
Digital Marketing Strategy for B2B Transportation 2021



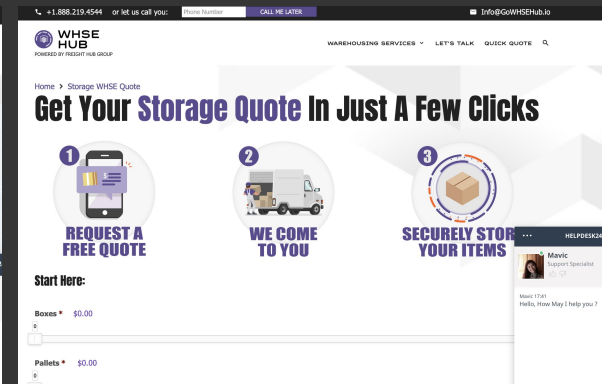
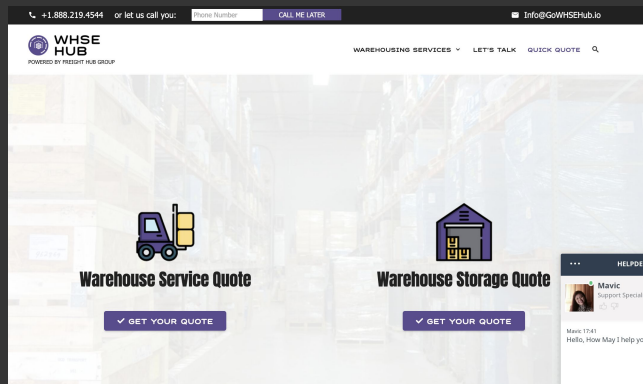
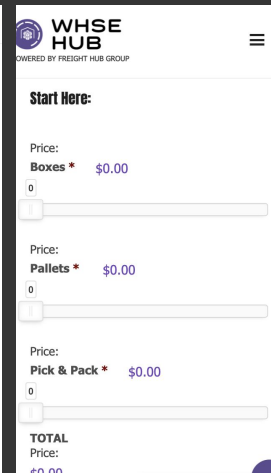
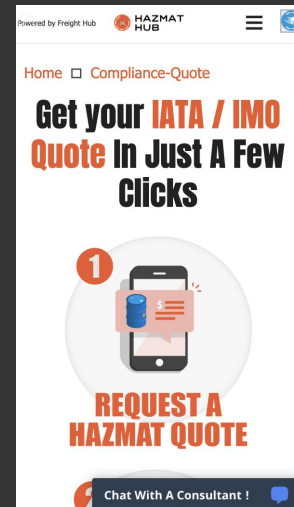
√SEO + √UI + √UX + √Automation + Content + Social + SEM
Q1 Results & Action Plan for Q1 2021



UI/UX

- New Payment System less friction
- Conversion and transition pages added (Redirect to specific services)
- 1-2-3 steps Sales Funnel
- Set up a meeting online via calendly

- Must be Mobile Friendly





SEO

Overview

SEO Research

PPC Research

Keyword Research

Backlinks

List Builder

Tracking

Reports

<https://www.spyfu.com/>

Google's first page keywords for trucking):
Look up your websites in your sector as
well as competitors and match keywords

- SEO Research
- Kombat
- Keyword Search

Examples

1. Best Trucking Company in ____ (your area)
- 2.LTL Shipping in ____ (your area)
3. Hot Shot transportation ____ (your area)

Starting at Only \$33/mo.

Enter your competitor's website

Unlimited Searches

Unlimited Projects

Unlimited Exports

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www.gofreighthub.io

Monthly Domain Overview - www.gofreighthub.io

EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS: 714

EST MONTHLY SEO CLICKS: 619

EST MONTHLY SEO CLICK VALUE: \$6.99k

Inbound Clicks from Google - Organic vs. Paid

94% Organic Clicks

Paid Search (PPC)

PAID KEYWORDS: 60

EST MONTHLY PPC CLICKS: 117

EST MONTHLY GOOGLE ADS BUDGET: \$195

18 Keywords their top competitors also rank for

1 YEAR 10 MOS Ranking history - back to their first result in Google

0 Google Ads their top competitors also buy

1 YEAR 7 MOS of Google Ads history - every test they've ever run

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SEO Action Plan

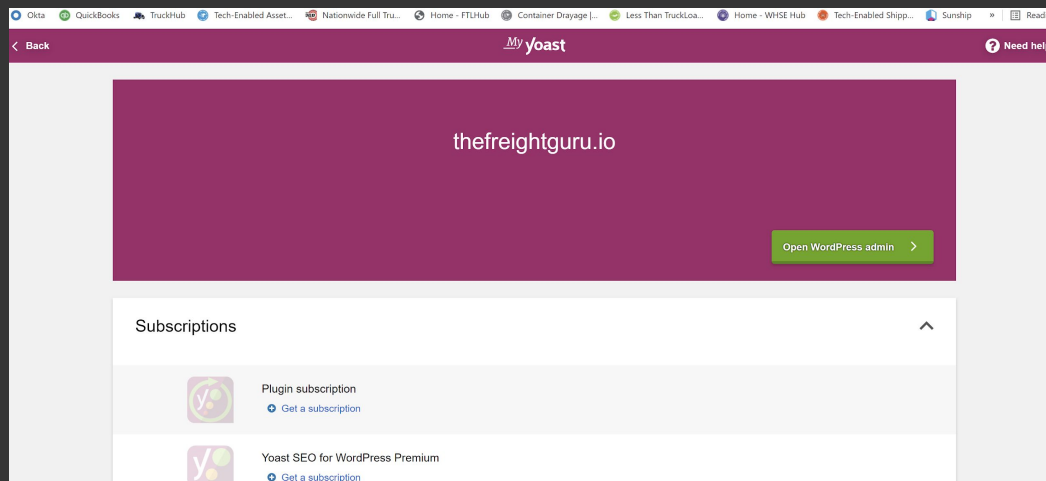
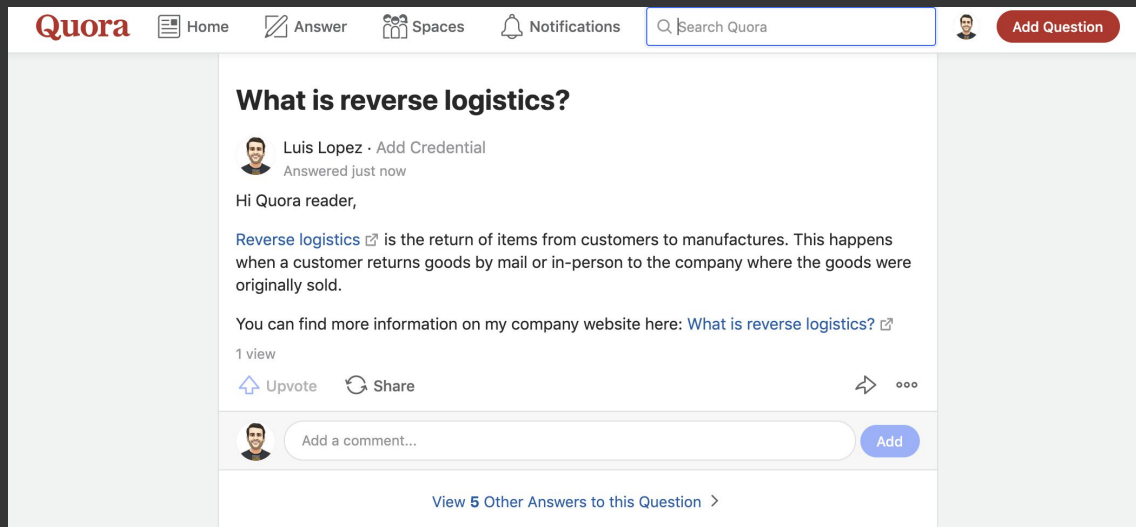
- Off-Page SEO
Quora

<https://www.quora.com/>

Instagram
Linkedin
Facebook

- On-Page SEO

Yoast <https://yoast.com/>



Automation

- User receives a notification after an online request is completed. I recommend using mailchimp for automatic emails and CRM.

<https://mailchimp.com/>

- User is redirected to sales funnel thank you page where you can use Calendly to integrate with your outlook
- An email is sent 3 days, 7 days and 14 days after the first notification email to keep customer updated

1

Thank you for your interest in [Freight Hub Group](#).

Your freight quote request has been received by our 3PL experts and you will receive an email in a few minutes.

When you hire us, you get a dedicated 3PL expert to assist you with your freight needs. You can count on us to expertly guide your truckload, warehousing, or any other services you may need.

I will immediately follow up on this request and someone from our team will help you make the smartest decision.

NOTE: We can't send quotes to public emails like @gmail or @yahoo. Please make sure you used a company email.

Best regards,

2

Greetings << Test First Name >>,

I hope that your first impression with [Freight Hub Group](#) exceeded your expectations. As an "Asset Based 3PL" you are going directly to the source! If there is anything we can assist you with, please let us know. Email us anytime at quotes@gofreighthub.io for immediate quotes and questions.

Do you want to text us? Text at **786-449-4020** or call for immediate assistance at **888-219-4544**

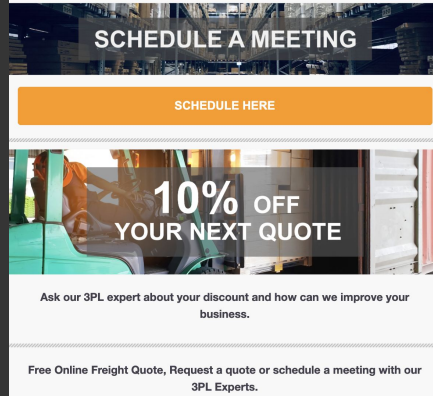
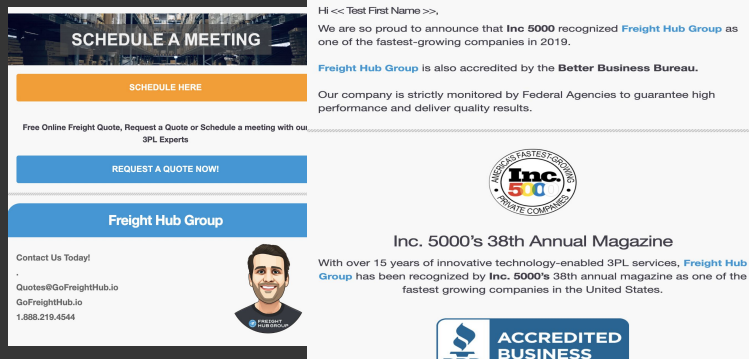
Which HUB is best for you? Use multiple Hubs and save time and money on combined services! Let's select a HUB!

3



4

Our operations are also able to provide nationwide transportation across the USA. Adding the benefit of being a full 3PL provider, [Freight Hub](#) is able to meet the industry's special equipment needs, container drayage, TSA approved airport transfers, last mile & local pick-up, and delivery services.





2X Growth on a specific platform

Main Goal: (example) 2X growth in LinkedIn

Generate direct and organic traffic while building an audience and brand authority.

Audience: e.g. Brokers, freight forwarders, supply chain professionals, and shippers (example)

Expected results: **2x Growth in 3 months (example) but be realistic with your goals**

Create a Brand: e.g. **Freight Guru**



Build an audience authority and empathy

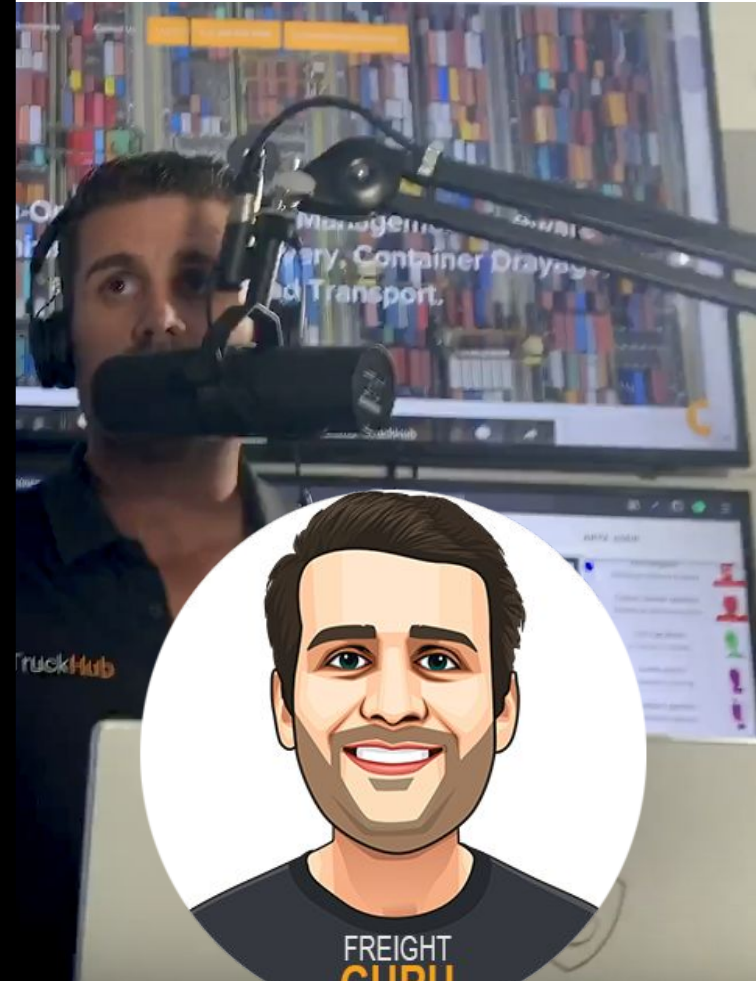
Removing the resistance of a sale from users has proven to be extremely successful especially among B2B markets.

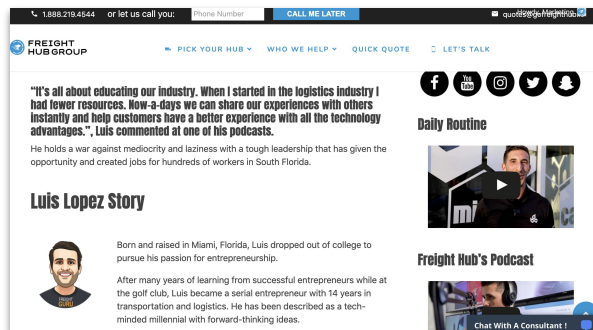
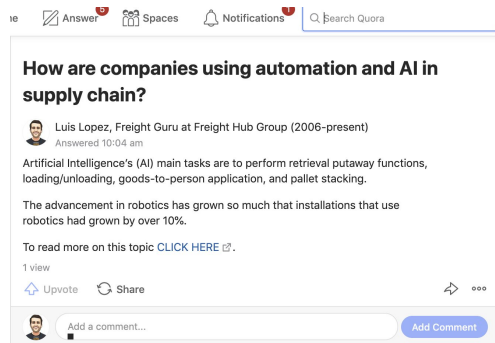
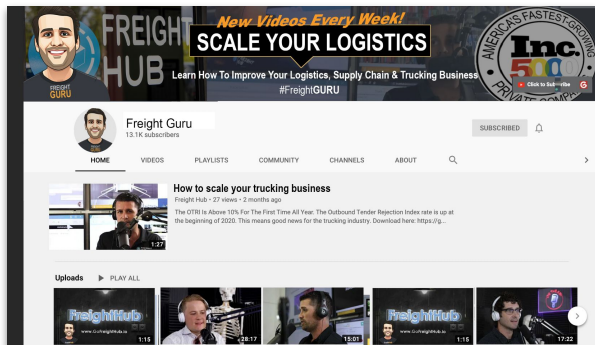
Instead teach how to succeed at no cost providing free assets and adding more value to your brand.

New Positioning:

Be an industry leader, with : “ free how to’s”, “widgets”, “reports” and any outside the box ideas that will separate you from your competitor.

Audience: Pick your “target”audience.





Freight Guru YouTube Channel

Brand: Internet Personality
Luis Lopez as the Freight Guru

Topics: Educational

- How to: Logistics/Trucking
- Tips to improve Supply Chain
- How to use New Technology
- Learn Trucking secrets
- Learn from the experts interviews
- Ask the Freight Guru
- Tips to Certified your business

Influencers: Trucking Life

There are many interesting Youtube Channels with millions of viewers about Life in Transportation!



A Week of my Life/ My Passion/ Truck Driver

Eiver2 Trucker • 7.2M views • 8 months ago

Social Media: Facebook <https://www.facebook.com/Eiver2-trucker-375309192897706/>
Instagram ...



The Knight Life: Episode 3 | Women in Trucking

Knight Transportation • 5M views • 3 years ago

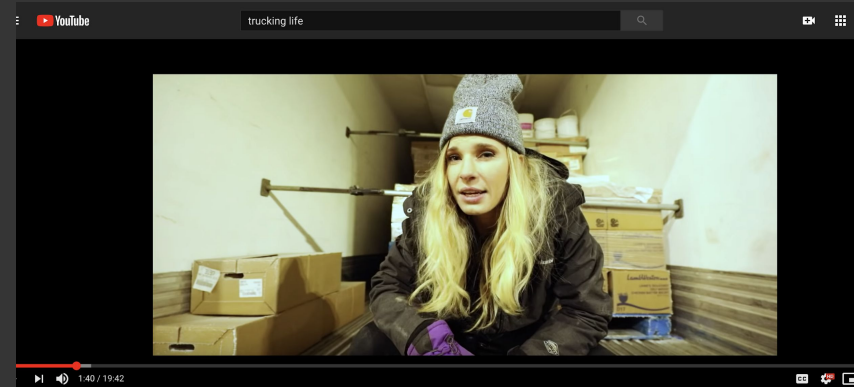
In this episode Linda Dominy, Director of Payroll for Knight Transportation rides along with Susan Hoagland, Veteran OTR CDL ...



3 Things You Need To Know That Truckers Never Talk About

Lovin Truckin • 3.3M views • 4 years ago

ALL PRODUCTS DISCUSSED IN THIS VIDEO can be found here: <http://lovintruckin.com/andreas-lovintruckin-amazon-store/> ...



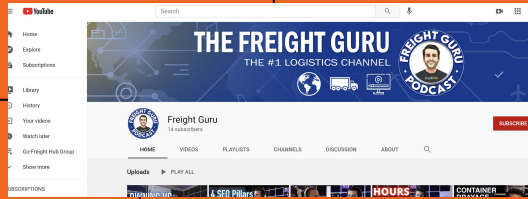
Paid + Retargeting can be immediate Results



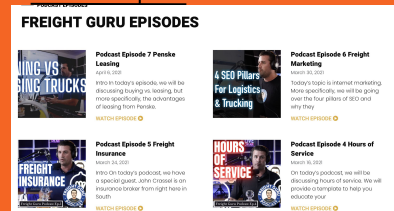
ORGANIC & DIRECT TRAFFIC Takes TIME!)



1- Pillar Content: Youtube Channel



2-Brand Awareness via Social



3- Landing Pages



4- Validation via Authority



4- Sales Funnel via CRM



PPS & Retargeting



Social Media Plan and Go!



Sunday	Research online use resources online.	Come up with Topics and New Ideas to innovate
Monday	Production Day	Create Content
Tuesday	Edit Day	Edit and Build your content
Wednesday	Post Day	Post your content
Thursday	Interaction Day	Interact with your audience
Friday	Post Small clips on all Social *Clip Bait	Get your audience engaged
Saturday	Engage if your audience is active if not research and plan upcoming content	Engage your audience via crm, outlook or sales funnel

To do list:



- Be consistent with calendar
- Create Social Channels
- Post on LinkedIn
- Add a CRM like Mailchimp
- Start a SEO Campaign
- **Define your brand & stay consistent.**

fiverr.



THIS IS HARD!

I get it your not a designer, you don't have the time, you can make a 1,000,000 EXCUSES

→ Use Fiverr

- ◆ <https://www.fiverr.com/>
- ◆ Design
- ◆ SEO
- ◆ PPC
- ◆ Website Creation