Melton Truck Lines

2025 TRAILBLAZER AWARD WINNER

ELEVATOR PITCH

Creating compelling short-form video in the trucking industry isn't easy — many companies lack the resources, time, or creative approach needed to consistently produce content that resonates. At Melton Truck Lines, we met that challenge head-on with a strategy that brought our brand to life across TikTok and Facebook Reels through real driver stories, educational content about the industry, trending audio, and, of course, a touch of humor.

We built a content engine rooted in storytelling, humor, and behind-the-scenes access — always through the lens of our culture and our drivers. This wasn't a one-off viral moment
it has been a sustained, intentional campaign that generated millions of views, thousands of engagements, and a significant increase in brand awareness.

Over the past 16 months, our approach has shifted from sporadic experimentation to a fully strategic, consistent content plan. Prior to this, our short-form efforts lacked performance and reach. Since then, we've achieved over 8.5 million views on TikTok and 2.7 million views on Facebook Reels in just 12 months, alongside a 40% increase in TikTok followers. These top-of-funnel metrics directly support lower-funnel performance — increasing brand recall, website visits, candidate engagement with job opportunities, and more.

Our team has used short-form video as a powerful tool to connect with a new generation of trucking talent — meeting them where they are, in the format they prefer. Melton's success demonstrates that when creativity is paired with consistency and purpose, even operationally focused industries like trucking can tell meaningful stories, build trust, and stand out on modern platforms.

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MEASURABLE RESULTS AND OBJECTIVES ACHIEVEMENT

Objective:
• Increase overall brand visibility and connect with the next generation of drivers through short-form video.
• Build a scalable, top-of-funnel content strategy
• Support long-term recruitment marketing by increasing awareness, trust, and brand recognition.

Strategy:
• Shifted from ad-hoc content to a consistent, audience-focused approach roughly 16 months ago.
• Focused on driver-led storytelling, trending audio, humor, and educational moments.
• Prioritized platform-native content optimized for performance and engagement.

Measurable Results (2024):
• 11.6+ million total video views across all short-form platforms
• 97,000+ total engagements (likes, comments, shares, saves)
• 40% increase in TikTok followers
• Top 5 TikTok videos alone received 4.4+ million views

Impact:
• Significant improvement from previous content performance, which lacked reach and consistency.
• Increased candidate familiarity with the Melton brand — often referenced in recruitment conversations.
• Created a reliable top-of-funnel engine that supports downstream activity like application engagement and brand trust.
• Positioned Melton as a leader in digital storytelling within the trucking and logistics space.

Why It Matters:
• This campaign proves that short-form video, when done with purpose and consistency, can drive measurable brand impact in an industry where it's often underutilized.
• We now have a repeatable, scalable model for brand awareness that supports both marketing and recruitment goals moving forward.

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BLAZING A TRAIL

We brought short-form video to the forefront in an industry where it's still widely underused. By consistently sharing real stories from our drivers, company culture, and relatable content for industry professionals, we connected with a new generation of talent and built brand awareness on platforms most trucking companies overlook. It was a fresh, authentic approach that made Melton a leader in digital storytelling in transportation.

VIDEO LINK

WATCH VIDEO

OTHER MATERIAL