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If you're targeting transportation companies in your firm's growth strategy, this Ultimate Guide was developed for you.

Before marketing, research the target market – define who you want to work with; identify specific transportation industries; develop a buyer persona of your perfect client; and pin point the geographic market. Once those items have been developed, leverage the following marketing strategy.

Month 1

- Develop a social media calendar with monthly themes for blog articles and social media posts, e.g., Tax Breaks, Expenses, Payroll Tips, ERP Systems, Inventory,

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already. Be sure to use the keyword "Transportation" in the social media posts.

On Twitter, remember to hashtag the term in your profile as well.

- Follow transportation companies on Twitter using handles such as @LoadBoards, @WomenInTrucking, @TruckingdotORG, @HDTrucking, @HandyShipping, and more. See a comprehensive list on Fuel Loyal's site^[1]. Follow the same companies on Facebook.

Month 2

- Develop a slip sheet landing page for your website with a download button and form to help capture leads from site visitors. Share the slip sheet page on social media. Scatter social media posts about the slip sheet over the next few months.
- Create a direct mail postcard to send to top-tier target market executives. Highlight one or more of their pain points and add link to a short video on your site. The video would focus on how you solve some of those pain points and ends with a call to action for a free, 30-minute consultation.
- Investigate conferences or events you and your team should be attending. Create a pitch card to help you plan what you would say to potential leads. Remember to keep it conversational rather than "salesy."
- If you have more than one service line, create a dedicated transportation Facebook group on your company Facebook page. Invite clients to the group to discuss pain points and potential solutions, encouraging group sharing and information exchange. This group must be monitored.

Month 3

- Explore online advertising, such as Google and Bing AdWords. Define a budget and consider linking to the landing page created in Month 2. Begin developing a monthly budget and plan for online advertising, which may be done for less than \$100 per month.

- Update your firm’s website keywords to reflect high-conversion-rate terms

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With this plan and dedication, you can drive your campaign down the road to lead-generation success.

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[1] <https://www.fueloyal.com/top-25-trucking-industry-influencers/>

Firm Management

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