



Integrated Digital Marketing Plan 2005



Dinotic Energy – Integrated Digital Marketing Plan

Thank you for the opportunity to develop a tailored digital marketing strategy.

Below, you'll find a comprehensive plan that combines social media (LinkedIn, Facebook, Instagram, YouTube) and Google Ads, along with a three-month content calendar.

We've also included a section on your target audience—particularly for the South African market—and a placeholder for financial targets, which can be updated when the relevant information becomes available.

Our goal is to boost brand visibility, generate high-quality leads, and position Dinotic Energy as a top wholesaler in the fuel industry.

1. Overall Goals & Objectives

1. **Brand Awareness & Credibility**
 - Increase visibility in the wholesale energy market.
 - Position Dinotic Energy as a trusted, reliable supplier.
2. **Lead Generation**
 - Capture leads from businesses needing wholesale petrol, diesel, LP gas, and IP.
 - Build a pipeline of prospective clients and partners.
3. **Customer Engagement & Retention**
 - Engage existing clients with industry updates, safety guidelines, and best practices.
 - Encourage referrals and long-term relationships.

2. Target Audience (South African Market)

- **Industries & Sectors:**
 - Transportation & Logistics: Trucking companies, fleet operators, and distribution centers that require reliable, large-scale fuel supply.
 - Manufacturing & Industrial Plants: Factories using diesel or LP gas for production processes.
 - Agriculture & Farming Operations: Large-scale farms needing petrol or diesel for machinery.
 - Mining Sector: Often requires bulk fuel for mining operations in remote areas.
 - Hospitality & Commercial Enterprises: Hotels, resorts, and malls requiring LP gas for heating and cooking.
- **Geographical Focus:**
 - Major Urban Hubs: Johannesburg, Pretoria, Cape Town, Durban, and Port Elizabeth, where industrial and commercial demand is highest.
 - Key Transport Corridors: N1, N2, N3, and other major routes that link industrial and commercial centers.
- **Key Decision-Makers & Influencers:**
 - Procurement Managers: Responsible for securing consistent fuel supplies at competitive rates.
 - Operations & Logistics Directors: Concerned with minimizing downtime and ensuring on-time delivery.

- Business Owners/Directors: In smaller organizations, owners may directly manage fuel procurement.
 - **Messaging Considerations for South Africa:**
 - Reliability & Consistency: Highlight on-time delivery, local presence, and dependable customer service.
 - Compliance & Safety: Emphasize adherence to South African safety regulations and industry standards.
 - Cost-Effectiveness: Showcase how bulk supply solutions can save businesses money in the long run.
 - Service Excellence & Local Support: Stress your commitment to local communities, job creation, and potentially B-BBEE alignment if applicable.
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3. Social Media Strategy

3.1 LinkedIn

- Primary Purpose: B2B networking, thought leadership, and industry credibility.
- Key Activities:
 - Post articles on local and global fuel market trends, sustainability, and cost-saving insights.
 - Share case studies showcasing how Dinotic Energy provided solutions to South African clients.
 - Network with potential partners, distributors, and large-scale consumers (transport companies, factories, etc.).

3.2 Facebook

- Primary Purpose: Brand awareness and broad market reach.
- Key Activities:
 - Share company milestones, client testimonials, and fuel price updates relevant to SA.
 - Boost posts to reach local businesses or industries in key regions.
 - Post behind-the-scenes content (warehousing, safety checks, staff stories).

3.3 Instagram

- Primary Purpose: Visual storytelling and brand personality.
- Key Activities:
 - High-quality images or short videos of storage facilities, deliveries, safety measures, and team highlights.
 - Use Instagram Stories/Reels for quick updates, Q&A sessions, or behind-the-scenes content.
 - Incorporate relevant hashtags, e.g., #DinoticEnergy, #WholesaleFuel, #IndustrialFuelSA.

3.4 YouTube

- Primary Purpose: Long-form video content for education and demonstrating brand authority.
- Key Activities:
 - Publish educational videos (e.g., “The Wholesale Fuel Supply Chain in South Africa” or “Safety Tips for LP Gas Handling”).
 - Showcase facility tours, client testimonials, and trade show appearances.
 - Optimize video titles, descriptions, and tags for relevant local keywords (e.g., “South African Diesel Supplier,” “LP Gas South Africa”).

3.5 Content Types

- Educational: Fuel management tips, safety guidelines, best practices for South African regulations.
- Promotional: Special offers, new services, bulk pricing details, trade show announcements.
- Testimonial/Success Stories: Share stories from satisfied local clients or partners.
- Behind-the-Scenes: Warehousing, refueling operations, safety training, team building.
- Industry News & Trends: Updates on SA fuel prices, new legislation, sustainability efforts.

3.6 Posting Frequency & Scheduling

- LinkedIn: 1–2 posts weekly (e.g., Tuesday, Thursday).
- Facebook: 2–3 posts weekly (e.g., Monday, Wednesday, Friday).
- Instagram: 1–2 posts weekly (mix of images, short videos/Reels).
- YouTube: 1–2 videos monthly.

3.7 Engagement Strategy

- Respond Promptly: Reply to comments and messages within 24 hours.
- Use Hashtags & Tags: For local topics (#FuelSupplySA, #SAEnergyMarket), relevant businesses, or influencers.
- Encourage Sharing & Subscribing: Always add a CTA (e.g., “Share if you know a business needing reliable fuel supply!” or “Subscribe for updates!”).
- Cross-Promotion:
 - Post YouTube links to LinkedIn and Facebook for increased visibility.
 - Tease upcoming videos on Instagram Stories.

4. Google Ads Strategy

4.1 Campaign Types

1. Search Campaign
 - Objective: Capture high-intent traffic searching for wholesale energy suppliers in South Africa.
 - Target Keywords:
 - “Wholesale diesel supplier SA”
 - “Petrol wholesaler near me”
 - “Bulk LP gas supplier South Africa”
 - “Industrial fuel supplier Johannesburg/Cape Town/Durban”
 - Ad Groups: Diesel Wholesaler, Petrol Wholesaler, LP Gas, IP Fuel.
 - Ad Copy: Emphasize reliability, bulk pricing, on-time delivery, safety, and local compliance.
2. Display/Remarketing Campaign
 - Objective: Re-engage users who visited your website but didn’t convert.
 - Approach: Use banner ads featuring your logo, a brief service message, and a CTA (“Request a Quote”).

4.2 Location Targeting

- Focus on major industrial areas: Gauteng, Western Cape, KwaZulu-Natal, Eastern Cape.
- Use radius targeting around key cities and transport routes.

4.3 Budget & Bidding Strategy

- Search Campaign: Begin with CPC bidding, focusing on relevant, high-intent keywords.
- Remarketing: Use CPM or Target CPA to re-target previous site visitors efficiently.

4.4 Negative Keywords

- Filter out consumer-level terms, e.g., “cheap fuel station,” “fuel for cars,” “petrol price for small quantities.”

4.5 Ad Extensions

- Sitelink Extensions: Link to “Services,” “About Us,” “Request a Quote,” “Contact Us.”
- Call Extensions: Display a direct phone number for immediate inquiries.
- Location Extensions: Show address if you have a physical office for B2B meetings.
- 5.6 Tracking & Measurement
- Conversion Tracking: Monitor form submissions, phone calls, or quote requests.
- Analytics (GA4): Evaluate user behavior, page visits, and bounce rates to optimize campaigns.

5. Three-Month Content Calendar

Note: This framework covers LinkedIn, Facebook, Instagram, and YouTube. Adjust posting days/times based on internal scheduling.

Month 1: Foundation & Brand Awareness

Week 1

- LinkedIn (Tue): Introduction to Dinotic Energy (Company Overview, Mission).
- Facebook (Wed): Welcome post with a short brand story + behind-the-scenes photo.
- Instagram (Thu): Reel showcasing storage facilities or delivery fleet.
- YouTube (Week 1): “Meet Dinotic Energy” – a 1-2 minute brand introduction.

Week 2

- LinkedIn (Thu): Educational post: “Top 5 Ways Wholesale Fuel Supply Saves Costs for SA Businesses.”
- Facebook (Fri): Safety tips for handling LP gas (infographic).
- Instagram (Sat): Highlight key service benefits with a strong visual.

Week 3

- LinkedIn (Tue): Fuel Market Update (local industry news, price fluctuations).
- Facebook (Wed): Short client testimonial (if available).
- Instagram (Fri): Behind-the-scenes Story showing operations in the warehouse.

Week 4

- LinkedIn (Thu): Company Milestone (new accreditation or partnership).
- Facebook (Fri): Staff highlight (introduce a team member).
- YouTube (Week 4): “How We Ensure Quality & Safety in Fuel Supply” (3-5 minutes).
- Month 2: Engagement & Lead Generation

Week 1

- LinkedIn (Tue): Case Study Highlight (a local client success).
- Facebook (Thu): Poll: “What’s your biggest challenge in sourcing wholesale fuel?”
- Instagram (Fri): Image carousel explaining top services + how to get started.

Week 2

- LinkedIn (Wed): How-To Post: “Maximize Fuel Efficiency in Your Logistics Chain.”
- Facebook (Fri): Diesel Wholesale Spotlight (benefits, ideal customers).
- YouTube (Week 2): “Fuel Efficiency Tips for Businesses in South Africa” (3-4 minutes).

Week 3

- LinkedIn (Tue): Industry stat or infographic: Growth of LP gas usage in SA.
- Facebook (Thu): Behind-the-scenes video snippet (loading/unloading trucks).
- Instagram (Fri): Reel showcasing a step-by-step fuel delivery process.

Week 4

- LinkedIn (Wed): “Meet the Team” – introduce a sales or customer service manager.
- Facebook (Fri): Live Q&A to answer common queries about wholesale supply.
- Instagram (Sat): Photo collage from the Q&A or staff training session.
- Month 3: Trust-Building & Conversion

Week 1

- LinkedIn (Tue): Emphasize cost-saving advantage for bulk orders + CTA for a quote.
- Facebook (Thu): Share a blog (if available) on future trends in fuel/energy for SA.
- YouTube (Week 1): Customer testimonial video (2-3 minutes).

Week 2

- LinkedIn (Wed): Top Tips for Businesses Transitioning to LP Gas (including regulatory compliance).
- Facebook (Fri): Another customer testimonial or review quote.
- Instagram (Sat): Reel or Story demonstrating a quick safety protocol.

Week 3

- LinkedIn (Tue): Highlight reliability and on-time delivery with stats or bullet points.
- Facebook (Thu): Ask for audience feedback: “What topics would you like us to cover next?”
- YouTube (Week 3): “Behind the Scenes at Dinotic Energy” (warehouse tour, 4-5 minutes).

Week 4

- LinkedIn (Wed): Monthly wrap-up (key industry updates, company highlights).
- Facebook (Fri): Bulk discount announcement or new service offering.
- Instagram (Sat): Photo or short video showing an on-site delivery or staff appreciation.

6. Financial Targets

We invite you to provide the necessary details at your earliest convenience, so we can finalise this section and tailor the strategy to meet your specific financial goals.

7. Measurement & Conclusion

1. Social Media Metrics:
 - Follower growth, engagement rate (likes, comments, shares), video views, and click-throughs to your website.
 - Leads or direct messages from social platforms.
2. YouTube Metrics:
 - Watch time, subscriber growth, average view duration, and link click-through from video descriptions.
3. Google Ads Metrics:
 - CPC (Cost-Per-Click), CTR (Click-Through Rate), conversion rate (form fills, calls).
 - Keyword Quality Score, ensuring you target relevant search terms.
4. Lead Tracking & CRM:
 - Implement a system (CRM or spreadsheet) to track inquiries from website forms, social DMs, and phone calls.
 - Assess lead quality and conversion rates to refine campaigns.
5. Quarterly Review:
 - Evaluate which platforms and content types drive the most leads.
 - Adjust budgets, targeting, and content strategy based on ROI.

By leveraging LinkedIn, Facebook, Instagram, YouTube, and targeted Google Ads, Dinotic Energy can strengthen its position as the go-to wholesaler for petrol, diesel, LP gas, and IP in the South African market. Consistent posting, engaging video content, and refined keyword strategies will help increase brand recognition, generate high-quality leads, and foster lasting credibility in the energy sector. Regular performance reviews will ensure ongoing improvement and sustained market presence.