



LEANSUMMITS

CASE STUDY

Unified Growth Marketing Platform for International Cargo Shipping Company

This international cargo shipping company specializes in shipping roll on and roll off (RORO) vehicles, containers with cargo, high heavy equipment and other forms of cargo to various parts of the world including Europe, Africa, Latin America and Middle Eastern countries. Most of the sales have come through word of mouth and their brand reputation was very good. Their customers were retained over several years because of the high quality of service. This company is looking to grow with digital marketing.

Outbound sales have not been their biggest strength and new customer lead generation has been non-existent. While they had decent social media presence, they lacked a holistic and unified digital marketing approach.

The company has plans to grow their services into new countries. This was one of the main initiatives they wanted to drive with the digital transformation program.





The Challenge

Because of highly focussed operations within the organization and not a very strong sales team, sales growth became a challenge with the current manpower. The following were a few pain points for this client:

- The client wanted to offer shipping services to other countries.
- Their competition has a significant lead in digital marketing and online acquisition.
- Client wanted to lead digitally and was trying to identify their positioning in the marketplace.
- Client has recently acquired a new business that serves a different customer segment within the same industry. They need to have a solution on how to integrate this newly acquired business.
- Most of sales, marketing and operations are performed manually and are labor intensive.
- While they used a 3rd party Transport Management System (TMS), there was no integration performed with their website, app and other operating systems.
- Their operations did not have automation enabled for customer communications, team communication, order management etc.



The Strategy

The following strategy was developed for creating execution plans for the upcoming 12 months

- Performed a thorough business model analysis. Made a determination that the newly acquired business should stay as a separate business and continue to serve a niche customer segment that wants a custom offering. Clearly identified market positioning for both the parent company and the acquired business.
- Developed a strategic initiative plan that included the growth initiatives with expected business growth. Worked with the leadership team of our client's to prioritize and finalize the strategic initiatives for the upcoming 12 months.
- Created a plan to build the client's digital presence by developing their web presence and marketing automation.
- Develop much needed automation of integrating sales, logistics and accounting
- Devised a plan to Increase acquisition rate of new customers through a multitude of cross channel marketing strategies.





The Execution

Developed feature rich cutting edge websites, one for the parent company and another for the acquired company. Both websites are built with embedded quote engines, online bookings, customer profile, shipment tracking, and advanced marketing automation. Market leader content strategy was adopted for the parent company whereas a challenger strategy adopted for acquired company.

The company CRM and TMS are integrated and bidirectional events and actions are sent to the automation platforms to execute marketing and operations workflows throughout the shipment journey as well as customer life cycle to get the benefits of automation. This approach has laid a solid platform for continuous integration and scaled operations. The platform helps with both internal growth related integrations and automation as well as partner integrations, thus reducing manual resources. Open API was developed for 3rd party partner integrations. Two major international shipping company integrations were completed in a matter of weeks.



The Results

The following key goals have been achieved in the first 8 months of this ongoing engagement:

- SEO DA improved by 33% for the website in the 1st month after the release of the site. Website traffic increased by 20% in the 1st month. Ongoing SEO is expected to grow traffic by 20% every month.
- PPC campaign increased new acquisition leads by 1000%
- ORM has increased from 3.2 star rating to 4.1 in the first 6 months of managing online reputation.
- Company's brand top of the mind awareness has increased by 60% in the first 8 months.
- Facebook followers have grown by 300% in the first 8 months.
- Launched ABM marketing with a unified marketing platform utilizing multiple channels at various stages of the pipeline. The automation helped a single sales agent to process and convert 1000s of leads, spending just a few hours per day.

In addition,

- Customers can now get quotes, book orders and track their shipments right from their desktop or mobile device. This helped reduce several support calls, saving significant operations time. They can now repurpose this time for new sales and issues that matter to improve customer service.
- The website has cutting edge SEO (search engine optimization) implemented that is going to result in organic traffic and customer acquisition. CRO is implemented on the website to give maximum conversion opportunity.
- The backend marketing platform enabled marketing communication with new and existing clients to convert leads, quotes into booked orders.