

Podcast Episode 10 Digital Marketing Strategy for B2B Transportation

Intro

Today we are talking about a topic that I have found very frustrating, digital marketing strategies for transportation. Specifically, the focus will be B2B marketing. Over the past 15 years, I have gone through 3rd party vendors, spoken to consultants, and built 15 websites. Every time I make a website, I have improved my marketing strategy using the steps I will lay out for you.

5 Steps to Make a Good UI On Your Website

After creating 15 websites, we have learned five key steps to ensure a good user interface.

1. A low friction payment system
2. Conversion & transition pages: be specific on your homepage and get your audience to a subpage that is directly pertinent to their needs.
3. Set up a 1-2-3 sales funnel: People want an easy way to get what they want.
4. Schedule meetings online Via [Calendy](#).
5. Make sure your website is mobile-friendly.

Improving SEO With [SpyFu](#)

When building a website, you must use the right keywords to improve SEO. Our preferred tool to help with this is SpyFu. It allows you to do a lot of different things. On top of finding keywords, it enables you to look at your existing SEO rankings. That facilitates a better understanding of what is happening with your website. It also shows you your competitors and how they are doing. If we pull up my website [GoFreightHub.io](#) we can look at many different metrics. Among these are different time views, keywords, related words, backlinks, and search volumes. That is a powerful way to capture keywords, and it is only about \$33/mo. You can make an excel spreadsheet with those keywords and strategically insert them into your website while branding them into backlinks.

How to Organically Reach Your Audience With [Quora](#)

Quora is a website that allows you to ask and answer questions. That is a great way to build an authentic relationship with your customers.

[Yoast](#)

Yoast is SEO for everyone. They allow you to figure out where website errors are. It is very user-friendly and designed to be scalable. It also assists with training, copywriting, and site structure for beginners. Every mistake you have on your website hurts your validity with [Google](#) and brings you down in the search results. The main goal of any SEO strategy is to be on the first page of google.

Automation

To allow customers to log in and get a good bang for their buck, you need a simple Customer Relation Management system . That will facilitate giving the user an immediate notification that their request was received. You can, and should, also send 7day & 14day notifications. When a user goes on your website, they should get a prompt to give basic information like their name, email, and phone number.

Using [Mailchimp](#) As Your CRM

Our recommendation for a CRM is Mailchimp. It is very cost-effective. While their Premium plan is \$299/mo, their other offerings offer plenty of features, and you can switch between them as needed. Their Standard tier is very powerful and only \$14.99/mo. Focusing on retention is very important. It does not make sense to put all of this effort into building an audience if you cannot retain people. By retaining their data and putting it into a CRM, you can retain them.

Setting Goals

It is my opinion that you need to set weekly, monthly and annual goals. For an achievable goal, we recommend 2x growth on a specific platform. Pick a website you enjoy working with, like LinkedIn and if you have 100 users today, make your goal to get to 200 in a month. The way to go about achieving that goal is to engage with your audience. This engagement comes from what we talked about before, like getting on Quora and setting up CRM.

My Goals

- How-tos: Logistics/Trucking
- Tips to improve supply chain
- How to use new technology
- Learn trucking secrets (Takeaways from 15 years of trucking experience)
- Learn from expert interviews
- Ask the Freight Guru
- Tips to help certify your business

Interaction on Social Media

A great way to interact with your audience on social media is via YouTube. I have been doing a lot of research on influencers in trucking. There are many videos about a day in the life of a trucker and a dispatcher. Reach out to these people and try to get an interview or a five-minute call. Get those questions on Quora and have them link back to the video. That is a different way to look at the trucking community. Those people have intriguing insights and frustrations that one can miss. Moreover, those people are down in the trenches. That gives them a good sense of where the industry is heading.

How to Get Validation and Authority On Google

There are five pillars you need to follow to climb the Google results page.

1. Content like a YouTube channel or blog posts
2. Brand awareness via social media
3. Landing pages
4. Ensuring authority
5. Building a sales funnel with a CRM

SEO vs. PPC

The other way to climb to the top of the search results is to pay your way there, with Google Ads. If you are new to transport and want instant gratification, spending money on PPC can make sense. However, it is not very sustainable in the long run. Customers who are procuring like [Wayfair](#), [Amazon](#), [Costco](#), and [Walmart](#) are looking for companies with a sizable web presence and are natively on the first page of Google.

My Weekly Goals

Sunday: Research online and use resources | Come up with new ideas to innovate.

Monday: Production day | Create Content

Tuesday: Edit Day | Edit and build your content

Wednesday: Post Day | Publish your content

Thursday: Interaction day | Interact with your audience

Friday: Post small clips (clip bait) on social media | Get your audience engaged

Saturday: Engage if the audience is active if not research | Use of CRM & sales funnel

To-Do List For SEO Improvement

If you stay consistent and do the following, you will move much faster in web validation authority.

- Be consistent with the content calendar
- Create social channels
- Post on [Linkedin](#)
- Add CRM like Mailchimp
- Define your brand and stay consistent

Define Your Company and Build Your Website

Defining what your company is doing is the most vital part of this whole operation. If you struggle with digital content, or animation, or web design, you have Fiverr. For less than \$1k, you can do everything we have outlined for you today.

Thank you for reading, and make sure to check out the [full podcast](#) available on our website! Or listen to the audio only version [here](#).

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Download the PDFs mentioned

<https://thefreightguru.io/wp-content/uploads/2021/04/Freight-Guru-Digital-Marketing-Q1-2021-.pdf>

Recommended Logistics and Trucking companies:

FTL Services – <http://teamdgd.com> – <https://ftlhub.io> – <https://gologisticshub.io>

LTL Services – <https://goltlhub.io>

Hazmat Services – <https://gohazmathub.io>

TMS – <https://mytruckhub.com>

Logistics Services – <https://gofreighthub.io>

Fulfillment – <https://www.sunshipecommerce.com>

Warehousing – <https://gowhsehub.io>