

# U-COAT Oil & Gas Marketing Playbook

Mobile?Eco\_Friendly.Surface.Prepare.™.Coating.Solutions

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## 1. Core Value Proposition

### Elevator Pitch:

“The U-COAT Trailer Program delivers a mobile, eco-friendly solution for surface preparation and protective coating. Reduce downtime, extend asset life, and maintain environmental compliance—all from one turnkey trailer.”

### Key Differentiators:

- Eco-friendly, OSHA & ESG-compliant solutions
  - Portable, trailer-ready systems for onsite repairs
  - Flame Spray + Easy Blast combo for prep and coating
  - Durable coatings resistant to oil, saltwater, and industrial chemicals
  - Rapid ROI: save downtime, reduce labor, and material costs
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## 2. Target Audience & Key Stakeholders

Segment	Decision Makers	Needs / Pain Points
Offshore Oil Rigs	Maintenance Managers, Operations Supervisors	Rust, corrosion, downtime, regulatory compliance
Oil Storage Tanks	Facility Managers, Safety Officers	Corrosion, leaks, old coatings, environmental compliance
Water Clarifiers / Filtration Systems	Environmental Engineers, Operators	Sediment buildup, microbial growth, downtime
Pipelines & Weld Points	Project Managers, Contractors	Rust, coating failure, maintenance efficiency

<b>Segment</b>	<b>Decision Makers</b>	<b>Needs / Pain Points</b>
Deck Surfaces & Platforms	Safety Officers, Maintenance Teams	Abrasion, chemical exposure, worker safety

#### **Marketing Insight:**

Focus on **maintenance savings, downtime reduction, and eco-friendly compliance**, which resonate strongly in oil & gas.

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### **3. Messaging & Positioning**

#### **Primary Messages:**

- “Mobile, Eco-Friendly Maintenance & Coating Solutions”
- “Reduce Downtime and Extend Asset Life”
- “One Trailer, Endless Industrial Applications”
- “Safe for the Environment, Tough on Corrosion”

#### **Supporting Proof Points:**

- Case studies with **before/after images** of prep + coating
  - Demonstrations of **spot repair and full surface renewal**
  - Testimonials from early adopters
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### **4. Marketing Channels & Tactics**

#### **Digital & Online Marketing:**

- Website landing page for **Oil & Gas Trailer Program**
- LinkedIn outreach to maintenance and operations teams
- Email campaigns with **case studies and ROI examples**
- Short video demonstrations of Flame Spray + Easy Blast

#### **Event & Field Marketing:**

- Attend **Offshore Technology Conference (OTC)** and regional expos
- Onsite demo days for maintenance teams and contractors

- Partnership with industrial service providers

#### **Sales Collateral:**

- Starter kit PDF (trailer setup, workflow, applications, eco-friendly messaging)
- Branded presentation deck for clients
- Marketing videos: Flame Spray in action, Easy Blast prep, mobile trailer deployment

#### **Visual Marketing:**

- Branded trailer graphics with eco-friendly messaging
  - Before/after visuals of tanks, rigs, pipelines
  - Highlight trailer mobility, onsite prep, and coating capability
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### **5. Lead Generation & Sales Play**

#### **Step 1: Identify Prospects**

- Oil & gas maintenance companies
- Environmental compliance contractors
- Facility managers for offshore rigs and storage tanks

#### **Step 2: Outreach Approach**

- Personalized LinkedIn / email with **case studies**
- Offer free onsite demo or trial
- Emphasize eco-friendly & cost-saving benefits

#### **Step 3: Onboarding & Training**

- Include training for trailer deployment and system operation
- Provide step-by-step prep + coating workflow
- Share marketing assets for local promotion

#### **Step 4: Closing the Sale**

- Use ROI metrics: downtime reduction, labor savings, reduced chemical waste
- Highlight turnkey trailer advantage: mobile, fully equipped, eco-friendly

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## 6. Customer Growth Strategies

- **Referral Program:** Encourage customers to share successes with other rigs/facilities
- **Content Marketing:** Post videos of before/after projects, testimonials, and eco-friendly compliance
- **Bundle Services:** Offer Flame Spray + Easy Blast + eco coatings package
- **Local Partnerships:** Collaborate with industrial service providers for joint marketing

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## 7. Performance Metrics

Track these KPIs for success:

- Number of demos scheduled / completed
- Leads generated from online campaigns / events
- Trailer program adoption rate
- Customer satisfaction / testimonials
- Reduction in downtime or maintenance costs for clients

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## 8. Quick Reference – Key Selling Points

1. **Eco-Friendly Advantage:** Green coating solutions, OSHA & ESG compliant
2. **Mobile & Flexible:** Trailer deployment to remote oil & gas sites
3. **Complete Solution:** Prep + coating combo for rust, corrosion, barnacle/mold removal
4. **Durability & Reliability:** Coatings that resist oil, saltwater, and industrial chemicals
5. **Rapid ROI:** Reduce downtime, labor, and material waste