

Barber Trucking

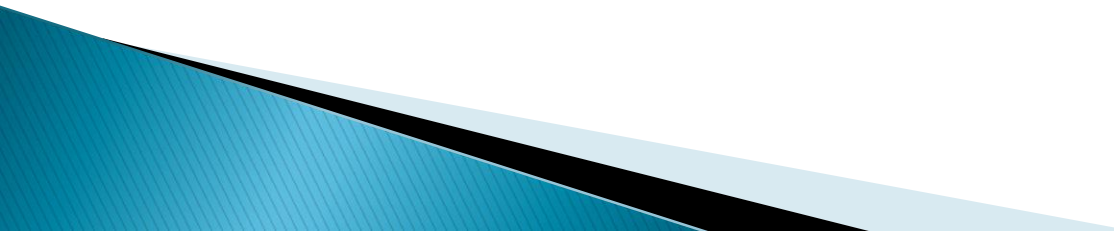
Strategic Marketing Plan for Driver Recruiting

February 2015

Background

- »» Background synopsis
- Competitors
- Driver demographic overview
- Current Driver Survey

Objective and goals

- ▶ Increase total drivers to 100
 - 75 / 25 company drivers to owner-operators
 - In December, about 62 drivers
 - ▶ Implement a direct marketing strategy
 - ▶ Build an overall strategic marketing plan, that includes both drivers and community awareness
 - ▶ Metrics to gauge effectiveness and successes
- 

Why is there a shortage of drivers?

There are many reasons for the nation wide shortage of truck drivers. The average age of a truck driver in the US is 55 years old according to the Bureau of Labor Statistics. Driving truck isn't a "dream job" it's extremely hard work and being away from family and friends isn't a life for everyone. Most of the younger workers are opting for construction, mining, and other skilled labor jobs where they are home more and have an increase in pay.

The biggest issue with keeping truck drivers is the smaller wages. In 2013 the average U.S. tractor-trailer drivers annual wage was \$40,940, 11.8% below the U.S. national average yearly wage of \$46,440 according to the U.S. Bureau of Labor Statistics. Trucking wages have increased much more slowly than the rest of the U.S. salary, steering people away from the industry.

Another problem companies are dealing with is the turnover of drivers. Many carriers may go through 3-4 new drivers to obtain one that sticks with the company. The turnover rate is lower for small fleets than the big carriers at 82% compared to 92%. The high turnover rate is in part to drivers getting their feet wet in the industry and then some move on when they are highly recruited by others. These are some of the major problems the industry is facing as a whole over the last few years in trying to acquire more/new drivers and keep them in their company.

Positioning and Branding to address from Research

Business Insider

“Driver retention is now key” – [we’ve included a Retention outline for a plan](#)

“If you keep a driver for 90 days, the [turnover rate] generally drops in half [to 45%]. - [retention outline](#)

“Drivers are jumping from carrier to carrier with no great new influx”- [outdoor marketing along routes](#)

“Drivers want to make more money and they want more home time” – [Barber positioning and messaging](#)

Supply Chain Digest

“Turnover lower at smaller carriers; due to family atmosphere”

“Drivers get their feet wet in the industry and then some move on when they are highly recruited by others” – Segments picked

CNN: driver shortage

“Some are opting for higher paying jobs in construction and shale oil”

“All of trucking: poor working conditions, over-worked, underpaid, high health and safety risks” – [Barber benefits and selling points to address on micro-website for recruiting new drivers](#)

Positioning and Branding to address from Research

AJC: demand is high

[Content for marketing/micro-site](#)

“Trucking added the most jobs of any transportation sector in 2013; demand expected to grow by 21% through 2020”

“Truck driving one of the few careers can train quickly and earn \$40-50k”

“By year 3, should be making into \$50,000s”

“Newer segments in CDL classes: career changers, retirees, former military people and business owners wanting to start a second career. Women : safety-conscious and well-organized.” [Segments to target.](#)

“Self-starter, able to work with no supervision, home on weekends” – [survey](#)

“Working conditions have improved, trucks more comfortable and equipped”

NY Times

“Some drivers could be coaxed back into the industry if the money were right” - [target CDL holders, and former Barber drivers.](#)

Positioning and Branding to address from Research

CNBC: Inside the shortage

Preferred industry among 18-24 year olds beginning their careers:

1. Technology : modern trucks feature technology
2. Energy

“Fewer guys want to do long-hauls; younger drivers prefer regional jobs and family life” – Barber selling points for shorter regional hauls, home on weekends

“Certain amount of independence; enjoy using hands, tying down loads, don't have a boss right behind them” – all more selling points in Content

Competitive Analysis: other trucking companies

Western Express

CRST

Schneider

McCauley Trucking- from brookville (50 trucks)

Swift

Landstar

TMC



Competitive Analysis (cont)

General Help 095

**WANTED
TRUCK DRIVERS**

**BROOKVILLE TO
OH. & IL. & RETURN**
1 & 2 Day Turns
Our New Pay Plan
From 41 cents to 46 cents per mile

Pay Plan Choices are:

- Anthem Insurance
- Wavier Bonus Plan
- Week End Bonus Pay
- Paid Vacation Pay
- 401K Plan
- No Touch Freight

To Qualify:

- Must be 23 years of age
- 2 year Class A experience
- Good driving record
- Live 30 miles from Brookville
- Regional Drivers Home Daily

Call ZTI At 800-537-2148

Bradigan's

- Heard on the radio (Froggy)

<http://www.bradigans.com/index.cfm?NavID=55>

DiLullo Trucking in DuBois, PA

- 3 trucks

Current driver look

- ▶ New York
 - Average Age 45.7
 - Average Years of Service: 2.645
 - Average YTD wages: \$25,265
- ▶ NY + 1 Years of Service
 - Average Age 47
 - Average Years of Service: 3.07
 - Average YTD wages: \$37,360

Current driver look

▶ Pennsylvania

- Average Age 44.167
- Average Years of Service: 5.67
- Average YTD wages: \$44,489

▶ PA +1 Years of Service

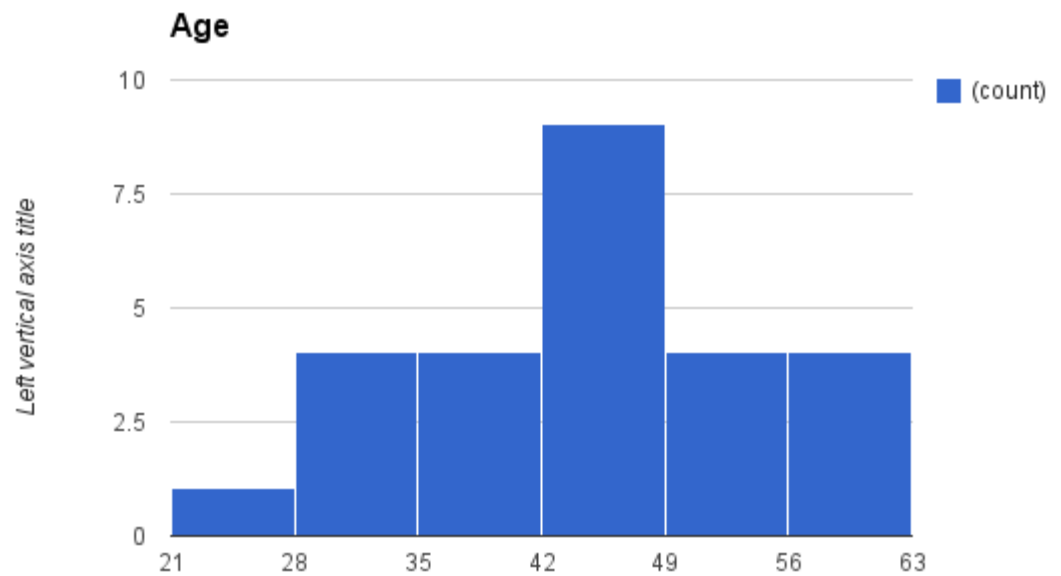
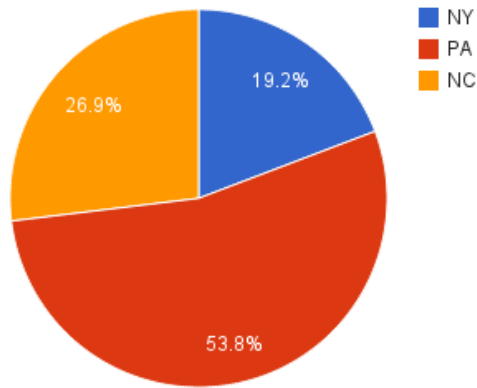
- Average Age 44.9
- Average Years of Service: 5.67
- Average YTD wages: \$49,064

Current driver look

- ▶ North Carolina
 - Average Age 40.55
 - Average Years of Service: 2.37
 - Average YTD wages: \$29,870
- ▶ NC +1 Years of Service
 - Average Age 44.28
 - Average Years of Service: 2.998
 - Average YTD wages: \$37,890

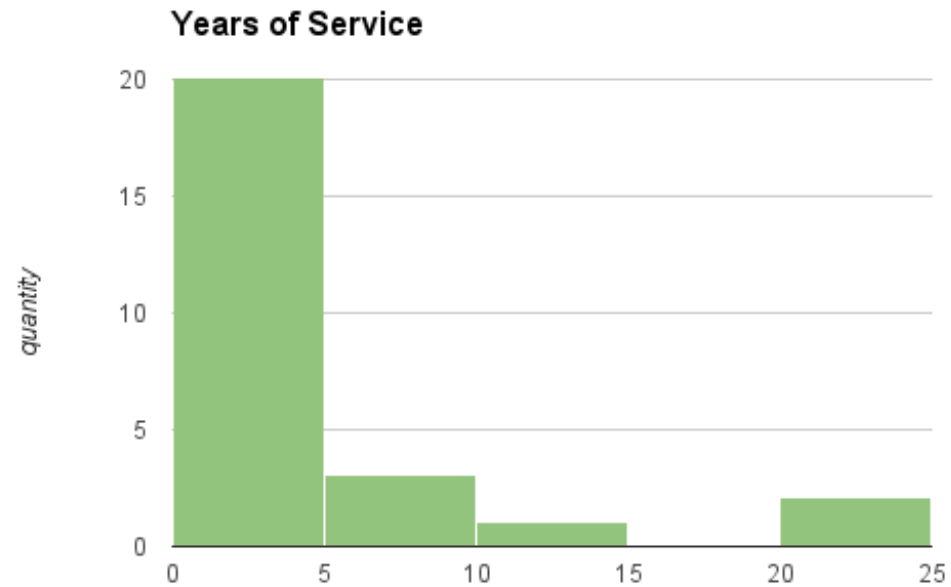
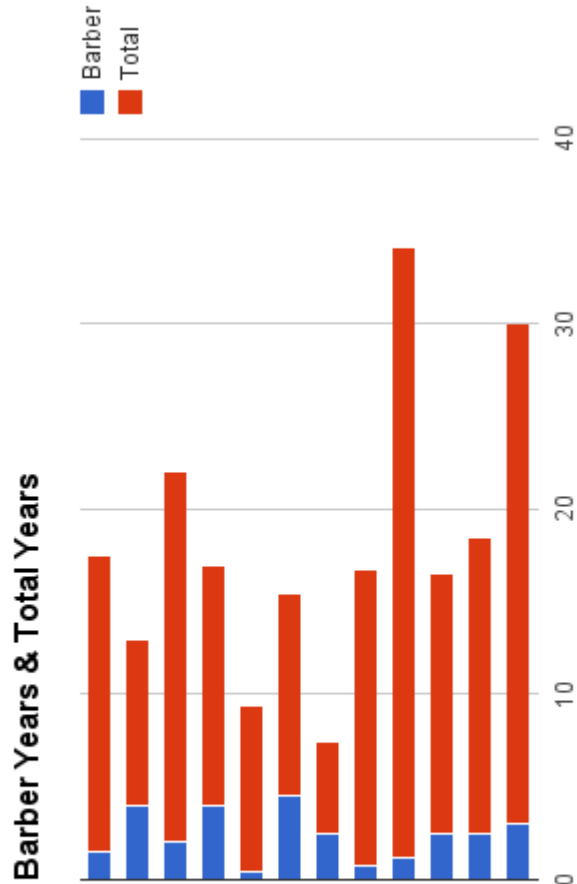
Current driver survey

26 respondents



Current driver survey

26 respondents

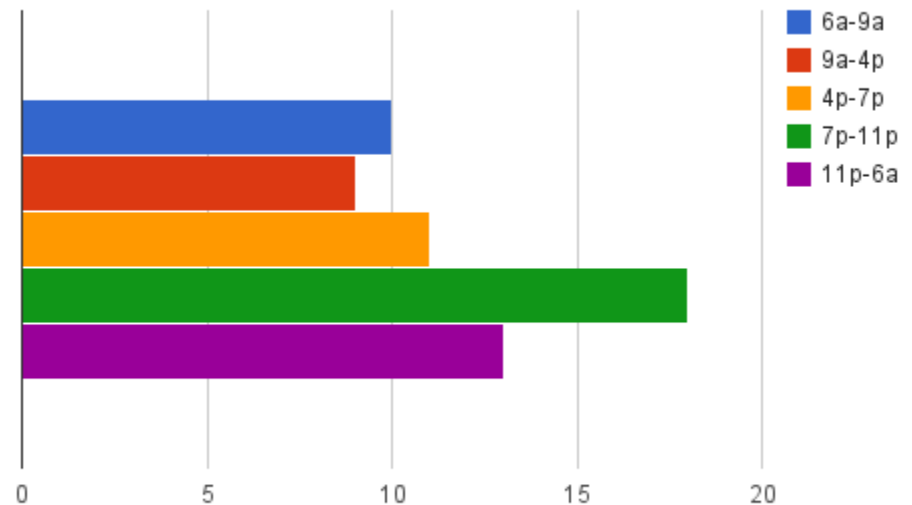


Current driver survey

▶ Media usage

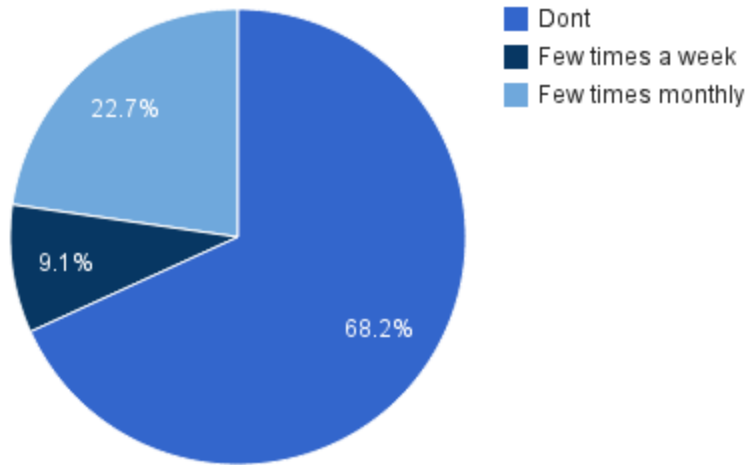
- Internet is overwhelmingly #1 to get news/info
- Radio and newspaper scored low consistently
- TV: weekends/Saturdays (all) or 11p-6a (NC)
 - 1: Fox, 2: NBC, but all those who chose NBC as 1, had Fox as second choice.
 - Cable: Discovery, A&E, History and Weather Channel

TV: time of day

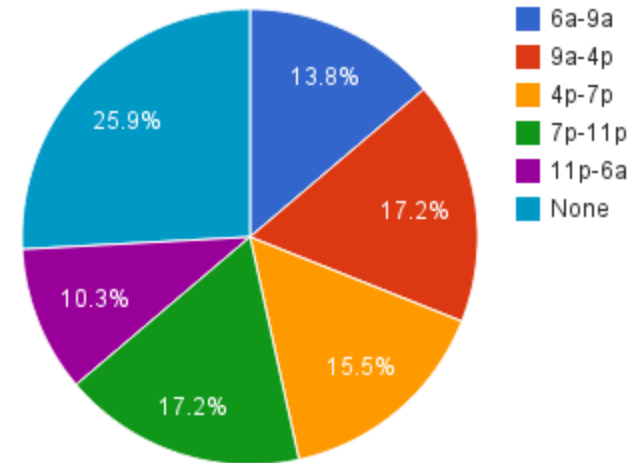


Current driver survey

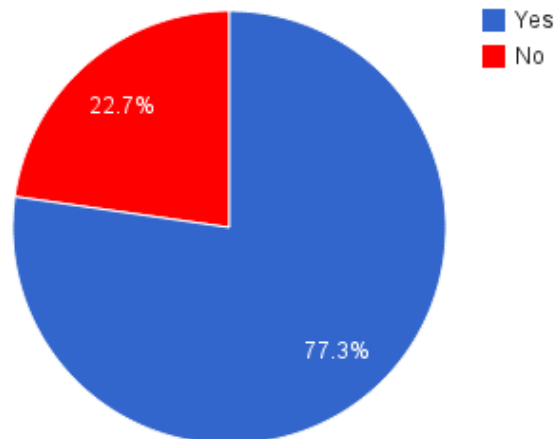
How often do you read the newspaper



Radio

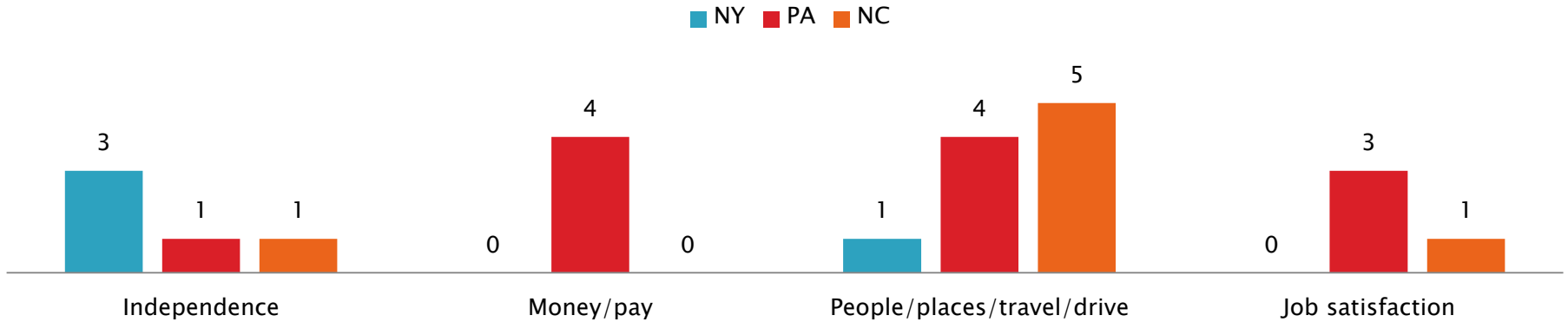


Do you use Facebook?



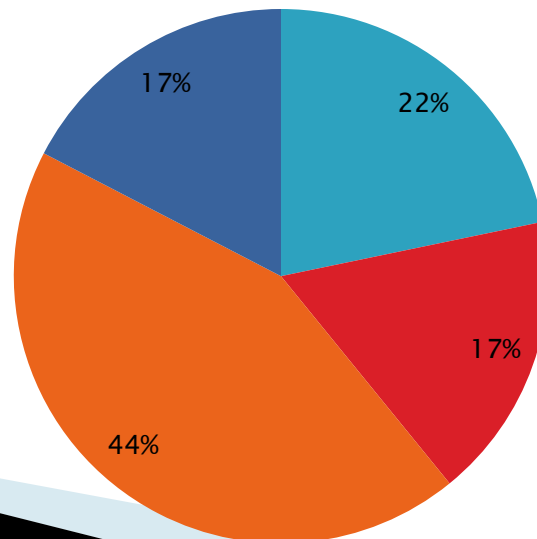
Current driver survey

rewarding features of truck driving?



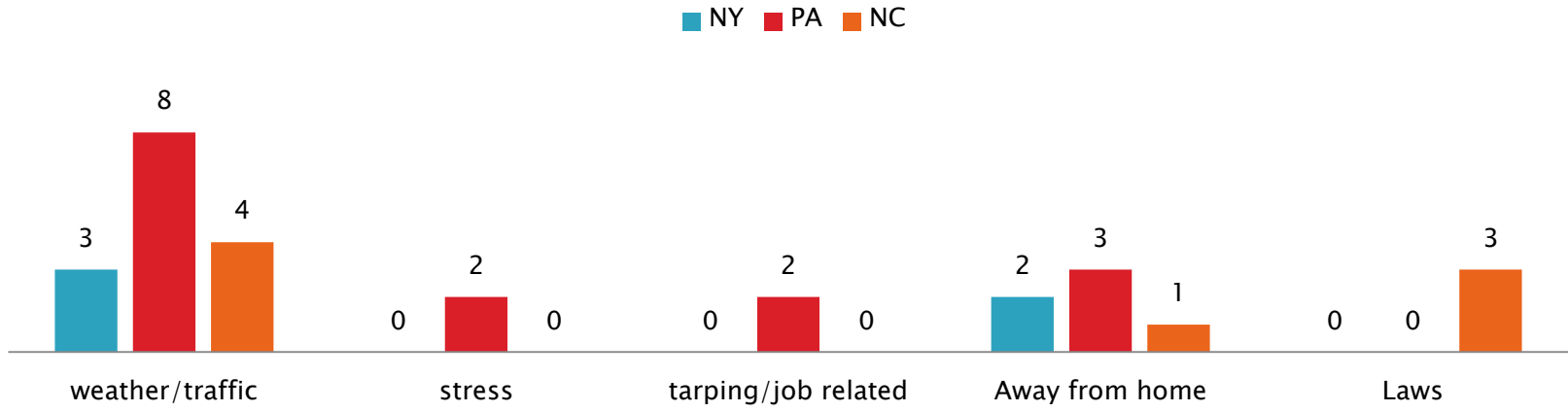
rewarding features/benefits (total)

■ Independence ■ Money/pay ■ People/places/travel/drive ■ Job satisfaction



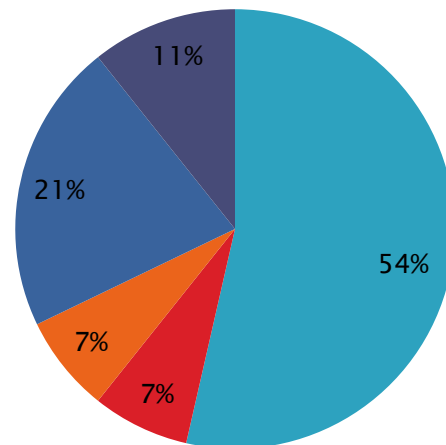
Current driver survey

Challenges/difficulties truck driving



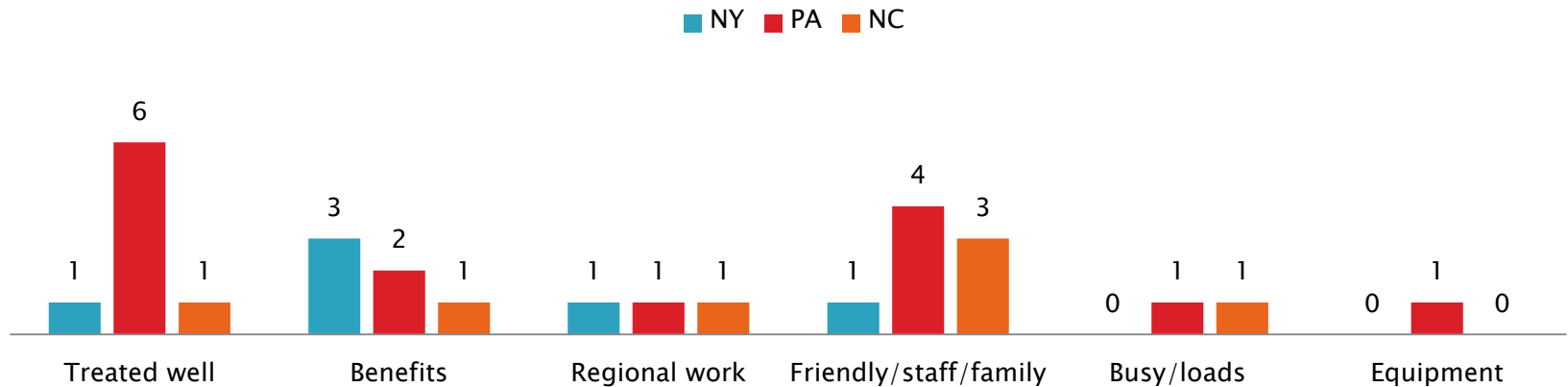
challenges/difficulties (total)

■ weather/traffic ■ stress ■ tarping/job related ■ Away from home ■ Laws



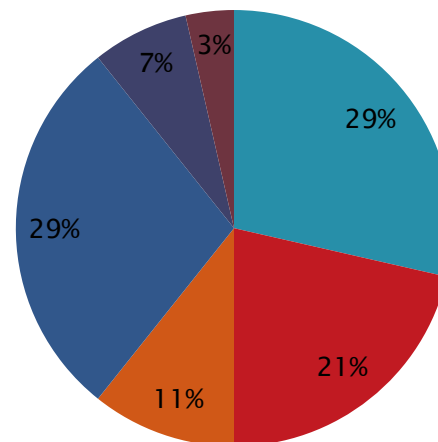
Current driver survey

What do you like about Barber?



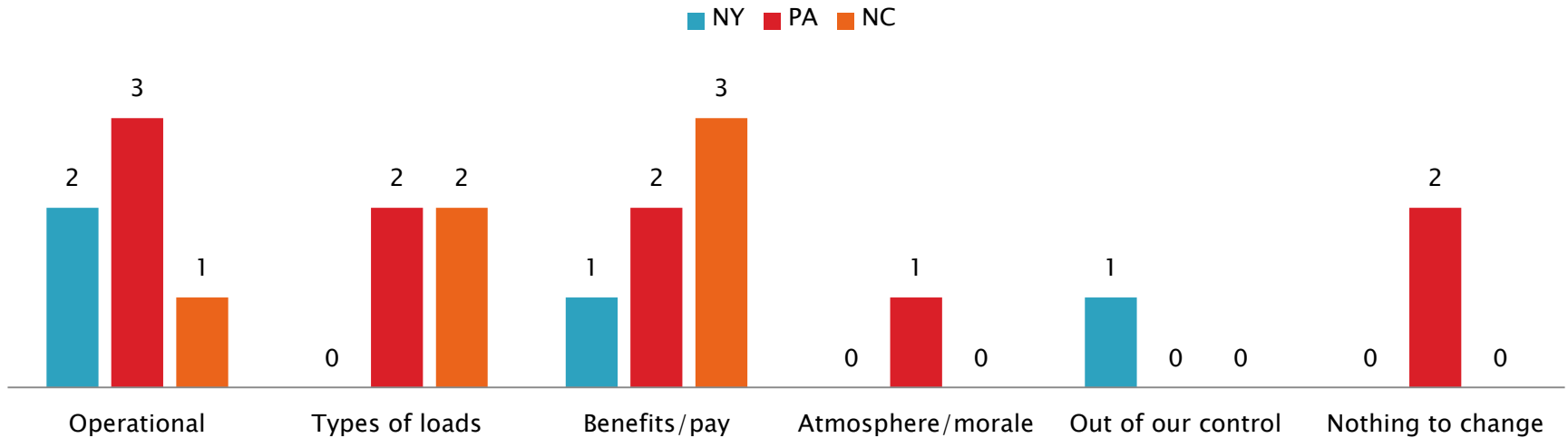
What do you like about Barber? (total)

■ Treated well ■ Benefits ■ Regional work ■ Friendly/staff/family ■ Busy/loads ■ Equipment



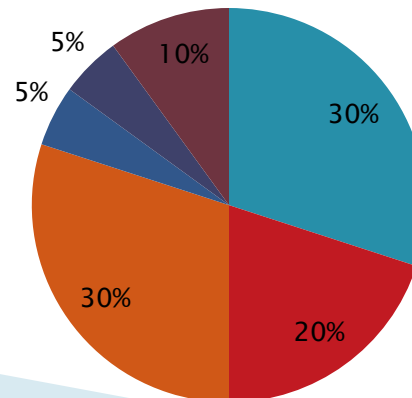
Current driver survey

Improve at Barber? (per state)



Improve at Barber? (total)

Legend for pie chart: Operational (blue), Types of loads (red), Benefits/pay (orange), Atmosphere/morale (dark blue), Out of our control (purple), Nothing to change (brown).

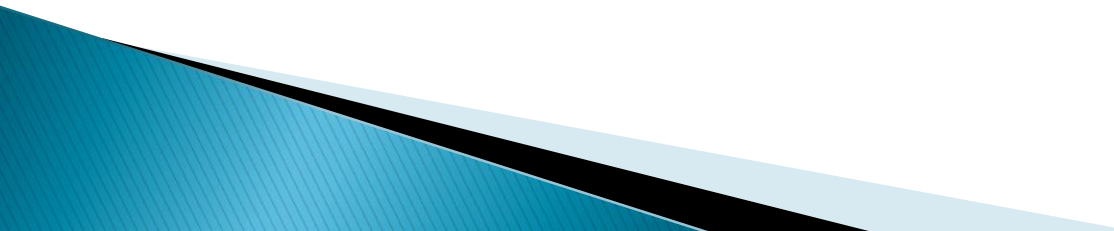


Brand positioning

- » Target mindset
- Positioning
- Key Supporting Messages
- Communication Guidelines

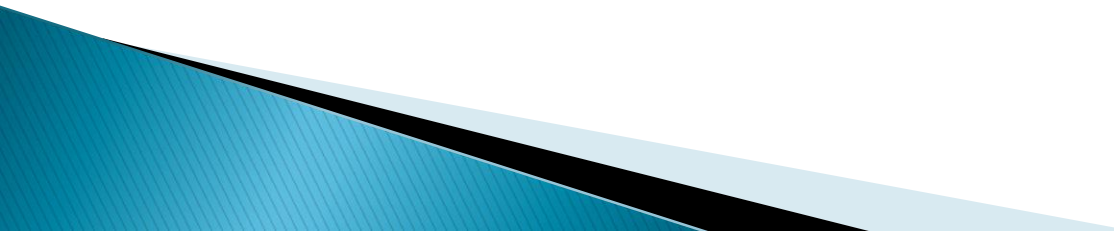
Target Mindset: “Independent Earners”

Barber Trucking drivers are independent workers who understand their role in moving the country. They attack each job in a blitz campaign, because they know that their work affords them the things they value most in life, deserved and earned: time home with family and friends, financial independence, and promotion from within a company who sees them as more than just a number.

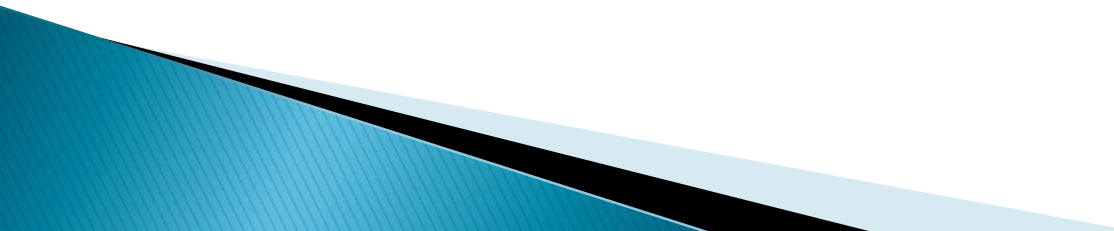


Positioning and Branding

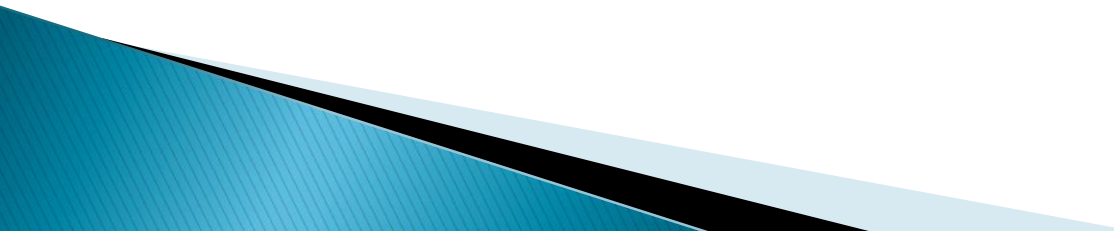
We are focusing on new Barber Trucking drivers who are independent workers with 2+ years experience that take instruction and take on responsibility. They thrive in an environment where they have the power to set their own pace. They prioritize their home time, time on the road, financial earnings, and their ultimately their career in the way that works best for them as an individual and primary family provider. That's why military members and prior service members are ideal candidates for the job.



Key Supporting Messages

- Barber Trucking recognizes what each employee does to contribute to the team, and will reward those who are loyal and committed to safety.
 - Barber Trucking doesn't focus only on delivered hulls and mileage. It's a place where every employee can feel valued as an individual who has goals and priorities outside of the workplace.
 - Barber trucking understands that employees have put in the effort and energy to earn their time off and advancement through the company.
 - Barber Trucking provides a much needed service throughout the North East. Without truck drivers, costs would skyrocket, and people would have to do without.
- 

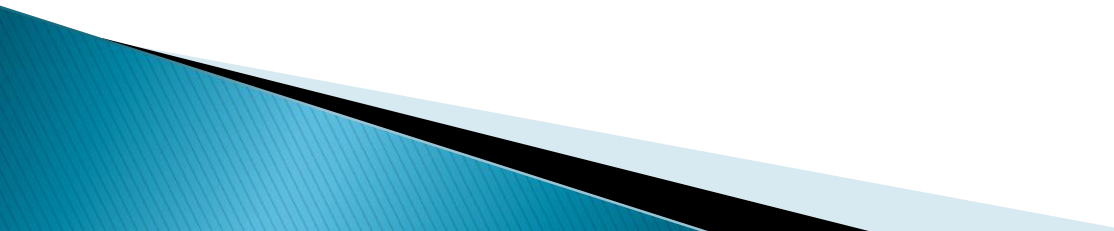
Communication Guidelines

- Ensure communications use key supporting messages and are brand focused.
 - Stress the Barber Trucking differentiating factors with emotive visuals and stories from current driver.
 - Celebrate the team of drivers both internally and externally.
 - Reflect the mission and values of Barber Trucking at all times.
- 

Brand messaging

- » Slogan and mantra
- » Segments to target

Driving for YOU

- **Family (great pay, weekly pay, home weekends)**
 - **Financial stability (unlimited earning potential, bonuses, pay raises, promotion into corporate office or HUB)**
 - **Independence (outdoor, hands on, no boss)**
 - **Job security (27+, “keep the economy moving”, niche clients with specialty hauls)**
- 

Barber Trucking...Driving for YOU

You're not driving for Barber, you're driving for YOU.

- ▶ **You're driving for your family.**
 - ▶ You're driving for your weekends at home.
- ▶ **You're driving for your financial future.**
 - ▶ You're driving for your unlimited earning potential.
- ▶ **You're driving for your independence.**
 - ▶ You're driving for a great job that's hands on and never the same day.
- ▶ **You're driving for your created job security.**
 - ▶ You're driving for those clients depending on your ability.
 - ▶ You're driving because you keep the national economy moving.

Truck Driver Stats: National Truck Driving Jobs

- ▶ One of every 15 people in the US are employed by a trucking company
- ▶ Of Truck Drivers in the U.S.
 - 58% are White Males
 - 18.7% are Hispanic Males
 - 16.6% are “Other” Males
 - 6.7% are Female
- ▶ Age
 - 21–24: 2%
 - 25–29: 7.9%
 - 30–34: 11.6%
 - 35–44: 30.2%
 - 45–54: 27.2%
 - 55–64: 17.3%
- ▶ Top 5 states: TX (145k), CA (123k), PA (71k), FL (65k), Ohio (65k)

Three trucker segments focus on:

- 2+ years experience
 - 21-24 months ideally to target
 - Target company drivers at bigger companies
- CDL new graduates
 - Build loyalty to Barber from start
- Non-CDL holders

ATRI: federal requirement that interstate CDL holders be 21 or older resulting in 3-year post high school gap- **can Barber hire them for other jobs?**

Pre-driver jobs>>>Driver>>>Post-jobs (career advancement)

Retention strategy...

Audience segment groups to target:

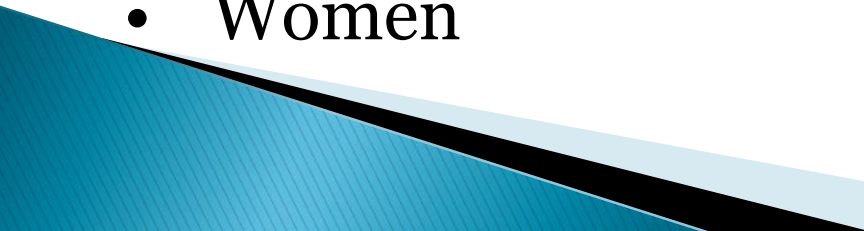
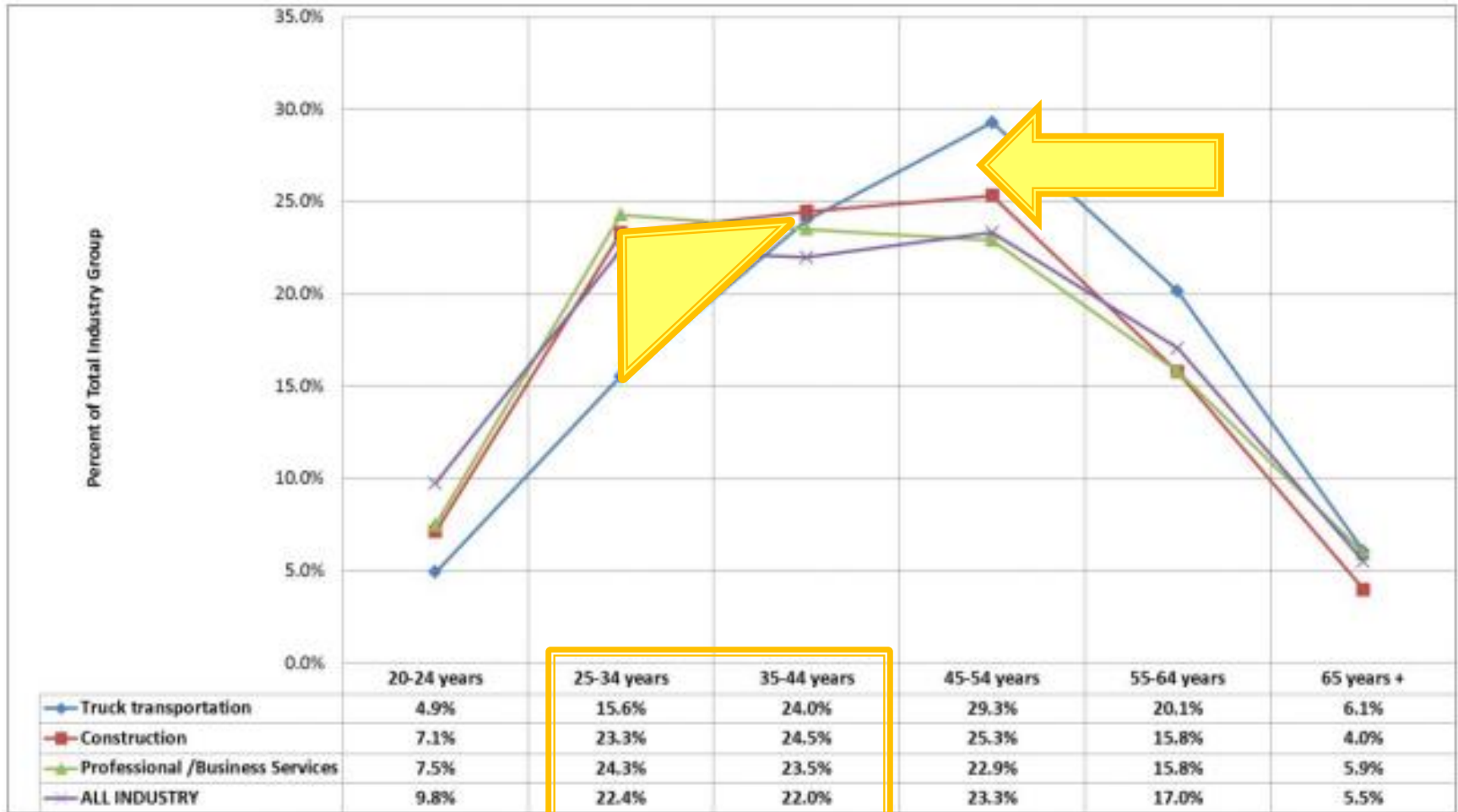
- Veterans
 - Paying for CDL exam
 - 3 months/12 trips driving for Barber, exam fee is reimbursed
 - Young drivers 25-34 (graph next slide)
 - Married and/or families 25-44
 - White & black male 25-34, no college
 - “Needs to attract workers in their late 20s and early 30s from other occupations where they have reached their earnings potential” (ATRI, 2014).
 - Latino/Mexican
 - Women
- 

Figure 1. Distribution of Employees 20 Years of Age and Older



BARBER
TRUCKING *Inc.*

Barber Trucking...Driving for YOU



Brookville, PA



Cassadaga, NY



Mt. Airy, NC



DriveForBarber.com

BARBER
TRUCKING *Inc.*

Barber Trucking...Driving for YOU



Brookville, PA



Cassadaga, NY



Mt. Airy, NC



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BARBER
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DriveForBarber.com

BARBER
TRUCKING *Inc.*

Barber Trucking...Driving for YOU



Brookville, PA



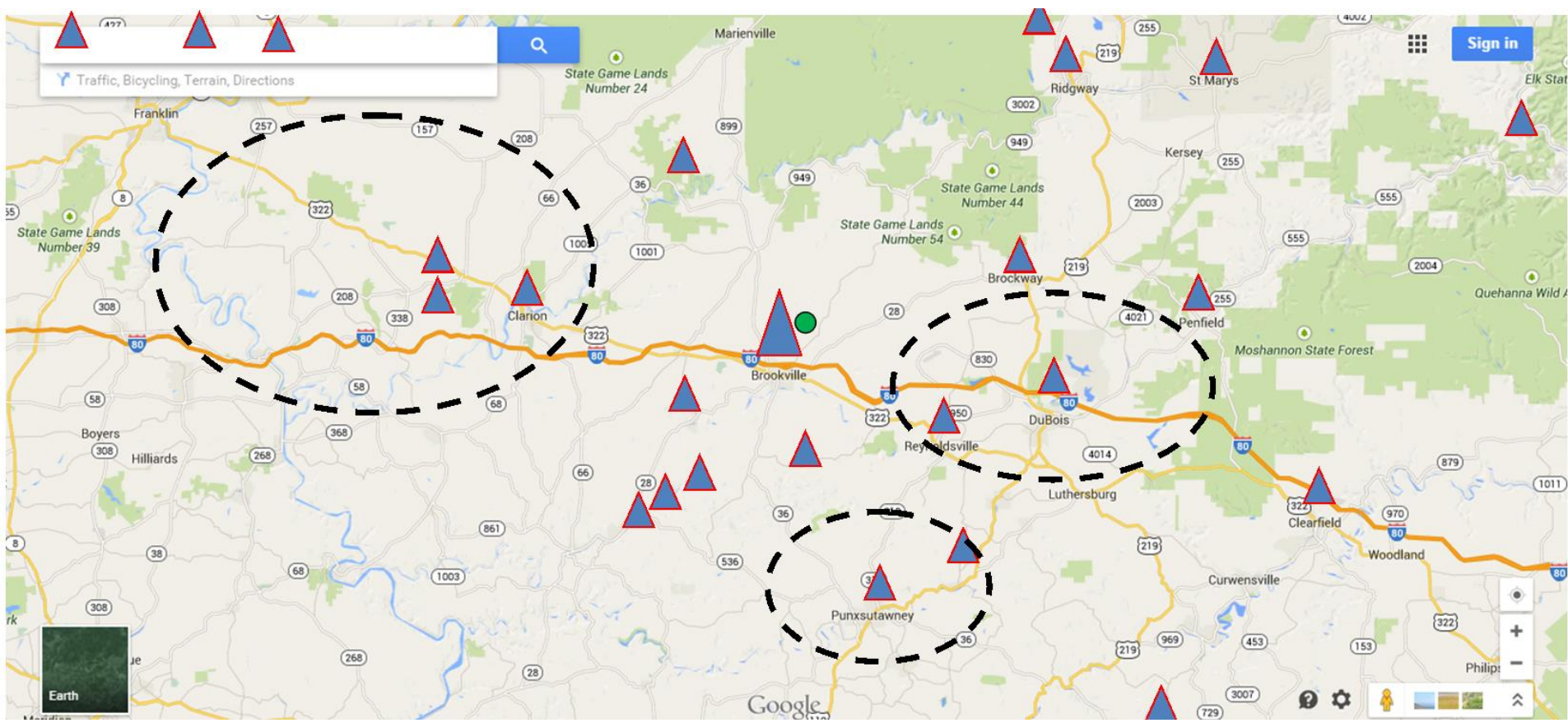
Cassadaga, NY



Mt. Airy, NC



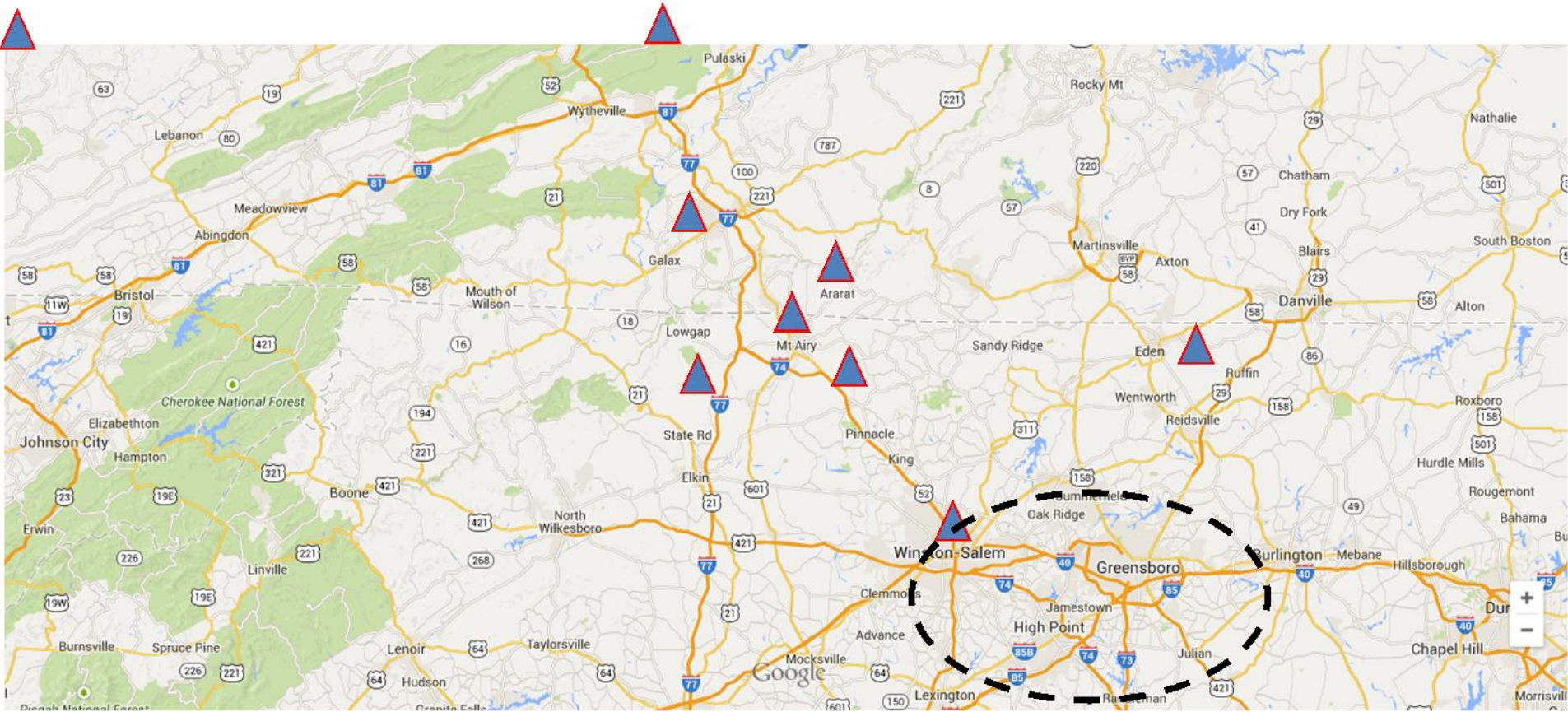
DriveForBarber.com



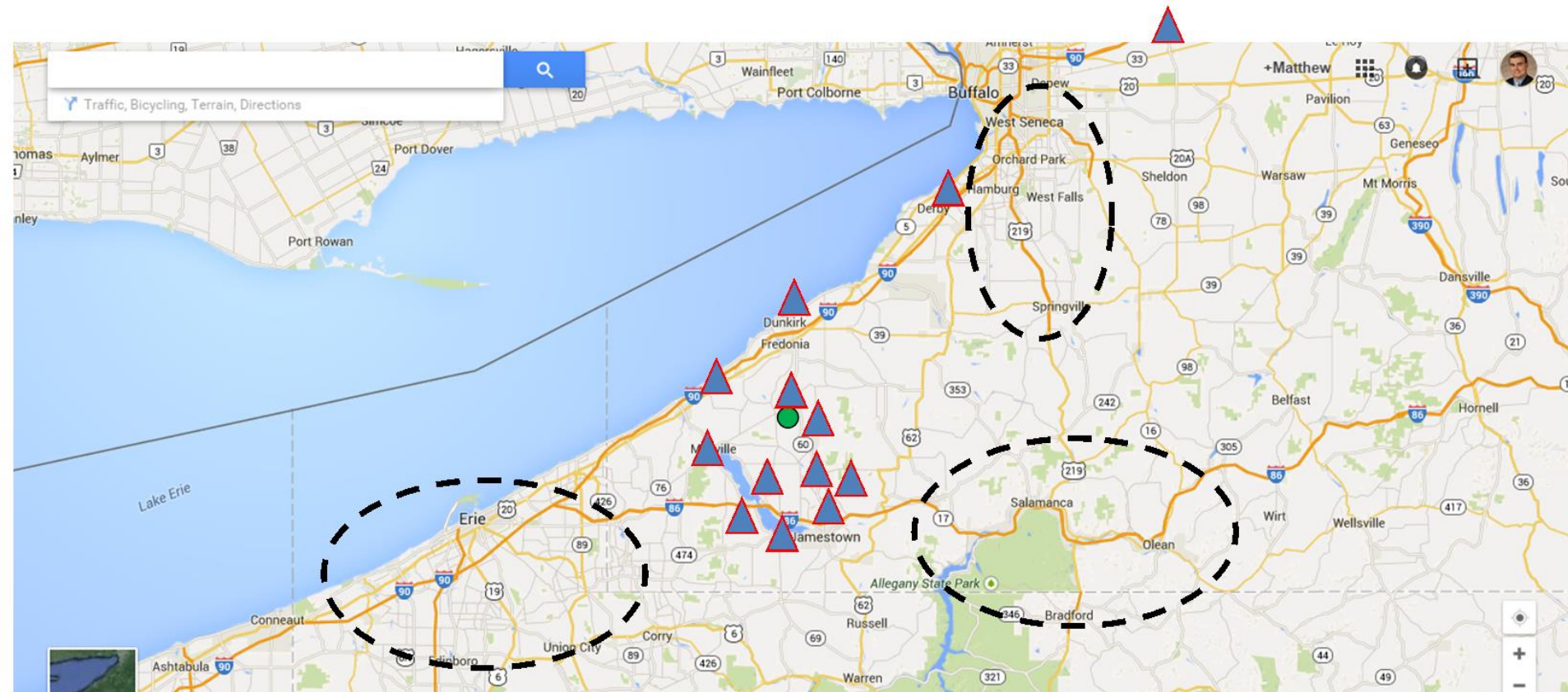
Three drivers from NW part of state are all hired within 4-7 months (of Nov 2014). Trend?

Pennsylvania

Over 1000 CDL holders in Northwest PA that we can target with direct marketing

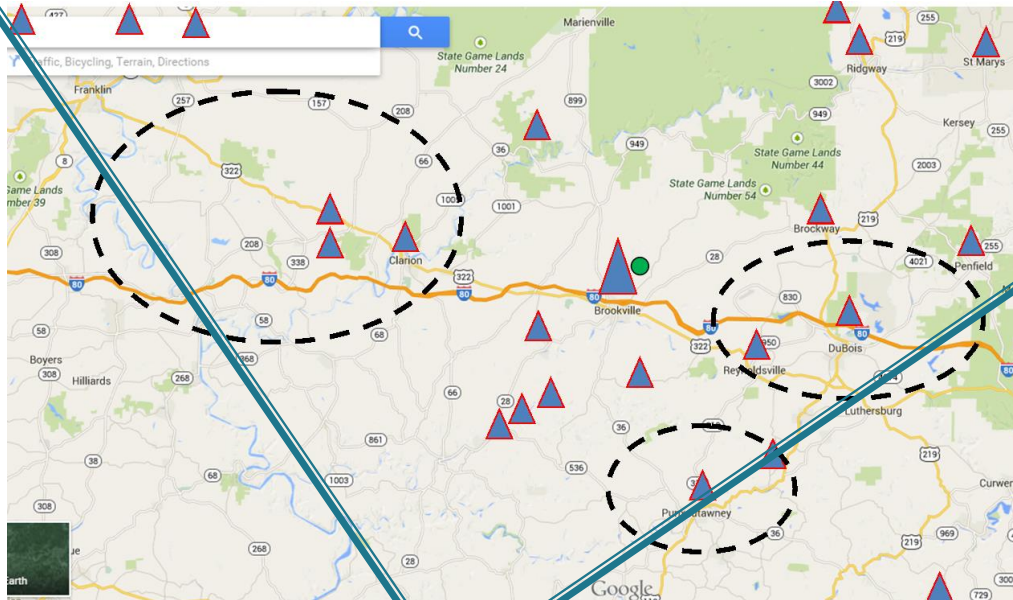
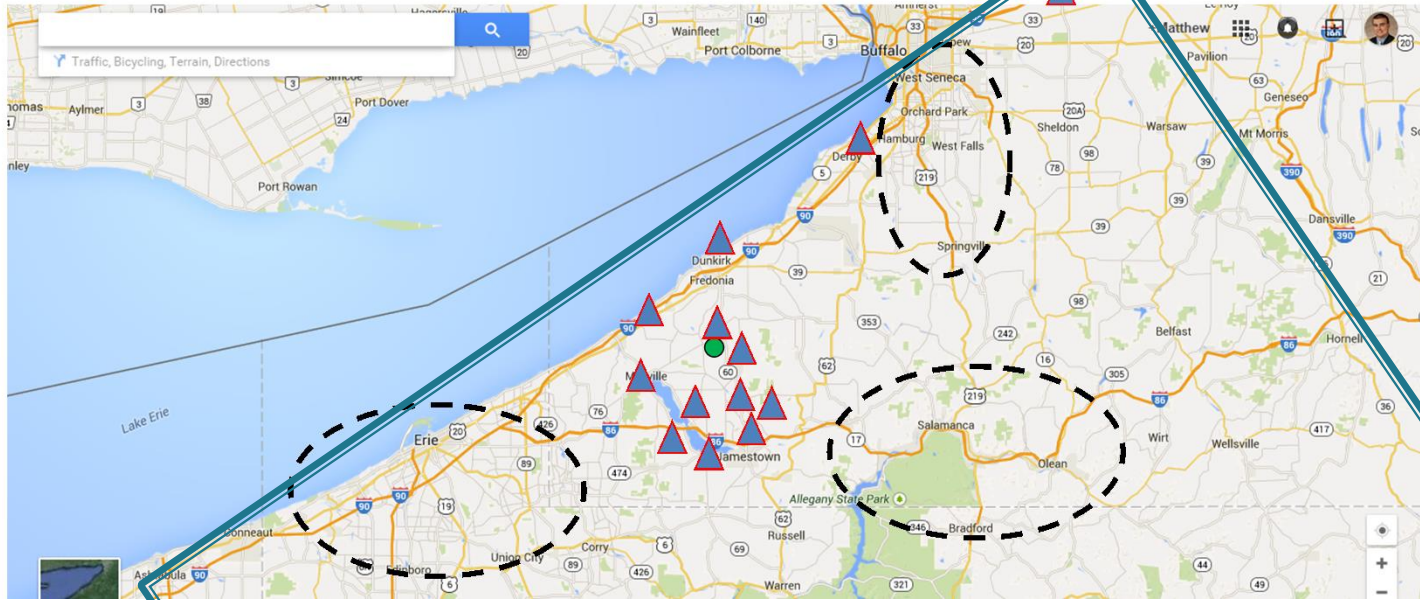


***Over 2000 CDL holders in Greensboro,
Winston-Salem area***



5 drivers out of 11 hired within 3-10 months in 2014

CDL A and B in Southwest NY – getting #

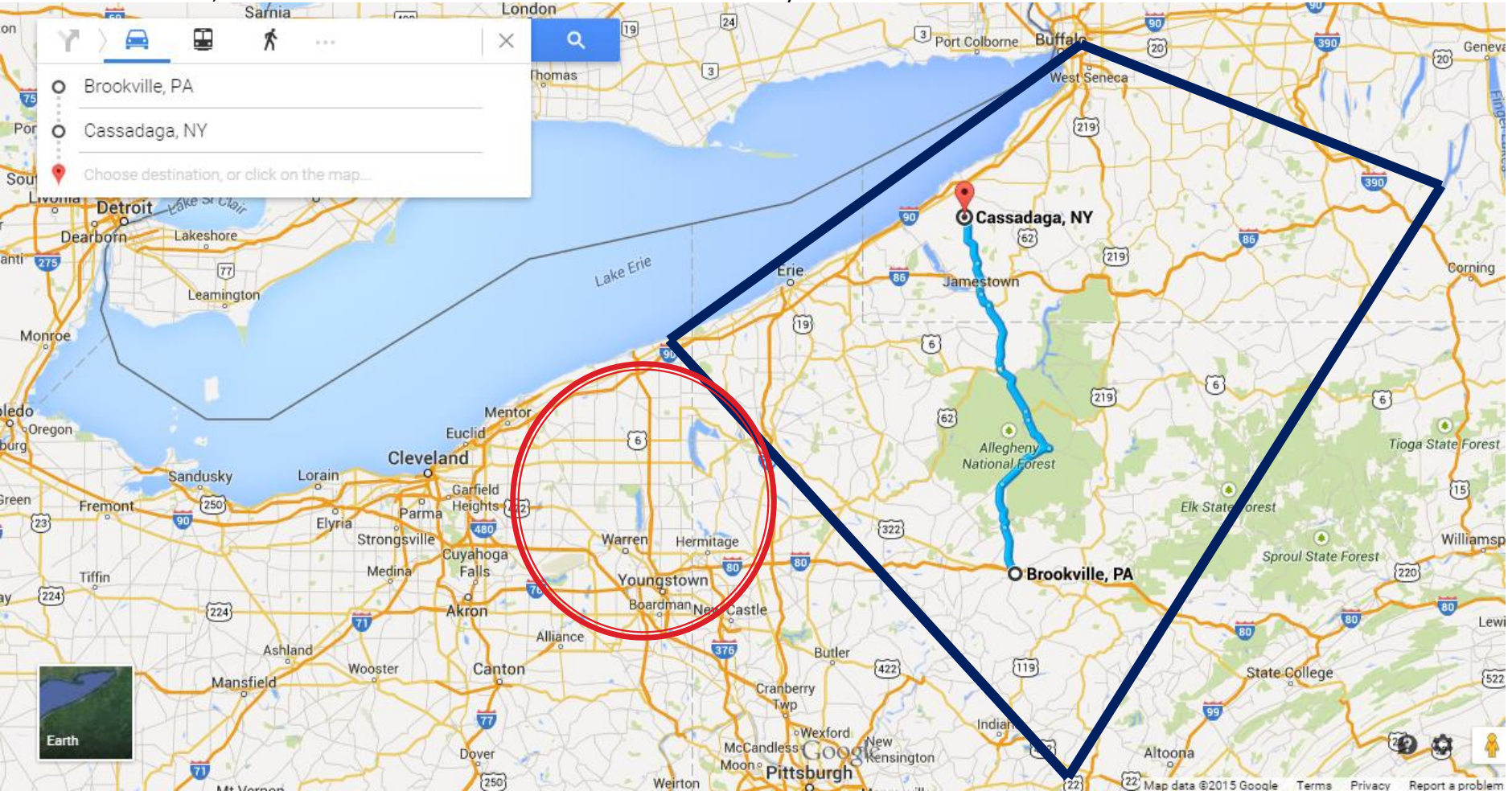


**This is now
the State of
Barber...
next slide**

Southwest NY and Northwest PA

The State of Barber: southwest NY and Northwest PA

Eastern PA from Clearfield up north to Rt 390, continues to southern part of Buffalo metro, down I-90 to Erie, and southern border lines out from Corry to Indiana Pa.



Content marketing

- » Target mindset
- Positioning
- Key Supporting Messages
- Communication Guidelines

Internet Marketing Tree & Communications/Advertising

Micro-website

- Contact form
- Questionnaire
- Application online

Direct Marketing

CONTENT

Content Management Systems (CMS)
Corporate Websites
Display Advertising Networks
PPC Advertising
Print Publications
Live Events
Virtual Events
Blogging Platforms
Content Syndication
Video

INQUIRIES
PULL CONT

Attract Visitors

Tools:
Blog, Social Media, Keywords, Pages

VISITORS

Convert Visitors

Tools:
Call-to-Actions, Landing Pages, Forms, Contacts

LEADS

Close Leads

Tools:
Email, Workflows, Lead Scoring, CRM Integrations

CUSTOMERS

Customer Buzz

Tools:
Social Media, Smart CTA's, Email, Workflows

PROMOTERS

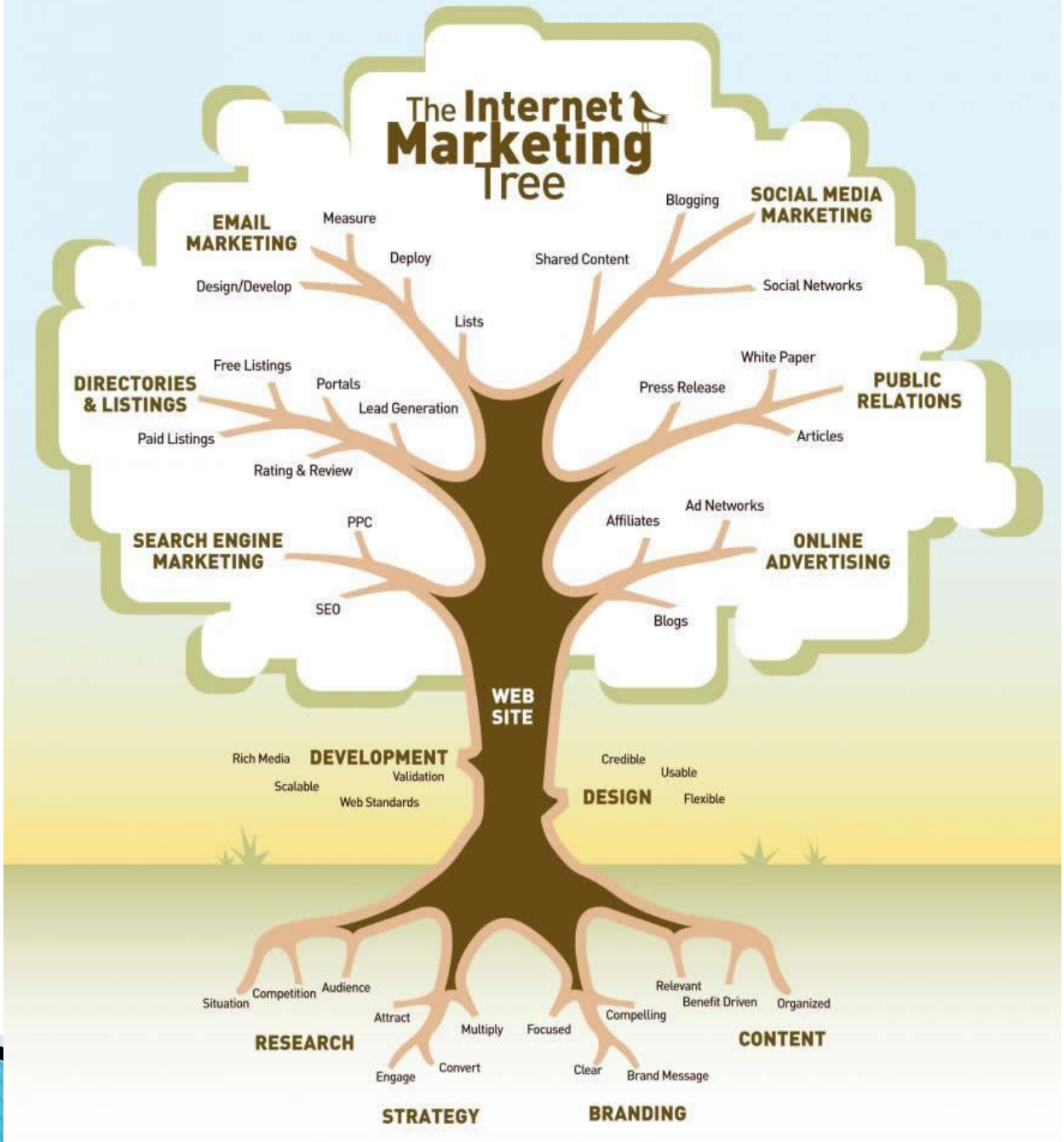
ToFu

MoFu

BoFu

© Impulse Creative - chooseimpulse.com

The Internet Marketing Tree



Micro site

Recruiting micro-website with content:

- Branding points and slogan messaging
- Specialty flat-bed hauls about the Company
- Comparison to other trucking companies or industry negatives; counterpoints to how Barber does not fit those profiles or positively reinforces our selling points better
- Benefits
- Pay scale
- Testimonials
- Contact
 - Push to drive those interested to submit basic contact info but not a full application

Owner Operators

- Separate landing page: specific info to them with contact form. SEO tags specific to their searches and internet usage.

ALL OF ABOVE

SIMPLE & CLEAN DESIGNS
PARALLAX SLYTE
UNLIMITED COLORS

FONT ICONS
ADVANCE ADMIN PANEL
HIGHLY CUSTOMIZABLE

HI THERE, PIONEER  RETINA READY SITE



FLAT DESIGN

Lorem ipsum dolor sit amet, elit, sed
diam nonummy.



RESPONSIVE

Lorem ipsum dolor sit amet, elit, sed
diam nonummy.



UNLIMITED COLORS

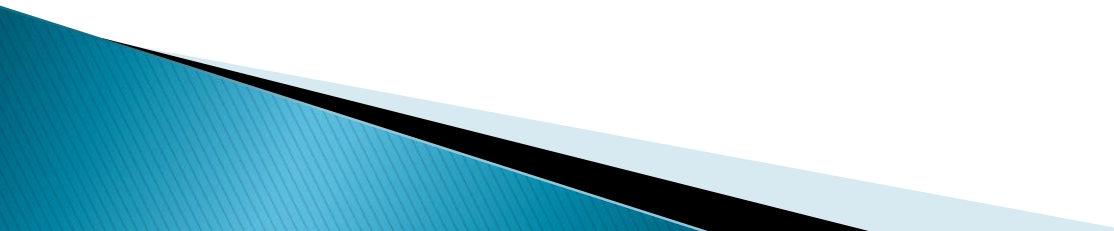
Lorem ipsum dolor sit amet, elit, sed
diam nonummy.



EASY TO USE

Lorem ipsum dolor sit amet, elit, sed
diam nonummy.

Contact card and questionnaire

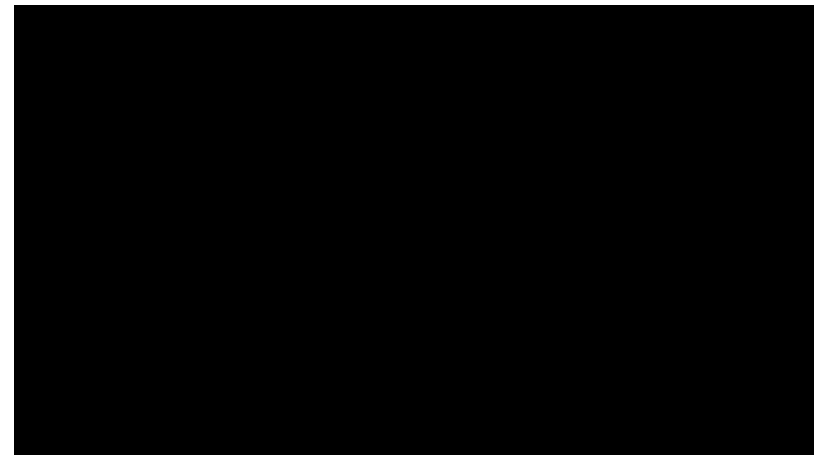
- ▶ Shorter Contact Card
 - Personal info, location, CD or OO
 - ▶ Questionnaire
 - Personal info, demographics, short driver info
 - ▶ Online application
- 

Video content

Producing 1-2 minute long recruiting video to use on the microsite

Mind Over Media

TMC video example



Current Memberships

- ▶ Truckload Carrier Association (TCA)
- ▶ National Association of Small Trucking Companies (NASTC)
- ▶ Owner Operator Independent Drivers Association (OOIDA)
- ▶ We do work with Careerlink and Workforce Investment Board (WIB) regionally.
- ▶ Suggested:
 - Chautauqua County, NY (Cassadaga) \$175 for 5 employees
 - Great Mt. Airy Chamber of Commerce

Marketing communications

- » Advertising
- » Direct Marketing
- » Promotional
- » Community Awareness, Events
and Publicity

Advertising

The outbound or push strategy to gain new inquiries

Communications and Advertising

Strategy:

- 1) Directly target potential drivers
- 2) Community and company awareness

Mediums to use:

- Job & Trucking online third-party websites
- Outdoor
- Television
- Social media advertising: Facebook
- Magazines and publications
- Online banner advertising
 - Keyword targeting
 - Retargeting
- ~~Newspaper~~
- ~~Radio~~

Job & Trucking News websites

- Job websites
 - Not on these currently:
 - Monster \$290 for 30 days
 - Indeed \$.25-\$1.50 per click
 - [CareerBuilder](#)
 - Every truck job
 - CDLhunter
 - National Truck Driving Jobs \$150 month
- Trucking news websites (publicity opportunities as well)
 - RoadKing
 - TruckingInfo
 - Transport Topics
- Banner ad network
 - Everytruckjob.com
 - Bannersnack
 - facebook
 - Targeted Digital Media such as the magazine websites & job websites

Outdoor: Trucks, Truck stops and other locations

Truck Branding

- Pop up signage on flat bed sides
- Mud flaps
- Side hood
- Magnets on truck door with phone number and microsite
- Decal on the back of the truck with the slogan
 - How often is that area covered/block? 25%? 50%? 99%?
- Explore signage opportunities and guerilla marketing to use the shell creative

Pilot Flying J

- ▶ Signage and advertising opportunities at locations
- ▶ Road Warrior contest: \$10,000 and publicity to one driver – Dan.

TV

Creative and imagery for TV spot

- Family
- Financial and job security
- independence

Focusing on cable television to target specific drivers, and also use survey information from current drivers:

- Discovery
- A&E
- History
- Weather Channel

Broadcast

- Fox
- NBC

NCIS

NCIS

NCIS...

Sons of Anarchy

Ice Road Truckers

Deadliest Catch

Pawn Stars

Family Guy

Chicago Fire

Chicago PD

Cops

Street Outlaws

Gold Rush

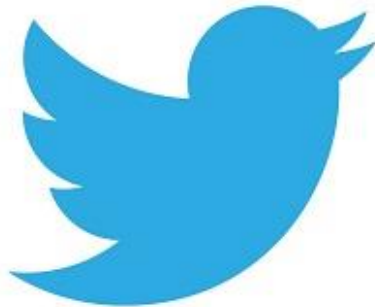
Social Media

Facebook

- about 80% of your current drivers use facebook already

Barber Trucking Page

Facebook Advertising



Twitter: down the road

#BlackandChrome

- #SafetySunday
- #FlatbedFriday
- #ThrowbackThursday
- #TruckerTuesdays
- #BumpinFridays
- #WheelinWednesdays
- #HeadingHome

Magazines and publications

Magazines

- Perfect fit for the Veteran segment
- US Veterans Magazine <http://www.usveteransmagazine.com/>
- American Veteran Magazine <http://www.amvets.org/american-veteran-magazine/>
- Perfect fit for NC National Guard – *The Hornet*





ARE YOU A VETERAN?
CLICK HERE TO REQUEST
YOUR FREE DIGITAL COPY OF
U.S. VETERANS MAGAZINE
[View past issues here](#)



Discover
Jobs at
Smart Places

Veteran + Spouse/Partner
CAREER ★ EXPO
March 12, 2015

The Higher Education Recruitment Consortium is coming to Fairfax, VA!
Meet representatives from higher education institutions, government agencies and more!



**PARTICIPATE IN THE 2015
BEST OF THE BEST
SURVEYS!**
[Top Veteran-Friendly Companies](#)
[Top Veteran-Friendly Schools](#)



Recruiting for over 3,000 positions

when just else did

We ask most applicants if they've checked out our core

In the News



[Women Veterans Employment Expo is coming to Houston, Texas!](#)
February 23, 2015
Women Veterans...Take o...e!
[Special Workshops for Female Veterans](#)



Direct marketing

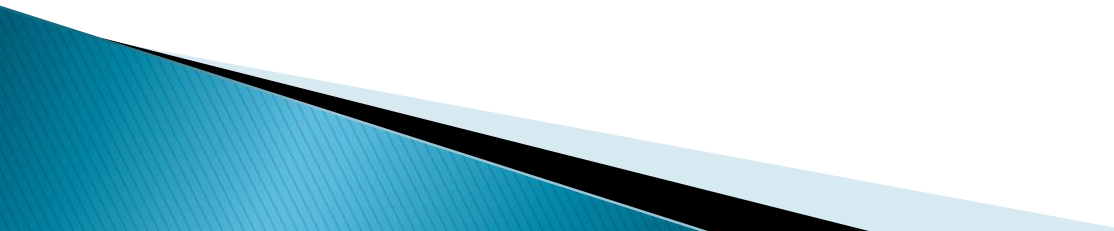
The inbound or pull strategy to gain new inquiries

All the content marketing being pushed out...

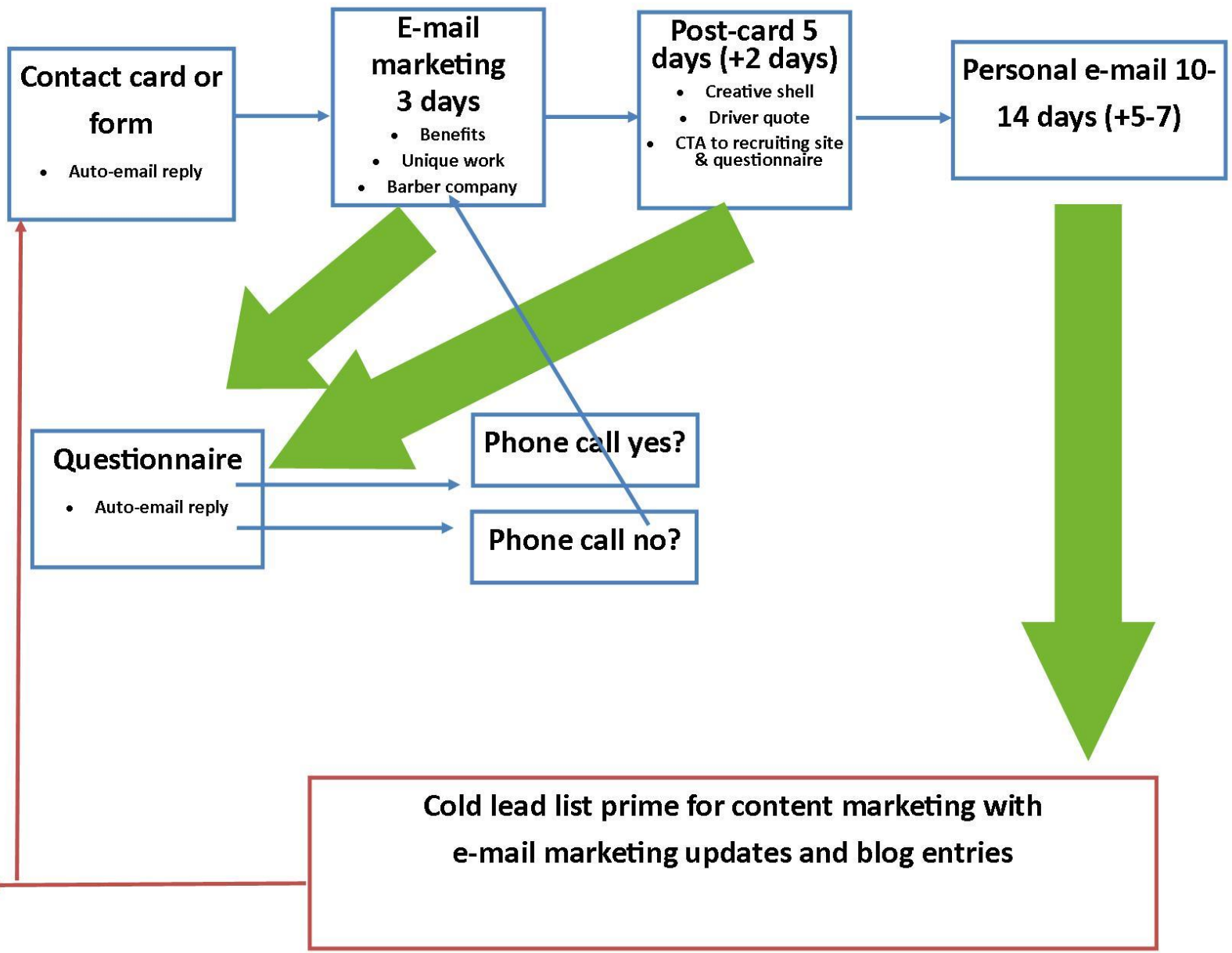
Content pushes and pulls drivers to Microsite...

- Our original content on Barber Blog
- Shared content from other blogs
- Testimonials of current drivers
- Video content
- Driver of the month/Year
- Social media content through plug-ins

Being shared on social media, e-mail marketing, third-party industry sites



Drip marketing schedule



Direct targeting

Targeted direct mail list

- Post-card directing them to microsite
 - Pushes to fill out Questionnaire, or next best thing is shorter Contact card
 - 1000 CDL drivers in Northwestern PA
 - Also send to former Barber drivers
- ▶ Unique Truck Driver Lists
 - Women Truck Drivers List
 - Hispanic Truck Drivers List
- ▶ Truckers List Profile
 - Send us your CDL drivers, and we'll generate a "Demographic Profile" ... a powerful report to help identify your "ideal" trucker profile

This is how to target Owner-Operators quickly vs. outdoor advertising

- ▶ Trucking / CDL America - Firms with Trucks / Fleets Mailing List

Personal Recruiting

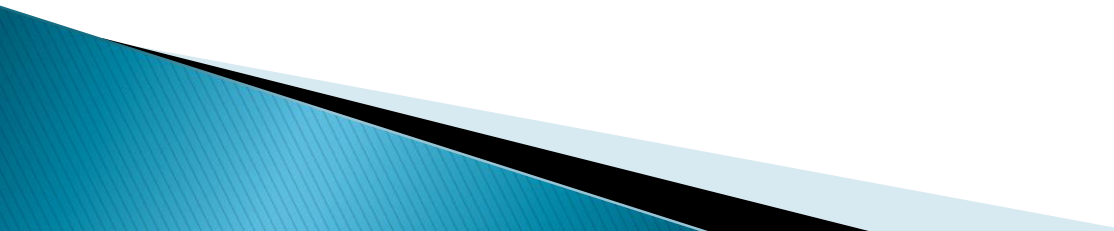
Schools

- Vo-Tech Schools
- High Schools
- Truck Driving Schools
- CDL Schools
 - Transport Tech (Brookville, Meadville)
 - Future Truckers of America (Winston NC)

Truck Shows

- Touch a Truck: DuBois and Clarion (September), and Jamestown NY
- Clearfield County Big Rig Show: September

Info Session (open house)

- ▶ For potential drivers
 - Saturday
 - All 3 locations or in more populated area, possibly in our targeted geography identified
 - recruiting event end of April for CDLs that respond to direct mailer and fill out contact form or questionnaire online, or any contact cards collected
- 

Outreach event for Vo-tech

- ▶ Invite Vo-tech students to Barber to learn about careers within a trucking company
 - CDL drivers
 - Dispatch
 - Operations
 - Management and administrative
 - Mechanic

Promotional

Giveaway items

- Sunglass holders
- Sticky calendars
- Draw-string tote
- Zip up Hoodie

Uses

- Current drivers can wear & use
- Recruiting & community awareness events
(Hand-outs and as a door prize)
- Distributed at truck stops and other locations
(Laundry rooms, game rooms, barber shops)



Lawn signs

Barber Trucking...Driving for YOU!

**Home on Weekends,
Thanks Barber!**

BARBER
TRUCKING *Inc.*

DriveForBarber.com

Public Awareness

Community awareness

Summer Fairs

- ▶ Sponsorships are usually a few hundred dollars
- ▶ Community supporter
- ▶ Don't need to have a booth necessarily
 - Sponsor signage using creative shells and website

Community Sponsorships

Community support

Downtown/Main Street Initiatives

- Need to milk the Publicity exposure that comes with it

Open Houses for Community

- ▶ PA: Community/Business open house through Brookville and Punxsy chamber
 - NY & NC as well 2-3 months after we join chambers
- ▶ Early event dinner 4-6p
 - Invites business and community influencers
 - Barber staff on-hand to meet and mingle
 - Driver materials available to spread awareness

Publicity

Stems from content marketing

- ▶ Driver of the month / year
- ▶ Feature driver
- ▶ Military and veteran news stories and publicity
 - North Carolina story on Staff Sergeant Dan

Charities: Wounded Warrior

- ❑ Donate monetarily
- ❑ Buy merchandise as giveaways/appreciation gifts
- ❑ Attend/sponsor local area events
 - ❑ A Taste of the Tri-County at Clearfield County Fairgrounds
- ❑ Host annual Event
 - ❑ Start an annual fundraiser (truck related such as big rig pull)
- ❑ Like Facebook Page & share appropriate posts



New CDLs
Non-CDLs

Personal Recruiting new CDL

CDL schools

- ▶ Relationships with career placement offices
- ▶ Attend career fairs

Target new CDL drivers to hook and cultivate them into highly loyal Barber Truckers, not wanting to look elsewhere for .01cpm more

Non-CDLs

It's important to have an outreach plan to get to kids in high school, vo-tech schools or younger adults in the general public to educate them on Barber Trucking and our selling points.

Retention



Retention: Make each employee feel like a valued member of the team, and they won't want to go elsewhere!

- During orientation/training
 - Make sure the instructor uses the new employees' names
 - Give them each a tote with a name tag on it & their training materials inside
 - Let them know the "Chain of command" but give them a business card with their location manager's information
- Make sure a manager talks to them at their first week inspection
- Get them involved and interaction on social media
- Acknowledge milestone (personal & professional)
 - Birthdays
 - Anniversary with the company
- Discuss their goals and future with the company

Retention

Addressing Away From Home

- ▶ Better wifi connection in the trucks? Hot spot?
Connection better to family with Facetime/video chat

Addressing Stress

- ▶ Driver health and wellness
 - Contest with teams of 4 to do a weight loss challenge over 3 months

Retention

First 90-days

- ▶ Gift card \$50-60 for family to go to dinner
 - Magnus can negotiate deal with restaurant

Driver award

- ▶ Consider adding Driver of the Quarter
 - Increases honor of the Driver awards by adding a middle tier
 - Tickets to a concert in Pittsburgh or BJC (State College), Penn State Football, Pitt Panther football or Pirates game, or Amusement park / Zoo tickets with restaurant gift card and gas

Two years with Barber

- ▶ Thank you card from Joe.

Budget, timeline and measureables

Budget

Marketing

- Memberships \$1,200
- Microsite (theme, security, domain, host) \$475
- Video production (1-2 video, :30) \$7,000

Direct marketing

- Direct mail cards \$4,500
- Events/outreach drivers \$1,000
- Promotional items \$6,500

Advertising

- Job trucking websites \$2,000
- TV: over 5 months in all 3 areas \$20,000
- Social media \$1,000

Community/outreach

- Fairs and sponsorships \$3,000
- Open house to business community \$2,000

Retention

\$5,000

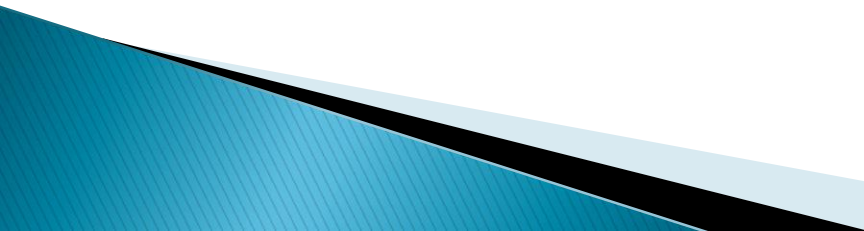
\$53,675

\$40,000-45,000

Metrics

Cost per driver acquisition

Overall

- ▶ Direct marketing + Media Advertising + Events & Outreach / total number of drivers hired
 - ▶ Per state
 - ▶ Direct marketing + Media Advertising + Events & Outreach / total inquiries (contacts & questionnaires)
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Thank you for your time!

Discussion.