

The Customer

FMC Technologies is a leader in the oil and gas industry. The Automation and Controls division specializes in SCADA process control and back office software for the *midstream* market segment (pipelines, fuel terminals, and other facilities). The lead products are FuelFacs and Ucos.

The Solution

Content marketing assets include:

- Digital content
 - Case studies
 - White papers
 - Videos
 - Webinars
- Social media



Lead Generation and Nurturing

