



5 REASONS HIRING A MARKETING

CONSULTANT

**THE
REACH LAB
MARKETING**

**CAN BENEFIT SMALL BUSINESSES
IN UPSTREAM OIL AND GAS**

ReachLabMarketing.com



INDUSTRY INSIGHT AND **EXPERTISE**

REACH

A specialized marketing consultant who specializes in oil and gas, brings industry-specific knowledge and experience, helping small-to-midsized businesses navigate the unique challenges and regulations in the industry.



LOW
COST

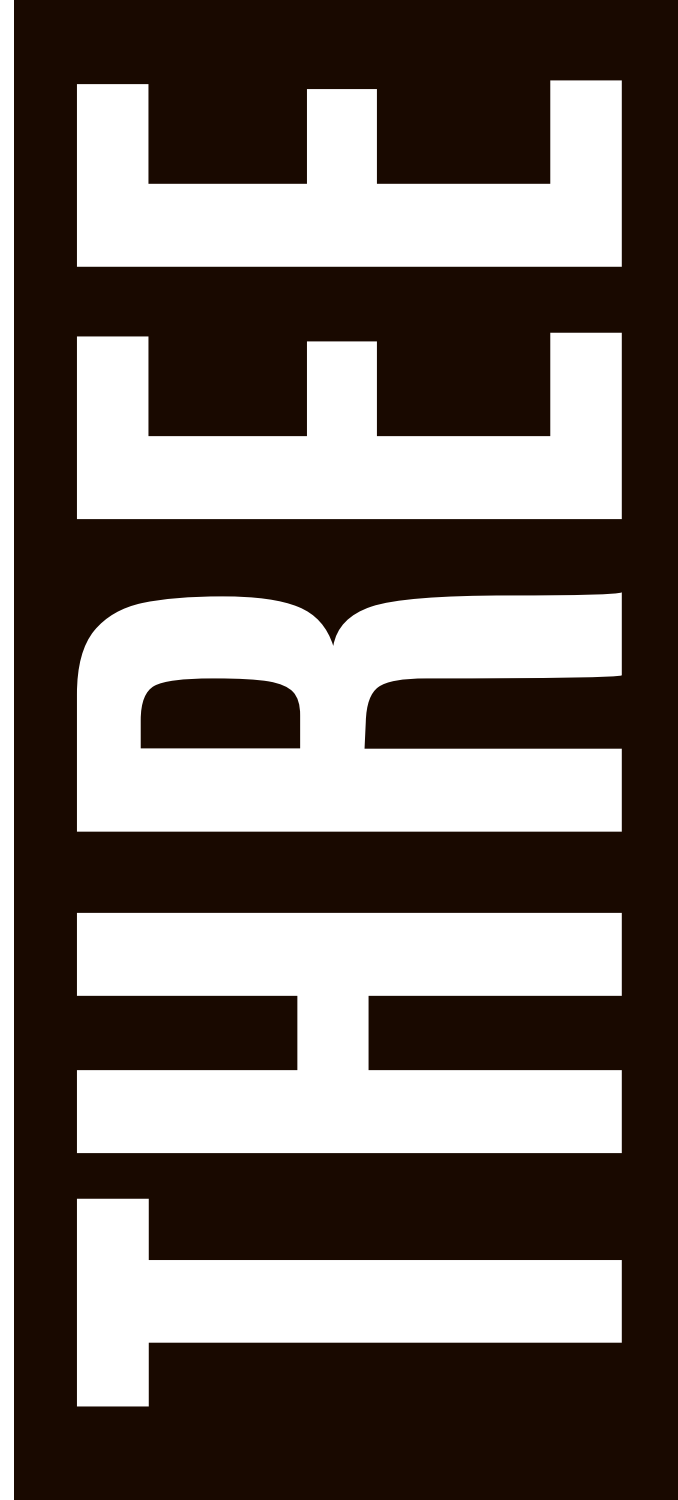
LOW-COST ACCESS TO **RESOURCES**

Small businesses may not need a full-time marketing team, and a consultant offers top-level strategy and execution without the long-term overhead costs.



FRESH MINDSET AND ANALYSIS

Internal teams may have blind spots or biases, while a consultant offers a fresh, unbiased viewpoint with new ideas and strategies on marketing strategies and business positioning.



REBRAND

SCALABLE AND FLEXIBLE **SERVICES**

During a rebranding phase, a consultant can handle everything from website redesign to LinkedIn strategy. Afterward, the business may retain the consultant on a smaller scope, such as ongoing SEO and digital campaigns.



ACCESS TO SPECIAL TOOLS AND NETWORKS

Consultants like Reach Lab Marketing have access to premium marketing tools and industry networks that small businesses might not choose to afford or have in-house.

