

A major East Coast trucking company lacked truckers to haul customer freight

A major trucking company with freight lanes on the East Coast of USA contacted Agents of Value when it was having a hard time hiring enough drivers to meet the expectations of their customers. The trucking company already was working together with a major ad agency in the trucking industry, but was not able to significantly boost the hiring of qualified truckers.

One of the biggest concerns with the existing programs, was that there was little ability to track the effectiveness of any form of advertising. Drivers clicking on advertising would be sent directly to a third party online application form. A small percentage of the visitors would fill out the application, but many would not.

Building a Driver Hire Website

The first project that Agents of Value was tasked with, was to build a driver hire website. With an owned driver hire website, a clear message about the company could be given to drivers. The head of the marketing department of the trucking company created the website's content. The design of the website was created, in collaboration with the trucking company, by a local freelance graphic designer recommended by Agents of Value.

The design and marketing materials were then turned over to Agents of Value. A responsive template was coded based on the provided design. This enabled visitors from mobile phones, tablets, and desktop computers to easily view the website.

The Next Steps

After the website development was finished, Agents of Value setup advanced tracking with Google Analytics on the driver hire website and the third party online application form. The analytics would then easily be able to determine all sources of short form submissions, and completed application forms.

In addition, it was determined that search engine optimization would play a big factor in the long term success of hiring drivers. Agents of Value reviewed the marketing content, and was able to further optimize it for high value keywords. In addition, Agents of Value managed the remainder of the SEO setup according to best practices described by Google's webmaster guidelines.

Preparing for a Targeted Online Advertising Campaign

A major problem of the previous system was the lack of hard metrics on the value of any source of advertising. Funds were allocated towards different advertising mediums, without any effort to determine the effectiveness in generating short form leads, phone calls, or completed driver applications.

Agents of Value was able to address this short coming through the use of advanced website analytics and call tracking. The driver hire website was linked to the third party online application form using an advanced Google Analytics configuration. In addition, call tracking was consistently implemented for all sources of advertising.

Ramping Up

With accurate tracking in place, an initial advertising campaign was started. A wide variety of advertising mediums were tested over time. This included several online classified websites, several

different job and career portals, and the major online advertising networks. Over time the results were reviewed and analyzed. Better performing campaigns were allocated a larger percentage of the budget. Lesser performing campaigns were analyzed and optimized. When optimization failed to produce results, low performing channels were dropped.

The Results

Hiring tractor trailer drivers is notoriously very challenging. While compensation is very competitive compared to other blue collar jobs, various other factors have led to an ongoing shortage of available truck drivers. By not owning their own driver hire website, and following online advertising best practices, this trucking company had put itself in a very difficult position to hire truck drivers.

As a result of the services provided by Agents of Value, the trucking company was able to significantly improve its ability to hire drivers. Compared to the 6 months prior to engaging Agents of Value, the company was able to double the number of drivers hired. In addition, it was able to move its average cost per hire below the industry average of \$5,000 per driver. As a result, the trucking company is now poised to gain market share in a very competitive industry.