

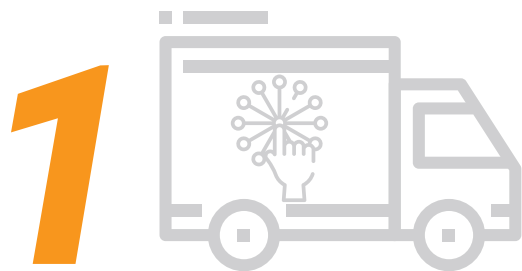
Transportation And Logistics

5 Marketing Strategies For Success In Transportation And Logistics

Here are five key factors that influence the success of marketers in the transportation and logistics industry.

“THE REALITY ABOUT TRANSPORTATION IS THAT IT'S FUTURE-ORIENTED. IF WE'RE PLANNING FOR WHAT WE HAVE, WE'RE BEHIND THE CURVE.”

ANTHONY FOXX



1 DIGITAL MARKETING TO ADD VALUE TO TRANSPORTATION AND LOGISTICS

Transportation and logistics advertising are critical. With the current economic climate, increased market awareness through consistent media exposure is the best way to let your potential customers know what you can do for them and how well you can do it.

With 7 channels of engagement that are the core of Deck 7's Framework for Digital and with 300+ marketing specialists and engineers, Deck 7 provides the resources, systems, processes, and integration for marketers in transportation and logistics industry to successfully execute multi-channel programs.



2 SOCIAL MEDIA STANDARDS

With more than one billion people using social networks, social media is forging a new era in business opportunity creating two-way communication that enables customer feedback and response in real-time. As the transportation and logistics sector grows, it is essential to leverage technology and media to connect with core audiences, partners, and clients.

Crafting and supporting a solid social media marketing strategy requires expertise, attention to detail and on-going hard work. Deck 7 creates data-driven social media marketing strategies for our clients that engage prospects and encourages conversations from the target audience.

Deck 7 creates high-quality content that engages your target audience and boosts traffic. Our content specialists create contents like whitepapers, ads, infographics and several others that drive consistent messages across multiple channels like social media, website, email marketing, and mobile apps.



WEB



EMAIL



SOCIAL



VOICE



DISPLAY



MOBILE



SEARCH

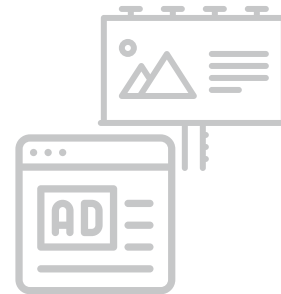
Deck 7 offers custom website and mobile application development that ensures device-specific experience for your prospects. Through a consultative approach with your team, Deck 7 will help develop your online presence across desktop and mobile devices that include a mobile-optimized website and apps running across a variety of screen sizes and operating systems.

With campaign experience spanning 122 countries, Deck 7 marketers – spread across offices in time zones 12 hours apart – work around the clock to conduct location-based, ‘real-time’ marketing programs that help marketers compete and succeed globally.



CONNECT VIA CONTENT

Facebook and Twitter are two great ways to connect, but the key to achieving results with these platforms is creating content that inspires and connecting your audience to your brand while engaging them regularly.



WEBSITE VS PRINT

Transportation and logistics advertising online are gaining popularity. The dissemination of information at a lower cost than traditional print advertising and the interactive component of online marketing make a great way to increase your brand awareness.



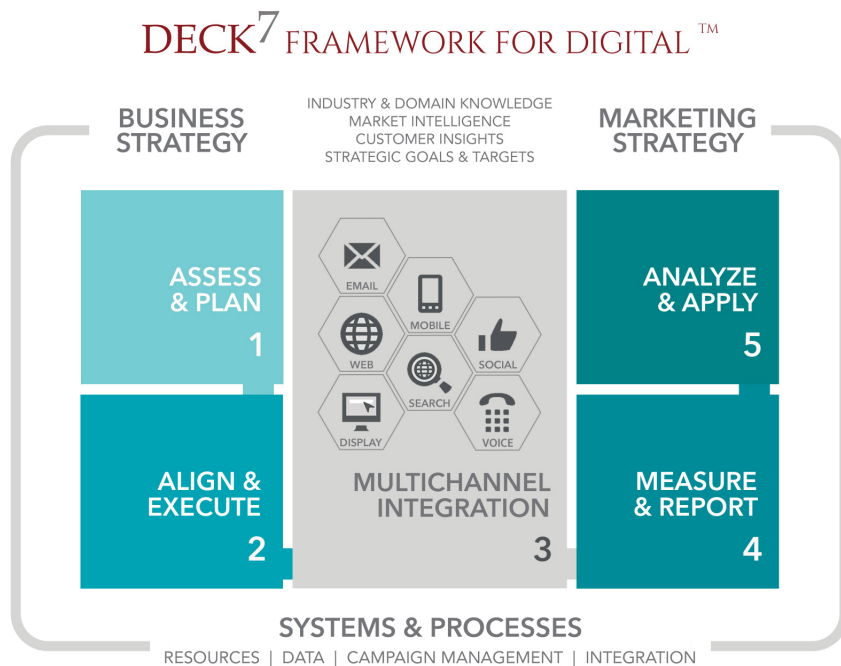
GLOBAL INTEGRATION

Companies better prepared for flexible resource allocation generate higher ROI's. Nowhere is this truer than in the geographically diverse network industries of the transportation and logistics sector. In this largely asset-intensive business environment, huge strategic bets have to be made—and run the risk of even greater misallocations.

Deck 7

Framework for Digital™

Deck 7's Framework for Digital™ helps marketers align their marketing strategy with their business strategy and leverage Deck 7's systems and processes to achieve their marketing objectives through a 5-step multi-channel approach.



content

Email, newsletters, news and press releases, live and on-demand webinars, whitepapers, conferences and trade shows, infographics, blogs, podcasts, and video

Deck 7's experience in managing content and data across multiple inbound and outbound channels helps drive success for marketers at brands, agencies, publishers, and platform aggregators across the world.

data

Business card, firmographic, demographic, geographic, NAICS/SIC, social media profile, content consumption, intent data, and install base data

who we are

Deck 7 is a digital marketing and media company that provides brand awareness and lead generation services worldwide.

The Deck 7 team consists of over 300+ marketing specialists, data science experts, and martech engineers that execute and orchestrate over 2,800 campaigns each year.

what we do

Deck 7 provides performance-based marketing services by orchestrating multi-channel campaigns across email, web, mobile, voice, social, search, and display.

Brands, agencies, platforms and publishers rely on us for lead acquisition at scale. Marketers from large enterprises to small and mid-sized companies use our experts for their marketing programs.

Media 7 is a network of media properties across 16 industries that provides marketers with multiple options to target markets, reach audiences, and develop accounts across 120+ countries.

Deck 7, Inc.
www.deck7.com

DECK⁷

Demand Generation. At Scale.

