



LEANSUMMITS

CASE STUDY



# Growth Strategy of a Transportation and Logistics Company

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A transportation company was having a flat to receding growth over the previous 2-3 years. They grew rapidly and after initial growth fell flat for a considerable number of years. They are also predominantly relying on Search Engine Marketing. Because of this, their cost per acquisition (CPA) was significantly high. They also did not have a clear strategy on how to bring their CPA down. For a company like this, with a significant market share it was prohibitive to increase their spend without sacrificing the bottom line.

The company operations were solid, but the tactics implemented were impulsive and not strategic. Grow fast was the strategy without a methodology to understand how to grow. Online reputation of the company was not the best with no clear ideas and execution plan on how to improve it.





## The Challenge

- Grow the company revenue and Gross Profits with double digit CAGR
- Implement a marketing strategy that has immediate results and at the same time scalable growth opportunities
- Reduce the cost per acquisition of shipping deals significantly to increase profitability
- Improve online reputation from an all time low in both carrier relationships as well as customer satisfaction



## The Strategy

- In Year 1 fix the broken pieces and stabilize operations, including hiring staff, training existing and new staff in various functions and preparing the organization to cope with planned growth.
  - Reduce the cost per acquisition to increase Net Profit
  - Achieve 4.5 star rating overall across all review platforms
  - Implement growth marketing technology to accelerate growth in subsequent years
- Year 2 launch new business and grow fast
  - Scale the successful growth marketing initiatives that were started in Year 1 to accelerate growth
- Year 3 inorganic growth
  - Implement new business launches and continue accelerated growth



## The Execution

- Found many areas of growth within online reputation management (ORM) that included customer satisfaction, customer feedback, virality and brand reputation management. ORM has become an important platform for crisis management as well.
- Implemented an attribution model that allowed us to develop an optimized marketing mix. This was critical in identifying which channels worked best and more importantly which channels worked together well in the process of acquiring, retaining and maximizing high LTV customers.
- Developed a referral network that addressed the needs of different customer personas and customer journeys
- Developed a robust SEO website with techniques and strategies that are hard to replicate and have high barriers to entry



## The Results

- Organic traffic 50% of the overall traffic thus cutting Cost Per Acquisition by half (50%)
- Developed great online reputation and improved customer review rating 5-Star rating
- Grew SEO traffic to 428% in 2-3 years

