

SHE DRIVES CFI



She Drives CFI has demonstrated the power of marketing to drive positive change and support underrepresented communities. By recognizing the contributions of female professional drivers and empowering the next generation of women in trucking, CFI has helped raise the bar for excellence and inclusivity in the transportation industry.

drop
&
hook

CFI

ABOUT THE SHE DRIVES CFI CAMPAIGN

She Drives CFI, a marketing campaign supported by drop & hook, is dedicated to building a more inclusive trucking industry by supporting and empowering women in transportation. The campaign has two key components: celebrating CFI's female professional drivers through impactful truck wraps and recognitions and providing resources for women interested in a trucking career.

The campaign's strategic inbound marketing approach includes an eBook, landing pages, email marketing, industry-leading videography and photography, paid advertising, organic social media, and public relations efforts. By highlighting personal stories and experiences, She Drives CFI has gained significant traction within the trucking industry and beyond.

A cornerstone of the campaign, the She Drives CFI eBook, serves as a comprehensive guide covering life on the road, safety tips, advice from female drivers, and job requirements. The campaign's custom truck wraps amplify its message, featuring powerful imagery of female drivers, reinforcing their impact in the industry, and inspiring future drivers.

Through She Drives CFI, CFI is paving the way for more women to enter and thrive in trucking, challenging industry norms and making transportation more inclusive.

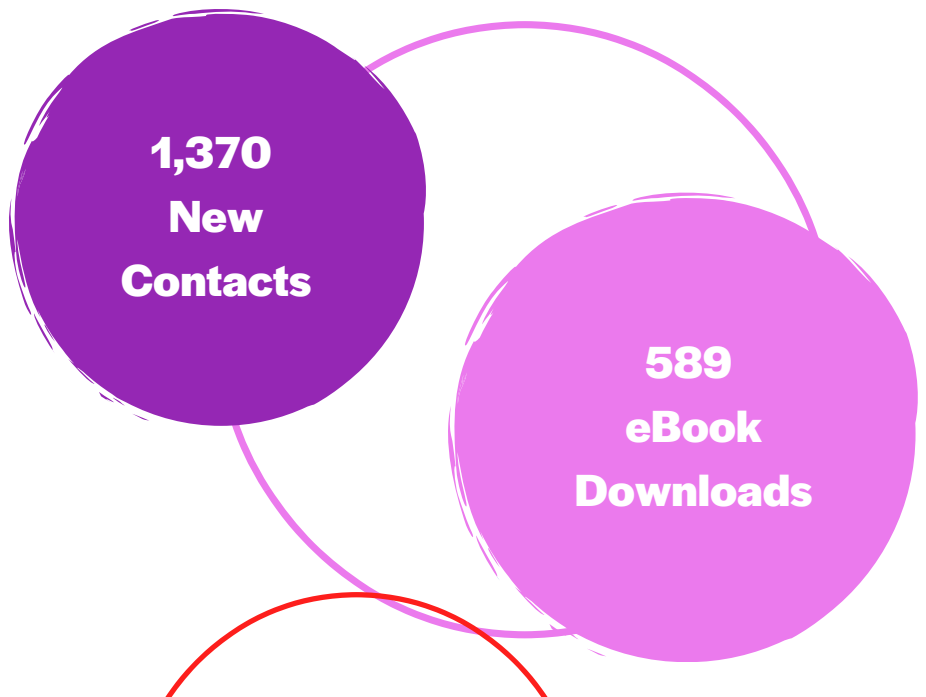


WHAT WE ACCOMPLISHED

CFI is committed to leading by example in the transportation industry by fostering a culture of inclusivity and encouraging more women to pursue careers in trucking. In 2024, 14% of CFI’s professional drivers identified as female, which is well above the industry average. This dedication has earned CFI recognition as a “Top Company for Women to Work For in Transportation” and has placed its professional drivers on Women in Trucking’s “Top Women to Watch in Transportation” list multiple times.

To further raise awareness and inspire women to enter the industry, CFI launched a multi-faceted marketing campaign that gained national traction, with coverage in publications like the Joplin Globe, Heavy Duty Trucking, The Trucker, and Four States Homepage. A key driver of the campaign’s success was the She Drives CFI eBook, which was downloaded 589 times in just one year. Supporting email campaigns that highlighted female drivers and life on the road achieved a 30% average open rate.

Paid advertising played a critical role in expanding the campaign’s reach. In 2023, the She Drives CFI Google Ad campaign delivered 181.9K impressions and 1,216 conversions. On Facebook, the campaign’s reach soared even higher, earning over 1.7 million impressions. Through targeted storytelling, industry recognition, and strategic digital marketing, She Drives CFI earned 1,370 new recruiting leads in a one year period.



ACTIONABLE INSIGHTS

The She Drives CFI campaign is a strong example of how to attract and retain diverse talent in the trucking industry.

Here's how you can apply these strategies to boost recruiting efforts at your company:



- **Build a Strong Employer Brand:** To attract the right talent for your brand, ensure that your company's culture and values are aligned with your people and are accurately reflected in your recruitment marketing strategy.
- **Leverage Storytelling:** Share real-life stories from your associates, highlighting their journey with your company, the challenges they've overcome, and their personal experiences on the road. Focus on the diversity of your team and show how inclusive and supportive your company culture is.
- **Utilize Long Form Content:** Whether it's a guide to life on the road or a video of a driver sharing safety tips, make your brand an industry resource by sharing educational resources that your audience can connect with.
- **Measure Results:** Track key metrics such as engagement rates, application submissions, and ad performance. Use A/B testing to refine your messaging, ad creatives, and targeting strategies, and adapt your approach based on what's working.

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 building employer brands, creating trucking trends, engaging niche communities, and making email open rates climb.