

UNDERSTANDING HAZMAT TRANSPORTATION WHITE PAPER

CONTENT MARKETING



Landstar Corporate Communications

LANDSTAR SYSTEM HOLDING, INC. 13410 SUTTON PARK DRIVE, SOUTH JACKSONVILLE, FL 32224

Company Summary

Landstar System Inc. is a worldwide asset-light provider of integrated transportation management solutions delivering safe, specialized transportation services to a broad range of customers utilizing a network of independent sales agents, third-party capacity owners and employees. Solid long-term business relationships are the core of Landstar's success story. The company relies on a network of more than 1,100 independent sales agent locations, 9,000 business capacity owners (BCOs) and 44,000 other third-party owner-operators, who in turn profit from the financial stability and innovative technologies provided by the company to fulfill the shipping needs of customers.

Project Abstract

When shippers think of transporting hazardous materials, we want Landstar to be top of mind. Landstar is one of the largest hazmat carriers in North America but many shippers are not aware of that. Tapping into this market required a content marketing strategy concentrated on brand awareness. The campaign centered on a white paper titled *Understanding Hazmat Transportation* which detailed general information about hazmat transportation explaining what shippers should look for in their hazmat carrier. Then we separated the white paper into smaller pieces of content to share with other publications, publish through Landstar online, social and email channels, and to provide to agents for use in sales efforts.

We hired Peerless Media, a publisher who owns industry leading publications such as *Logistics Management*, *Supply Chain Management Review*, *Modern Materials Handling* and *Supply Chain 24/7* to write and design the white paper. We selected them in order to tap into Peerless' expertise and audience/distribution network. *Understanding Hazmat Transportation* was published on *Supply Chain 24/7* and *Logistics Management's* websites and distributed via email. Having access to both of these large audiences were instrumental to the success of this campaign.

Goals/Objectives

Our primary audience was shippers that oversee the transportation of hazardous materials. This target was not limited to shippers of exclusively hazmat companies though. We also wanted to focus on the shippers that do not regularly handle hazmat so we could position Landstar as a thought-leader and shed light on the intricacies of shipping hazardous materials and the importance of working with a knowledgeable carrier.

Our secondary audience was Landstar's 1,100 independent agents. These agents are independent business owners who work directly with customers to develop personalized solutions to solve their customers' shipping challenges. Landstar provides agents with the tools to support their individual businesses and deliver the best service to their customers. Releasing this white paper to agents supplied the agents with a resource to grow their hazmat sales and attract customers in the hazardous materials industry.

This campaign was designed to address the following objectives:

- Get in front of a niche market
- Build awareness around an area of expertise
- Provide agents with resources to sell hazmat

SMART Goals:

- Specific: Write, publish and market a white paper unique to the hazmat industry that can be used in multiple content marketing capacities.
- Measurable: Publish the white paper on two industry websites whose audiences include professionals that manage the transportation of hazardous materials.
- Achievable: Collect contact information of those followers and subscribers who downloaded the white paper to turn over to Landstar's agent development department for follow up.
- Relevant: Become established as a thought leader in hazmat transportation by sharing valuable content in a niche market.
- Time-Based: Continue to market the white paper and separate the content into smaller pieces to share over the course of four months to one year.

Project Summary/Solution

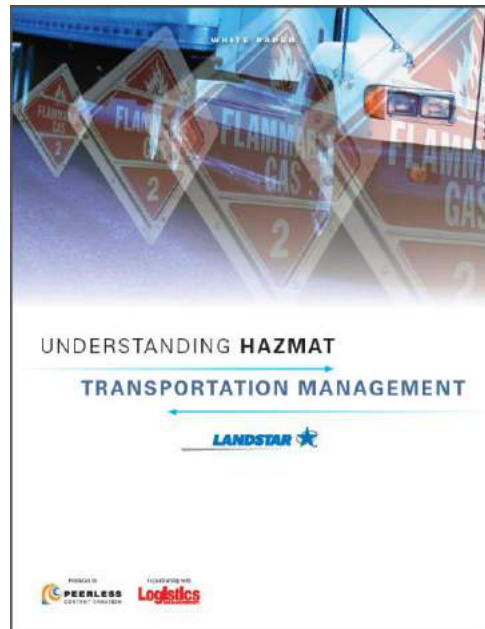
Objective: Get in front of a niche market

Peerless Media was hired to write, design and publish the white paper. After evaluating the demographics of each of the Peerless Media brands, Landstar corporate communications selected *Supply Chain 24/7* and *Logistics Management* as the main mediums. Audiences of both publications consisted of executives and decision-makers responsible for supply chain, logistics, transportation, procurement, distribution and warehousing for their organizations. According to SimilarWeb, it's estimated that *Supply Chain 24/7* averaged 185,415 monthly website visits in July-December 2017 and *Logistics Management* averaged 113,930 monthly website visits for that same time frame.

Once the white paper was published on both websites, a link to the white paper was shared on each brand's social media platforms and email promotions were sent to each brand's corresponding list of subscribers. The *Logistics Management* email was sent to all 63,884 email subscribers. The custom *Supply Chain 24/7* email list contained 8,494 subscribers who expressed an interest in transportation, transportation management, Landstar, motor freight, regulatory safety management, safety, trucking or chemical/pharmaceutical manufacturing. Both *Logistics Management* and *Supply Chain 24/7* provided corporate communications with the contact information of their followers who downloaded the white paper on a weekly basis. These leads were provided to Landstar's agent development department to incorporate into a drip marketing email campaign.


Corporate communications also set up a LinkedIn ad to drive traffic to the white paper landing page on the *Logistics Management* website. The \$500 campaign ran for 10 days and was targeted to over 2.6 million LinkedIn members in the biotechnology, pharmaceuticals, chemicals, oil & energy, utilities, paper & forest products, package/freight delivery, transportation/trucking/railroad, warehousing, electrical/electronic manufacturing, logistics and supply chain, plastics and industrial automation industries.

Cover Page of White Paper



Logistics Management Landing Page

Email 1 of Landstar's Agent Development Department's Drip Campaign



LANDSTAR
HAZARDOUS MATERIAL TRANSPORT SERVICES
Landstar has the experience, capacity and equipment you need.

Dear {Lead.FirstName},
Landstar is a certified registrant with the US Department of Transportation to move hazardous materials. We have the experience and the know how to transport {Lead.Company} products safely and timely.


Over 9,000 Hazmat Certified Drivers
9,000+

7,000+
and over 7,000 Tank Vehicle Endorsed Drivers

LANDSTAR is one of the **LARGEST** truckload hazardous materials **CARRIERS** in the **NATION**.

As an industry leader, you can expect safe, reliable hazardous material transport services 24 hours a day, 365 days a year.


LANDSTAR is proudly certified with:



For more details on Landstar's full complement of services or to get a competitive quote, call your local Landstar agent or contact Solutions at 877-696-4507, email: solutions@landstar.com.

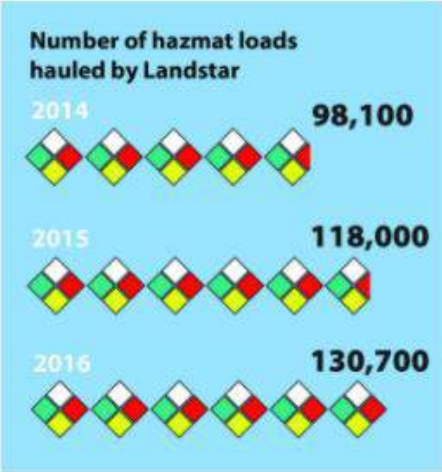
To Opt Out: Please reply REMOVE

Landstar's LinkedIn Ad



Landstar
15,988 followers
5mo

Are your hazmat shipments in compliance? Download the "Understanding Hazmat Transportation Management" white paper to learn more. <http://bit.ly/2vqgRmU>



Year	Number of hazmat loads hauled by Landstar
2014	98,100
2015	118,000
2016	130,700

Objective: Build awareness around an area of expertise

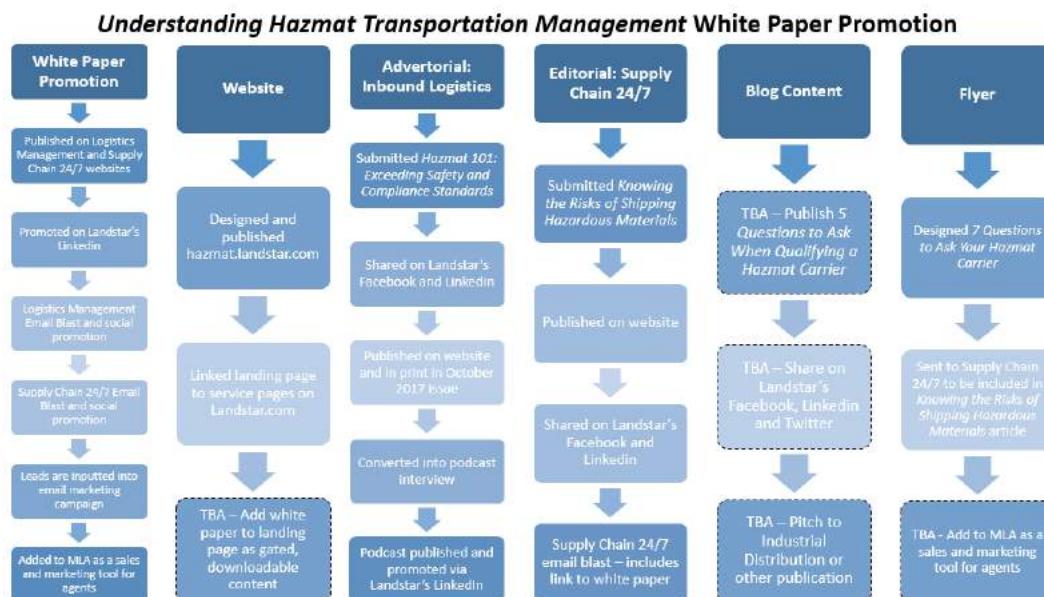
The white paper was full of valuable content that highlighted one of Landstar's areas of expertise and we wanted to utilize every piece of content to its full, individual extent to build awareness around this service area. By dividing the white paper into smaller pieces, we were able to spread the content out to audiences outside of the Peerless Media brand. Also, this content gave us additional opportunities to continuously remain in front of the *Supply Chain 24/7* website visitors.

Landstar divided the white paper into three separate blog posts on Landstar.com that were shared through social media. The base content of the white paper also was used for an advertorial placed in *Inbound Logistics* magazine (reaching additional audiences beyond subscribers of *Logistics Management* and *Supply Chain 24/7*), an interview podcast through *Inbound Logistics*, and a landing page with the Landstar website (hazmat.landstar.com).

Timeline for distribution

		Aug-17	Sep-17 / Oct-17	Nov-17	Dec-17
External	Inbound Logistics		paid content - Hazmat 101		podcast - Hazmat 101
	Logistics Management	white paper - email promotion			
	Supply Chain Brain			graphic - 7 Questions IG	
	Supply Chain 24/7	white paper - email promotion		blog - Knowing the Risks	
	PPC				
	Other editorials				
Controlled	Facebook		blog/article - Hazmat 101		podcast - Hazmat 101
	LinkedIn	white paper - boosted post	blog/article - Hazmat 101		podcast - Hazmat 101
	Website/Blog	landing page - launch	blog/article - Hazmat 101	blog - Knowing the Risks	blog - 5 Questions to Ask
	Magazine			graphic - 7 Questions IG	
	The Link				
Internal	Agents		white paper - share with all agents		
	Hazmat Agents		white paper - share with hazmat agents		
	Landstar Online				
	MLA		white paper - upload to MLA	graphic - 7 Questions IG	
	Hazmat Department		white paper - share with department		

Breakdown of white paper pieces





REQUEST A QUOTE | TRACK | INVESTORS | LOGIN | JOIN US

HAZMAT

Any company handling or shipping hazardous materials must be aware of the nature of the hazardous materials and the steps that should be taken to transport them in the safest possible manner. The risks involved in not knowing can impact the shipper, carrier, truck owner-operators and drivers, and the general public.

When evaluating which hazmat carrier to work with, shippers should verify whether the carrier is:

- Registered and permitted to transport hazmat
- Financially stable
- Properly insured with appropriate levels and coverages applicable to hazmat transportation

And, look into whether the hazmat carrier has:

- An understanding of which classes of hazmat they are able to transport
- Dedicated and experienced personnel to monitor regulatory changes and assist a shipper with hazmat questions
- The ability and willingness to review and understand a shipper's product, shipping papers, applicable placarding and first-responder requirements
- Capacity management capabilities to ensure compatibility between shipper, commodity and capacity.

Do not risk your company's reputation by choosing a carrier that is not qualified to transport hazmat materials. Safety should always come first.

Inbound Logistics – Advertorial featured in October 2017 Issue



SPONSORED CONTENT

LOGISTICS
knowledgebase

Mike Giddis, VP, Safety and Compliance, Landstar Transportation Logistics
877.496.4517 • m.giddis@landstar.com

Hazmat 101: Exceeding Safety and Compliance Standards

Hazmat transportation's multifaceted nature makes logistics particularly complicated, especially when companies don't realize that they're transporting such goods. Even though a manufacturer may be an expert at producing goods, it may not be as well-versed in the intricacies of transporting those materials, including unknowingly offering carriers non-compliant hazmat shipments.

Compliance is a team effort, and shippers, carriers and drivers must work together and play transparent key roles in ensuring hazmat shipments are transported safely. By shipping giving business only to carriers well-versed in the transportation of hazmat materials, the company can ensure the shipment will remain compliant.

Defining & Identifying Hazardous Materials

Any company working with hazardous materials of any type must understand the nature of hazardous materials and the steps that should be taken to ship those goods in the safest possible manner.

By definition, a hazardous material is a substance or material that the Secretary of Transportation has determined is capable of posing an unreasonable risk to health, safety, and property when transported in commerce and has been designated as hazardous under the federal hazardous materials transportation law. The term includes substances, hazardous waste, marine pollutants, elevated temperature materials, and other materials designated as hazardous. There is a distinction between the obvious hazardous materials, such as liquid gasoline, ammunition and explosives, and less obvious hazmat such as Class 9 commodities like lithium batteries and dry ice that don't require the transport vehicle to be placarded for domestic transport.

Hazmat Transportation "Must Haves"

All hazard classes pose risk of fines, penalties and violations if not transported properly.

Shippers that transport hazardous materials must:

- Maintain hazmat authority (either with an Environmental Health, Safety & Security expert or an outside consultant)
- Secure qualified carriers with hazmat-certified drivers

- Ensure that only qualified and trained employees have access to any part of the hazmat operation
- Stay abreast of changing regulations
- Maintain constant vigilance over exactly what is being shipped, how it's being shipped, and what entities are handling those shipments

Any business that uses, stores or offers chemicals of any kind should consider bringing in an expert to evaluate their processes. The risk, liability and exposure are too severe to not have a clear understanding of how to properly handle the hazardous products.

How to Qualify a Hazmat Carrier

When selecting a carrier, shippers should seek out one that has a hazmat department that offers high levels of service and either meets or exceeds safety and compliance standards. For insurance and regulatory reasons, many general commodity carriers have moved away from handling hazmat over the last few years. Shippers should not assume that all carriers will haul hazmat or that the carriers they select will look after their best interests by ensuring shipments are compliant.

Companies should really vet the carriers they're working with. A few steps a shipper can take to qualify a hazmat carrier are:

- Verify that the carrier utilizes stringent compliance programs that go beyond what state and federal law requires.
- Request proof of operating authority, permits, safety ratings, and years in business providing hazardous materials transportation services.
- Look at the carrier's financial stability, whether they hold appropriate insurance, whether they understand the classes of hazmat and if they employ experienced personnel.
- Meet with a carrier's hazmat experts to discuss processes and to get insight into a carrier's level of hazmat expertise.

Using carriers that scrutinize the hazmat shipments they accept can and does catch shipment discrepancies that could otherwise result in unsafe situations or violations at roadside DOT inspectors. Such carriers minimize potential risk and liability of non-compliant shipments to the company.

October 2017 • Inbound Logistics 33

Got 3PL challenges? Get free expert solutions at inboundlogistics.com/3pl

Supply Chain 24/7 – Editorial E-Blast (includes link to white paper)

SupplyChain247 NEWS Update

Transportation Warehouse/DC Supply Chain Technology Companies

Today on SC24/7 Wednesday, November 29, 2017



TRANSPORTATION - News

Risks of Shipping Hazardous Materials

Customers, carriers and drivers play a major role in ensuring hazmat shipments are transported safely and compliantly.

[Read More](#)

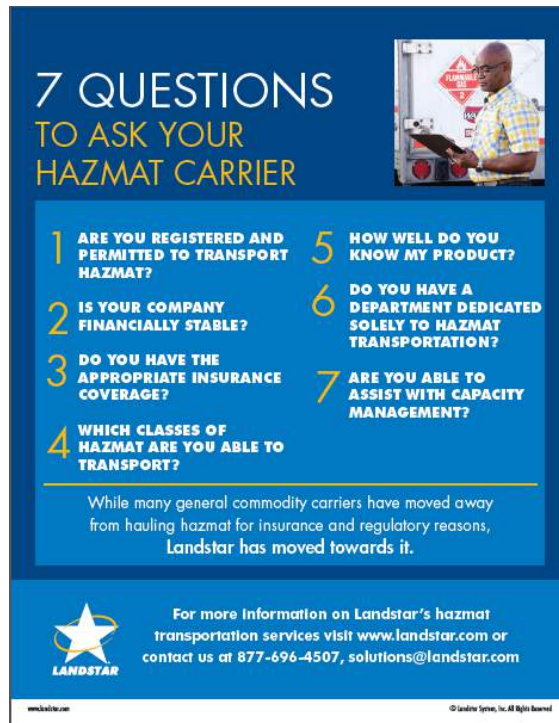
TRANSPORTATION - Paper

Understanding HAZMAT Transportation Management

It's important to note that owner operators and other drivers have a responsibility to validate that the HAZMAT shipment they're transporting is compliant.

[Read More](#)

Supply Chain 24/7 – flyer incorporated in the *Risks of Shipping Hazardous Materials* article



7 QUESTIONS TO ASK YOUR HAZMAT CARRIER

- 1 ARE YOU REGISTERED AND PERMITTED TO TRANSPORT HAZMAT?
- 2 IS YOUR COMPANY FINANCIALLY STABLE?
- 3 DO YOU HAVE THE APPROPRIATE INSURANCE COVERAGE?
- 4 WHICH CLASSES OF HAZMAT ARE YOU ABLE TO TRANSPORT?
- 5 HOW WELL DO YOU KNOW MY PRODUCT?
- 6 DO YOU HAVE A DEPARTMENT DEDICATED SOLELY TO HAZMAT TRANSPORTATION?
- 7 ARE YOU ABLE TO ASSIST WITH CAPACITY MANAGEMENT?

While many general commodity carriers have moved away from hauling hazmat for insurance and regulatory reasons, Landstar has moved towards it.

For more information on Landstar's hazmat transportation services visit www.landstar.com or contact us at 877-696-4507, solutions@landstar.com

LANDSTAR

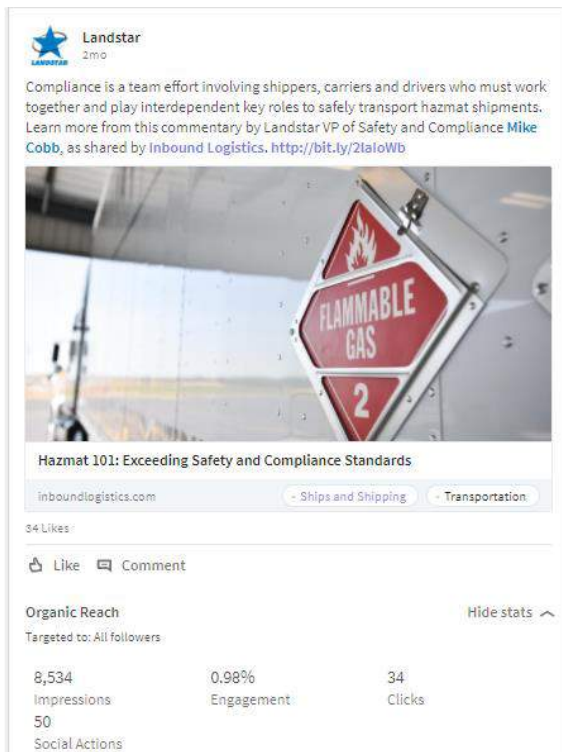
© Landstar System, Inc. All Rights Reserved

Objective: Provide agents with resources to sell hazmat

Once the content marketing plan was in place, we focused on internal distribution. The first tier of distribution was sharing the white paper with Landstar employees – all executives, region field sales and support, and the hazmat department. These sectors of employees are typically the most involved when assisting agents with hazmat sales.


When the employees had the white paper, it was then delivered to agents. The top hazmat agents, determined by the volume of hazmat loads they processed in the previous nine months, received the white paper before the rest of the agent network. Because those top agents generate the most hazmat business, we wanted to get this content circulated to them quickly so they could use it as a touch-point with customers. The remaining agents received the white paper when it was uploaded to My Landstar Agent – Landstar’s sales and marketing collateral portal only available to employees and active agents. Most agents received the white paper as a pdf for easy printing and distribution. Landstar executives also take copies of the white paper for distribution to the monthly meetings they have with agents throughout the country.

Although the full white paper was distributed to agents via My Landstar Agent, all of the smaller pieces of content were not uploaded to the portal. Instead, we published each to LinkedIn (Landstar’s largest social network for reaching agents) and encouraged agents to re-share with their personal networks.



Landstar
2mo

Compliance is a team effort involving shippers, carriers and drivers who must work together and play interdependent key roles to safely transport hazmat shipments. Learn more from this commentary by Landstar VP of Safety and Compliance [Mike Cobb](#), as shared by Inbound Logistics. <http://bit.ly/2laloWb>



Hazmat 101: Exceeding Safety and Compliance Standards

inboundlogistics.com · Ships and Shipping · Transportation

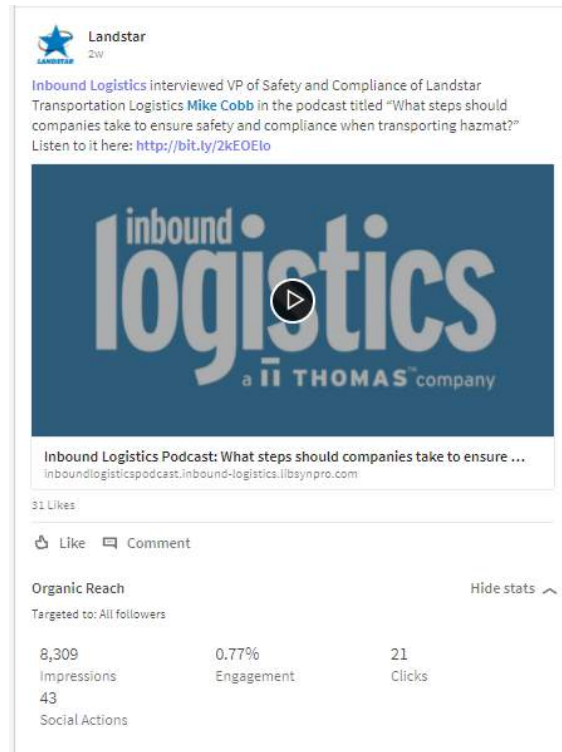
34 Likes

Like Comment

Organic Reach Hide stats


Targeted to: All followers

8,534	0.98%	34
Impressions	Engagement	Clicks
50		
Social Actions		



Landstar
2w

Inbound Logistics interviewed VP of Safety and Compliance of Landstar Transportation Logistics [Mike Cobb](#) in the podcast titled "What steps should companies take to ensure safety and compliance when transporting hazmat?" Listen to it here: <http://bit.ly/2kEOElo>



Inbound Logistics Podcast: What steps should companies take to ensure ...

inboundlogisticspodcast.inbound-logistics.libsynpro.com

31 Likes

Like Comment

Organic Reach Hide stats

Targeted to: All followers

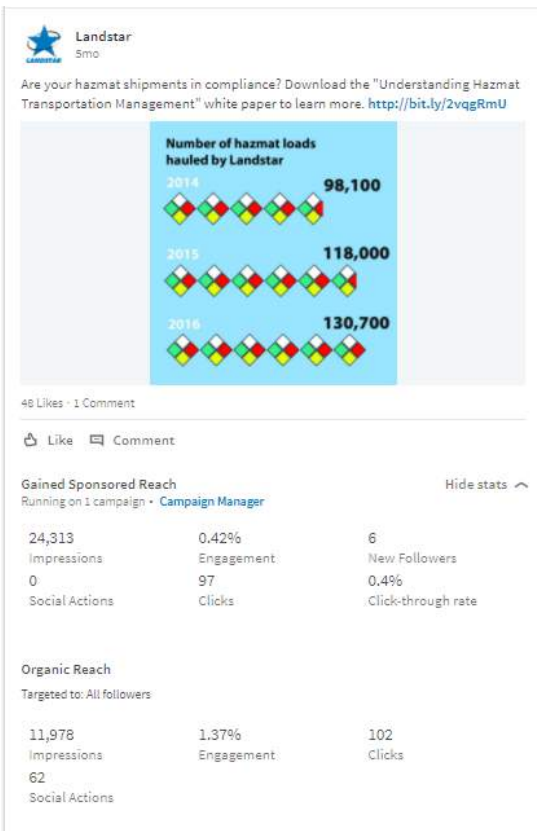
8,309	0.77%	21
Impressions	Engagement	Clicks
43		
Social Actions		

Metrics/Results

Results for Objective: Get in front of a niche market

In the first 30 days of its release, the white paper was downloaded 333 times through *Logistics Management's* landing page. All traffic to this landing page was promoted through the e-blast to the *Logistics Management* audience and the LinkedIn ad set up through Landstar's profile. The email promotion had an open rate of 18.22 percent and a click through rate of 0.72 percent. The average *Logistics Management* open rate for a white paper email promotion is 12.35 percent and the click through rate is 0.47 percent.

The LinkedIn ad generated 24,313 impressions, 97 sponsored clicks and six new followers. The organic reach of this LinkedIn post resulted in 11,978 impressions and 102 clicks. The combined paid and organic impressions on LinkedIn was 36,291 – nearly four times higher than our average. This post resulted in more impressions than any other post on Landstar's LinkedIn profile in 2017. In addition, we gained valuable information on our target audience. LinkedIn's campaign manager portal reported that the oil & energy industry made up 22.8 percent of the ad's impressions and professionals from the transportation/trucking/railroad industry clicked on our ad more than any other industry.



	Impressions	Clicks	CTR
Oil & Energy	5,555 (22.3%)	14 (0.47%)	0.432%
Transportation/Trucking/Railroad	3,302 (15.6%)	28 (28.8%)	0.884%
Logistics and Supply Chain	2,427 (10.2%)	10 (10.3%)	0.412%
Electrical/Electronic Manufacturing	1,918 (7.9%)	Below reporting minimum	-
Utilities	1,607 (6.6%)	3 (3.1%)	0.187%
Chemicals	1,300 (5.8%)	Below reporting minimum	-
Mining & Metals	1,137 (4.7%)	Below reporting minimum	-
Machinery	1,113 (4.6%)	Below reporting minimum	-
Pharmaceuticals	1,103 (4.5%)	Below reporting minimum	-
Biotechnology	883 (4.0%)	Below reporting minimum	-

The *Supply Chain 24/7* email promotion was sent a few weeks after *Logistics Management*. This email contained both a link to fill out a form to download the white paper and a link to

download the white paper directly from the email. The open rate of the email was 18.81 percent and the click through rate was 1.2 percent. The average *Supply Chain 24/7* open rate for a white paper email promotion is 22.12 percent and the click through rate is 0.88 percent. In the first six weeks of this email promotion, the white paper was downloaded 173 times. *Supply Chain 24/7* continues to report downloads on a weekly basis. As of December 31, 2017, the *Supply Chain 24/7* audience downloaded the white paper 200 times total.

Results for Objective: Build awareness around an area of expertise

Below are the analytics for each of the published sections of the white paper as collected from Google analytics or reported by the correlating publication.

The hazmat landing page is hyperlinked from two services pages on Landstar.com (Truckload Van and Expedited & Emergency) and is the first landing page created by Landstar that does not have any paid advertising driving traffic to it.

Landing page: <http://hazmat.landstar.com>

- Reporting date range: 8/25/17 – 12/31/17
- Results: 281 page views

The *Supply Chain 24/7* editorial performed the best compared to the other pieces of content in terms of page views. The email promotion helped expand the reach of this article.

Knowing the Risks of Shipping Hazardous Materials

- Reporting date range: 11/13/17 – 12/31/17
- Distribution: Supply Chain 24/7 email promotion
- Results: 681 page views

While we had concerns that the podcast would not perform well because it was released shortly before Christmas, we were happy with the initial results. According to *Inbound Logistics*, new episodes usually get about 350 downloads during the first week of its release.

What steps should companies take to ensure safety and compliance when transporting hazmat?

- Reporting date range: 12/18/17 – 12/28/17
- Distribution: Inbound Logistics email promotion, Inbound Logistics social networks (Facebook, Twitter, LinkedIn), Landstar's social networks (Facebook, LinkedIn),
- Results: 471 plays/downloads

The page views for the advertorial on the *Inbound Logistics* website were low but this content was also shared in the monthly magazine (published in print and digital) which was distributed to 63,855 people total.

Hazmat 101: Exceeding Safety and Compliance Standards

- Reporting date range: 10/19/17 – 12/12/17

- Distribution: Published in print and digital for the October 2017 issue
- Results: 82 page views

The average page views for new blogs posted to Landstar.com during the reporting date range was 154, and the subject matter of most blog posts are human interest. The two blogs listed below performed below average, however that is probably due to them being more service oriented in comparison to our other blog content.

Hazmat 101: Exceeding Safety and Compliance Standards

- Reporting date range: 10/19/17 – 12/12/17
- Distribution: Email to Landstar.com blog subscribers
- Results: 57 page views

Knowing the Risks of Shipping Hazardous Materials

- Reporting date range: 11/13/17 – 12/31/17
- Distribution: Email to Landstar.com blog subscribers, Landstar’s social networks (Facebook, LinkedIn)
- Results: 132 page views

Results for Objective: Provide agents with resources to sell hazmat

Below are the analytics for each of the published sections of the white paper as collected from LinkedIn.

Title, Type & Publication	Reporting Date Range	LinkedIn Data
<i>Hazmat 101: Exceeding Safety and Compliance Standards</i> Advertorial - Inbound Logistics	10/19/17 – 12/12/17	8,534 Impressions 34 Clicks 0.98% Engagement 50 social actions
<i>Knowing the Risks of Shipping Hazardous Materials</i> Blog – news.landstar.com	11/13/17 – 12/31/17	8,318 Impressions 23 Clicks 0.83% Engagement 46 social actions
<i>What steps should companies take to ensure safety and compliance when transporting hazmat?</i> (Hazmat 101 reformatted) Podcast - Inbound Logistics	12/18/17 – 12/28/17	8,309 Impressions 21 Clicks 0.77% Engagement 43 social actions

Corporate communications received a lot of positive feedback on the white paper and on the additional pieces of content. Landstar agents have requested more marketing materials concentrated on hazmat transportation. Internally, executives and dedicated departments have inquired about future white papers on other service areas.

Although this campaign was not intended to drive sales, to date we have we have attributed one new customer as a direct result of the white paper and our content marketing strategy.

Lessons Learned/Factors

After evaluating the success of this campaign, corporate communications plans to publish at least two more white papers in 2018 which will cover different areas of expertise.

We only budgeted \$500 to spend on LinkedIn to promote this white paper. Moving forward we plan to allocate a larger budget to our LinkedIn marketing efforts. This will allow us to target the most specific audience outside of our followers as possible while reaching the independent agents at the same time.

Corporate communications plans to make an effort to tie our 2018 advertising plan in more closely with our future white papers' content marketing strategies. Our ultimate goal is to become a thought leader well-known in our areas of expertise and the best way to build this awareness is to approach from as many different mediums and organizations as possible.