

Don't Stress, Trust APS.

**Campaign for Aerial Production Services
Created by Alyssa Sotiros**

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A Brief Introduction Of The Agent:

This Strategic Campaign Plan was created by Alyssa Sotiros on the behalf of Aerial Production Services. Sotiros will graduate in December of 2023 from Belmont University with a B.S. in Emerging Media and a minor in Public Relations. She expertly addresses high-level problems by creating strategic, research-backed plans with result-driven solutions.

Executive Summary:

The emission inspection industry is at the precipice of expansion due to the newly proposed adjustments of the Environmental Protection Agency (EPA) regulations impacting the oil/gas sector. These regulation amendments were proposed in November of 2022 and will be approved by the end of 2023, leaving oil/gas companies little time to figure out how to maintain their EPA compliance under the strict regulatory adjustments. As one of the leading emission inspection companies, Aerial Production Services' specialization is perfectly aligned with the oil/gas sector's newfound need for experts in emission inspection and EPA compliance..

The following campaign, "Dont Stress, Trust APS" is strategically designed to capitalize on the expansion of the oil/gas inspection industry, fulfilling APS' mission of becoming the expert leaders of their industry. The campaign will focus on oil/gas industry executives who hold decision-making power within the companies they work for. An interview with an executive in the inspection industry revealed that oil/gas executives are influenced by authority, relationships, demonstrated expertise and industry leadership. In order to gain the trust of these key decision-makers, it is vital that APS demonstrates their credibility by producing high-quality educational content, developing strong personal relationships and earning professional media placements.

There are five main objectives that direct the campaign that can be categorized in three phases. The first phase will focus on bringing awareness of Aerial Production Services to the target public, generating brand recognition. Phase two will focus on bringing awareness of the upcoming EPA regulatory changes to oil/gas executives. This will bring attention to our public's pain-point, subconsciously driving them to look for solutions. The final phase will consist of cultivating an attitude of trust between our public and APS as experts in the emission inspection industry.

In the second two phases of the campaign, our public will be sub-sectioned into two groups: Environmental, Safety and Governing Executives and C-Suite Executives. After extensively researching the executive boards of major oil/gas corporations, it was evident that not all executives have the same knowledgebase, motivations, needs and job responsibilities and, because of this, cannot be treated the same way in our communications methods.

Aerial Production Services is quickly approaching an incredible opportunity to achieve their mission of becoming industry leaders. In order to capitalize on this opportunity, APS must jump into action, communicating their expertise and claiming their position as leaders of the gas/oil inspection industry.

Background:

Founded in 2014 by Dave Sotiros, Ariel Production Services (APS) was one of the leading organizations to recognize the power of drone technology for companies in the oil, gas, construction and telecommunication industries. After performing over 36,000 inspections across 49 states with the most advanced technology available, APS has become a trusted partner for some of the largest corporations in each industry. Specializing in flexible, client-focused programs, Aerial Production Services develops custom plans for each client they work with, bringing each the exact, unique solutions they need.

APS' vision is to empower businesses to make smarter, faster, more efficient and responsive decisions based on the real, accurate data they provide. "Our mission is to lead the market in providing the safest, most innovative and precise solutions for aerial inspections of cell and utility structures," states

APS' founder, Dave Sotiros. By quickly and accurately detecting carbon emissions, leaks and damage APS ensures oil/gas industry leaders are compliant with Environmental Protection Agency (EPA) regulations, helping them reduce their carbon footprint all while saving them from product loss and regulatory fines.

APS has a professional, technology-centered brand. The imagery included on their website and social media centers around aviation themes and their colors include black, white, and a vibrant blue to yellow ombre. The tone of their copy is professional, educated, environmentally-conscious and fiscally inspired. The company takes on the personality of an expert who uses their knowledge to benefit their clients. Unfortunately, APS struggles to achieve deserved external recognition for their expert-level knowledge, accomplishments and experience.

Despite their nine years of industry experience, Aerial Production Services has not established itself as an expert thought-leader in the drone inspection, environmental or Oil/Gas industries. This is due to their lack of content creation, earned media placements and focused target public. APS has the experience, knowledge and means to achieve

Situation Analysis:

The oil/gas inspection industry is set to expand at an exponential rate due to all of the newly proposed EPA regulation amendments that will be finalized by the end of 2023. These amendments will drastically increase emission reporting requirements for companies in the oil/gas industry after years of regulatory leniency. Among these new regulatory changes is the proposed "IRA Waste Methane Emissions Charge", which will calculate a charge for individual oil/gas corporations based on their reported emission levels from the previous year (EPA). The goal of this charge, and the rest of the new EPA regulations, is to incentivise oil/gas companies to monitor and cut down their carbon emission levels. These new, strict regulations create a new, heightened need for emission inspection experts like APS who specialize in quick, accurate, precise and customized emission detection, reporting and reduction.

Aerial Production Services' expertise and offerings are perfectly geared towards capitalizing on this opportunity. They are in the right place, with the right experience, at the right time. The greatest threat to APS' success in this perfectly suited opportunity is the landscape of the industry itself. According to an interview with an industry professional, the oil/gas industry is deceptively small due to the limited number of large-scale industry leaders dominating the field. This means that competition for inspection contracts will be incredibly high as the number of corporations looking to hire is quite small. Despite Aerial Production Services' perfectly suited business model, it is very possible that APS could completely miss out on this incredible opportunity if changes are not made.

According to an interview of industry professionals, emission inspection competitors who are best capitalizing on this opportunity prioritize thought leadership. An example of a particularly successful competitor is Bridger Photonics, a plane-based inspection company. After an extensive communication audit, it is evident that Bridger Photonics achieves their thought-leadership by prioritizing their LinkedIn presence, publishing professional educational content and pursuing earned media placements. By producing high-quality, timely content about the state of this rapidly expanding industry, they are building brand trust, winning over large-scale clients and controlling the narrative of the emission inspection field.

Aerial Production Services has not prioritized thought leadership in their business model and lacks a social, professional and educational presence in the industry. APS has nearly a decade of experience in the drone inspection industry, serving a multitude of clients across the country. The services they provide are more detailed, precise, efficient and accurate than those of plane-based inspection companies like Bridger Photonics. Yet they are not receiving the acknowledgment they deserve because of their lack of strategic communication. In order to stay relevant APS must, not only communicate their incredible strengths, but become recognized inspection industry thought leaders.

Opportunity Statement:

The upcoming increase of EPA emission regulations in the oil and gas industry offers Aerial Production Services an opportunity to establish themselves as the leader in the newly expanding field of oil and gas inspection.

Campaign Goal:

The goal of this strategic campaign is to position APS as the leader of the oil/gas inspection industry.

The following plan will depend on 1) generating awareness of these new regulatory changes among key decision makers at upstream oil/gas companies, 2) creating awareness of APS and their services among these key decision makers and 3) fostering an attitude of trust between these decision makers and APS. By focusing on developing relationships and providing future clients with high-level educational content, APS will create a reputation of leadership, trust and expertise within the industry. Then, when the time comes for APS' clients to take action, they will turn to APS for service because they have already built a deep, trusting relationship with the brand.

Publics:

The overarching public that this campaign will focus on are executives in the upstream oil/gas industry. These are the leaders at upstream oil companies like EXXON, Chevron and ConocoPhillips, who were selected because of their decision-making power and responsibility for maintaining their company's EPA regulation compliance. These are the people who would be able to hire APS for service, so building trust with these key executives now will lead to partnership further down the line.

Over half (58%) of these upstream executives are aged 51-60 with a median age of 55. When it comes to CEOs, the median large-cap oil/gas CEO is 58 years old and the median low-cap CEO is 54. 95% of CEOs in the oil/gas industry are men and they earn an average annual salary of 17.4 million dollars. According to various studies and interviews with oil/gas industry professionals, these executives find information about their industry through LinkedIn, professional industry publications, trade shows, podcasts and trusted organizations working in the field. According to the Pew Research Center, Facebook and LinkedIn are the most used social platforms within the age and pay range of the target public.

In order to best communicate with these upstream oil/gas executives it is imperative that they are split into two distinct audiences: Environment, Safety and Governance (ESG) Executives and C-Suite Executives. This distinction is important because, despite their shared executive and decision-making status at key organizations, each audience has a very different role and thus different motivations, values, needs, and prior knowledge. The methods of communication throughout this campaign must be specified to each audience in order to best achieve the targeted goal.

Primary Audience: ESG Executives at Upstream Oil/Gas Corporations

- Job Description: Regulating their corporation's policies, objectives, fulfillment and performance in environment, safety, security and health related areas. This includes regulating the carbon emissions of their organization, keeping compliance with EPA, health and safety regulations and determining best practices for reducing their environmental impact.
- Prior Knowledge: These professionals' daily work revolves around environmental and safety law, so they already have a pretty good understanding of the overall regulatory landscape.
- Interests: These executives are mainly interested in maintaining best practices with regard to their company's environmental impact and are motivated to reduce their carbon footprint, maintain compliance with EPA regulations, and minimize overall harm.
- Needs: These executives are fully responsible for the environmental impact of their organization so they need to make sure they maintain compliance with EPA regulations and health/safety codes at the bare minimum.

Secondary Audience: C-Suite Executives at upstream oil/gas corporations.

- Job Description: Expand their business' reach, profitability, exposure and growth.
- Interests: These executives are mainly focused on big-picture growth, expansion, market-share and profitability. They want to minimize any losses and expedite any growth for their corporation. The company's environmental impact and EPA compliance is not their main focus, serving as a mandatory regulation check-box instead of an active goal.
- Needs: These executives are responsible for the overall state of their corporation and its profitability, so they need to maximize profit, keep shareholders happy and reduce any loss.

Mediating Public: Oil/Gas journalists and industry experts receiving APS' media pitches and partnership requests.

- A mediating public is one that acts as a middle-man between an organization and its target public. In this case, APS' mediating public would include any professional in the oil/gas industry that could provide APS with earned media placements in professional journals, podcasts, blogs, awards or speaking engagements. This public is important to consider because their support through earned media placements will increase APS' credibility, visibility and authority.
- This public is highly informed about the area they work in and their needs include sharing reliable, informative, interesting and important information with the publics they serve. They put their own reputation on the line when providing media placement, so it is vital that all information sent to these professionals is accurate, educational, interesting and unique. They are motivated by the furtherment of their own career, not the furtherment of APS. In order to secure mediatory support, APS must find a way to push these mediators' careers forward as well as APS' brand with the pitches sent out.

Messages:

Regulatory Competency:

There are a lot of regulations around emission levels in the oil/gas industry that are only becoming more strict. Knowledge of these regulations is vital to the continued success of oil/gas corporations moving forward, and APS is a trusted resource for this information.

Regulatory Compliance:

Emission reporting regulations have dramatically increased in the last decade and are projected to become more stringent by the end of 2023. Staying compliant with all of the

current and future reporting regulations is the key to the continuation of the oil/gas industry moving forward.

Environmental Impact:

The oil/gas industry is the largest contributor to carbon emissions but this footprint can be reduced through the intentional decisions of oil/gas executives. Following EPA regulations, utilizing drone inspection technology and closely monitoring carbon emission levels will not only benefit individual companies, but contribute to the health of the planet.

APS as Drone Inspection Thought Leaders:

APS has been working in the drone inspection industry for 9 years, scaling and adapting to all of the newest demands of the industries they serve. They are one of the leading companies in the drone inspection field and are the trusted resource for information, service and implementation in the industry.

Don't Stress, Trust APS

Not only does APS have extensive experience in the drone inspection industry, but they are trusted to deliver exceptional results by oil/gas industry leaders. Their work is praised by current and previous clients, and recognized by independent business and environmental organizations.

Communication Channels:

Shared Media: LinkedIn, Instagram, Facebook

- LinkedIn was found in my primary research to be the most popular social platform for establishing thought leadership in the oil/gas inspection industry. Additionally, LinkedIn's reputation is more professional, educational, reliable and trustworthy; all traits this campaign will associate APS with.
- The Pew Research Foundation backs up the use of these platforms for our target public. It finds that 50% of those with a salary above 75k (our target public) use LinkedIn and 70% of the same demographic use Facebook. Facebook was also the leading social media platform for the target age range of our public (50-61 yrs. old).

Owned: Website, Blog, Digital Newsletters, Webinar, Yearly Review, Printouts, business cards and branded pens for trade shows

- The benefit of creating educational owned content for APS is backed up by my primary and secondary research. My primary source discussed the value of thought leadership in the oil/gas industry and my competition audit reaffirmed this claim.
- According to GoDelta Marketing Group, distributing branded products like pens, business cards and informational hand-outs at trade-shows will increase booth traffic, help prospects remember your brand and improve your brand's image.

Face-To-Face: Trade Shows

- Better-Up found that face-to-face interactions in the business world promotes: trust, effective and concise communication, persuasiveness, understanding and increased engagement. All of these directly correlate to the campaign's goal of positioning APS as a trusted expert in the oil/gas industry.

Earned: Environmental, Oil/Gas Industry, Business/Entrepreneurial podcasts and blogs, awards, testimonials

- Pursuing earned media will work towards the campaign's goal of positioning APS as trusted experts. Forbes shares this is because earned media: drives credibility, efficiently reaches target audiences, broadens content reach, delivers deserved recognition and is highly trusted by target publics.

Campaign Plan:

Objective 1: 30% of oil/gas Industry Executives would be able to name APS without being prompted when asked about emission inspection companies.

Rationale: Our goal is for APS to be top of mind in any conversation about oil/gas emission inspection. By increasing APS' name recognition among industry executives, we are beginning their process of trusting and eventually choosing APS above any other competitor.

- Strategy 1: Create and update owned assets that showcase APS' accomplishments, services, competitive advantage and overall experience in the oil/gas emission inspection industry.
 - Create a "Public Annual Report" detailing all of APS's accomplishments each year. Specifically mention clients, services provided, number of leaks detected, number of flights flown and quoted feedback from clients.
 - Create a brochure to hand out at trade shows featuring who APS is and how their services compare to competitors. This will include information on the technology they use and focus on the customized services they provide clients.
 - Update the APS website with a current tracker of the number of flights flown, types of jobs completed and list of satisfied clients. This will show cumulative stats of APS' work on their main landing point, demonstrating their experience and expertise in the field.
- Strategy 2: Utilize shared media to connect the target public of oil/gas executives with APS on a more personal level.
 - Tactic: Create and share a social media post series (LinkedIn, Facebook, Instagram) featuring the managers of APS and their background/what they do. This will create a more personal connection between APS staff and their clients/public.
 - Tactic: Create and share a social media series featuring the different problems APS solves in the oil/gas industry featuring real examples from the work they have completed for previous clients.
 - Tactic: Create and share a "Technician Take-over Tuesday" series where an APS technician shares what they are working on for the day and answers questions from followers. This will foster a more personal connection between the company and their public.

Objective 2: Create a 30% increase in the number of C-Suite Executives who are able to list at least three of the upcoming changes to the oil/gas EPA regulations.

Rationale: By increasing the number of C-Suite executives who know various upcoming changes to the EPA regulations, we are emphasizing the pain point that APS will capitalize on: that the impending regulation changes in the oil/gas industry requires executives to find someone experienced and trustworthy to inspect their emissions. If C-suite executives are more aware of the upcoming regulations, they become more aware of their need for the services APS has to offer. Building awareness for this need is the first step towards winning more clients.

- Strategy 1: Create APS branded, short-form owned educational materials that make EPA regulations easy to understand.

- Tactic: Infographic featuring a timeline and short descriptions of the newly proposed EPA regulations. This will be visually appealing, concise and a quick tool for Executives to reference.
- Tactic: Short-form videos describing each new regulation and what they mean for oil companies. This will expand upon the brief descriptions of the new regulations provided in the infographic timeline. These videos will be distributed on the APS website, posted sequentially on APS social media platforms and linked into the “Monthly Must-See” newsletter.
- Tactic: “Monthly Must-See” newsletter updating C-suite executives on recent environmental events and EPA regulation updates that affect the oil industry. The format is short, list-based and easily digestible. This will keep executives up-to-date on EPA regulations and reinforce their understanding of the importance of knowing EPA law through the newsletter’s monthly repetition. Additionally, this will begin to build a relationship between the subscribing executives and APS, subconsciously linking APS’ brand with EPA regulation expertise and knowledge.
 - Raffle entry incentive at trade show booth if executives register for the “Monthly Must-See” newsletter
- Strategy 2: Secure earned media placements focusing on the new EPA regulations in business and oil/gas industry outlets. This will maximize and validate our secondary audience’s need for awareness of the new EPA regulations.
 - Tactic: Create press releases that explain how the new and current EPA regulations will impact the oil/gas industry, and why they will benefit businesses moving forward. The focus here should be on how these regulations are not a hindrance but an advantage if managed appropriately.
 - Tactic: Pitch these press releases to various oil/gas industry publications (see press list for specifics) that will reach oil/gas industry leaders around the world..
 - Tactic: Pitch these press releases to various oil/gas podcasts (see press list for specifics) that will reach oil/gas leaders across the globe..
 - Tactic: Pitch these press releases to various business podcasts (see press list for specifics) that will reach national and international business leaders.

Objective 3: Generate a 30% increase in the amount of ESG executives who are able to explain how each new oil/gas EPA regulation will impact the environment.

Rationale: By increasing the number of ESG executives who not only know the new EPA regulations, but understand why these regulations are so important to the environment, we are emphasizing the pain point that APS will capitalize on: that oil/gas industry leaders need someone experienced and trustworthy to regulate their emissions. If APS meets these executives with the same care for, understanding of and expertise dealing with EPA regulations, then they are able to build a more genuine connection with their future clients, boosting partnership, retention and trust.

- Strategy 1: Generate APS branded and owned educational content that details out EPA regulations and why they are important to our planet’s environmental health.
 - Tactic: Create a glossary of all the different EPA regulations on the APS website with a practical example of how this will impact oil/gas companies. This will serve as a resource for executives in the oil/gas industry while boosting the SEO placement/Google search ranking of APS’ website.

- Tactic: “Industry Update” blog series that will be posted on the APS website and LinkedIn profile. This series will focus on current environmental events in the oil/gas industry, new EPA regulation updates and examples of how oil/gas companies are adjusting to the regulations.
- Tactic: “Climate Watch: Impacts of the Oil/Gas Industry” monthly environment newsletter focusing on current updates about how the oil/gas industry is impacting the environment. This will include how regulation changes are projected to impact environmental health, how various companies are doing with emission reduction and detail out the current state of our world’s environmental health. The format will be detailed but brief; reader should be able to finish it within a minute and a half.
- Strategy 2: Utilize earned media by pitching press releases that focus on the many benefits that the new EPA regulations will have on the world’s environment.
 - Tactic: Write pitch emails and press releases about the impacts of EPA regulations on the oil industry, focusing on how these regulations will improve the negative effect the industry has had on the environment.
 - Tactic: Send these pitch emails and press releases to environmental podcasts (see press list for specifics).
 - Send these pitch emails and press releases to environmental blogs (see press list for specifics).

Objective 4: Of the C-Suite Executives who are aware of APS, 50% trust that APS is an expert at guiding oil/gas companies to EPA compliance.

Rationale: The goal of this campaign is to position APS as the leaders of the oil/gas inspection industry. To accomplish this goal APS needs to build and maintain a high level of trust between themselves, their public and their future clients. C-Suite executives may not know the depth of EPA regulations themselves, but they need to deeply trust that the organization they hire to manage their compliance does. Trust is the key to real leadership, once APS is trusted by their public and potential clients, they will become the industry leaders.

- Strategy 1: Utilize shared and owned media platforms to promote testimonials from current and previous happy clients.
 - Tactic: Social media (LinkedIn, Facebook, Instagram) post series on client testimonials, focusing on the efficiency, personalization and expertise of APS.
 - Tactic: Feature endorsements from clients on APS’ LinkedIn Profile so that connections can easily see their expertise.
 - Tactic: Add video testimonials from clients on APS website and social media platforms.
 - Tactic: Create and publish client case studies that highlight the amount of money in oil emissions/leakage was saved because of APS’ leak detection. These will be posted on the APS website and emailed out to the APS email list.
- Strategy 2: Capitalize trade show opportunities to provide APS-branded/created information about the current and upcoming EPA regulations.
 - Tactic: Reserve a booth at intentionally selected shows.
 - Tactic: Attend other shows as a guest, focusing on networking and education.

- Tactic: Foster one-on-one conversations about the regulations, asking executives about their existing knowledge and providing additional personalized information about regulations and how they impact the company they are at.
- Tactic: Create one-sheet of all the EPA regulations and how they apply to upstream oil companies that will be distributed at the show booth.
- Tactic: Raffle incentive at the show booth for executives who sign up for a monthly newsletter. Raffles will be publicized at the booth and on social media accounts.
- Strategy 3: Maximize Earned media opportunities focusing on APS's expertise, accomplishments and impact as a way to cultivate credibility among industry professionals.
 - Tactic: Instruct clients who create testimonial content to post it on their websites, social media accounts, newsletters, publications, partners, ect.
 - Tactic: Pitch interview opportunities to business, entrepreneurship and oil/gas industry podcasts. Appearing as a guest in trusted, well-known third party publications will increase credibility and reach a larger pool of the secondary audience.
 - Tactic: Pitch interview and feature opportunities to business, entrepreneurship and oil/gas industry blogs. The content of these should focus on APS' successes, their work with previous clients, their certifications and their years of industry experience. A deep understanding of the oil/gas EPA regulatory system and specific examples of how they have helped clients reach compliance should be emphasized.
 - Tactic: Pitch interview and feature opportunities to oil/gas industry specific professional journals/publications. Getting placement in a professional journal/publication will sky-rocket credibility and increase brand trust.
 - Tactic: Apply for Environmental Business Awards (see award list for specifics) as a way to gain more earned media and undeniably prove APS' expertise.

Objective 5: Of the ESG Executives who are aware of APS, 50% trust that APS is an expert at guiding oil/gas companies to EPA compliance.

Rationale: In order to position APS as the leaders of the oil/gas inspection industry APS needs to build and maintain a high level of trust between themselves, their public and their future clients. Their demonstration of expert knowledge within the industry is vital to building this trust, especially among ESG Executives who are already more aware of the work they do. Creating trusting relationships with ESG executives in the oil/gas industry will develop into a reputation of industry leadership for APS themselves.

- Strategy 1: Plan and execute a tour of gas/oil industry trade shows where APS staff can present, network and directly communicate with their target audience.
 - Tactic: Reserve show booths at intentionally selected shows that are affordable, industry specific and network-focused.
 - Tactic: Attend additional trade shows where you do not have a speaking engagement or booth reservation. At these shows, focus on networking and building personal relationships with executives, competitors and potential partners in the industry. Ask for business cards from the people you meet and follow up through email and LinkedIn. Additionally, bring business cards and pass them out so people can follow up with you.

- Tactic: Speak at trade shows with a focus on: the new EPA regulations, why they matter, the impacts of the oil/gas industry on the environment, what drone inspection is, how drone inspection will keep companies compliant with all EPA regulations and reduce companies' carbon footprint. Make sure to mention who you are, who APS is and how you can get in touch.
- Tactic: Create a Facebook ad geofenced to the trade show locations that links to a landing page on the APS website. This landing page will take visitors to APS' blog page with an option for newsletter registration. This ad will bring extra attention to APS among those attending the trade shows, and its intentional repetition will increase brand recognition and trust among viewers.
- Tactic: Host a raffle at the trade booth. Entry is available upon registration for an APS newsletter or in exchange for a business card/contact info. This will build a continued and developing relationship between the visitor and APS, generating leads and expanding APS' email list.
- Tactic: Distribute "goodie bags" at the trade booth that contain the "EPA Regulation One-Sheet", an APS business card with contact information, an APS branded pen and the APS informational brochure.
- Tactic: Keep an email list and a visual "Business Card Bucket" where professionals can drop off their business cards. This should be a clear bucket to 1) add shock value and curiosity to your booth, drawing in contacts and 2) act as a visual representation of all the professionals who have already trusted APS with their information. This will build trust with the people you talk to while expanding your contact list.
- Strategy 2: Engage with the primary audience utilizing shared and owned media channels by focusing on APS' knowledge and impact on the industry.
 - Tactic: Case Studies: from previous clients focused on the environmental impact their work had on the organization and the planet
 - Tactic: Host a webinar series breaking down the different regulations with guest speakers from the environmental and oil/gas industries.
 - Tactic: Host a Q&A session with the guest speakers at the end of the webinar. This will allow your audience to directly interact with APS and their guests, developing deeper, more personal relationships and increasing brand trust.
- Strategy 3: Establish CEO Dave Sotiros as a thought leader in the drone inspection industry.
 - Tactic: Weekly post on LinkedIn discussing current events in the drone inspection industry including regulation updates, technological innovation,
 - Tactic: Public speaker engagements/bureau, focusing speaking on the importance of drone technology in the oil/gas industry and how their use provides more accurate, detailed and precise data.
 - Tactic: Pitch interviews with CEO to environmental podcasts/blogs (see press list for specifics) focusing on what APS has done for the environment, how APS can help companies with their carbon footprint and why he is passionate about this industry.
 - Tactic: Pitch interviews with CEO to entrepreneurial podcasts (see press list for specifics) with content focusing on why Dave started APS, how they began and what he sees for the future.

A structured calendar displaying the timeline of this campaign is attached as a PDF in the appendix of this document along with a link to the calendar in a project management system.

Evaluation:

In order to evaluate the effectiveness of this campaign, APS should conduct a preliminary, midpoint and post-campaign survey of their target public. along with frequently monitoring various KPIs.

Preliminary, Midpoint and Post Campaign Survey (see appendix for survey questions and link):

- The survey will be sent to the same list of upstream oil/gas executives three times over the next year. Once at the beginning of the campaign to understand the baseline of our public, once half-way through the campaign to see how it is performing and what adjustments need to be made and finally, once at the end of the campaign to display the final outcome of the campaign's objectives and goals.
- This survey will include questions about the executives' knowledge of: EPA regulations, APS and their services and APS' CEO, Dave Sotiros. These questions are specifically worded to showcase the outcome of each objective. Additionally, this survey will ask executives what outlets they have seen APS in as a way to gauge the output, effectiveness and reach of each communication strategy and tactic.

In addition to evaluating the outcome of each objective through the survey, it is important to monitor key metrics that demonstrate the effectiveness of each strategy and tactic. This will allow APS to make strategic adjustments throughout the duration of the campaign so that the campaign's goal is more effectively and efficiently achieved.

- With regard to each strategy, APS should monitor the quantity of: website visits, social following, newsletter registration, earned media placements, engagement, attendance and citations of educational content.

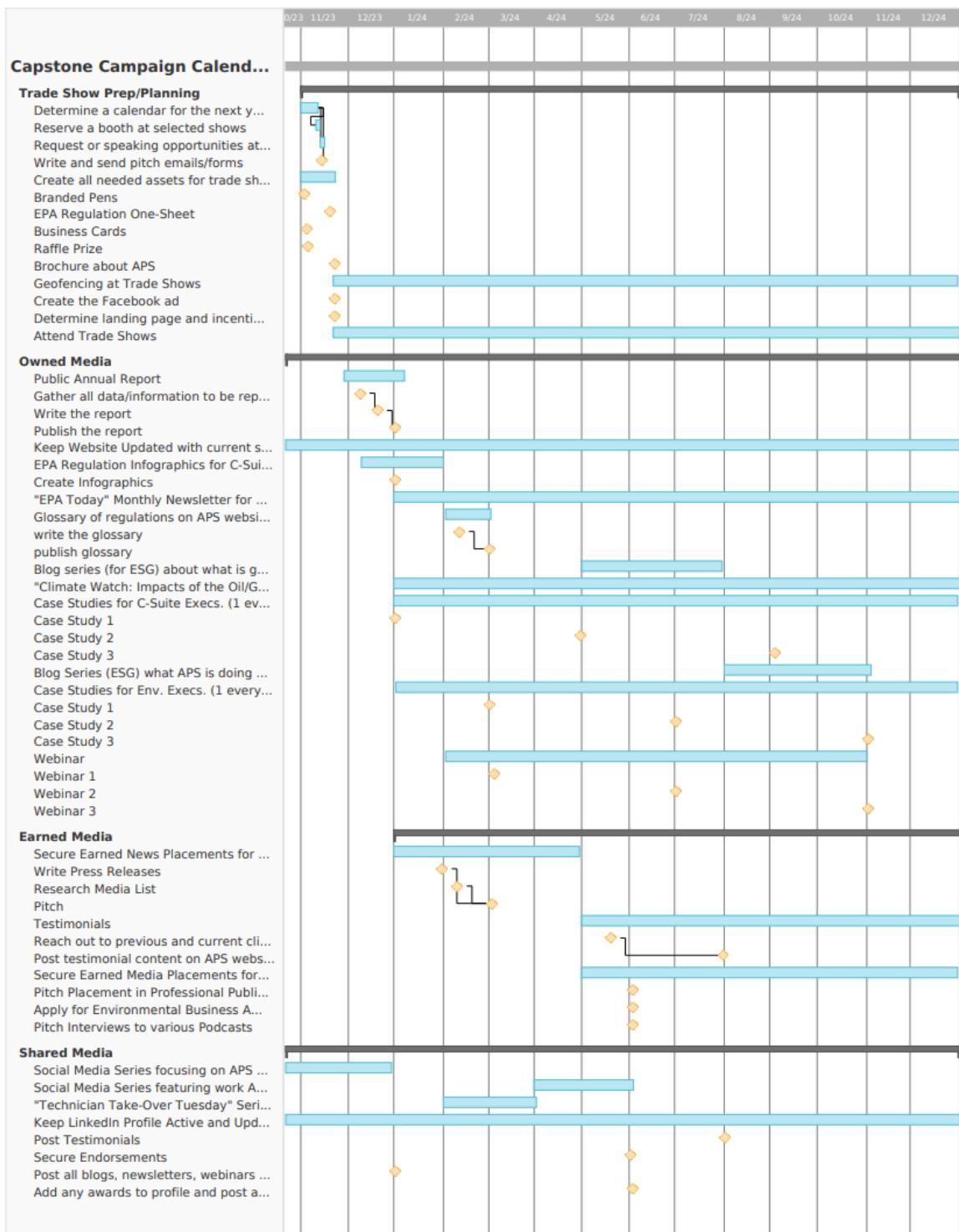
Budget:

Budget:		
Asset:	Notes and Reference Links:	Estimated Cost:
Trade Show Booth Reservations		Range Varies: free - \$1,250 donation fee
Round-trip flight for Trade Shows	Round Trip to Dallas, TX: link	Average: \$120
Hotel For Trade Shows	1 night budgeted: link	\$119
Uber to/from airport		\$40 estimated
Branded Pens	link	\$170
Business Cards	link	\$30
Printed One-Sheets (100)	link	\$5.39
Printed Brochures (100)		use same paper
Give Away/Raffle Prize		\$50-\$100

Resource Appendix:

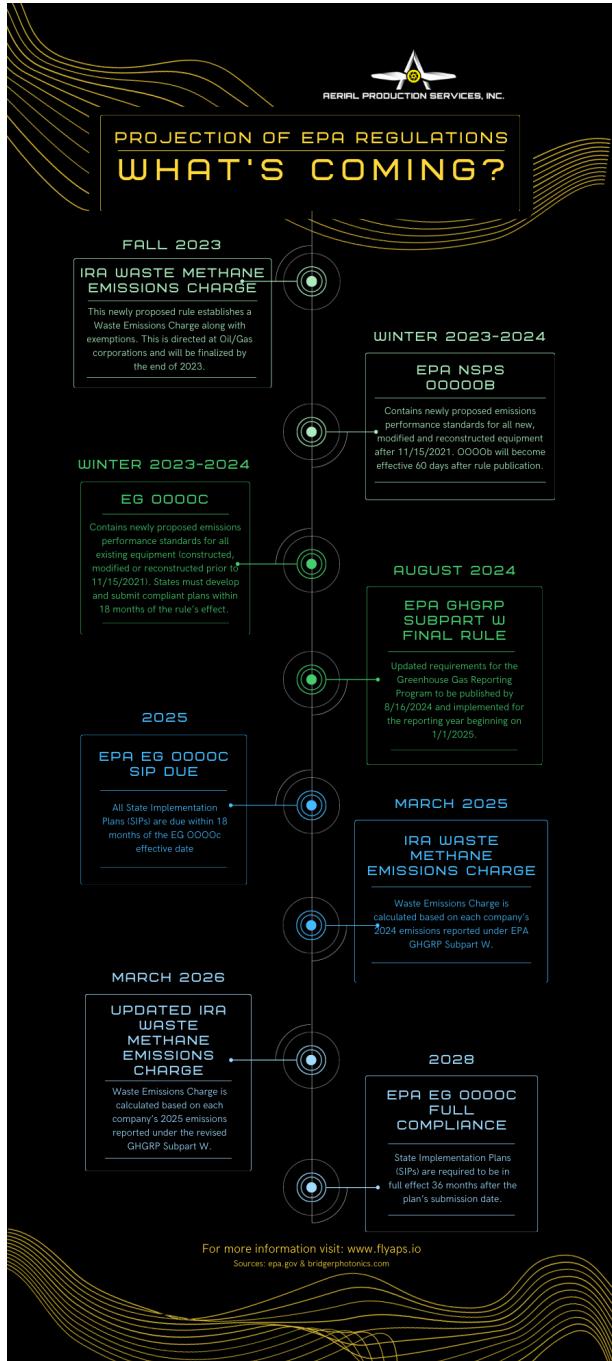
The following is an appendix of prototype resources that demonstrate what can be used in the proposed, “Don’t Stress, Trust APS Campaign”. A link to a folder containing all of these resources is provided [here](#).

Gantt Sheet Timeline of the Campaign is displayed below, a link to the full, interactive version is here: <https://app.teamgantt.com/projects/gantt?ids=3712721>



On the left is the **Infographic of EPA Regulations** created for C-Suite Executives (Objective 2, Strategy 1, Tactic 1)

On the right is the **Regulation One-Sheet** for C-Suite Executives (Objective 4, Strategy 2, Tactic 5)



Below are **Media Lists** that will be utilized when pitching earned media placements to various outlets. A link to the full Excel Sheet is [here](#).

Oil/Gas Industry Publications:					
Publication:	email:	phone:	contact:	title:	website:
World Oil	customerservice@worldoil.com	1 713-520-4498		editor in chief	https://www.worldoil.com/
Oil & Gas Journal	chriss@endeavorb2b.com		Christopher E. Smith	managing editor - news	https://www.ogi.com/
Oil & Gas Journal	madams@endeavorb2b.com		Mikaila Adams	upstream editor	https://www.ogi.com/contact-us
Oil & Gas Journal	aprocyk@endeavorb2b.com		Alex Procyk	general contact/customer service	https://www.worldoil.com/
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Pipeline Oil & Gas Mag: Editorial@PGJOnline.com				editorial inquiries	https://pgjonline.com/
Pipeline Oil & Gas Mag: Submittals@PGJOnline.com				technical articles	https://pgjonline.com/
Pipeline Oil & Gas Magazine				ADVERTISING	https://pgjonline.com/media/10296/pgjmediaplanner
Oilman Magazine				all contacts in the link	https://oilmanmagazine.com/contact/
Upstream Online	upstreamreporters@nhs14 207 645 2300			editorial team contact	https://www.upstreamonline.com/
American Oil & Gas Reporter		316-788-6271		contact form link	https://www.aogr.com/about-us/contacts
American Oil & Gas Reporter		785-614-1555	Tim Beims	technology editor	https://www.aogr.com/
Oilfield Technologies	enquiries@oilfieldtechno44 1252 718 999			inquiries email address	https://www.oilfieldtechnology.com/

Oil/Gas Industry Podcasts:					
Publication:	email:	phone:	contact:	title:	website:
World Oil Deep Dive	customerservice@worldoil.com				https://www.worldoil.com/podcasts/world-oil-deep-dive
Oilfield Electrification	customerservice@worldoil.com				https://www.worldoil.com/podcasts/oilfield-electrification
Oilfield 360	customerservice@worldoil.com				https://www.worldoil.com/podcasts/oilfield-360
Oil and Gas This Week		(281) 240-2643			https://oggm.com/2023/08/17/ogtw/
Oil and Gas Upstream					https://oggm.com/2023/08/18/ogu/
Oilfield Enginuity					https://oggm.com/2023/08/18/oal/
Oil and Gas Geopolitics					https://oggm.com/2023/08/18/oggp/
Energy Workforce of Tomorrow					https://oggm.com/2023/08/18/ewt/
OGGM Mixer Connections					https://oggm.com/2023/08/18/mixc/
Oil and Gas Startups	https://digitalwildcatters.com/podcasts/				https://digitalwildcatters.com/work-with-us/
Energy Tech Startups	https://digitalwildcatters.com/podcasts/				https://digitalwildcatters.com/podcasts/
Energy 101: We Ask Du	https://digitalwildcatters.com/podcasts/				https://digitalwildcatters.com/podcasts/
Stuff You Should Know	contact@kimray.com				https://www.youtube.com/@KimrayInc/featured
Oil Ground Up	oilgroundup@clearcommodity.net		Tony Greer	Host	https://www.clearcommodity.net/oil-ground-up

Environmental Blogs:					
Publication:	email:	phone:	contact:	title:	website:
"The New York Times: Climate and Environment"					https://www.nytimes.com/section/climate
"The Guardian: Environment	B pressreque...				https://www.theguardian.com/info/about-guardian-us/contact
"OnEarth Blog"					
"Treehugger"	contact@treehugger.com	press@tre...			https://www.treehugger.com/
"BBC Earth"	https://pitch.bbc.co.uk/Default.aspx				https://www.bbcearth.com/
"The Atlantic"	annie@theatlantic.com		Annie Lowry		https://www.theatlantic.com/author/annie-lowry/
The Environment Show	phil@theenvironmentshow.com				https://www.environmentshow.com/contribute/

Entrepreneur/Business Podcasts:					
Publication:	email:	phone:	contact:	title:	website:
The Rework Podcast	hello@rework.fm	(708) 628-7850			https://37signals.com/podcast/
Pivot	pivot@voxmedia.com	855-51-PIVOT			https://podcasts.voxmedia.com/show/pivot
The Entrepreneurs on Fire		(888) 207-5942		https://www.eofir.com	https://www.eofire.com/
Business Movers					https://support.wondery.com/shows/business-movers/
Masters of Scale	hello@mastersofscale.com				https://waitwhat.mastersofscale.com/guest_pitch_form
Masters of Scale	erika@waitwhat.com				https://mastersofscale.com/contact/
Masters of Scale	starter@waitwhat.com				Media/Press
Founders Journal	multimedia@morningbrew.com				https://foundersj.com
How I Built This					https://www.guyr.com
Start-Up Stories					https://mixergy.com
This Week in Start-Ups	contact@launch.co				https://thisweekinstartups.com/
This Week in Start-Ups	askjason@launch.co				https://thisweekinstartups.com/
Energy 101: We ask Dumb Questions So You Don't Have To					https://digitalwildcatters.com/podcasts/

Environmental Podcasts:					
Publication:	email:	phone:	contact:	title:	website:
Sustainababble	hello@sustainababble.fish				
Drilled Podcast	amy@drilled.media				https://drilled.media/
"The Climate Question"	worldservice.letters@bbc.co.uk				https://www.bbc.co.uk/programmes/w13xtvb6
An Idiots Guide To Saving The	team@project-everyone.org				https://globalgoals.org/podcast/
Outrage + Optimism					https://www.globe.com
A Matter of Degrees					https://www.degreespod.com/
The Environment Show	phil@theenvironmentshow.com				https://www.environmentshow.com/contribute/
Think Sustainably	think.sustainability2ser@gmail.com				https://2ser.com/thinksustainability/
Clean Law Podcast: Harvard Law	rjust@law.harvard.edu				https://eelp.law.harvard.edu/cleanlaw-our-podcast/
The Climate Briefing	multimedia@chathamhouse.org				https://climatebriefing.libsyn.com/
The Climate Pod	theclimatepod@gmail.com				https://www.theclimatepod.com/

Below is a **List of Environmental Business Awards** for APS to apply for. A link to the full Excel Sheet is [here](#).

Environmental Awards:					
Award Name:	website:				
SEAL Business Sustainability Environmental Achievement	https://6120.evalato.com/				
Sustainable Business Award	https://sustainablebusinessawards.com/				
Responsible Business Award	https://events.reutersevents.com/sustainable-business/responsible-t				
ESG Awards	https://www.esg-awards.com/				
Business and Finance ESG Awards	https://businessandfinanceesgawards.com/				

Below is a **List of Industry Trade Shows** for APS to attend. A link to the full Excel Sheet is [here](#)

Trade Shows:	Date:	Location:	Email:	Phone:	Website:	Speaker Request:
Energy Capital Conference	October 2, 2023	Dallas, TX	info@hartenergy.cc	713-260-6400	https://www.hartenergy.com/events/ad-strategies-and-opportunities-conference	
A&D Strategies and Opportunities	October 3, 2023	Dallas, TX			https://www.hartenergy.com/events/ad-strategies-and-opportunities-conference	
Executive Oil Conference	November 15-16, 2023	Midland, TX	info@hartenergy.cc	713-260-6400	https://www.hartenergy.com/events/ad-strategies-and-opportunities-conference	
Energy Venture Summit 2024	February TBD, 2024	Denver, CO	conferences@ener	(303) 296.8834	https://theenergyventure.com/	
EnerCom Dallas	April 2-3, 2024	Dallas, TX	conferences@ener	(303) 296.8834	https://www.enercomdallas.com/	
EnerCom Denver	August 19-22, 2024	Denver, CO	conferences@ener	(303) 296.8834	https://enercomdenver.com/	
Gastech Exhibition & Conference 2024	September 17-20, 2024	Houston, TX	info@dmgevents.cc	971 4 438 0355	https://www.gastechexhibition.com/	
2nd American Carbon Capture, Utilization, and Storage	October 25-26, 2023	Houston, TX	info@alj-grou...		https://uscarboncapture.org/	
OKC Oilfield Expo 2023	October 12, 2023	Oklahoma City, OK	info@soerok.co	405-601-2190	https://soerok.com/oklahoma-oil-gas-expo/	

The Survey that will be sent out to oil/gas executives is below. A collaborator link to the survey is [here](#) and a link to take the survey is [here](#).

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Executive EPA and APS Survey

This survey is distributed by Aerial Production Services with the goal of better understanding executives in the oil/gas industry's understanding of EPA regulations and APS's brand.

* Indicates required question

1. List any emission inspection companies you are aware of, if none type 'none' *

2. I would describe my current job position as: *

Mark only one oval.

C-Suite Executive Skip to question 14

ESG Executive Skip to question 3

ESG Executives

3. Explain what the "IRA Waste Methane Emissions Charge" is and how it will impact the gas/oil industry. *

4. Explain what "NSPS 0000B" is and how it will impact the gas/oil industry. *

5. Explain what "EG 0000C" is and how it will impact the gas/oil industry. *

6. Explain what "State Implementation Plans (SIPs) Under EG 0000C" is and how it will impact the gas/oil industry. *

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Executive EPA and APS Survey

7. Explain what "State Implementation Plans (SIPs) Under EG 0000C" are and how they will impact the gas/oil industry. *

8. Explain what "GHGRP Subpart W" is and how it will impact the gas/oil industry. *

9. I have heard of **Aerial Production Services** before *

Mark only one oval.

Yes

No

10. If so, where: *

Tick all that apply.

Aerial Production Services' social media accounts

Google Search / Aerial Production Services' website

Professional Trade Shows

Webinars

Professional Oil/Gas Industry Publications

Oil/Gas Industry Podcasts and/or Blogs

Environmental Podcasts and/or Blogs

Business/Entrepreneurial Podcasts and/or Blogs

Other: _____

11. **Aerial Production Services** specializes in: *

Tick all that apply.

Drone Emission Inspection

EPA Regulation Compliance

Reducing Oil/Gas Companies' Carbon Footprint

Leak Detection

Custom and Unique Environmental Solutions

I have never heard of Aerial Production Services

12. I trust that **Aerial Production Services** is an expert at guiding oil/gas companies to EPA compliance. *

Mark only one oval.

Trust

Unsure

Don't Trust

https://docs.google.com/forms/d/1DaU3Cf3_pkqH9RCT12azMASxUnID9dIB45QMI-z1P/edit

https://docs.google.com/forms/d/1DaU3Cf3_pkqH9RCT12azMASxUnID9dIB45QMI-z1P/edit

Survey Continued:

10/24/23, 8:36 PM Executive EPA and APS Survey

13. I know who Dave Sotiros is. *

Mark only one oval.

Yes
 No

C-Suite Executives

14. List all of the oil/gas industry EPA regulations you know. *

15. I have heard of **Aerial Production Services** before. *

Mark only one oval.

Yes
 No

16. If so, where: *

Tick all that apply.

Aerial Production Services' social media accounts
 Google Search / Aerial Production Services' website
 Professional Trade Shows
 Webinars
 Professional Oil/Gas Industry Publications
 Oil/Gas Industry Podcasts and/or Blogs
 Environmental Podcasts and/or Blogs
 Business/Entrepreneurial Podcasts and/or Blogs
 Other: _____

17. **Aerial Production Services** specializes in: *

Tick all that apply.

Drone Emission Inspection
 EPA Regulation Compliance
 Reducing Oil/Gas Companies' Carbon Footprint
 Leak Detection
 Custom and Unique Environmental Solutions
 I have never heard of Aerial Production Services

18. I trust that **Aerial Production Services** is an expert at guiding oil/gas companies to EPA compliance. *

Mark only one oval.

Trust
 Unsure
 Don't Trust

https://docs.google.com/forms/d/1DaU3Cf3_nkqJp9RCT12azMASxUuID9dIB4SQMi-z1Pk/edit

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