



# TURNING VIDEO INTO RESULTS

Measuring What Works for Sales & Marketing in Transportation

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# AGENDA

- Why Video Matters
- Where Video Fits in the Funnel
- Use Cases and Case Studies
- Video Metrics that Matter

# WHY VIDEO MATTERS

Transportation is a visual, people-driven industry. Recruiting, building trust, and authentic storytelling are ongoing challenges.

Video resonates across audiences, drivers, customers, and partners, making it the most powerful medium for transportation brands today.



## THE BIGGEST VIDEO CHALLENGE

### ■ WHAT VIDEOS TO CREATE

Most companies know video matters but struggle to decide what to make. Start with your people, not a production brief.

### ■ HOW TO SCALE

A one-off success is great, but how do you create volume? Systems and process change everything.

### ■ HOW TO MEASURE SUCCESS

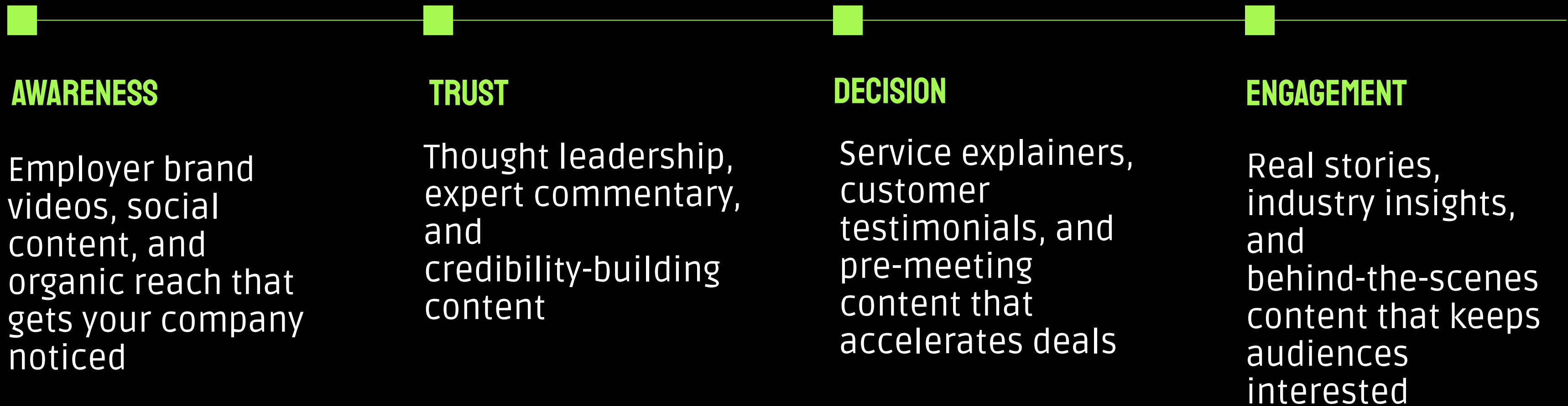
Without tracking play rate, watch time, and conversions, you're guessing. Data turns ideas into scalable programs.

### ■ FROM ONE-OFF TO STRATEGY

One great video isn't a strategy. A repeatable process with consistent themes and distribution builds momentum.



# WHERE VIDEO FITS IN THE FUNNEL



**USE CASE:  
PRE-CONFERENCE VIDEO  
CAMPAIGN**



**SHORT EXPERT COMMENTARY**

Leadership recorded 60-90 second videos previewing key topics before the conference



**LINKEDIN DISTRIBUTION**

Videos published weekly in the 6 weeks before the event, driving profile visits and connection requests



**EMAIL MARKETING**

Embedded video thumbnails in email sequences achieved 3x higher click-through vs text-only campaigns



**SALES OUTREACH**

Sales team shared relevant video clips with prospects to open conversations and book meetings

# EXAMPLE



**USE CASE:  
MULTI-LOCATION  
EMPLOYER  
BRANDING**

**The key:**

Give local teams simple prompts and let authentic voices carry the message.

Creating themed video campaigns that scale across multiple locations builds a consistent employer brand while celebrating local teams.

Examples that work:

- Truck Driver Appreciation Week: location-specific shoutouts, unified hashtag
- Veterans Day: highlighting veteran drivers and their stories
- Driver Stories: authentic, unscripted moments from the road

**CASE STUDY:  
GATHERING  
CONTENT  
ACROSS  
MULTIPLE  
LOCATIONS**



## TURNING ONE VIDEO INTO MANY

### ■ REELS & TIKTOK

Clip the most compelling 15-30 seconds for short-form platforms reaching younger driver candidates

### ■ LINKEDIN CLIPS

Share thought leadership moments and industry insights to build B2B credibility

### ■ BLOG & WEBSITE

Transcribe and summarize long-form videos to fuel SEO content and website engagement

### ■ EMAIL & RECRUITING

Embed video thumbnails in email campaigns to dramatically lift click-through rates

## **USE CASE: B2B THOUGHT LEADERSHIP & SOCIAL ENGAGEMENT**

Transportation and logistics companies are using expert video content to build credibility with shippers, partners, and investors.

What this looks like:

- Market trend commentary from leadership
- Logistics expertise and industry analysis
- Conference preview and recap videos
- LinkedIn-first short-form expert clips

## FROM ENGAGING TO EDUCATIONAL

**SANTA MIX-UP:  
SON OF A  
NUTCRACKER!**



There's

My presentation today,



**Unified Efforts  
Against Cargo Theft**



And so what can



**USE CASE:  
OWNER-OPERATOR  
INFLUENCER CAMPAIGN**

Authentic voices  
from the field  
outperform  
brand-produced  
content in both reach  
and trust.

Activating drivers as storytellers taps into one of the most credible voices in transportation.

What works:

- Life on the road, real, unfiltered perspectives
- Industry advice from experienced operators
- Day-in-the-life content, humor

# CASE STUDY: INFLUENCER CONTENT

Steps to Deliver:

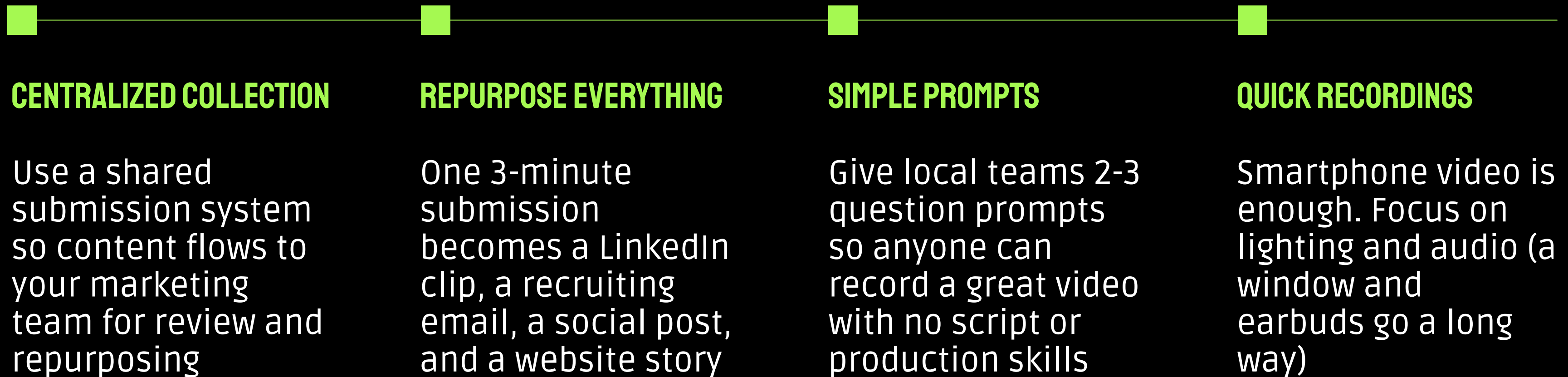
1. Define campaign goals (SEO, maximize influencer relationship value for referrals/lead gen)
2. Create prompts, provide minor guidance to drivers
3. Review and edit submissions

**How to set aside money  
when margins are slim**

**Chad Boblett**  
Founder of Boblett Brothers, LLC  
and Rate Per Mile Masters

 **Triumph**

# HOW TO SCALE VIDEO COLLECTION



## VIDEO METRICS THAT MATTER



### PLAY RATE

View vs Unique Views

Play Rate = how many people clicked play after seeing the thumbnail of the video.



### WATCH TIME

Average minutes watched per view. 2+ min signals genuine interest. Track drop-off points to optimize content



### COMPLETION RATE

Videos watched to the end indicate strong relevance. 50%+ completion is a strong benchmark for recruiting content

**CONVERSION / CLICK-THROUGH RATE**



Measure the business impact based on the action completed.

# HOW THE CAMPAIGNS MEASURED



+43.3% link clicks from social

800+ driver recruitment leads from social

+400% traffic to key pages from social + organic search overall



+127% year over year video views

+55% year over year social engagement (including 2K+ employee engagements with UGC campaign)


138K+ job applicants from social

# COLLECTING AUTHENTIC VIDEO AND INSIGHTS WITH AI

**ELEVATE**  
TMSA CONFERENCE

**ELEVATE**  
TMSA CONFERENCE

*Eileen Dabrowski*  
TMSA Programs & Member Director



drop  
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## Overall Insights

 [Download PDF](#) Analyzed 5/22/2026, 1:55:50 PM

The industry is at a crossroads where survival depends on navigating a freight recession while simultaneously preparing for a tech-heavy, AI-driven future.

6

UNIQUE GUESTS

18

RESPONSES

### KEY FINDINGS

- ✓ There is a major disconnect between the C-suite and marketing/growth functions.
- ✓ Technological adoption (AI/Automation) is seen as inevitable, but human-centric factors like leadership and internal alignment are the biggest bottlenecks.
- ✓ Market uncertainty is driving a focus on process efficiency and leaner operations.

# WHY AUTHENTIC VIDEO WORKS

Real people outperform polished marketing every time. Drivers and employees create credible, relatable stories that humanize transportation brands and build genuine trust with prospective hires and customers alike.



## GETTING STARTED WITH LIMITED RESOURCES

### ■ DRIVER STORIES FIRST

Start with what you have, ask one employee to share their story this week. It takes 10 minutes and costs nothing.

### ■ LEADERSHIP INSIGHTS

Record a 60-second market take from your CEO or VP. Thought leadership content is quick and high-value.

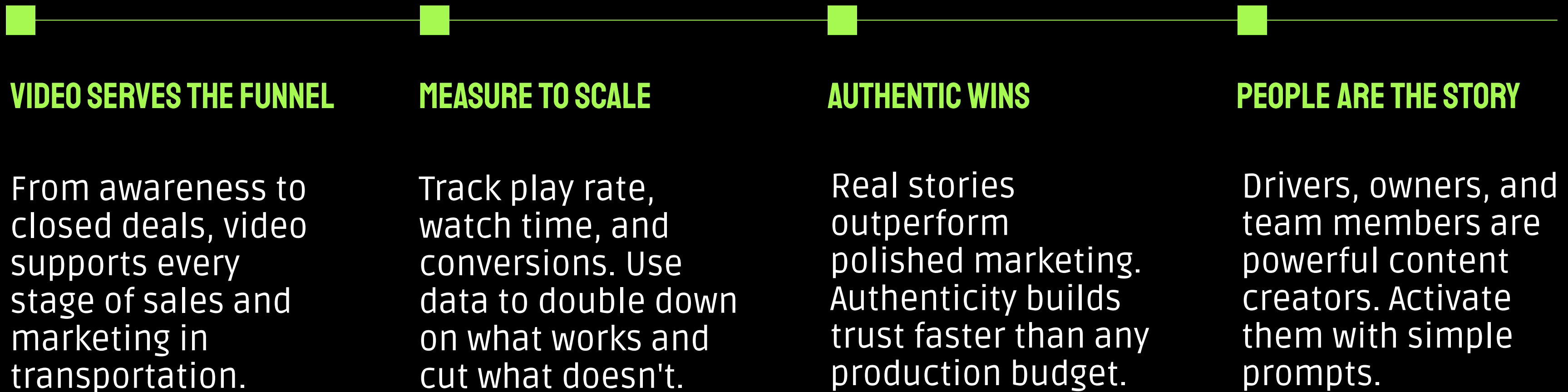
### ■ TRAINING & RECRUITING

Video FAQs and day-in-the-life clips reduce recruiter workload while improving candidate quality.

### ■ CONSISTENCY OVER QUALITY

Post one video per week rather than one perfect video per quarter. Audiences reward regularity.

# KEY TAKEAWAYS





**THANK YOU!**

**START CREATING. KEEP MEASURING. KEEP IMPROVING.**

# CONTACT US

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