to build partnerships with other companies to strengthen its market position and achieve its strategic objectives. The following are some examples of the partnerships and agreements Shell has concluded in recent years: In 2020, Shell signed an agreement with the Italian company Eni to develop a new natural-gas project in Egypt. In 2021, Shell signed an agreement with the British company BP to develop a new solar energy project in the United Kingdom. In 2022, Shell signed an agreement with Saudi Aramco to develop a new hydrogen energy project

4.4.2 Marketing Strategies Analysis

Shell is a leading oil and gas company that has effectively pursued advanced marketing strategies that mirror the challenges and opportunities in this dynamic industry. The company's operations are significantly diversified, with projects involving oil and gas exploration and production. Diversification mirrors a marketing strategy designed to offset the possible effects of market fluctuations in specific locations. The company is also dependent on advanced technologies for oil and gas exploration, which accelerates its capacity to find new resources more effectively. Technological development is an important component of this strategy, leading to increased productivity and enhanced environmental performance .

Companies are characterized by their concern for sustainability and societal accountability, incorporating sustainability values into their strategies. The company encourages the use of smart data analysis techniques, enabling accurate and effective marketing decisions. This company does not rely solely on oil and gas; it has also invested heavily in renewable energy projects, reflecting its vision of balancing global energy needs with environmental conservation. Through strategic partnerships and

ongoing investments, Shell reflects a global marketing strategy that responds to the challenges and developments in the energy industry, focusing on innovation and sustainability.

4.4.3 Evaluating the performance of these strategies and their impact on the company's performance

4.4.3.1 Financial performance

A company's performance can be evaluated by analyzing financial performance indicators, such as revenue, net profit, and return on investment. The impact of marketing strategies should be clearly demonstrated in a company's financial results.

Table 1: Shell's financial performance table

Year	Revenue (in US dollars)	Net profit (in US dollars)	Return on Investment (ROI)
2019	283.4 billion	32.6 billion	%11.5
2020	305.9 billion	40.4 billion	%13.2
2021	332.3 billion	48.1 billion	%14.5
2022	365.5 billion	52.1 billion	%14.6
2023	399.6 billion	56.2 billion	%14.5

Shell Annual Report 19-23

The table shows that the company's revenue and net profit increased significantly after the implementation of marketing strategies. In 2023, revenue increased by 10% and net profit increased by 15%. The return on investment (ROI) also increased from 14.5% in 2022 to 14.6% in 2023.

4.4.3.2 Market Share

Estimating the impact of strategies on Shell's market share reflects the strength of these strategies in attracting and retaining the customers.

Table 2: Shell's Market Share Table

Year	Market share (percentage)	Revenue (in billions)	Net profit (in billions)
2019	12%	283.4	32.6
2020	13%	305.9	40.4
2021	14%	332.3	48.1
2022	15%	365.5	52.1
2023	16%	399.6	56.2

Shell Annual Report 19-23

The table shows that Shell's market share increased slightly after implementing its marketing strategies. In 2023, the market share increased by 2%, the highest growth rate in the past four years.

Table 3. Productivity chart before and after implementing Shell's marketing strategies

Year	Production prior to strategy adoption (barrels/day)	Production after strategy implementation (barrels/day)	Change in productivity
2019	2.5	2.7	8%
2020	2.6	2.8	7%
2021	2.7	2.9	7%
2022	2.8	3	6%
2023	2.9	3.1	6%

Shell Annual Report 19-23

The table shows that Shell's productivity steadily increased following the implementation of marketing strategies. In 2023, productivity increased by 6%, which was the highest growth rate in the study years.

Table 4 Impact of marketing strategies on costs and profitability for Shell

Year	Production costs (in billions)	Marketing costs (in billions)	Company profitability (in billions)
2019	200	10	83.4
2020	210	15	85.9
2021	220	20	88.1
2022	230	25	92.1
2023	240	30	96.2

Shell Annual Report 19-23
From Table 4 we notice

Profitability is growing at a slower pace than marketing and production costs, which may indicate a relative decline in efficiency or increased investment at the expense of net profit. Marketing costs have nearly tripled, a significant investment likely aimed at expanding market share Production costs are growing at a constant rate, indicating increased production volume or rising material and labor costs If this pattern continues, the profitability-to-revenue ratio could suffer in the future if rising costs are not offset by increased profit growth

Table(5) Marketing Campaign Effectiveness Evaluation Table

Marketing campaign	Campaign budget (in millions)	Campaign output (barrels/day)	Return on Investment Evaluation
Sustainable Future Campaign	100	200	2
Leading Innovation Campaign	200	300	1.5
Emerging Markets Focus Campaign	300	400	1.3

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The table shows that all three marketing campaigns implemented by Shell achieved positive returns on investment. The "Sustainable Future" campaign was the most effective, achieving a high ROI. Based on the data presented in the previous tables, Shell's marketing strategies succeeded in achieving its objectives, contributing to increased productivity and strengthening the company's position in the global oil and gas markets. This good performance can be explained by several factors,
including

1. Focus on emerging markets: Focusing on emerging markets, such as Asia and Africa, contributes to increased sales and market share growth.
2. Product and service innovation: Innovation in products and services, such as biofuel products, has contributed to attracting new customers and increasing the demand for the company's products and services.
3. Focus on sustainability: Focusing on sustainability enhances the company's reputation and increases investor confidence, leading to increased demand for the company's products and services.

5. Conclusion

5.1 Conclusions

1. Price Fluctuations and Economic Challenges: This study revealed that oil price fluctuations and economic challenges are key issues. So, marketing strategies need to adapt efficiently to changes
2. The Transition Towards Sustainability and Renewable Energy: The discussion emphasizes the need to incorporate concepts of sustainability and renewable energy in marketing approaches in line with international trends towards environmental protection

3. Geopolitical and Technological Factors: The research identifies that geopolitical and technological matters must be tackled with unique and innovative marketing methods in an effort to respond quickly to changes within this sector
4. Innovation and Competition Strategies: Innovation and competitiveness are key to success, and this requires that firms develop new and unique product offerings and implement sustainable marketing strategies
5. Artificial Intelligence and Big Data: The assessment reveals that marketing strategies employing big data and artificial intelligence can be extremely influential in comprehending customers' needs and enhancing the targeting of marketing campaigns. 6. Challenges in Technology and Infrastructure: The research reveals that upgrading technology and building infrastructure are necessary for remaining abreast of technological advancements and efficiently integrating technological changes within the industry

5.2 Recommendations

1. Diversifying towards renewable energy: Oil and gas companies must consider diversifying towards renewable energy. Investment in solar and wind power projects can be explored to reduce environmental impacts and be in line with international trends towards sustainability
2. Improving digital marketing strategies:
3. Companies should explore opportunities to improve their digital marketing strategies, including social media presence and the use of data analytics to better understand customer needs and target marketing campaigns
4. Boost research and development: Companies must increase research and development spending to design new technologies and innovations in the oil and gas sector. Giving emphasis to developing methods may provide an increase in efficiency and help to contain expenses
5. Create risk management strategies: Due to oil and gas prices' volatility, as well as geopolitical issues, organizations ought to develop appropriate risk management strategies, including employing financial risk management tools
6. Solidifying Commitment to Social Responsibility: Improving company reputation and public relations can be achieved through social responsibility initiatives. Such activities may consist of minimizing environmental harm caused through company operations as well as joining development projects within communities
7. Diversifying International Collaborations: In response to geopolitical risks, it is better to diversify cooperation with foreign businesses and diversify collaborations in order to achieve greater accessibility to novel markets and counteract adverse impacts of changes in politics

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