

THE DIGITAL ADVERTISING EQUATION:

FORMULATING STRATEGY TO RECRUIT DRIVERS & GROW YOUR BUSINESS

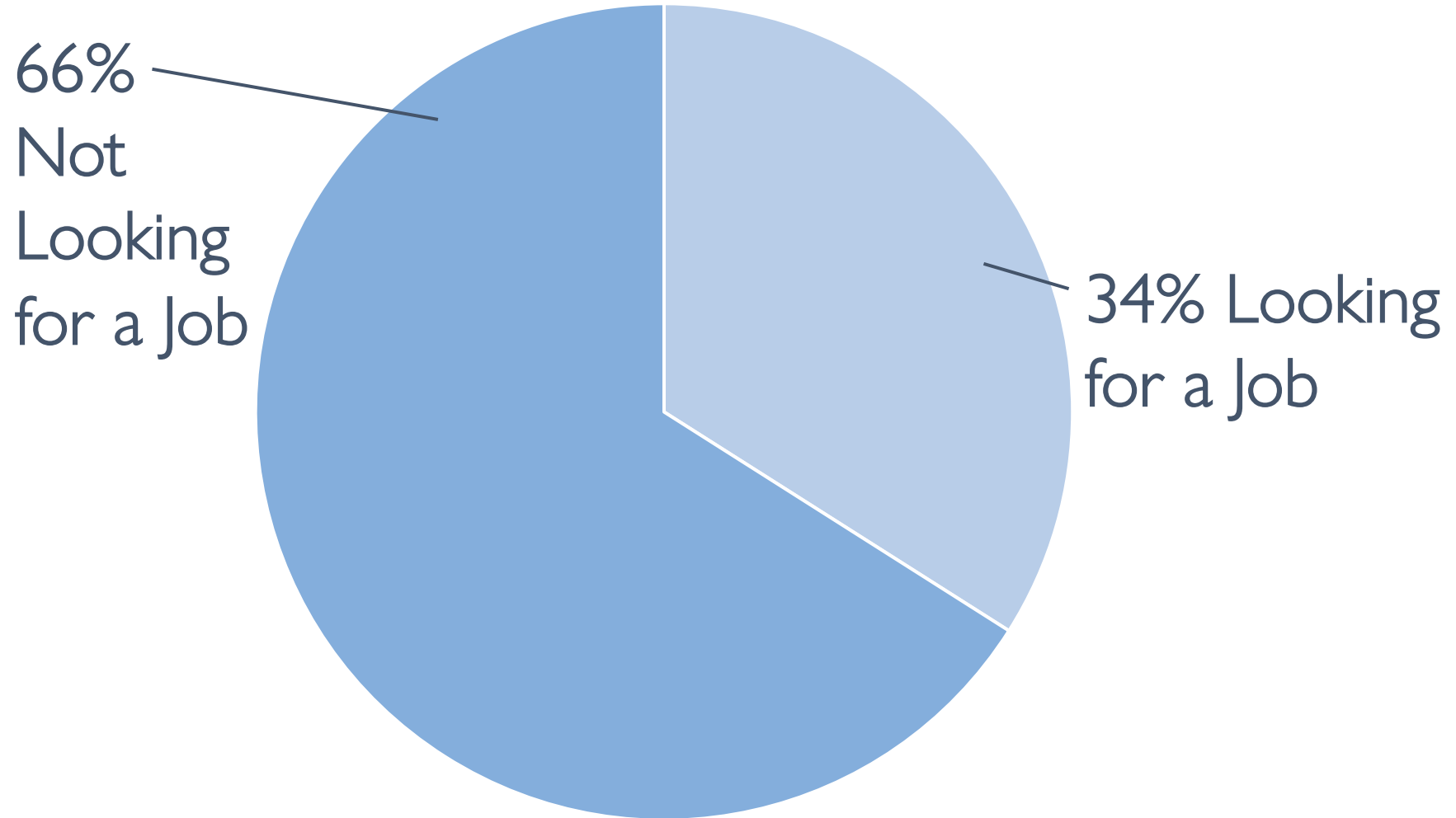
PRISCILLA PETERS, VP MARKETING, CONVERSION INTERACTIVE AGENCY



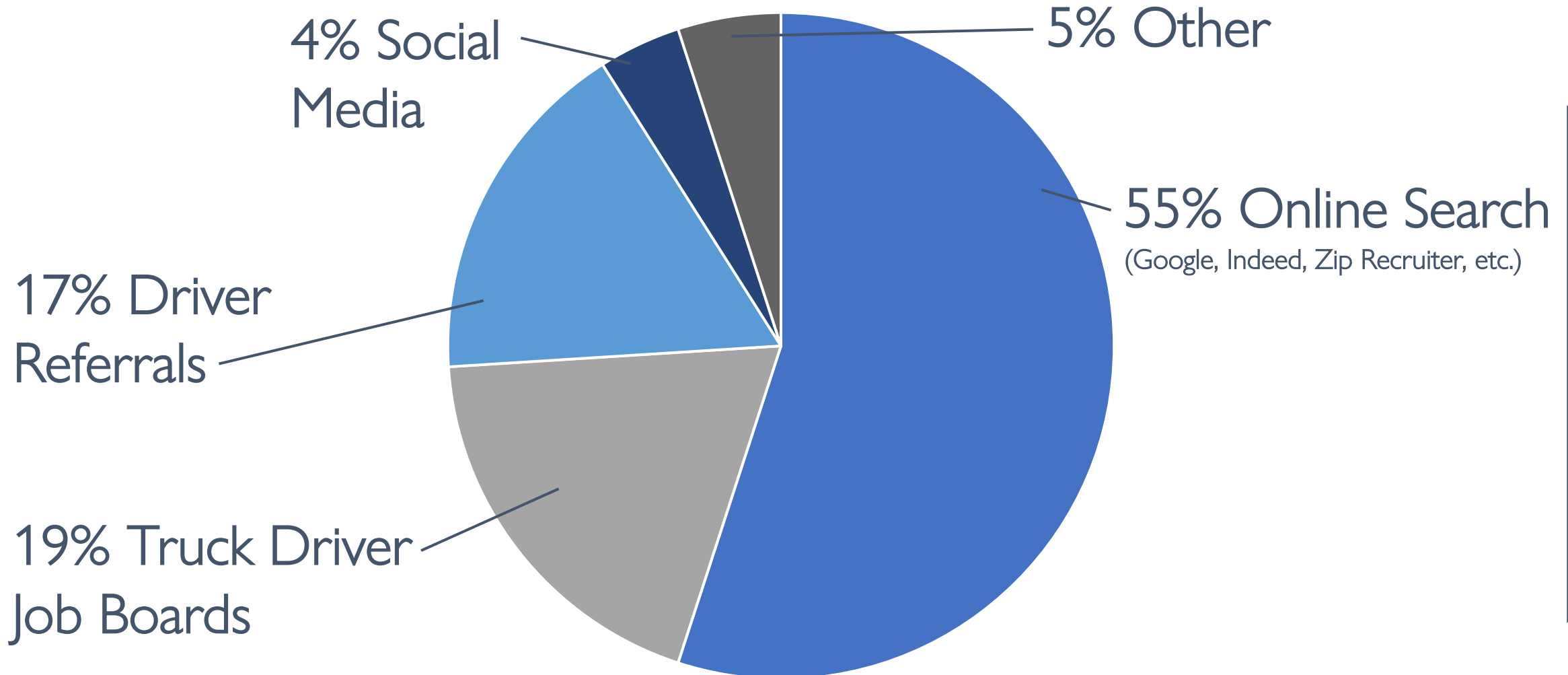
#1 UNDERSTAND YOUR TARGET MARKET



DRIVERS LOOKING FOR A JOB



Where Drivers Go FIRST When Looking for a Job



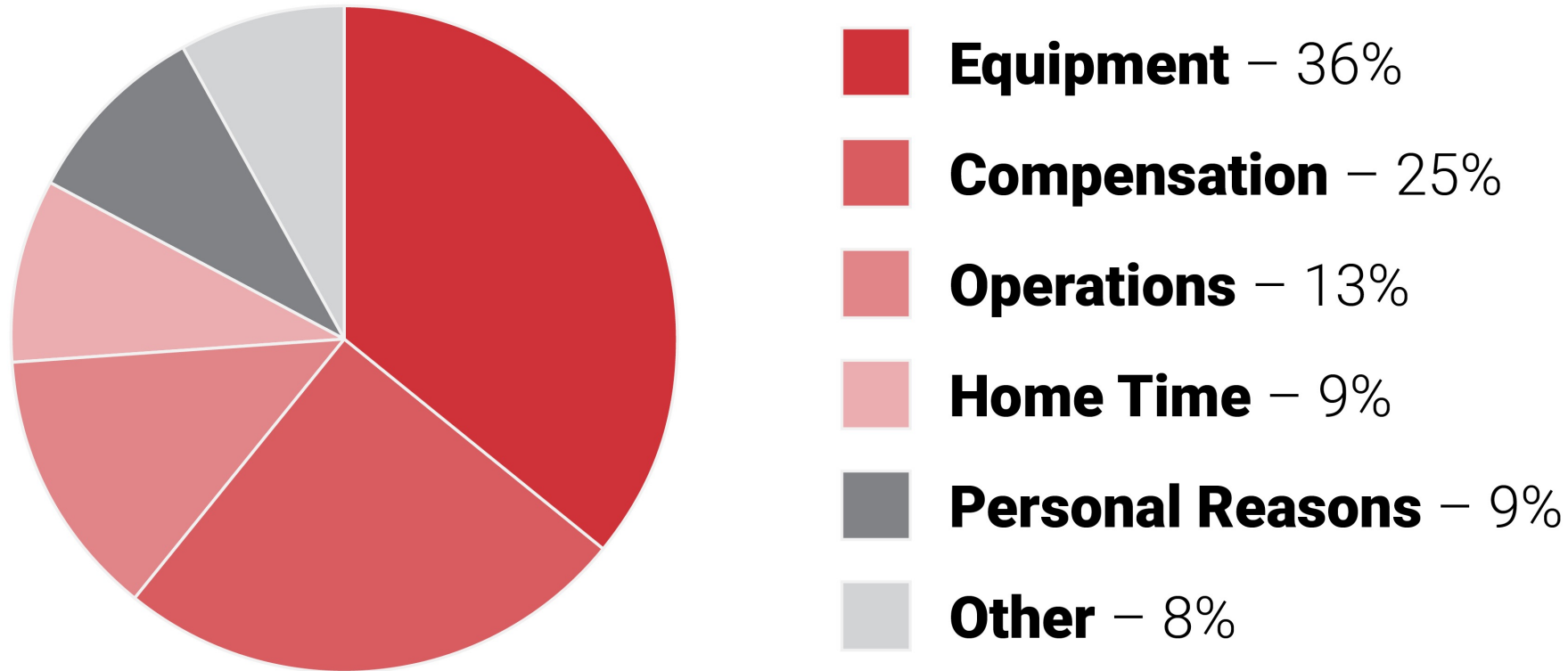
We asked drivers ...
What is the
most
attractive to
you as a
driver?
(drivers selected their top 3)

1.	Home Time	871	72.3%
2.	Weekly Guarantee	538	44.7%
3.	Equipment Quality	499	41.4%
4.	Health Care Benefits	403	33.5%
5.	Base (CPM) Rate	328	27.2%
6.	Company Culture	318	26.4%
7.	Hourly Pay	286	23.8%
8.	Higher Accessorial Pay (Breakdown, Layover, Etc.)	224	18.6%
9.	Type of Freight	216	17.9%
10.	Sign-On Bonus	190	15.8%
11.	Other*	22	1.8%

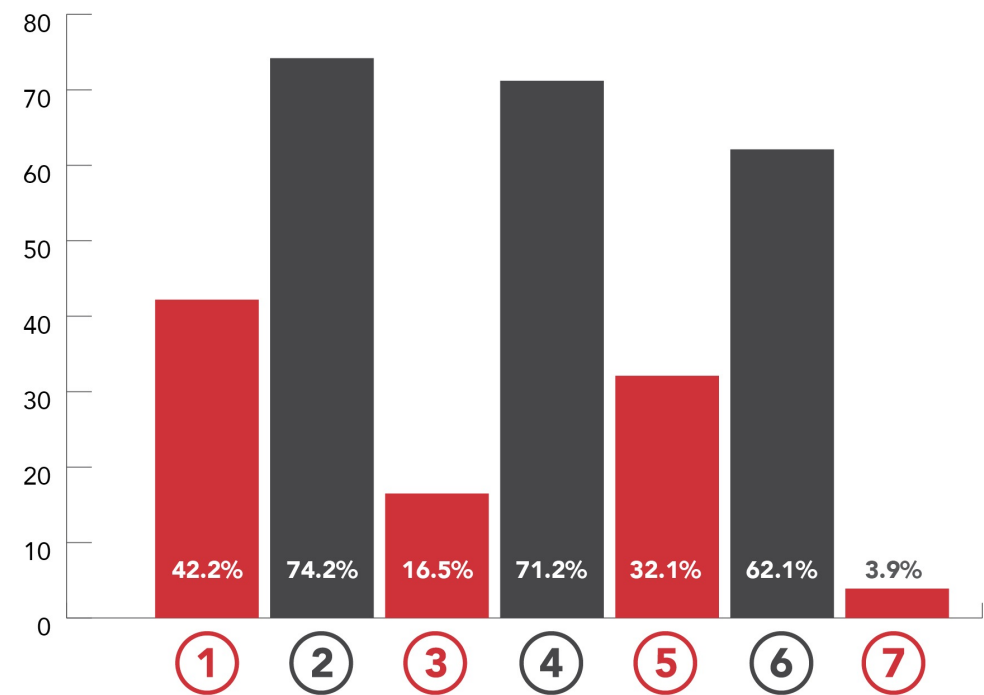
TOTAL - 1,204

*Other responses included - Respect: 1.2%, N/A: 1.1%, All of the Above: 0.2%, Safety: 0.2%, Salary 0.2%, Travel: 0.2%, Honesty: 0.2%, Flexibility: 0.2%, Miles: 0.2%, Percentage Pay: 0.1%, Commission Pay: 0.1%, Gain Experience: 0.1%

TODAY'S DRIVER ISSUES & CONCERNS



Preferred Way to Consume Info About Job Opportunities:



1.	Videos	42.2%
2.	Online Driver Reviews	74.2%
3.	Blogs	16.5%
4.	Online Job Descriptions	71.2%
5.	Social media posts (Facebook or Instagram)	32.1%
6.	Driver Referrals	62.1%
7.	Other	3.9%

* Source: Conversion November 2020 Driver Survey

ONLINE DRIVER REVIEWS

TOP REVIEW KEYWORDS:

POSITIVE:

1. Pay
2. Equipment
3. Driver
4. Care



NEGATIVE:

1. Pay
2. Driver
3. Communication
4. Management



RATINGS BREAKDOWN:

5 STARS: 50%



4 STARS: 17%



3 STARS: 7%



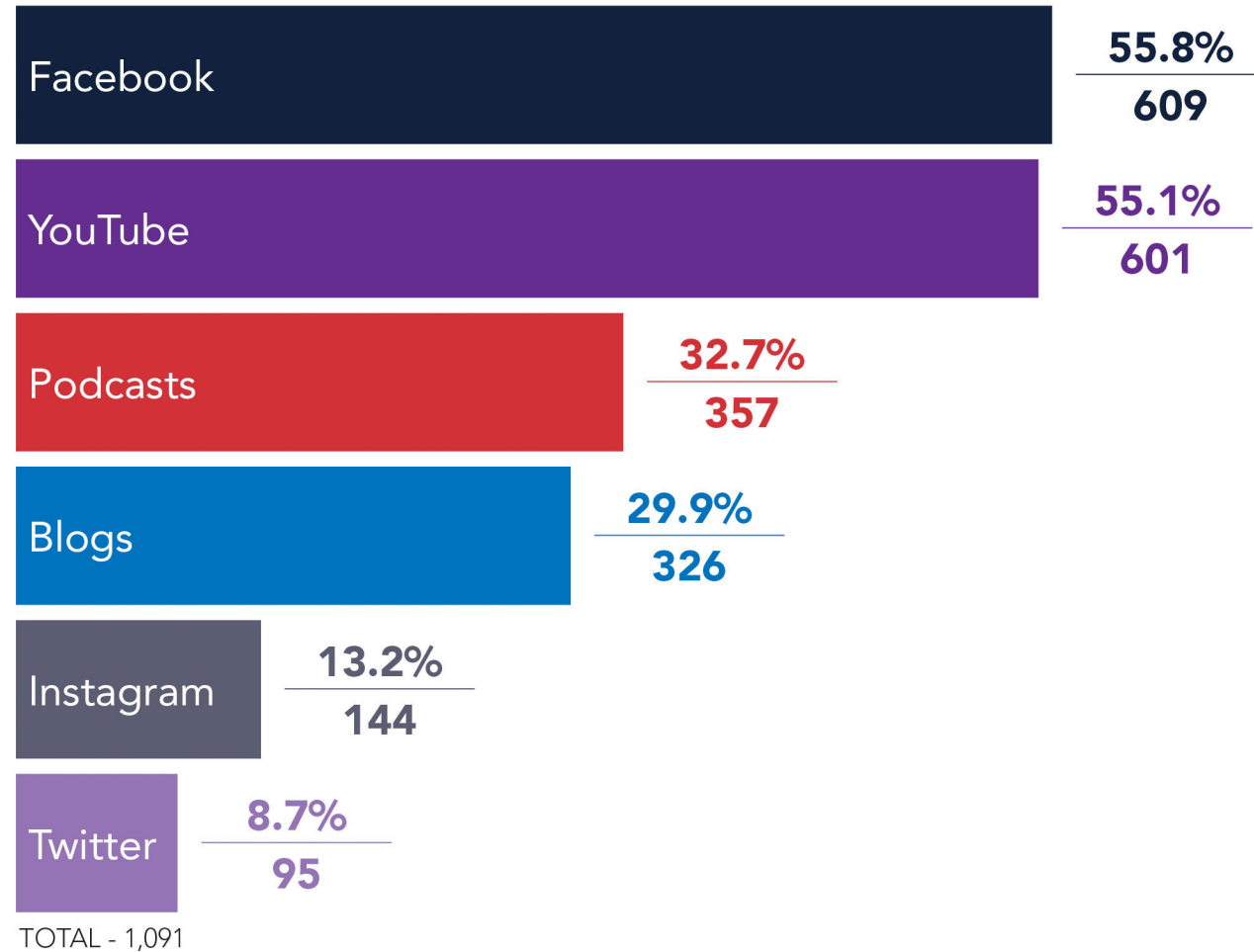
2 STARS: 6%



1 STAR: 20%



We asked drivers ...
**Where do you
go for news
information,
content
online?**



THE DRIVER PERSONA

	WHEN SATISFIED:	WHEN NOT SATISFIED:
HAVE	<ul style="list-style-type: none"> Options relating to home time Personal support Stability in freight Freedom & independence 	<ul style="list-style-type: none"> Difficult home time insecurity Sporadic/weak freight Lack of control
FEEL	<ul style="list-style-type: none"> Proud Well compensated Less stress Secure 	<ul style="list-style-type: none"> Frustrated Stressed Powerless Insecure
AVERAGE DAY	<ul style="list-style-type: none"> Clear, organized scheduling/dispatch Steady freight 	<ul style="list-style-type: none"> Unpredictable Unsure about loads
STATUS	<ul style="list-style-type: none"> Respected professional driver 	<ul style="list-style-type: none"> Struggling professional



Drivers & Customers Are Interested in Your Reputation

70% of B2B buyers cite
COMPANY REPUTATION
as the most influential factor when choosing a
company to do business with

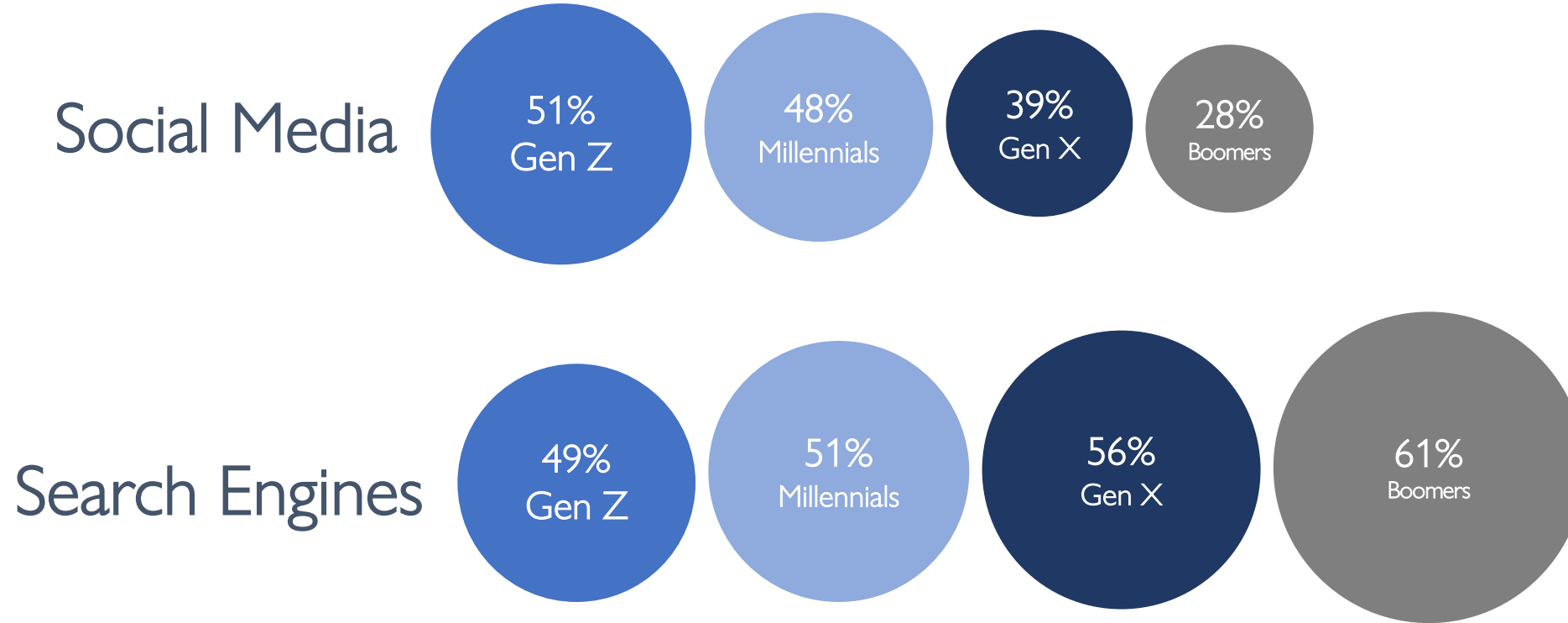
74% of drivers read and research
DRIVER REVIEWS
before selecting a company to drive for

B2B Decision Makers Are Doing Their Homework

70% of B2B buyers fully define their needs
ON THEIR OWN
before engaging with a sales representative

44% identify
SPECIFIC SOLUTIONS
before reaching out to a provider/seller

How Generations Research Brands Online



DECISION MAKER PERSONAS MATTER

Companies that exceed their
lead and revenue goals are

7.4 TIMES

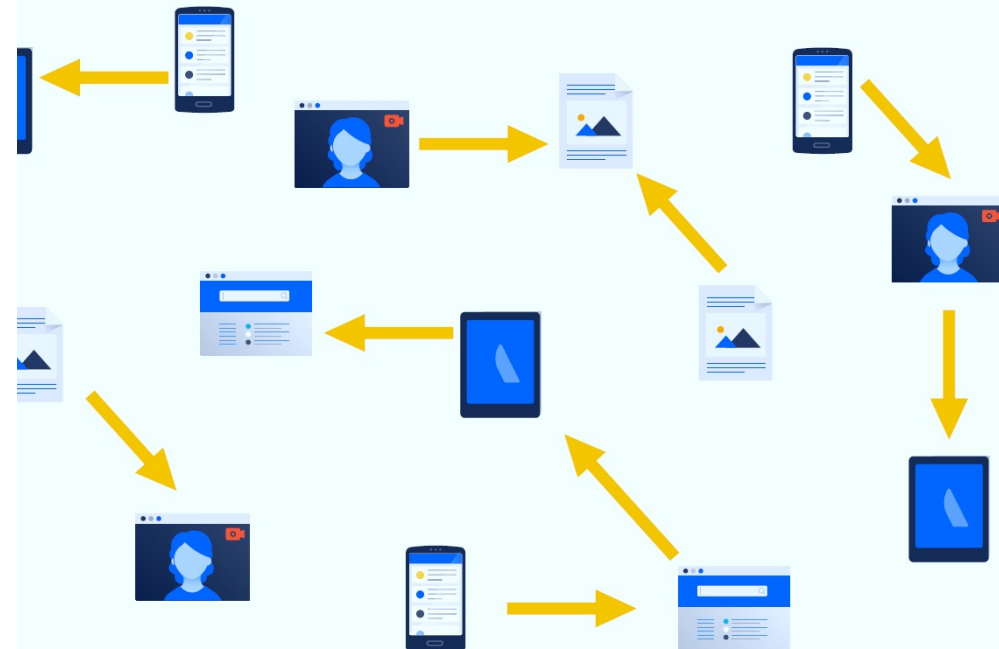
more likely to have updated their
decision maker personas in the last 6 months.



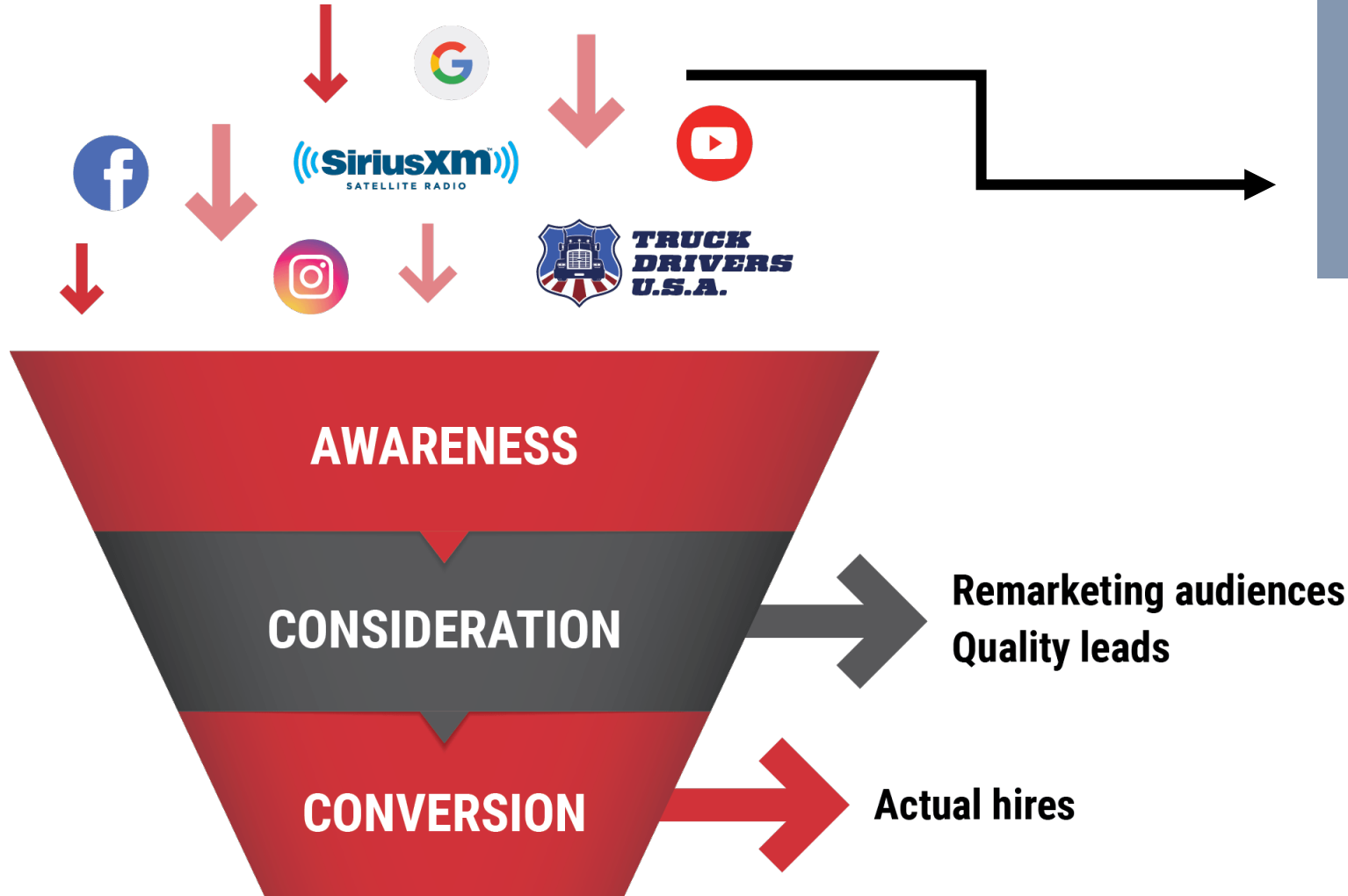
#2

BUILD STRATEGY TO GROW YOUR FLEET & YOUR BUSINESS

*(It's not about who arrives ...
it's about who stays.)*

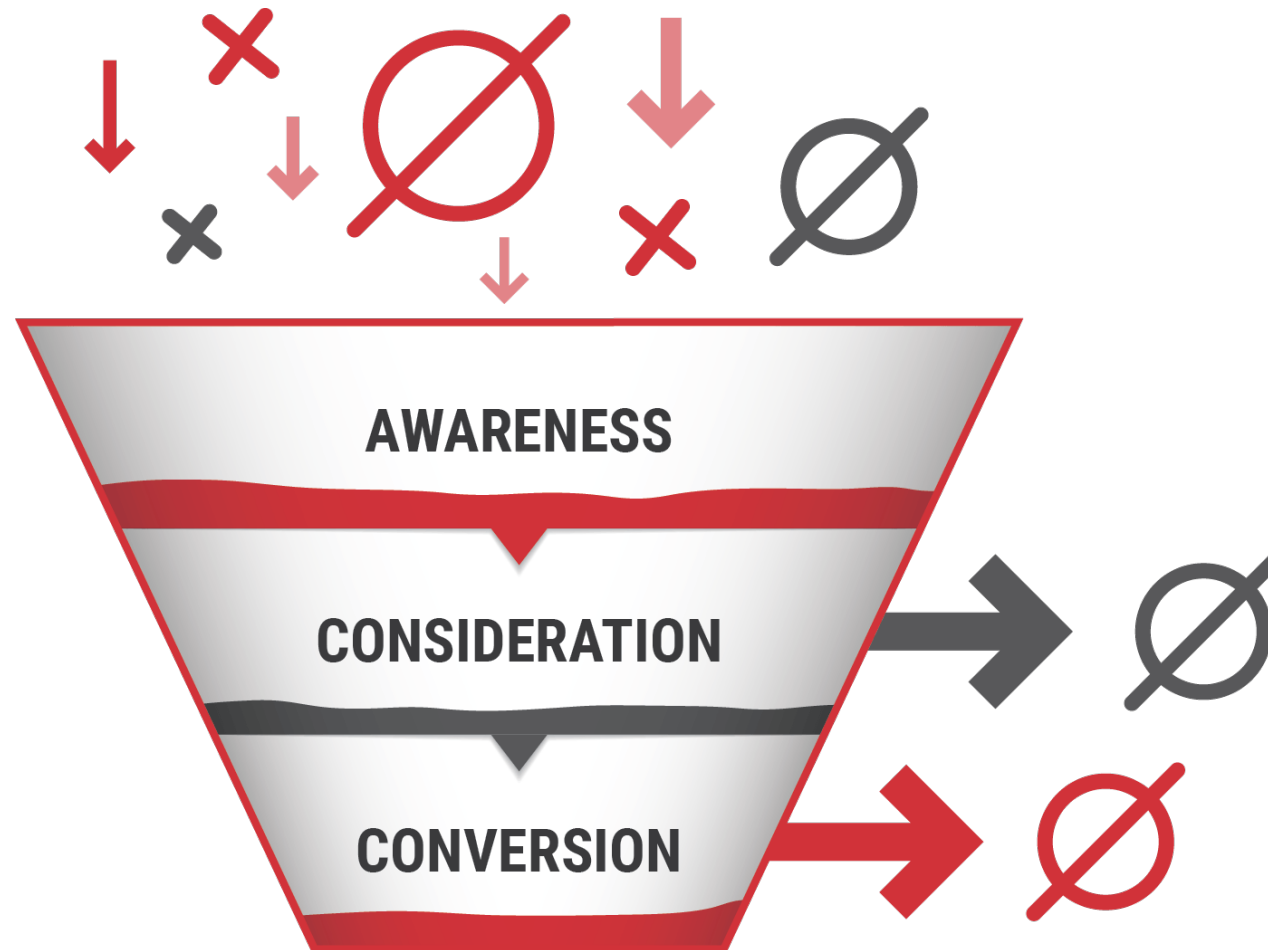


A FULL FUNNEL BUILDS BRAND PREFERENCE



Top-of-funnel strategies build your pipeline, but the ROI is a successful **CONSIDERATION & CONVERSION** phase.

#1 Mistake Carriers Make Today: NOT Supporting the Top-of-Funnel





2021 Driver Appreciation Week Recap Video!

Boyd Bros. Transportation, Inc.
May 10 · 🌐

At Boyd Bros., we value, respect, and TRUST our people. We provide the support and tools you need to be successful - all while having a great experience!

TRUST

/trast/

noun: firm belief in the reliability, truth, ability, or strength of someone or something.

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Boyd Bros. Transportation, Inc.
Mar 12 · 🌐

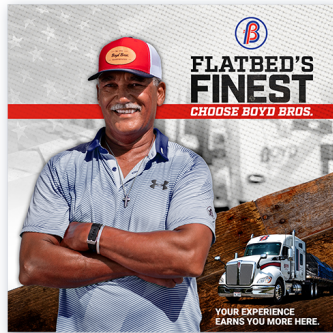
What can we say? Flatbedders are the best of the best. #FlatbedFriday

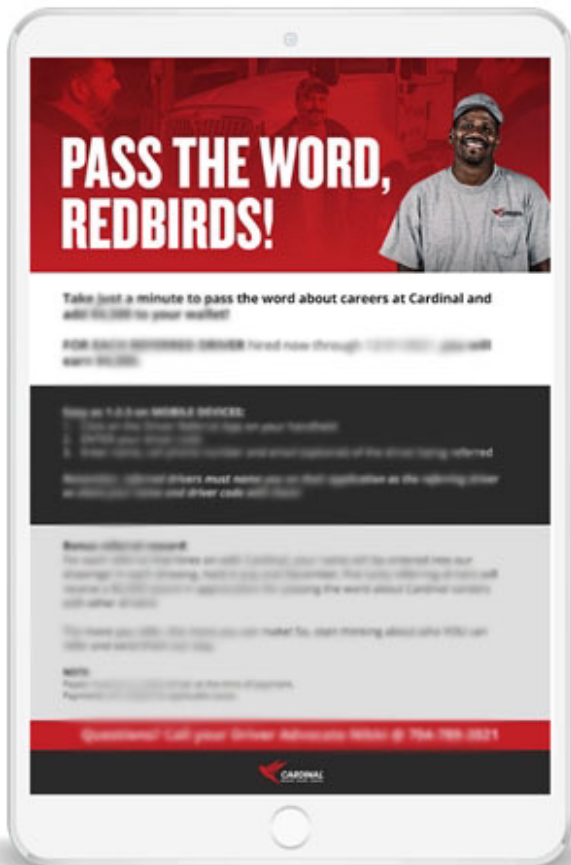
REAL TRUCKERS DRIVE FLATBED



18

2 Comments 3 Shares







Driver Hiring and Screening Process | J.B. Hunt

September 24, 2021



Get to Know Our Employee Resource Group – LEAD | J.B. Hunt

September 23, 2021



Fleet Management that Frees Your Business | J.B. Hunt

September 22, 2021



J.B. Hunt at 60: Our Service | J.B. Hunt

September 21, 2021



2021 Carrier Appreciation Week Winners | J.B. Hunt

September 15, 2021



Insurance Crisis Still Threatens Fleets | J.B. Hunt

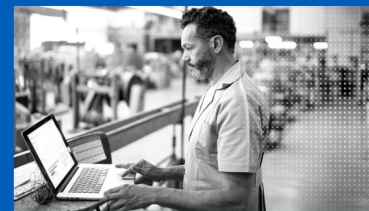
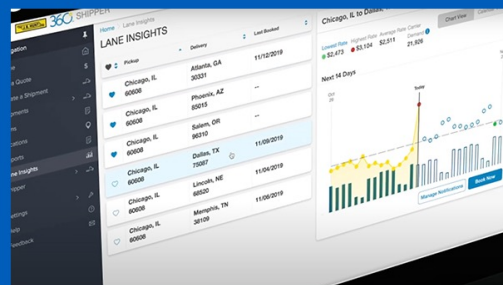
September 01, 2021



Start Shipping Smarter

- Compare rates from top LTL carriers
- Access to 775K+ trucks through reliable carriers
- Online booking for temperature controlled truckload
- Book industry-leading intermodal
- Track online anytime and automate alerts

SIGN UP



What is Shipper 360?

Shipper 360 is an online, self-service platform with everything you need to compare rates, book shipments and track online. Shippers can choose the optimal mode for each and every shipment and access 90,000+ carrier companies to get comprehensive, market-relevant rates for their shipments in just three minutes - all powered by an industry leader with 60 years of experience in moving freight.

SIGN UP



J.B. Hunt Transport Services, Inc. ✓

September 24 at 8:36 AM · 🌐



Providing great customer service is something we've been doing since the very beginning. We value the input we get from our customers because it helps us grow and think differently. Read our blog to learn more about Mr. Hunt's vision and approach to customer service.

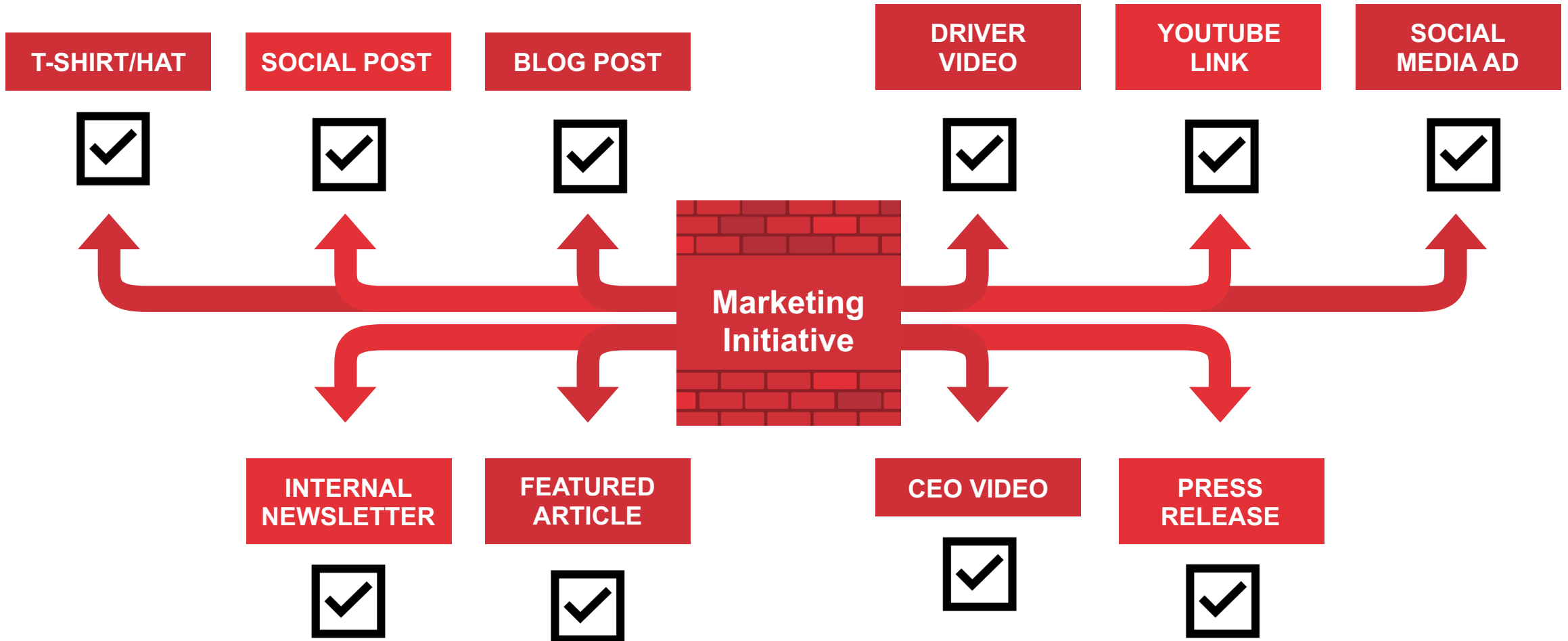


JBHUNT.COM

J.B. Hunt at 60: Our Service | J.B. Hunt

In this multi-part series, we dive into the key components driving o...

STRATEGY FOR RECRUITING & SALES



#3

ALLOW ORGANIC & PAID ADVERTISING TO WORK TOGETHER

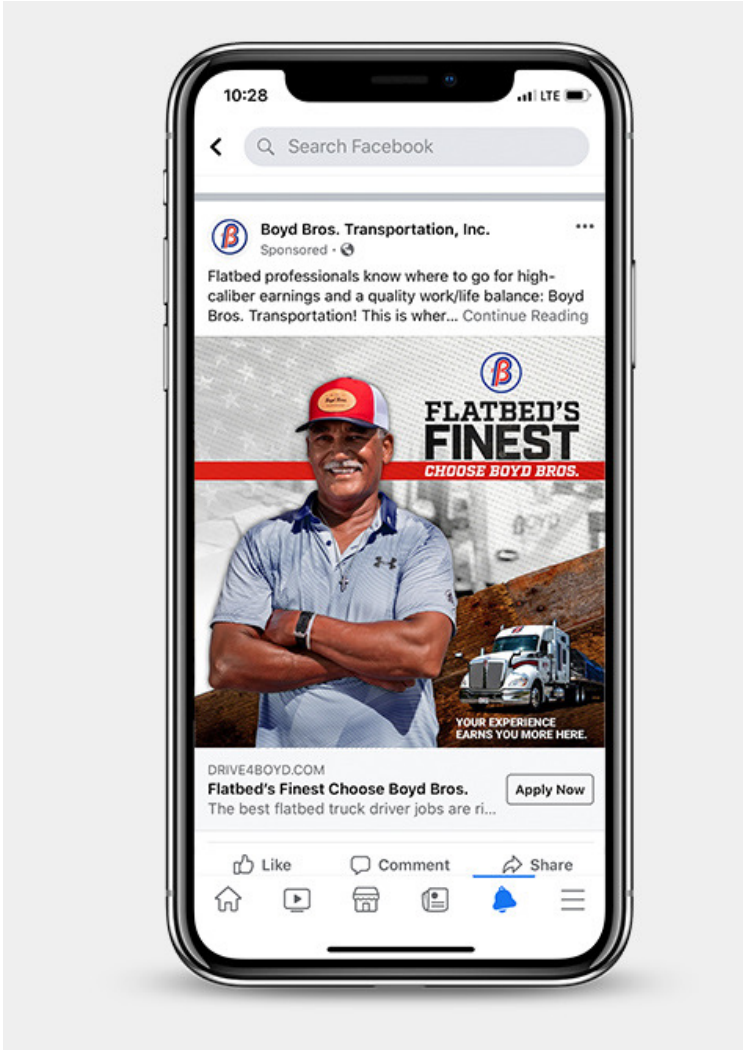


PAID & ORGANIC DELIVERING RESULTS

Organic

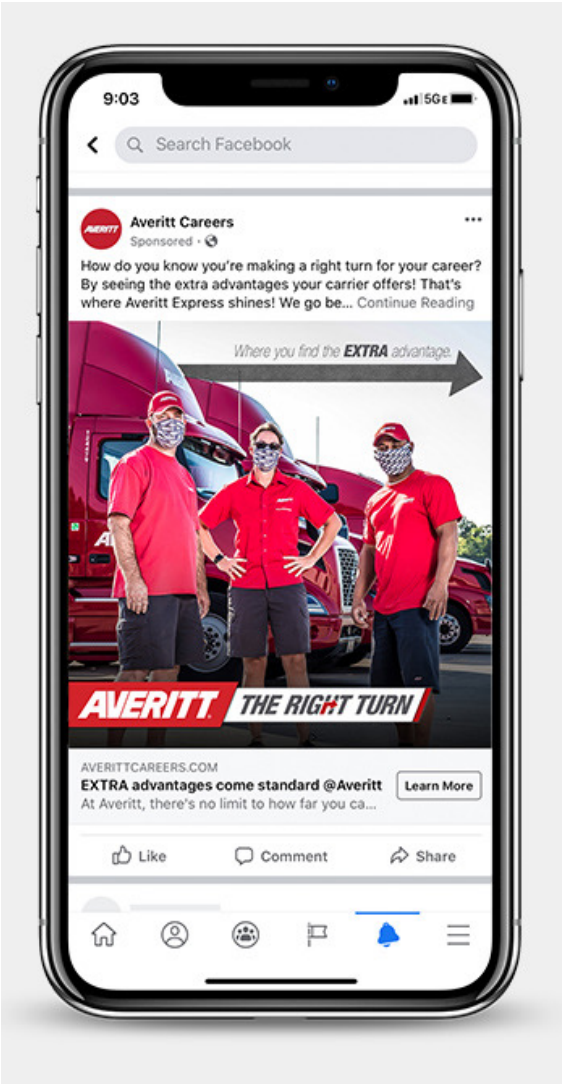


Paid



PAID & ORGANIC DELIVERING RESULTS

Paid



Organic

Blog » Averitt has given over \$9 million to St. Jude to defeat childhood cancer. Here's how:

AVERITT HAS GIVEN OVER \$9 MILLION TO ST. JUDE TO DEFEAT CHILDHOOD CANCER. HERE'S HOW:

Posted: September 9, 2021



AVERITT HAS GIVEN OVER \$9 MILLION TO ST. JUDE TO DEFEAT CHILDHOOD CANCER. Here's How:

THE AVERITT BLOG

At the heart of Averitt's unique company culture is a dedication to giving back to our communities. That's why Averitt Cares for Kids has donated almost \$12 million to charities that improve and save the lives of children. Over \$9 million has gone to St. Jude Children's Research Hospital to help understand, treat and defeat childhood cancer and other life-threatening diseases.

Averitt Cares for Kids is a non-profit charitable giving organization funded by, and on behalf of, our associates. Averitt associates have the option to pull \$1 from their paycheck each week and contribute it to Averitt Cares for Kids. More than 96% of our associates participate in the program, allowing us to contribute millions to a lifesaving mission.

PAID & ORGANIC DELIVERING RESULTS

Paid

CDL-A Experienced Flatbed Truck Driver
Boyd Bros Transportation ★★★★★ 76 reviews
Sherwood, AR
\$0.74 per mile - Full-time
You must create an Indeed account before continuing to the company website to apply

Apply On Company Site

Job details

Salary
\$0.74 per mile

Job Type
Full-time

Full Job Description
FLATBED CDL-A TRUCK DRIVER JOBS
You Set Your Priorities! Boyd Bros. Makes It Happen!

Want More Home Time?
Drive 2,000 miles per week at 74 CPM (\$1,480/week for top drivers) with 48 hours of home time.

Looking For More Miles & More Money?
Drive 2,400 miles per week at 74 CPM (\$1,776/week for top drivers) with limited home time.

CDL-A Company Truck Drivers Enjoy:

- \$1,000 weekly minimum
- \$1,500 Boyd Milestone Bonus
- Up to \$1,000 Referral Bonus
- \$200 for clean inspections
- 40% drop & hook

Organic

WAIT!

DID YOU SEE OUR 65 CPM AND \$1,000 WEEKLY MINIMUM?

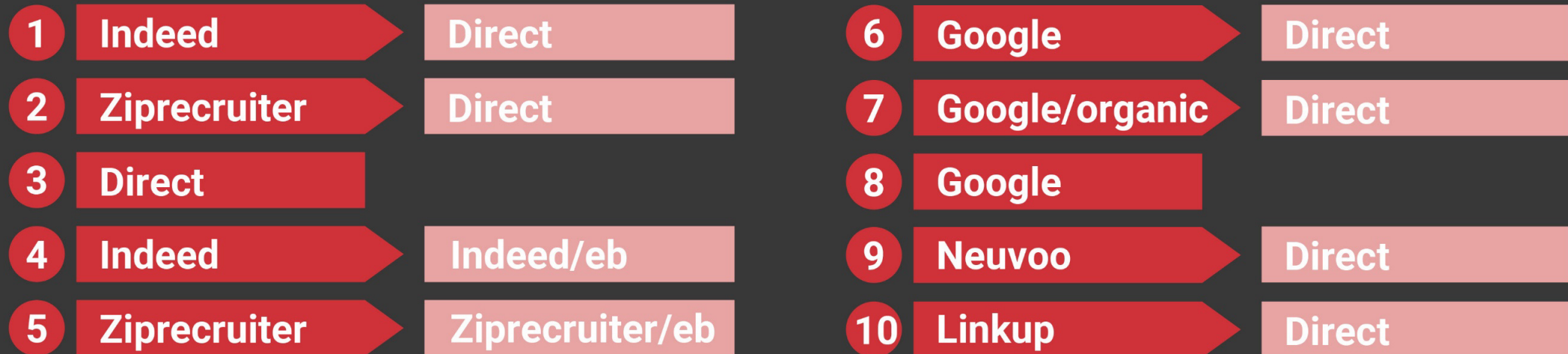
DO YOU WANT TO ENJOY WEEKLY HOME TIME & GREAT EARNING POTENTIAL?

TAKE A MOMENT TO FILL OUT OUR SHORT FORM!

YES - I WANT GREAT WEEKLY PAY AND WEEKEND HOME TIME!

NO - I'M NOT INTERESTED IN BETTER PAY AND HOME TIME.

MOST COMMON CONVERSION PATHS



"eb" = Exit Banner

Fun Fact:

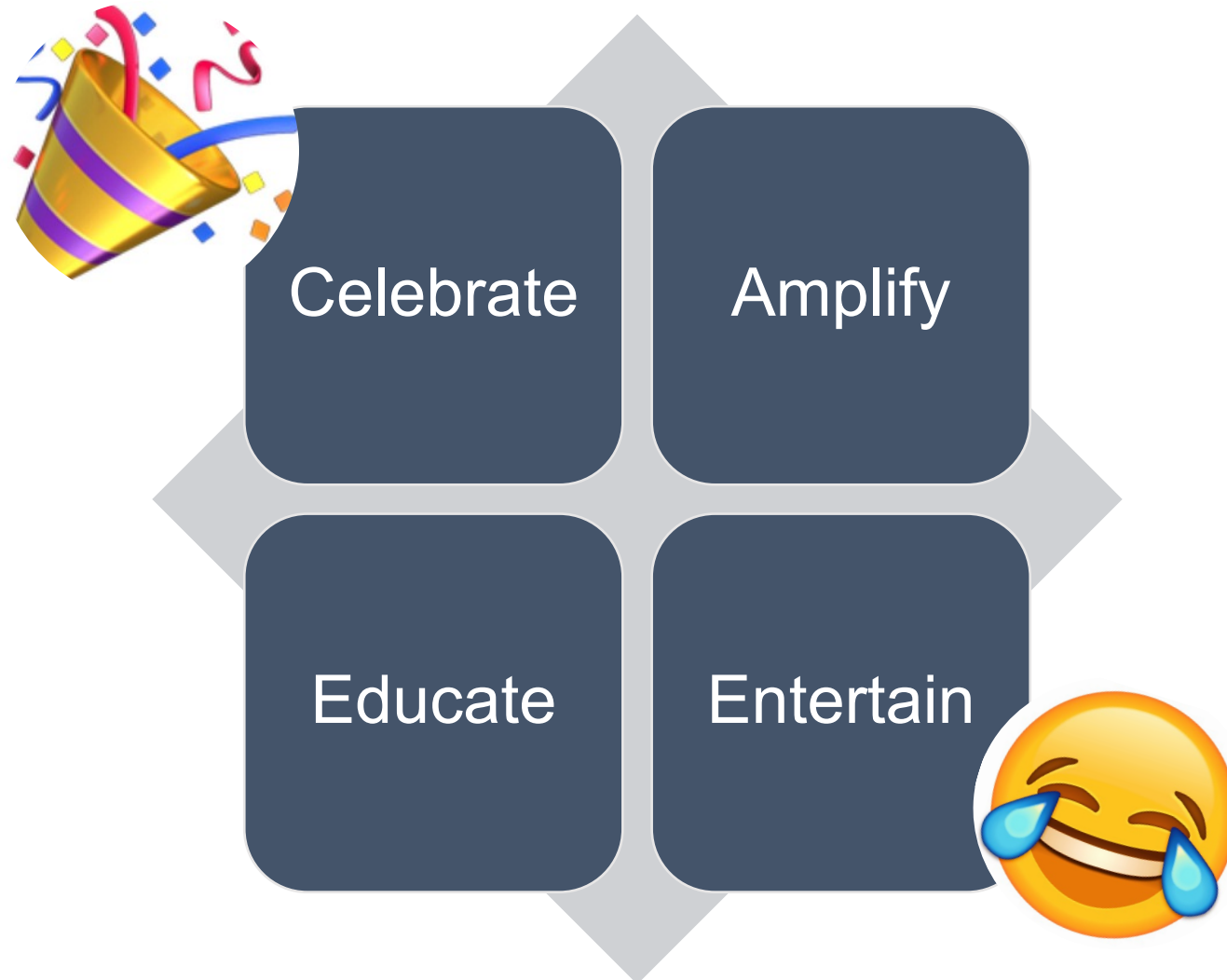
15% of all conversions on LF occurred at least 1 day after the initial visit

#4

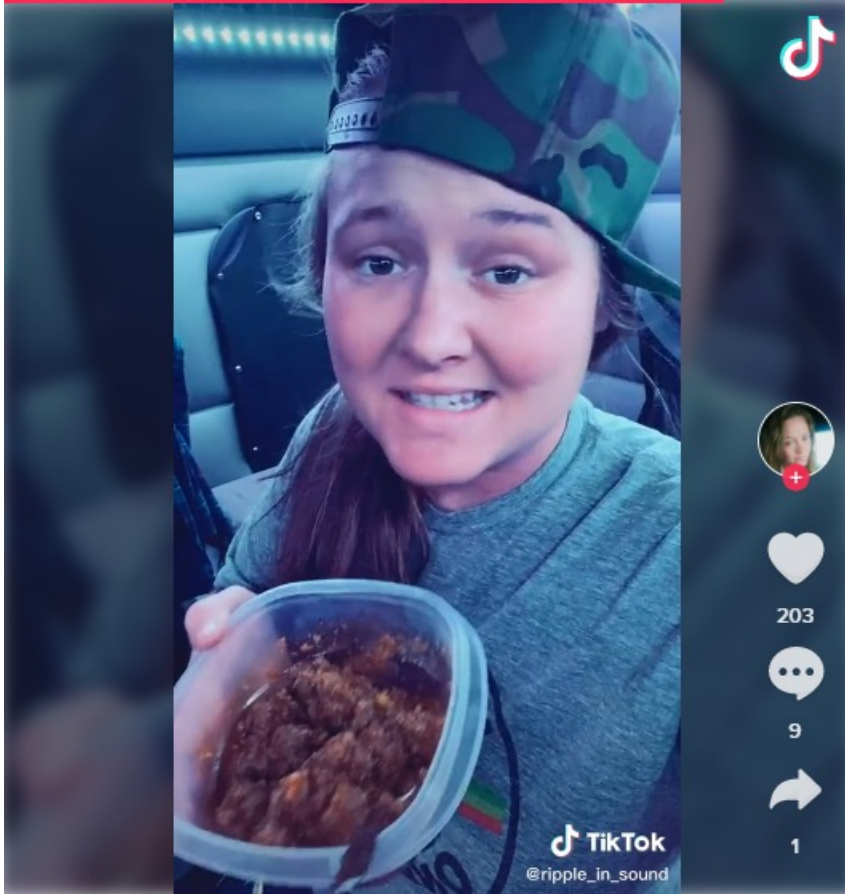
Have Some FUN!



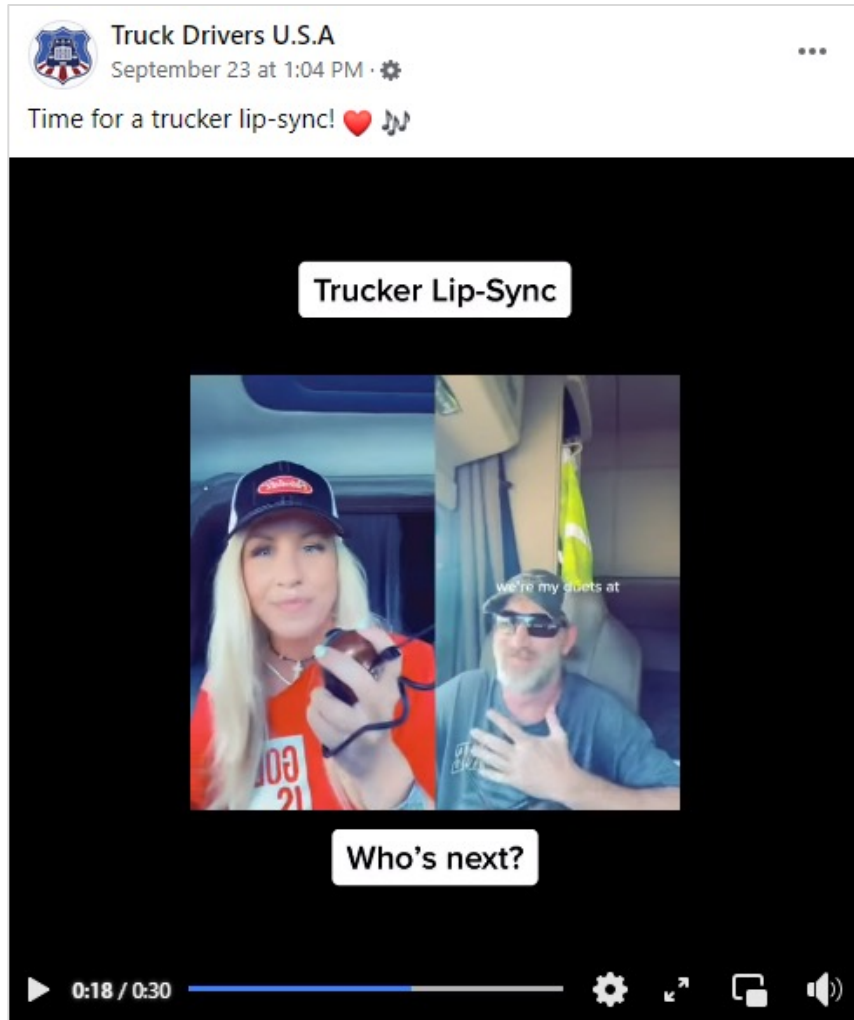
EVERY STRATEGY EMPLOYED SHOULD DO **TWO OF FOUR** THINGS ...



FUN IN TRANSPORTATION MARKETING



FUN IN TRANSPORTATION MARKETING



Q&A

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conversionia.com