

FROM STARTUP TO INDUSTRY PLAYER: FLEET ENABLE'S GROWTH STORY WITH DROP & HOOK



Fleet Enable, a leading end-to-end final mile management system, partners with drop & hook to enhance brand awareness, drive targeted traffic, and generate high-quality leads. In this case study, discover how we helped Fleet Enable drive growth in 2024.



ABOUT OUR PARTNERSHIP

From an initial product launch to a fully established brand presence today, drop & hook has provided comprehensive marketing support to Fleet Enable. Through a fully integrated strategy—including organic social media, website content updates, email marketing, and webinar campaigns—we have built trust, increased brand awareness, and driven ongoing lead generation.

When we first started working with Fleet Enable, they were a new startup with no established presence in the industry. Through our strategic marketing efforts, they have grown into a recognized brand with a solid industry reputation. Today, Fleet Enable is well-known in the final mile market and has earned the trust of over 50 satisfied customers. Our integrated approach built brand awareness while also driving lead generation and supporting customer acquisition for sales.



WHAT WE ACCOMPLISHED

In 2024, drop & hook helped Fleet Enable achieve significant growth and brand visibility through a comprehensive digital marketing strategy. This included SEO improvements, targeted email and social media campaigns, and the launch of a brand-new website designed to optimize user experience and conversion rates.

These efforts led to a 107% increase in website users from our target market and doubled overall website sessions. By refining our email list strategy, we also improved open rates by 6.73%, ensuring that our messaging was reaching the right audience more effectively.

On social media, our organic content strategy drove a 109% increase in followers, a 122% jump in impressions, and a 180% surge in engagements. By humanizing Fleet Enable's brand and leveraging authentic connections, we strengthened engagement with their target audience and positioned them as an industry leader in final mile logistics technology.

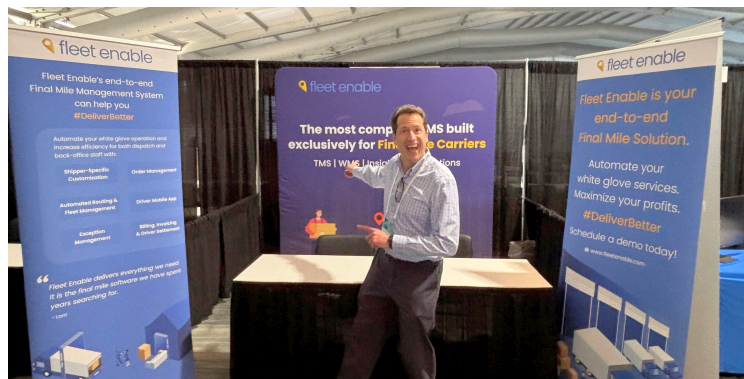
Beyond traffic and engagement, we focused on expanding Fleet Enable's thought leadership and brand authority. As a startup technology provider, establishing trust was essential. To support this, we hosted LinkedIn Live webinars featuring existing Fleet Enable customers sharing real-world challenges and goals. This content not only elevated brand awareness but also nurtured prospects already in the sales cycle—resulting in one new deal closed directly from event attendance.

Overall, marketing efforts generated nearly 200 leads in 2024, contributing to 108 new deals created and 28 deals closed out of the 1,233 total new contacts added. What was once an 18-month sales cycle has now shrunk to just 45–60 days.



ACTIONABLE INSIGHTS

Here's how you can apply these tactics to drive growth:



Leverage SEO & Website Optimization for Targeted Traffic Growth

- Strategic SEO improvements can drive significant increases in website traffic from high-intent users.
- A well-designed website enhances user experience and boosts conversion rates.

Refine Email Marketing for Better Engagement

- Cleaning and segmenting your email list leads to improved open rates and ensures your messages reach the right audience.
- Thoughtfully crafted email campaigns can nurture leads more effectively.

Use Webinars to Strengthen Brand Authority & Generate Leads

- Webinars featuring authentic customer stories strengthen brand authority with a broader audience, while also supporting lead generation and sales efforts.

Boost Social Media Impact with Video & Authentic Storytelling

- Video content and real-life storytelling (event photos, customer testimonials) create deeper audience connections.
- A well-executed organic strategy can lead to triple-digit growth in engagement, impressions, and followers.

ABOUT DROP & HOOK

Digital marketing doesn't come with a road map. With the right navigation, content can stop being a roadblock and become powerful fuel. With over a decade of experience in the transportation and logistics industry, we're experts in B2B and technology product marketing and social media brand building.