



Drop & Hook and Fleet Enable

2025 TRAILBLAZER AWARD WINNER

ELEVATOR PITCH

When Drop & Hook initially began working with Fleet Enable, the fledgling technology startup was, at most, a minimum viable product launched in the peak of the pandemic when e-commerce business was bustling. To set themselves apart from the crowded parcel delivery field, the brand targeted a white glove last mile carrier audience with sophisticated technology. However, finding sales success with this historically hesitant audience would require significant investment into brand building alongside the development of the product itself. In 2024, the fruits of that labor paid off with Fleet Enable graduating from startup status to a profitable, trusted enterprise solution serving 50 customers and hosting their inaugural user conference. How did we get there? An integrated marketing approach that blended PR, event marketing, thought leadership, social media, and content marketing tactics. In 2024 specifically, our efforts added additional trailblazing depth with the launch of a new, more user-friendly website and the launch of the #DeliverBetter user conference and drive to deliver roadshow. These integrated efforts more effectively connected Fleet Enable to their customers both online and in-person.

MEASURABLE RESULTS AND OBJECTIVES ACHIEVEMENT

Our goals for Fleet Enable in 2024 included:

- Increase brand awareness and credibility with our target audience, measured through increased website traffic within the United States and growth in social media followers, impressions & engagement
- Generate and nurture leads, measured by inbound inquiries, improvements in email marketing metrics and shortening of the sales cycle



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A few examples of success include:

Improved email open rates by 6.73% year-over-year through both improved segmentation and content development

On social media, our efforts led to a 109% increase in followers, a 122% jump in impressions, and a 180% surge in engagements—all achieved through organic content alone.

We increased website users from our target market by 107% and more than doubled overall website sessions.

Marketing efforts generated nearly 200 leads, contributing to 108 new deals created and 28 deals closed out of the 1,233 total new contacts added in 2024.

What once was a 18-month long sales cycle now averages 45-60 days from contact to close.

BLAZING A TRAIL

Fleet Enable's efforts in 2024 demonstrated the value of a truly integrated approach to marketing and sales, along with the benefit of embracing early adopters to build authentic content and credibility with an audience that relies heavily on word-of-mouth and industry reputation for product recommendations. Fleet Enable needed to walk the line of being true to their role as an innovative and exciting new technology startup, while demonstrating deep knowledge of the industry and credibility within the space. Investing in brand awareness marketing during their early startup years was a significant leap of faith for the brand that ultimately paid off, putting them ahead of older competitors who are perceived as less innovative, while remaining strategically positioned against other newer entrants to the market.



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BLAZING A TRAIL

By simultaneously launching an updated website presence and embracing new marketing trends like social media and video, while also hosting in-person events with customers and prospects, we demonstrated their innovative positioning and allowed them to continue to develop strong advocate relationships and showcase the early adopters of the brand to the wider market.

VIDEO LINK

WATCH VIDEO



OTHER MATERIAL

MATERIALS IN FOLDER