

USING THOUGHT LEADERSHIP TO NURTURE HIGH QUALITY LEADS

TFORCE LOGISTICS CUSTOMER CASE STUDY



Discover data-backed insights that offer actionable direction on how you can use thought leadership to nurture existing leads in your marketing funnel.

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drop
&
hook

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TForce
Logistics

ABOUT TFORCE LOGISTICS AND DROP & HOOK

TForce Logistics is an asset-light final mile logistics and transportation provider with extensive coverage across the United States and Canada. In addition to other responsibilities, drop & hook manages the company's creation of marketing automation workflows within HubSpot such as landing pages, emails, and related elements with an average of one new campaign deployment to be developed per quarter.

IN OUR TOOLKIT



THOUGHT LEADERSHIP CAMPAIGN BACKGROUND

After a successful brand awareness campaign called “Here We Grow Again” in the summer of 2021, we decided to re-engage and nurture existing leads from our new audience of logistics procurement professionals at e-commerce driven companies through a thought leadership campaign during Q4 2021. Our key message was that TForce Logistics continues to be a flexible, collaborative partner with regional capacity and custom pricing for e-Commerce shippers.

Our audience was experiencing sudden and/or unprecedented growth, and they knew that things had to change in 2022 in order to be sustainable. On top of that, they were also dealing with increased consumer expectations around speed. Instead of instilling panic or increasing costs like some of our competitors, we offered a trailblazing solution that included tools for a self-assessment, tips for standing out and saving on last-mile costs, and practical strategies for e-commerce shippers in the form of an eBook titled “Think Past Peak: Get Ready to Scale in 2022 with our Shipper Growth Guide.”

THIS YEAR'S ECOMMERCE SHIPPING GUIDE

Ready to take your eCommerce business to the next level? Start here and ship smarter this year.



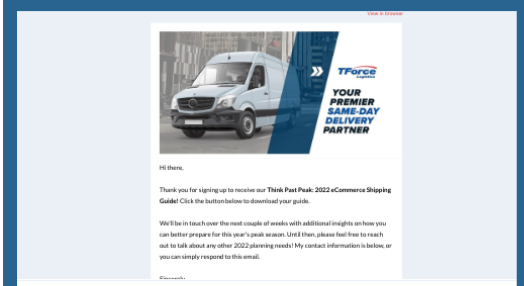
WHAT'S INSIDE:

TOOLS FOR CARRIER AND SHIPPER SELF-ASSESSMENT // TIPS FOR STANDING OUT AND SAVING ON LAST-MILE COSTS // PRACTICAL STRATEGIES FOR E-COMMERCE SHIPPERS



CAMPAIGN WINS

With a total spend of \$11,536.30, we executed LinkedIn and Google search ads in addition to organic social and email marketing efforts that offered a complimentary guide to help our leads ship smarter in 2022. Once a lead signed up for the resource, we enrolled them in an automated 4-email workflow that shared additional tips and insights. At the end of the last email, we invited contacts to join our quarterly newsletter to keep them active in our marketing funnel. With an average open rate of 45.4%, our campaign greatly exceeded industry averages.



TForce Q4 2021 - Email 1

Email type	Updated on
Automated	January 3, 2022

OPEN RATE	67.9%
CLICK-THROUGH RATE	38.18%
CLICK RATE	25.93%
UNSUBSCRIBES	0%

**517 eBook
landing page
views**

**144
unique
email
opens**

**91 high
quality B2B
leaders
nurtured**

**Average
email open
rate of
45.4%**

ACTIONABLE INSIGHTS

Overall, drop & hook's thought leadership campaign exceeded expectations. While competitors and headlines were focused on supply chain crises, we decided to make an opportunity out of the industry-wide challenge by offering an actionable solution to our existing leads.



HERE'S SOME NAVIGATION TO GET YOU STARTED BEFORE YOU PUT YOURSELF IN THE DRIVER'S SEAT:

1. Focus on your niche
2. Identify opportunities for your niche to solve current industry challenges
3. Determine what platform(s) your target audience is on
4. Research the type of content that your audience engages with (eBook, video, case study, report, etc.)
5. Turn your solution into a thought leadership content piece that features industry statistics, data-backed insights, and successful examples
6. Create a campaign to market your thought leadership piece that considers your budget, timeline, platforms, assets, and your toolkit
7. Test, adapt, test, and adapt again as needed

ABOUT DROP & HOOK

Drop & Hook is a digital marketing agency specializing in the transportation and logistics industry. We help our clients surface the engaging stories already happening in their business and put them to use to achieve their business goals using the channels and mediums that work best for their audience. What does that mean? Social media, blogging, video, email, conversational marketing and marketing automation. And whatever the next big thing is too.