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Global and Digital Marketing of Oil and Gas Products: Prospects and Hurdles

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Abstract

This paper discusses global and digital marketing strategies in the context of business and politics. It highlights the importance of global and digital marketing in promoting products and profits. Theories of global marketing, such as Uppsala Internationalization and Network Internationalization, are critiqued. Case studies and empirical literature reviews were used as research methodology, including the analysis of global and digital marketing strategies, prospects, and challenges. The Nigerian National Petroleum Company (NNPC) was examined, identifying challenges such as deregulation, lack of infrastructure, customer needs, and market diversification. Solutions include better regulations, investment incentives, customer retention, and market diversification. The Nile Petroleum Corporation (NILEPET) was analyzed in terms of market segmentation, brand building, and customer engagement, while Baker Hughes East Africa Ltd's digital marketing strategy was also reviewed. Tools like email marketing, Search Engine Optimization (SEO), and social media were noted. The global marketing of crude oil, with a focus on the South Sudan Crude Oil Marketing Joint Committee, was explored, along with future market prospects. Challenges such as lack of investment, inadequate infrastructure, and risks like cyberbullying and online scamming were also discussed. The paper concludes by emphasizing the prioritization of global and digital marketing in business operations, particularly in the oil and gas industry.

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1. Introduction

Global and digital marketing is a very critical aspect of business development, management and politics of markets. While many scholars trace global and digital marketing origins to the 1990s, some scholars argue that the concept dates back to the 1890s. According to Delare (2021), Gugliemo Marconi, who invented the radio in 1896, is considered the global first digital marketer. Additionally, Ashley Wiscock (2006) posits that computer engineer Ray Tomlinson should be recognized for sending the first email from a server in 1971, marking a significant milestone in digital marketing (Wiscock, 2006). While the invention of digital marketing is important, the evolution of the digital revolution is even more critical. Kotler and Keller (2017) assert that the digital age began with the advent of the Internet and the emergence of the Web 1.0 platform, which allowed users to access information but not share it. Many African countries started adopting digital marketing around the year 2000 to enhance their products (Hanson, 2005). Although the global shift toward digital marketing has been widely embraced, its effective implementation remains a challenge. With the adoption of digital marketing comes the question of how to apply it across businesses, leading to the development of a digital marketing strategy. The motivation and significance of this study is that global marketing, digital marketing and their strategies are critical for governments and private companies for the purpose of consumers and customers satisfaction as well as generation of revenues and profits. What exactly is global marketing strategy? What about digital marketing strategy? What is the importance of global marketing strategy? What are the global marketing entry theories? How can such a strategy be crafted for oil and gas firms? How might it transform a company's global marketing approach? Furthermore, how does South Sudan market its crude oil? This paper shall answer these questions

2. Global Marketing strategy and digital marketing strategy

2.1. Global marketing strategy

Global marketing strategy is a crucial concept in marketing management. It defines the "how" of marketing goods and services on a global scale (Freedman, 2013). Marketing itself refers to the exchange of goods and services, encompassing the buying and selling processes. Selecting the most effective marketing strategy requires a comprehensive understanding of various options and their applications in different contexts and organizational environments (Kotler & Keller, 2017). Since the 1950s, marketing management has evolved significantly, with early contributions from pioneers like Bartels (1988), Drucker (1954), and Smith (1956), leading to the widespread adoption of global marketing strategies (Zafari, 2017). Researchers have emphasized the importance of developing strategies that meet customer needs and adapt to marketplace dynamics. While companies' leaders should prioritize sustainable marketing strategies, they must also embrace innovative approaches in response to changing market demands and technological advancements (Zou & Tamer, 2002). A successful global marketing strategy blends flexibility with discipline, allowing for effective adaptation to varying market conditions (Kotler & Keller, 2017). Countries must assess the practicality and legitimacy of their global marketing strategies to ensure success and establish a strong presence (Yang & Su, 2014).

Indeed, various scholars in global marketing, including Kumar (2013), Samiee (2008), King (2024), Kotler and Keller (2017), and Hollensen (2024), have provided definitions of global marketing strategy. Notably, Hollensen (2024) defines global marketing strategy as a marketing process involving product design, brand positioning, branding, packaging, pricing, advertising, promotion, distribution, and standardization of products and services worldwide. This definition is particularly suitable for this paper. While global marketing strategy emphasizes interactions within global markets, it also accounts for local market execution. Essentially, it represents the globalization of markets. Moreover, a successful global marketing strategy necessitates strong linkages with other company functions, such as Research and Development (R&D), manufacturing, technology, human resources, and finance (Massaki, 1992). The complexity of developing and implementing a global marketing strategy underscores the importance of coordinating these functions. Without a cohesive global strategy that integrates R&D, manufacturing, technology, human resources, and finance, a firm is unlikely to execute its global marketing strategy effectively (King, 2024).

2.1.1. Importance of global marketing strategy

As discussed above, global marketing strategy is a very essential concept for the entire marketing of oil and gas industry. While its helps on the 'how' of the international buying and selling of goods and services, global marketing strategy remains the pathway for global marketing of oil and gas resources. Hence, the importance of global marketing strategy is discussed as below:
Firstly, it brings more money and recognition**.** Global marketing strategy helps in bringing in more money and creates recognition for the company. This money is accrued through the turnovers the company has made from the sales. Because of the constant presence of the company through

advertisements, the company gets recognition and thus it builds it brand stronger. Secondly, it saves company money (cost reduction). Due to organized and systematic plans and the strategies, a lot of money is saved from waste. All the monetary resources including budgets are earmarked during global marketing strategy. Thus, global marketing strategy streamlines management of time and money. Thirdly, it enhances customer preference. Creation of awareness and recall of a product on an international basis increases its value. A global marketing strategy helps fortify recognition that can enhance customer preferences from various choices given. With the upsurge and availability of information from a variety of sources across the world, more and more people are being showed different messages in different countries. So, an even marketing message, whether communicated through a packaging, advertisement or a brand name fortifies the awareness, knowledge and attitudes of people toward the product or service (Nyansay, 2024). Fourthly, it improves products and program effectiveness. This is often the greatest significance of a global marketing strategy. Brilliant ideas are relatively rare in the business arena. Therefore, a global marketing strategy that addresses local concerns and facilitates the dissemination of an exceptional marketing concept that can significantly enhance the program's effectiveness on a broad scale. Fifthly, it has increased competitive advantage. By channeling resources into a smaller number of activities, global marketing strategies amplify the competitive power of the activities. While larger competitors might have the resources to develop different high quality business activities for each country, smaller companies might not. Using a win-win channel, global marketing strategy could allow the smaller company to compete with a larger company in a more successful manner. However, the key advantage of a global strategy is that it aligns the entire company around a single business idea, thereby enhancing the likelihood of successfully achieving that goal (Hollensen, 2024). Sixth, it is ICT responsiveness. ICT is key in the global marketing strategy. It is also called digital market strategy. Because of the revolution of the ICT, we now have big data, data science, and artificial intelligent, robotics, remote sensing and drones' technology. These technologies are enablers for effectiveness and efficiency of the companies. Because of global marketing strategy, we have digital marketing strategy to deepen the digitization of marketing processes of the companies. Seventh, its serves as a network avenue. Due to the global interactions during sales and marketing, networks of companies are created and this is quite helpful in the exchange of ideas, theories and practices of marketing management.

2.2. Digital marketing strategy

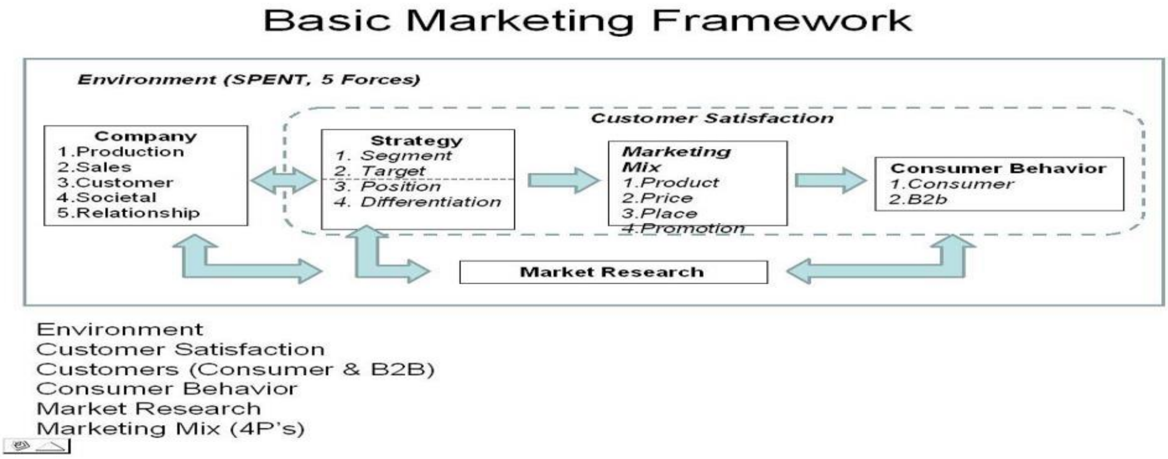
Digital marketing strategy is derived from two key concepts: digital marketing and strategy. Digital marketing encompasses all aspects of business conducted online, including product development, distribution methods, sales, and advertising via computer and mobile platforms (Frank, 1998). On the other hand, strategy, as defined by Lawrence Freedman (2013), involves integrating organizational activities and efficiently utilizing scarce resources within the organizational ecosystem to achieve both present and future goals. By combining these definitions, a digital marketing strategy refers to the methods and approaches used to design online marketing initiatives aimed at developing and promoting a firm's products (Delare, 2021). Examples of digital marketing strategies include:

- Email marketing;
- Social media marketing platforms;
- Mobile marketing;
- Pay per click (PPC); and
- Search Engine Optimization (SEO) marketing (Weinett, 2017).

3. Theories of global marketing entries

3.1. Defining a theory

According to James Jaccard and Jacob Jacoby (2010), a theory is a supposition, an idea and a general principle that explains a phenomenon or a given situation (Jaccard and Jacoby, 2010). While a theory can be tested to find out if it makes sense in a given context, it can also be allowed to evolve slowly given that a theory is not static and but it is dynamic as it can be shaped by environmental, social, economic and political forces. These factors continue to expose theory to continuous testing and modifications (Oviatt and McDougall, 1994).



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3.2. Global Marketing Entry Theories

3.2.1. Uppsala internationalization theory

This theory was developed by Johanson and Wiedersheim in 1975, and later by Johnson and Vahlne in 1977. Wanger applied it in 2009 while analyzing Swedish films. The researchers focused on the internationalization process, creating a model for firms' market choice and entry mode when expanding abroad (Johanson and Wiedersheim, 1998). The theory posits that internationalization should occur incrementally, starting with nearby or domestic markets before gradually increasing commitment and resources in the target country. This staged approach allows firms to build knowledge about foreign markets, which is crucial for successful internationalization (Cumberland, 2006). The theory highlights the direct relationship between market knowledge and market commitment. Effective use of knowledgeable human resources is essential for acquiring this knowledge (Madhok, 1998). The more a firm understands a market, the more valuable its resources become, strengthening its market position (Rugman, 1986). The uppsala theory distinguishes between general knowledge and market-specific knowledge, with the latter gained through practical experience in new markets. This approach emphasizes experiential learning, which cannot be fully achieved through objective knowledge accumulation, such as marketing research or reports, but must come from direct experience (Turnbull, 1987). Given the focus on experiential learning, effective management of human resources is crucial. One of the challenges affecting the theory of market entry is the psychic distance factor. Psychic distance refers to the differences between the domestic market and a foreign market (Hollensen, 2024). These differences can include language, culture, belief systems, religion, education, politics, economic conditions, market structures, and business practices. Such variations can disrupt the flow of information between the firm and the foreign market.

3.2.2. Uppsala theory difference modes of entering international marketing

It has distinguished four modes of entering international marketing incrementally, which represent higher degree of international involvement of market commitment. They include:
Mode 1: No routine export activities (irregular export);
Mode 2: Export via neutral representatives (export modes);
Mode 3: Creation of a foreign sales subsidiary;
Mode 4: Foreign manufacturing industrial units (Johanson and Wiedersheim, 1988).
The theory of market entry relies on four foundational concepts: market knowledge, market commitment, commitment decisions, and current activities. Market knowledge and market

commitment represent static aspects, meaning that successful market entry depends on understanding the specific states or countries and their market commitments. In contrast, commitment decisions and current activities are dynamic, evolving as a result of the accumulated market knowledge and commitment. For example, if a firm enters the Kenyan market, it must possess both market knowledge and a strong commitment to Kenya. However, commitment decisions and current activities will be shaped by the firm's ongoing operations and may change as familiarity with the market increases. Thus, these aspects are inherently flexible. Based on these four concepts, and adopting an instrumentalist approach, the theory suggests that a firm should begin its internationalization by investing in one or a few countries, rather than attempting to invest in multiple countries at once (Welch, 1996). Investments in a specific country should be made thoughtfully, successively, and in tandem with the learning experiences of those operating in that market. Firms are encouraged to enter new markets with increasing psychic distance, and their market investments should develop according to an established sequence.

3.2.3. Critiques (shortfalls) of the uppsala internationalization theory

The theory like other theories in global marketing is criticized and the critiques (shortfalls) are as follows:

Firstly, it deterministic. Since its development in the 1970s, the theory has primarily focused on Swedish firms, with research limited to a relatively small number of case studies (Johanson and Wiedersheim, 1998). Secondly, it has risks in market entry. The theory tends to overlook the risks associated with not entering a foreign market. Entering a foreign market can enhance a firm's investment portfolio, leading to increased sales and turnover. By neglecting this initial entry, a firm risk missing out on valuable market investment opportunities (Rugman, 1986). Thirdly, it has slow phase of market entry. Focusing on learning and knowledge as key factors for market entry can be problematic. This is because incremental market entry is often slow and time consuming (Tornroos, 2002). Thirdly, it has restriction of the contents and information value. The theory largely restricts the content and informational value to the initial stages of the internationalization process, exhibiting a reactive character that offers limited options for firms regarding market entry (Oviatt and McDougall, 1994). Fourthly, it has concentrated on experiential learning. The theory largely concentrates on experiential learning on firms owned commercial activities overseas. However, the theory forgets that firms usually follow their customers when they enter to the foreign markets (Welch, 1996).

3.2.4. Proposed remedies for the foreseen shortfalls (critiques) of uppsala internationalization theory

Given the critiques/shortfalls of the uppsala internationalization theory, the following are the proposed remedies for the shortfalls:

Firstly, it should probabilistic. The theory should expand beyond Swedish firms and transition to an international context in its research and applicability. It should be applied to significant commercial cases globally. Secondly, it should de-risks in market entry. The theory should ensure entry to the market is not restricted on nearby or domestic market first but should be a decision of the firm to choose any market. Most of the firms will prefer foreign or international market for de-risking purposes as far as the volumes of sales and turnovers are concerned. International or global markets increase sales volumes and revenues rather than domestic markets. Thirdly, it is the fast phase of market entry. Instead of emphasizing an incrementalist approach, the theory should adopt a radical approach that accelerates market entry, minimizing delays. Learning and knowledge accumulation can occur after the firm has entered the market. Fourthly, it allows of accessibility of contents and information value. The theory should allow the accessibility of content and information value in the initial stages of internationalization processes and should rather be responsive in character allowing multiple choices for firms' market entry. Fifthly, its concentration is on didactic learning. The theory should largely concentrate on didactic instead of experiential learning on firms owned commercial activities overseas. This is because didactic learning is explicit and it encourages firms to follow their customers when they enter to the foreign markets. Sixth, it should Focuses on multiple firms**.** Rather than concentrating on the individual firm's self-learning and knowledge accumulation as suggested in the theory, international marketing entry processes should be examined from the perspective of multiple firms and their commercial networks within the environments they encounter.

3.2.5. Network theory of internationalization

The network theory, developed by Johanson and Mattsson in the 1980s, focuses on the role of relationships in the internationalization of businesses. They argue that successful internationalization depends on establishing, developing, and maintaining connections with network participants in foreign markets (Johanson and Mattson, 1988). This approach views domestic networks as bridges to international relationships, facilitating entry into foreign markets (Anderson, 2002). While the network theory highlights the importance of relationships, it also emphasizes the real processes involved in market entry, recognizing the increasing interplay between domestic and international networks (Salmi, 2000). According to this theory, a firm's internationalization can be achieved by fostering relationships within new foreign networks that complement its existing connections (Chen and Tain, 1998). The primary goal of network theory is to develop these networks and increase resource commitments within them, leveraging connections in various countries (Araujo and Easton, 1996). The theory posits that cooperation among firms is often more beneficial than competition. By working together, firms can optimize their resources such as time, money, and personnel to achieve mutual satisfaction (Bridgewater, 1999). A firm may maintain most of its physical assets locally yet still play a significant role in international networks. For example, the China National Petroleum Company (CNPC) predominantly operates in China but is a key player in global oil and gas exploration, especially in Sub-Saharan Africa. With its head office in Beijing, CNPC has established joint ventures in Dubai, Angola, and Nigeria, allowing it to effectively leverage profits from international markets. The nature of ties within a network is partly determined by the firms involved, encompassing economic, technical, and legal relationships. However, individual actors significantly influence these ties, particularly in psychological, social, and cognitive dimensions. While firms and countries may vary in the importance of corporate networks versus individual relationships, individual influence tends to be strongest during the initial formation of these relationships (Ritter and Gemunden, 2003). As the process matures, structural and procedural factors become more significant.

3.2.6. Network theory four situations of internationalization

The early starter. This refers to a situation where a firm has limited knowledge about a foreign market and cannot leverage relationships from its domestic market (Anderson, 2002). When the firm begins to export, it may struggle to meet the standards of international customers or competitors. As a result, the firm may rely on agents, brokers, or customers abroad to facilitate internationalization, reduce costs, and mitigate uncertainty by tapping into the agents' prior expertise and experience in that market (Araujo and Easton, 1996). The impetus to expand internationally is often influenced by factors beyond the firm's control.

The late starter. This refers to a situation where a firm comes into foreign market late. This could due to slowness or other investments decisions factors in the business. In this case, internationalization is led by indirect foreign network relationships because of the late status of the firm (Johanson and Mattson, 1998). The closet markets, however, might be hard to enter given the competitors could have usurped more knowledge and probably they could be difficult to break into prevailing networks. Hence, the firm could start its internationalization by going to more faraway countries if at all it needs to internationalize (Welch and Welch, 2024).

The lonely international. This refers to a situation where a firm has established relationships with entities in foreign countries. The firm gains knowledge and insights into navigating environments that differ in terms of institutions, culture, and religion (Granovetter, 1982). This knowledge base can be advantageous when developing the firm within a new national network. Proposals for further internationalization may not arise from other participants in the production networks, particularly if the firm's customers, suppliers, and competitors are less internationalized (Salmi, 2000). However, an internationally engaged firm possesses the capability to drive the internationalization of its production networks.

The international among others. This refers to a situation where the firm has the prospect of using positions in one network to link over to other networks with respect to both expansions and penetration to third countries (Bridgewater, 1999). While penetrating to other markets, follow up of the international marketing activities along the value chain is very necessary. For instance, operations in one market could make it feasible to develop production capacity for sales in other markets (Chen and Tain, 1998). This could lead to production follow up of product specialization, which in turn could increase intra firm trade across boundaries.

3.2.7. Critiques (shortfalls) of network theory of internationalization Like other theories in global marketing entry, network theory of internationalization has its critiques/ shortfalls as follows:

Firstly, there is concentration on manufacturing firms**.** The theory concentrates on the networks and relationships building on large and particularly manufacturing firms (Anderson, 2002). Secondly, there is limitation of strength**.** The theory has limited efficacy as a tool for understanding internationalization and drawing inferences about its nature (Rumyantseva and Olga, 2003). Vague predictions. The theory deploys unspecified criteria and this has made the theory not able to address how firms shift positions (Granovetter, 1982). Thirdly, there is failure to create long term relationships. The theory doesn't show how to create long-term relationships in both domestic and international markets (Anderson, 2002). Fourthly, there is lack of discussion on the importance of decisions. The theory fails to highlight the significance of discussion in decision making during firms' interactions within networks and relationships. It does not address the decision-making processes or how these decisions may impact the networks or relationships among firms (Rumyantseva and Olga, 2003). Fifthly, there is failure to examine the firms' problems. The theory fails to examine how firms could resolve the problems that can arise from internationalization through their networks and relationships, particularly, radical conundrums (Granovetter, 1982). Thus, it may be less useful for explaining radical strategic changes in the global market entry. Sixth, there is ignorance to some external factors. The theory ignores external factors that can leapfrog a firm towards internationalization. These factors could be voluntary orders and government policies such as economics and marketing policies.

3.2.8. Proposed remedies for the foreseen shortfalls (critiques) of network theory of internationalization

Given the critiques/shortfalls of the network theory of internationalization, the following are the proposed remedies for the shortfalls:

Firstly, there is a need to concentrate on all firms. The theory should concentrate on the networks and relationships building for all the firms so as to realize the internationalization of marketing entry. Secondly, a necessary of successful strength is critical. The theory should build its strength successfully. This shall then act as an instrument for understanding internationalization as well as drawing inferences about its pattern. Thirdly, there is need for clear predictions. The theory should deploy clear criteria so as to be able to address how firms shift positions. Particularly, from local positioning to international positioning. Fourthly, creation of long-term relationships is very essential**.** The theory should consider and showcase how to create long term relationships in both domestic and international markets. Fifthly, there is need for urgent discussion on the importance of decisions. The theory should demonstrate the importance of discussion in regard to decision-making when firms interact in networks and relationships. Indeed, it should explain the decision-making processes and above all display how these decisions could affect the networks or relationships amongst the firms. Sixth, there is a need to examine firms' problems. The theory should thoroughly examine how firms could resolve their problems that can arise from internationalization through their networks and relationships, particularly, radical changes. Thus, it should be more useful in explaining radical strategic changes in the global market entry.

Seventh, there is a need for responsive to some external factors. The theory should be responsive to external factors that leapfrog a firm towards internationalization. These external factors include voluntary orders and general government policies.

4. Global marketing strategy. A case of Nigeria

Nigeria is the leading oil and gas producer in Africa and one of the largest and oldest producers in Sub-Saharan Africa. The oil and gas sector, is crucial to the country's economy, accounting for over 90% of exports and 80% of federal government revenues (Wololo, 2021). Nigeria produces nearly 2.6 million barrels of crude oil per day, making it the sixth-largest producer of crude oil in the world (Fafemi, 2024). Remarkably, this significant volume of crude oil is extracted from just 7.5% of the total surveyed area of Nigeria (Wololo, 2021). In terms of gas production, Nigeria averages 7,574.68 million metric standard cubic feet (mmscf), ranking it as the largest gas producer in Africa and the fourth largest globally (Fafemi, 2024). The commercialization of Nigeria's oil and gas production is primarily managed by International Oil Companies (IOCs) such as Shell, ExxonMobil, and Chevron, under a Production Sharing Contract (PSC) model. The state-owned Nigeria National Petroleum Company (NNPC) represents the government's interests in oil and gas concessions, covering the entire value chain of the industry—downstream, midstream, and upstream—including the marketing of crude oil and gas. Despite being Africa's top oil and gas producer and among the world's top ten, Nigeria faces significant challenges in fully capitalizing on its hydrocarbon resources. This issue is often referred to as the "Nigerian disease," which is synonymous with the "resource curse" or the "paradox of plenty." While the implications of the "Nigerian disease" are not critical for this paper, the technical challenges in positioning Nigeria as a leading market are largely rooted in weaknesses in its global marketing strategy. To gain a foothold in the global oil and gas market, Nigeria must address the following critical issues:

I. Deregulation. Deregulation as the process, involves removing or reducing state involvement, typically in the economic sphere (Foritse and Risiagbon, 2024). It is the repeal of governmental regulation of the economy. Some Nigerian laws are not investment-friendly and can hinder market pricing both domestically and globally. For example, the Petroleum Act of 1969 has perpetuated a subsidy regime that has long been in place. During the post COVID-19 pandemic period, the Nigerian government recognized that subsidies were unsustainable, leading to a decision for diesel and petrol prices to float freely according to market forces. This appeal for deregulation in the downstream sector is crucial to prevent hoarding and diversion of fuels resulting from government subsidies (Akpan etal, 2024). Stable fuel prices are essential for the oil and gas sector. Additionally, the power sector in Nigeria also requires deregulation. This would enable cost-reflective tariffs, encouraging investments across the electricity value chain and ensuring consumers receive value for their money (Fafemi, 2024). The Electric Power Sector Reform Act of 2005, which assigned power generation to the state-owned Nigeria Electricity Company (NEC), necessitates deregulation to facilitate privatization of power supply at the state, district, and council levels for improved efficiency and effectiveness. The government's dominance has led to high electricity prices due to mismanagement and corruption in the public sector. Privatizing power supply would allow the government to focus on regulatory responsibilities, while private companies handle generation, distribution, and maintenance of transmission lines, ultimately controlling excessive pricing. Frequent power shortages in cities like Lagos and Abuja could be alleviated through privatization. Globally, power supply is typically managed by the private sector, with governments focused on regulation. Affordable and accessible fuel and electricity are vital for attracting Foreign Direct Investments (FDIs) and can bolster Nigeria's position in the global oil and gas market. Nigeria should address the enactment of laws that are not effectively implemented by both the government and the public. Once a law is deregulated, it must be domesticated through public awareness initiatives and made accessible online for regional and international investors interested in the Nigerian market.

II. Investment in modern transportation infrastructure. To establish a foothold in the global oil and gas market, Nigeria must invest in modern transportation infrastructure, including sea transport, river transport, railways, pipelines, highways, and airports. Transport sector in Nigria accounts for 88% Gross Domestic Product (GDP) of the most populous west African state (Kuesodo etal, 2024). Yet, visitors to Nigeria often encounter potholes in both major cities like Lagos, Abuja, and Ibadan, as well as in smaller towns such as Bauchi, Minna, and Ado Ekiti. In terms of sea and river transport, Nigeria relies on outdated vessels operated by the Nigerian Maritime Authority. These vessels, including the MV Abuja, are used to transport goods, including petroleum products, but they struggle to compete with more advanced European and Asian vessels that ferry crude oil from Nigeria to international markets. Additionally, Nigerian sea and river ports lack modern infrastructure, such as permanent concrete buildings, reliable electricity, and proper sewage systems. Loading and offloading equipment is often antiquated and frequently out of service. Nigeria's railway infrastructure is also insufficient, with only 3,505 km of narrow-gauge national railway and 669 km of standard gauge railway serving a limited number of cities (Ochimo, 2024). The narrow-gauge railway network is in poor condition due to inadequate maintenance. Although Nigeria has eight pipelines (six for crude oil and two for natural gas) managed by the Nigerian Pipelines and Storage Company Limited (NPSC) (Ochimo, 2024), these pipelines are often vandalized, leading to leaks and a constant need for maintenance. Moreover, Nigeria lacks modern highways, as previously mentioned, and airports are in various stages of disrepair (Akuesodo etal, 2024). Key airports, such as Nnamdi Azikiwe International Airport in Abuja and Murtala Muhammed International Airport in Lagos, require expansion. While Nigeria has approximately 32 airports, most are in dilapidated conditions. Therefore, investing in modern infrastructure is urgent for Nigeria to gain a foothold in the global oil and gas market. Prioritizing world-class transportation infrastructure is essential for effective marketing of oil and gas as Nigeria progresses on this journey.

III. Finding of global customers (people)'s needs. Companies have to focus on the most profitable customers; but they should also focus on attracting and retaining customers who will act as advocates for the company's growth and encourage others to buy from the company (Suphan, 2015). Understanding customer needs and preferences, meeting and even exceeding customer expectations, delivering high customer value, making customization, maintaining and measuring customer satisfaction, and increasing quality of customer service are considered as significant to retain customers.To find the global customers' needs, Nigeria should first identify what these customers need from Nigeria. For instance, Nigeria is endowed with crude oil and gas and its crude's diet is average, sweet blend crude with American Petroleum Index (API) lies between 30-35. Once the needs of customers have been identified, the collection of the feedback on how Nigeria efforts meet customers' expectations is done and this helps in clarification of the customers needs (Barango-Tariah etal, 2024). Then a distribution of the information to relevant stakeholders is done and finally creation of the product by crafting its features or contents that speak to the customer's needs is done and analysis are discussed. By doing the above, then Nigeria will be able to find out her global customers' needs and then tailor them towards its market of oil and gas to gain a foothold. Global customers' needs are imperative for oil and gas market as Nigeria moves along this journey.

IV. Satisfaction of global customers (people). To satisfy global customers, Nigeria can employ several strategies. One effective approach is to listen to both traditional and new customers. Understanding what satisfies customers is crucial (Lovelock and Yip, 1996). Customers are often vocal about their satisfaction with products and services, making it imperative to grasp their needs. This understanding can significantly impact both business performance and brand reputation. Utilizing modern customer service tools, Nigeria should track social media conversations and promptly address global customer concerns. Another essential strategy is proactivity; Nigeria needs to anticipate and meet global customer needs swiftly. For instance, crude oil sales should be managed proactively. Lastly, Nigeria should practice honesty and manage customer expectations effectively. A significant source of dissatisfaction arises when products or services fail to meet expectations (Klaus and Maklan, 2013). Therefore, Nigeria must structure its marketing efforts to avoid making promises that cannot be fulfilled. By prioritizing global customer satisfaction, Nigeria can strengthen its position in the oil and gas market as it moves forward.

V. Building of strategic alliances. According to Richard Bartel (1988), a strategic alliance is an arrangement between two or more countries or companies to undertake a mutually beneficial project while each retains its independence. Strategic alliances can take the form of international partnerships, joint ventures, or consortia (Bartel, 1988). While strategic alliance agreements are less complex and binding than joint ventures, they require businesses to pool resources to create a separate entity. To establish a strong presence in the global oil and gas market, Nigeria must build strategic alliances with other thriving markets. The Nigeria National Petroleum Company (NNPC) should consider partnering with Sonatrach, Algeria's state-owned national oil company given that Sonatrach has comparative advantage of digital marketing and has the best crude oil. Algeria produces the lightest crude oil in Africa, with the Sahara Blend being exceptionally light and sweet, containing less than 0.05% sulfur, which translates to 45 American Petroleum Index (API). Western refineries highly value the Sahara Blend for its light derivatives, such as naphtha and kerosene and the exceptional niche of online digital marketing. In contrast, Nigeria produces Bonny Light, which is also light and low in sulfur, but has a sulfur content of around 0.15% (Ibioko etal, 2024). Given Nigeria's limited refining capacity amid significant production of Bonny Light, a partnership with Sonatrach on a 50:50 basis could allow Nigeria to blend its Bonny Light with Sahara Blend to enhance its appeal in the international market. Additionally, Algeria's high refining capacity would benefit Nigeria by facilitating the refining and marketing of its crude oil. The crude oil could be transported by truck or via barges to Algeria for refining and subsequent marketing. The leadership of both nation-states should support this strategic alliance. To successfully realize this market collaboration, Nigeria must ensure proper licensing, contracting, and franchising as it moves forward.

VI. Investment in technology. Technology is essential, dynamic, and rewarding, serving as a crucial enabler for marketing strategies. For Nigeria to establish a strong presence in the global oil and gas market, it must invest heavily in cutting-edge technologies. Innovations such as big data analytics, the Industrial Internet of Things (IIoT), artificial intelligence, robotics, drones, cloud computing, and Shallow Water Inspection Monitoring Robotics (SWIM-R) are vital for enhancing the marketing of oil and gas. For Nigeria to have continuous production of its crude oil, it must invest on horizontal drilling and hydraulic freaking to extract the finest crude oil from underground. Technologies such as Enhance Oil Recovery (EOR) and Improve Oil Recovery (IOR) are key for quality crude oil production with less water cut. Besides, Nigeria must invest in hydrocracking technologies on the refineries whether top-plant, modular or fixed refineries. Given that Nigeria is destined to sole gas production in lieu of crude oil in 2030, gasification technology is necessary to monetize refinery residues, asphaltenes and heavy fuel oils by converting them into gas in natural gas gasification process. All the above technologies will aid Nigeria in capturing the market with its crude oil and gas production. Nigeria must deal with technological frauds and fraudulent as it journeys to new technological investments.

VII. Diversification of market products. According to Svend Hollensen (2024). Diversification of market products refers to a strategy in which a country or a company seeks growth by adding new products and services to the already existing markets (Hollensen, 2024). Nigeria can diversify its crude oil dominated market by adding Liquid Purified Gas (LPG) and Lubricants. LPG is a cleaner gas that is environmentally friendly than coal and fossils fuels. Lubricants are used for greasing heavy machineries as well as servicing cars engines. While LPG and lubricants can diversify the Nigerian oil and gas market, renewable energies such as hydropower, solar, geothermal, and wind are critical additions to the sector. These renewable energies produce zero carbon emissions, making them the most environmentally friendly options. As the world transitions to renewable energy sources, Nigeria is shifting its focus toward the gas fuel market. Diversifying Nigeria's oil and gas market is essential for increasing economies of scale and driving higher turnovers. To achieve this, Nigeria must fully embrace clean gas and renewable resources as it moves forward on this journey.

VIII. Easing of marketing processes. Marketing processes in many countries can be lengthy, complicated, and bureaucratic. The Nigeria National Petroleum Company (NNPC) oversees the marketing of Nigeria's oil and gas. The requirements for marketing Nigerian crude oil stipulate that both buyers and sellers must demonstrate their commitment to the oil and gas industry by possessing adequate capital, equipment, and manpower for exploration and production. Eligible participants in the Open Tender System (OTS) must be upstream investors with an oil prospecting license and must have completed a minimum concession period of 10 years. Potential buyers of Nigerian crude oil must be bona fide end users, owning refineries and sales outlets, and must be recognized, globally established large-volume traders with proof of extensive global networks. Their operations and crude oil volumes should have been handled for a minimum of four years. Additionally, applicants must have a minimum annual turnover of at least $100 million and a net worth of no less than $40 million (Fafemi, 2024). Successful bidders are required to deposit a $1 million performance bond through First Bank of Nigeria, along with regular contractual provisions (King, 2024). While these requirements may appear straightforward on paper, they pose significant challenges for those looking to buy or sell Nigerian crude oil. The minimum annual turnover of $100 million is particularly high and may be unreasonable for local and smaller companies. Furthermore, the stipulation of a 10-year minimum concession period adds complexity to the process. To enhance Nigeria's position in the global oil and gas market, it is crucial to simplify the marketing processes and reduce the associated requirements. Streamlining these conditions and lowering fees for buying or selling Nigerian crude oil to four or five digits would facilitate a more accessible market environment.

5. Marketing Tasks. A case of Nile Petroleum Corporation (NILEPET) of South Sudan.

5.1. Right market segment and business growth

Nile Petroleum Corporation (NILEPET) is the state-owned national oil and gas company of South Sudan. Mandated by the Petroleum Act of 2012, Section 13, it conducts commercial activities focusing on the downstream, midstream, and upstream sectors on behalf of the Government of the Republic of South Sudan. Among these areas, the downstream division is particularly significant, generating substantial revenue for the corporation. To successfully market new products like lubricants, NILEPET should identify the right market segments through geographic segmentation. NILEPET currently marketing its lubricant products across all ten states of South Sudan, as well as three administrative areas. Additionally, NILEPET utilize distribution market segmentation by partnering with established retail outlets in the East African region to enhance product availability and profitability. Traditionally, many companies have focused their marketing efforts on capital cities or larger urban areas, often neglecting rural regions (King, 2024). This approach can limit product accessibility and turnover across various states, provinces, counties, and districts. In terms of growth strategy, NILEPET plans to build a depot in each of the ten states and three administrative areas. So far, NILEPET has completed five depots and are looking to construct eight more by 2025 (Thompson, 2024). It also aims to establish three modular refineries in the greater regions of Equatoria, Bahr el Ghazal, and Upper Nile. A refinery with a capacity of 10,000 bbl/d is currently being constructed in Bentiu, Greater Upper Nile state, and is scheduled for commissioning by the first quarter of 2025. Furthermore, NILEPET has successfully engaged international investors to support NILEPET's vision of becoming the market-driven company of choice in Africa. Several International Oil Companies (IOCs) have signed Joint Venture Agreements (JVAs) with NILEPET to facilitate these initiatives.

5.2. Building of stronger brands

NILEPET can strengthen its brands by investing in targeted media market segmentation. Platforms such as television, radio, Facebook, Twitter, and Instagram are essential for building and marketing NILEPET brand effectively. Companies aiming to enhance their brand often practice media market segmentation by limiting competitors' access to specific media channels (Hollensen, 2024). Strengthening a brand requires diverse media engagement and advertising, leveraging information and communication technology (ICT) tools for maximum impact.

5.3. Telling of important customers and measurement of payback

Identifying important customers can be done in several ways. One key indicator is the timely purchase of products. For instance, when NILEPET lubricants, diesel, petrol, and Liquid Purified Gas (LPG) arrive in South Sudan from Kenya, customers who purchase these products promptly are viewed as very important. Additionally, customers who buy in large quantities also hold significant status. For example, Raha Gas consistently buys LPG from NILEPET stores in large volumes as soon as supplies reach Juba. As noted by Hesameddin Zafari (2017), loyalty, reliability, trust, and honesty are essential traits that define important customers (Zafari, 2017). The depth of a customer's connection to the company reflects their importance and vice versa (Hassan, 2013). Moreover, we can measure payback through the transactions of goods and services. NILEPET trading in fuels, lubricants, and LPG typically results in profit for Nile Petroleum Corporation and recognition in the market. Customers receive their payback through the acquisition of products. When the quality of our products is exceptional, customers are satisfied and continue to purchase from us. Thus, measuring payback—whether through the company's sales or the customer's purchases—is central to NILEPET marketing strategy (Van, 2024).

6. Digital Marketing Strategy. A case of Baker Hughes East Africa Ltd

Baker Hughes, a GE company, is the largest global oil and gas services firm, operating in over 120 countries with 54,000 employees and headquartered in Houston, Texas (Smith, 2024). In East Africa, Baker Hughes East Africa Ltd is an integrated energy technology firm based in Nairobi, Kenya, focused on providing technological and digital services to oil and gas companies across the continent. The company encompasses the entire oil and gas value chain, including upstream, midstream, and downstream sectors. Baker Hughes develops and applies advanced technologies to assist energy and industrial companies seeking more efficient, reliable, and cleaner digital solutions. This is achieved through a diverse portfolio of technologies and services that are transforming the industry's operations today and into the future. Currently, Baker Hughes East Africa Ltd is engaged in several projects across Africa, including technological services for the onshore OML 65 project in Nigeria, digital services for a gas project in Mozambique, and a memorandum of understanding (MOU) in Uganda to provide services for the East African Crude Oil Pipeline (EACOP) project, as well as the Tilenga (Total) and Kingfisher (CNOOC) exploration projects and the Uganda refinery holding project.

6.1. Digital marketing strategies for Baker Hughes East Africa Ltd.

The petroleum industry is not unfamiliar with big data, data science, advanced analytics, artificial intelligence, digital innovation, and digital marketing strategies. As early as the 1980s, oil and gas companies began adopting digital technologies to better understand reservoir resources, improve health, safety, and environmental practices, and enhance operational efficiencies at oilfields worldwide (Weinett, 2017). A wave of digital oilfield initiatives emerged throughout the 1990s and early 21st century, with approximately 36% of oil and gas companies investing in digital technologies. However, only 13% of these companies leverage their insights to drive digital marketing efforts (Marie, 2019). As mentioned earlier, Baker Hughes East Africa Ltd is part of the global Baker Hughes headquartered in Houston, Texas. The company has embraced technological advancements and excels in providing technology and digital services to oil and gas companies globally. However, its reach in numerous oil and gas projects across Northern, Eastern, Western, Central, and Southern Africa remains limited. This necessitates the development of digital marketing strategies tailored to the evolving energy sector in Africa. To enhance brand awareness, sales, competitive positioning, and online presence, Baker Hughes East Africa Ltd should consider the following key digital marketing strategies:

I. Email marketing. This is a very important digital marketing strategy, which enhance easy connections to customers. It's an excellent marketing approach because it's highly cost-effective and easy to implement. One can send emails to current and potential customers that inform them about news within the Baker Hughes East Africa Ltd, including products, sales or events being run. By sending emails to potential customers, the company stays at the top in maintaining these customers who will in turn inform their peers of the products and services at Baker Hughes East Africa, Ltd. Email facilitates connections with potential customers when they need services. It's crucial to emphasize that emails must be timely, relevant, and targeted (Kotler and Keller, 2017).

II. Search engine optimization (SEO). It is one of the most successful digital marketing strategies. SEO includes making the website easy for engines search to slither for comprehension. Optimizing a website is an interesting process and includes many strategies to produce the best results. Creating an impressive back ink profile is another part of SEO that makes the website more authoritative. While Baker Hughes East Africa Ltd has the most dynamic and stimulating website, its' still requires backlinks with a high authority to act as a vote of confidence for the website. With digital marketing in oil and gas industry, SEO is very essential.

III. Pay per click (PPC). This form of online advertising allows companies to focus on users who are interested in learning more about their services. On social media platforms, targeting options based on interests, location, and demographics enable the reaching of highly specific audiences. Pay-per-click (PPC) advertising can be managed on a budget, as companies can pre-determine how much they are willing to spend each time an ad is clicked (Berlay, 2000). The system operates on a bidding basis; to have an ad displayed, one must bid higher than competing advertisers for the same ad space. For companies like Baker Hughes East Africa Ltd seeking quick marketing results, investing in online advertising strategies such as PPC is crucial. Digital advertising continues to evolve more rapidly than traditional media. For example, total digital ad spending in 2016 reached an estimated $70.2 billion globally, surpassing television advertising, which stood at $60.1 billion for the first time (Kotler and Keller, 2017).

IV. Mobile device marketing. This is another important digital marketing strategy for Baker Hughes East Africa Ltd. Given the presence of smart phones and tablets everywhere; marketers at Baker Hughes can easily send out messages to traditional and potential customers. David Bell (2020) notes the characteristics of mobile device as being unique and tied to one user, virtually always, allows immediate digital consumption and it is highly interactive (Bell, 2020). Five of every ten African consumers owned a mobile phone in 2016, creating a major prospect for advertisers to reach customers on the 'third screen' (computer and television are first and second screens) (Kotler and Keller, 2017). Of course, not surprising, Africans these days spend a lot of times on mobile more than on TV, radio, magazines and newspapers. Mobile Internet connection is quite cheaper than the Wi-Fi Internet connection and this has enhanced mobile marketing strategy to be very effective with wider coverage.

V. Social media marketing platforms. This is a type of digital marketing strategy that can be adopted by Baker Hughes East Africa Ltd. It is integrated and quite exciting. We have three traditional main social media platforms namely: online communities and forums, blogs and social networks (Facebook, Twitter and YouTube). Online communities and forums come in various forms, serving as platforms where individuals and groups connect and bond. Their accessibility to a large audience makes them effective digital marketing strategies, providing valuable advertisement opportunities. Similarly, blogs—regularly updated online diaries— are important for bringing together people with shared interests. social networks have become crucial in both business-to-consumer and business-to-business marketing (Kotler and Keller, 2017). Leading platforms like Facebook dominate the landscape, while LinkedIn focuses on professional networking and Twitter enables quick, concise communication through 140-character updates. Each network offers unique benefits for Baker Hughes. For instance, Twitter can function as an early warning system for rapid responses, while Facebook fosters deeper engagement and interaction. A Facebook page is now essential for many companies, and many also use Twitter for promotional alerts. Therefore, Baker Hughes East Africa Ltd should establish both a Facebook page and a Twitter account to enhance its digital marketing efforts. While major social networks provide broad exposure, niche networks can offer a more targeted audience, increasing the likelihood of effectively spreading brand messages, such as *"Baker Hughes: the premier service provider in Africa!"* Additionally, YouTube is a powerful platform for uploading advertising videos, allowing customers to view and engage with content directly. If implemented effectively, these digital marketing strategies could significantly enhance Baker Hughes East Africa Ltd.'s global marketing approach, helping it establish itself as the preferred global oil and gas service provider. These strategies have the potential to boost sales, revenues, and overall turnover, positioning Baker Hughes as a leading brand in servicing oil and gas companies in the region and beyond.

7. Global marketing of crude oil. A case of crude oil marketing joint committee, Republic of South Sudan

The Government of South Sudan inherited the entire oil and gas sector from the Government of Sudan, including crude oil marketing policies and procedures. Established in 2011 by the Exploration Production Sharing Agreement (EPSA), the marketing of South Sudanese crude oil is conducted through the crude oil marketing joint committee. This committee comprises of representatives from the Ministry of Petroleum, the Ministry of Finance, the Central Bank of South Sudan, the National Security Service, and the Office of the President, and is chaired by the Undersecretary of the Ministry of Petroleum, who approves bid awards. Partners in the Joint Operating Companies (JOCs) market their crude oil through the joint partners marketing committee. The crude oil marketing process begins with invitations for bids sent to oil traders who represent the Government of South Sudan in selling the crude oil to international buyers. These invitations are issued after a thorough analysis of global price trends and demand for crude oil. Prices are determined one month after the bill of lading, taking into account volume windows (lifting schedules) and potential discounts. Crude oil is sold one month in advance, allowing buyers to arrange vessels, insurance, lifting schedules, and third-party compliance checks. South Sudan markets approximately 600,000 barrels of DAR blend crude oil monthly to the international market, with a contract allowance of 5% variance in cargo volume (Lasu, 2024). A third-party inspector is appointed to verify quality and compliance, providing findings to both the buyer and the Ministry of Petroleum (MOP). Société Generale de Surveillance (SGS), Netherlands, leading world testing and inspection company has consistently served as the inspector for South Sudanese crude oil. The entire marketing process of South Sudanese crude oil is governed by a contract between the Government of South Sudan, represented by the Ministry of Petroleum (MOP), and the buyer. After signing the bill of lading, the buyer issues an interim letter of credit for the vessel and is required to make payment within 30 days. The MOP acts as a price taker in these transactions. For many years, Singapore and other Asian countries have been primary destinations for South Sudanese crude oil. Although the quality of South Sudanese oil is not particularly light, it has continued to be sold at reasonable discounts. In cases of disputes regarding crude oil marketing, the London Court of International Arbitration (LCIA) serves as the arbitration seat, reflecting the commonwealth legal systems practiced by many former British colonies. Nevertheless, the Government of South Sudan strives to avoid disputes in oil sales to minimize risks and enhance its international reputation. Nonetheless, South Sudanese crude oil marketing has not gone digital enough.

8. Prospects of global and digital marketing

The prospects of global and digital marketing have been realized on the efficient and effective ways of marketing of the products and particularly, oil and gas which is sold as future market. While global and digital marketing is connected to stock markets, the exploitation of these markets has been dominated by great powers. Ease of communication which in most cases, assists in timely delivery has remained a prospect for global and digital marketing (Deng, 2024). Enhance customer preference, increase competitiveness and building of stronger brand continued to deepen the prospects of global and digital marketing.

9. Hurdles of global and digital marketing

Lack of more investments by governments and private companies has hurdled the progress of global and digital spacing. Inadequate electric power has negatively affected the selling and buying online (Nyansay, 2024). This is confounded by lack of internet coverage that severely continue to hinder global and marketing strategies by countries from developing world. Cyber bullying, online scamming and tech risks have slowed down the adaptability of global and digital marketing by all. Nonetheless, global and digital marketing will continue to be affected by global shifts.

10. Conclusion

The paper has advanced a robust argument on global marketing as well as digital marketing strategy, their importance and theories underpinning them. While uppsala internationalization theory requires accumulated knowledge and commitment before entering international market, it also suggests this knowledge may be acquired from effective use of human resources conversant with the market. Uppsala internationalization theory emphasizes on experimental learning as it cannot be attained by objective knowledge accumulation and must be gained largely through direct experience. In sum, uppsala internationalization theory recommends incremental approach to global market entry. On the other hand, network theory of internationalization emphasizes on networks and building of relationships in global market entry. It reiterates that for a firm to progress, cooperation is more required than competition. While network theory looks at the networks and relationships of the firms holistically across the international borders, the networks and relationships of firms in domestic markets can be used as bridges to international networks and relationships in foreign markets. In sum, network theory of internationalization recommends networks and building of relationships to global market entry. Both theories have been criticized and have foreseen shortfalls. However, remedies have been critically proposed for these foreseen shortfalls to ensure that these theories continued to evolve to meet the holistic internationalization of the firms.

While these global marketing entry theories are quite interesting and have been exhaustively appraised. Case studies of Nigeria with Nigerian National Petroleum Company (NNPC), Kenya with Baker Hughes East Africa Ltd and South Sudan with Nile Petroleum Corporation (NILEPET) and Ministry of Petroleum (MOP) were discussed. While global marketing strategy is key as it is a marketing process that involves product design, product and brand positioning, brand name, packaging, pricing, advertising and execution, promotion and distribution and standardization of products and services across the world, its importance in global business is strategic. The paper has defined global and digital marketing strategy, argued its importance and provided detailed evidence-based analysis on Nigeria. Although Nigeria has remained the number one producer of oil and gas in Africa as well as in Sub-Saharan Africa, its internal and external conundrums have affected its global market of oil and gas. Fixing these conundrums require Nigeria to deregulate its energy sector, invest in modern transportation infrastructure, find global customers' needs, satisfy global customers, build strategic alliances, invest in technology, and diversify its market products amidst easing marketing processes. However, if Nigeria drags its feet to thoroughly reform its oil and gas sector as far as marketing oil and gas is concern, then it will lose a foothold in the global market of oil and gas. While Nigeria is excited to destine to gas as a fuel by 2030, this dream can be curtailed by slowness of Nigeria in enhancing globalization of its market. Although the transition of Nigeria from crude oil to renewables by 2040 is highly anticipated moment, her transition to smart oil and gas market is very urgent and highly desired. Nigeria can achieve this journey if her governance is responsive. On the analysis of Kenya, Baker Hughes East Africa Ltd, five digital marketing strategies have been generated for Baker Hughes East Africa Ltd that incudes e-mail marketing, search engine optimization (SEO), pay per click (PPC), mobile marketing and social media marketing platforms. These strategies once implemented can turn Baker Hughes East Africa Ltd as the oil and gas company of choice in the region and beyond. While there is no doubt that the oil and gas industry is on the cusp of a new era, as a second wave of business and digital technologies looks set to reshape the industry, there is a big worry of the slowness of the industry to adapt to the digital culture. Although some top-notch oil and gas service companies such as Baker Hughes East Africa Ltd, Nigerian National Petroleum Company (NNPC) and Nile Petroleum Corporation (NILEPET) and Ministry of Petroleum (MOP), have moved swiftly in the realization of their digital potentials, cyber security threats continued to challenge this digital momentum. The prospects of global and digital marketing and strategies lie on the constant use and application of technologies and more investments by the government and private sector. However, the hurdles lie on the apathy of the governments to invest in global and digital marketing strategies aa well as cyber risks associated with digital operations.

11. Study implications and future research

The implication of this study is that its alerts the government and private companies to take the global marketing and digital strategies as essential phenomena for efficient operation of businesses and more importantly as enabler of profits. While the global marketing is determined by global powers, dominated by Western countries, a great and urgent need is required from developing countries to adopt robust strategies to compete in global and digital marketing space. Further research on understanding the balancing act of global and digital marketing strategies, particularly, the digitalization of Nigerian National Petroleum Company (NNPC), Baker Hughes East Africa Ltd, Nile Petroleum Corporation (NILEPET) and Ministry of Petroleum to efficiently and effectively market the oil and gas products is hereby recommended.

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