

Fleet Advantage

2025 TRAILBLAZER AWARD WINNER

ELEVATOR PITCH

Fleet Advantage launched the Driving Success podcast in 2024 as part of its comprehensive marketing strategy to increase brand awareness, provide industry education, and generate leads supporting the company's growth goals. The podcast was designed to connect with a younger, more diverse audience while delivering relevant and timely content about Fleet Advantage's progress in innovation and perspectives on critical issues facing the transportation industry.

The multifaceted campaign included:

- In-depth discussions on issues affecting the industry, fleet asset management, financing options, and life cycle cost management
- Engaging content appealing to professionals across various experience levels
- Leveraging digital media to reach a tech-savvy demographic

The go-to-market strategy for the Driving Success podcast included promotion through Fleet Advantage's media partners, social media advertising, LinkedIn and YouTube co-publishing, and email marketing, all tied to a dedicated podcast platform with further information. The podcast is available on Apple Podcasts, Spotify, Google Podcasts, Amazon Music, and Fleet Advantage's website, providing multiple touchpoints for audiences to engage with the content.

The podcast accomplished its goal of increasing brand awareness, providing valuable industry education, and funneling leads to the sales team. For Fleet Advantage's internal marketing team, this innovative campaign gave them the opportunity to showcase the company's expertise and strengthen its position as thought leaders in the transportation industry.

Additional achievements include:

- creating informative and engaging content for listeners
- strengthening relationships with existing customers
- attracting new prospects and expanding audience reach
- building a community around the brand
- establishing a personal, human connection with our brand

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MEASURABLE RESULTS AND OBJECTIVES ACHIEVEMENT

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1. Audience Engagement: The Driving Success podcast saw an incredible 600% increase in views and listens within its first year of production in 2024
2. Thought Leadership: Successfully positioned Fleet Advantage as a trusted source of knowledge in fleet asset management and data analytics
3. Brand Awareness: Increased visibility among organizations with transportation fleets, potential partners, and clients
4. Customer Engagement: Fostered a sense of community within the transportation industry, opening up opportunities for discussions, collaborations, and partnerships
5. Top Performing Episodes:

BLAZING A TRAIL

The Driving Success podcast blazed a trail in the transportation industry by:

1. Leveraging digital media to engage a more diverse and younger audience, traditionally difficult to reach through conventional methods.
2. Providing accessible, educational content in a format that appeals to tech-savvy professionals, addressing the increasing demand for industry knowledge.
3. Demonstrating how an established B2B company can successfully adapt its marketing strategy to remain relevant and connect with evolving audience preferences.

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B4. Creating a platform that not only educates listeners but also fosters a sense of community within the transportation industry, facilitating valuable discussions and collaborations.

5. Offering additional support to the industry through in-depth discussions on critical topics:

a. In the most recent episode featuring Marketing and Digital Coordinator Tracy Derival and Senior Vice President of Fleet Operations Brian Antonellis, CTP, the podcast addresses the recent shakeup in the transportation industry caused by the California Air Resources Board (CARB) rescinding its waiver request for the Advanced Clean Fleet (ACF) regulation. This timely discussion explored the implications of this shift for organizations with transportation fleets, strategies for adapting to regulatory changes, and the importance of balancing sustainability goals with immediate cost pressures.

b. As another example, the launch of the “Summer of Safety” three-part micro series demonstrates Fleet Advantage’s commitment to promoting safety and well-being in the transportation industry. By aligning with key safety initiatives such as National Tire Safety Week, the Commercial Vehicle Safety Alliance’s (CVSA) Operation Safe Driver Week, and CVSA’s Brake Safety Week, the podcast provided valuable insights on critical safety measures, offering tips and exploring industry collaboration for safer roads.

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The complete list of topics from the Driving Success podcast includes:

- EP. 1 – Navigating the CARB Prebuy
- EP. 2 – Demystifying Full-Service Lease Contracts
- EP. 3 – Fleet Management: State of the Industry
- EP. 4 - Introducing the Summer of Safety 2024 Micro Series!
- EP. 5- National Tire Safety Week 2024
- EP. 6 – CVSA's Operation Safe Driver Week 2024
- EP. 7 – IAA Transportation 2024
- EP. 8 – Beyond the Unbundled Lease: Optimizing Fleet Maintenance with Cox Automotive
- EP. 9 – Navigating Regulatory Shifts

By embracing the podcast format and focusing on delivering high-quality, relevant content, Fleet Advantage has set itself apart in the industry and paved the way for innovative approaches to content marketing and audience engagement, while providing tangible value to transportation professionals through expert insights, analysis, and timely discussions on significant industry developments.

VIDEO LINK

[WATCH VIDEO](#)

OTHER MATERIAL

[EP. 1 – NAVIGATING THE CARB PREBUY](#)

[EP. 2 – DEMYSTIFYING FULL-SERVICE LEASE CONTRACTS](#)

[EP. 3 – FLEET MANAGEMENT: STATE OF THE INDUSTRY](#)