

Performance Marketing

Proven Tips to Get **More Leads** in an Increasingly Crowded Space



Aaron Craddock
Founder and CEO
Craddock Holdings

Contact
LinkedIn: [AaronCraddock.com](https://www.linkedin.com/in/AaronCraddock.com)
Cell: (251) 463-6795

Who Am I? What is Craddock Holdings?

- Aaron Craddock is the Founder and CEO of Craddock Holdings, a rapidly growing digital marketing company specializing in lead generation. Craddock Holdings partners with ad agencies and direct clients in the transportation, logistics, and truck driver recruitment industries. Founded in January 2019, Craddock Holdings continues to push the limits of hypergrowth and is on track to grow over 500% in 2021.
- Prior to founding Craddock Holdings, Aaron served as Director of Performance Marketing for a leading U.S. based marketing and data company. Under his leadership, he built the team from 4 team members to 60+ and was instrumental in a 9 figure private equity transition.
- Over the past decade, Aaron and his teams have managed lead generation campaigns exceeding one million dollars per month for clients of all sizes, including Walmart, Ford, Chevron, GM, AT&T, Coca-cola, eBay, Michelin, and many more.



What will you learn today?

- Grow your LinkedIn company page monthly for free with your exact target clients / partners
- Create a performance marketing / lead generation plan using low code / no code solutions
- Re-think and innovate quickly with the right mindset



Grow Your LinkedIn Company Page

- Anyone in your company can be added as an admin and invite their connections.
- Updated targeting capabilities.
- Invite a minimum of 100 targeted connections per month.
- Much, much more is coming in terms of advertising capabilities on company pages. Don't get left behind.



100 Credits Per Month (Minimum)

The screenshot shows the LinkedIn profile of Craddock Holdings. The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Sales Nav. The profile header shows the company name, a 'Super admin view' button, and a 'View as member' button. Below the header are tabs for Home, Content, Analytics, and Activity. The main content area features a cover photo of a desk with a laptop displaying 'DIGITAL MARKETING OVERVIEW' and 'CRADDOCK HOLDINGS', and a profile picture of the company logo. The company description reads: 'Driver Recruitment & Real Estate - Digital Lead Generation - Performance Marketing' and 'Marketing & Advertising - Tuscaloosa, Alabama · 861 followers'. On the left, the 'Analytics' section shows '32 Unique visitors' (up 3%) and '51 New followers' (up 88%). The central 'Start a post' area includes options for Photo, Video, Poll, and Write article. A red arrow points to the '100/100 credits available' status in the 'Invite Connections To Follow' section on the right, which also lists a connection 'Rodney Lui' with an 'Invite' button.



Location, Industry, and More

dings Super admin view

Invite connections

Only invite connections you personally know to ensure a great experience for your network. [Learn more](#)

100/100 credits available · Credit refill: November 1, 2021

Search by name

☐ United States Clear 1 0 selected Unselect all

- ☒ Nashville Metropolitan Area
- ☐ Greater Tuscaloosa Area
- ☐ Florida, United States
- ☐ Alabama, United States
- ☒ United States
- ☐ Tuscaloosa, Alabama, United States
- ☒ Nashville, TN

Clear

CEO and Chief Editor at Diesel Dogs Media LLC

Invited

Stacy McCants
10-year corporate VP, energized by empowering others to better versions of themselves and serving a purpose greater than self.

Invited

Jim Davis
President at New Vision Innovative Marketing

Invited

Morgan Beavers
Seeking employment as a digital marketing specialist

Invited

Griffin Hansen
Digital Marketing Specialist at Luxor

Invited

Invite

dings Super admin view

Invite connections

Only invite connections you personally know to ensure a great experience for your network. [Learn more](#)

100/100 credits available · Credit refill: November 1, 2021

Search by name

☐ Schools Clear 3 0 selected Unselect all

- ☐ Hospital & Health Care
- ☐ Marketing & Advertising
- ☒ Transportation/Trucking/Railroad
- ☒ Information Technology & Services
- ☐ Logistics & Supply Chain

Clear

John C. Becker
President & CEO at Co., Inc

Invited

Rebecca News
President and CEO at American Transportation Institute

Invited

ADS,inc Ads
Chief Executive Of DriveAway Service

Invited

Noah Foulks
Director Of Recruiting at Bennett Family of Companies

Invited

Wanda Bankston
CEO at Bankstons One Touch Courier

Invited

Cole D. Isaacson
President at SOAR Transportation Group

Invited

DeAnn Thompson
Head of Culture/Recruiting Manager at NORTON TRANSPORT

Invited

Travis Wynes, CTP
Chief Executive Officer at Mobile Transportation Service

Invited

Courtney George
Director of Hiring Events

Invited

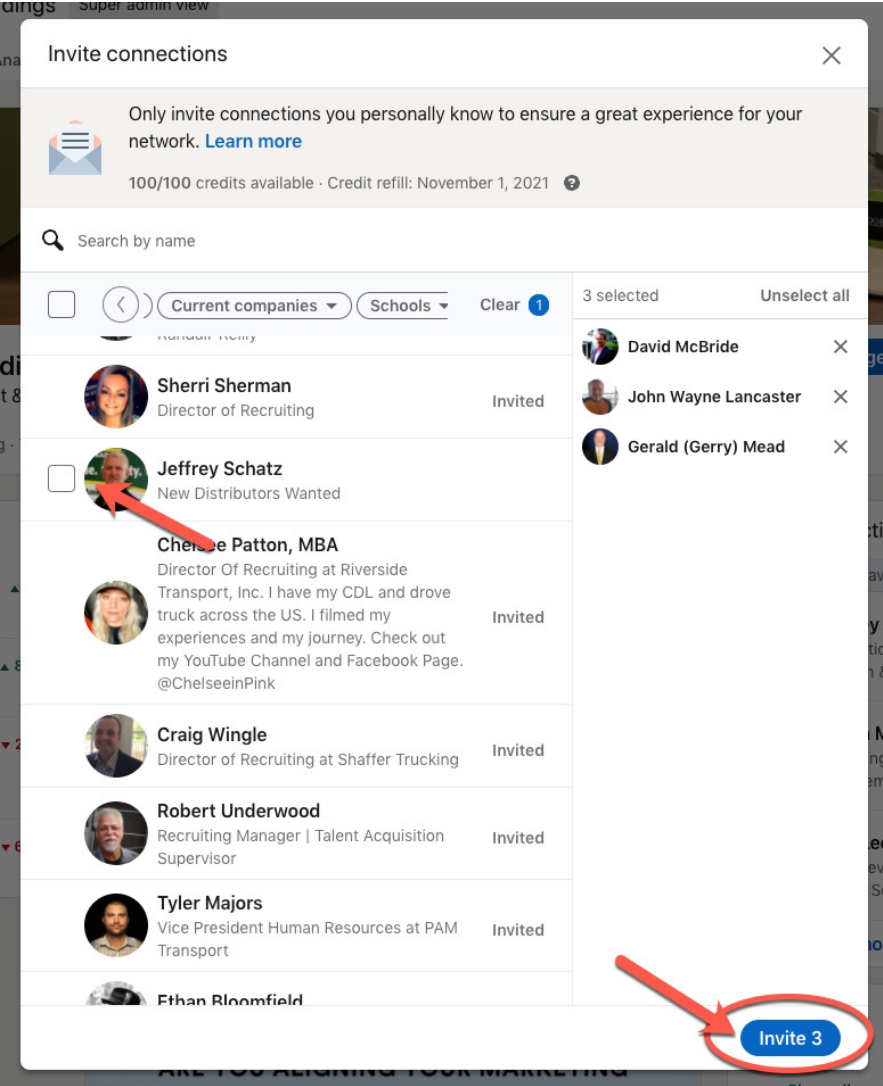
Rodney Franklin

Invited

Invite



Invite, it is that Easy and Free



Track Your Company Page Growth


Holdings Super admin view

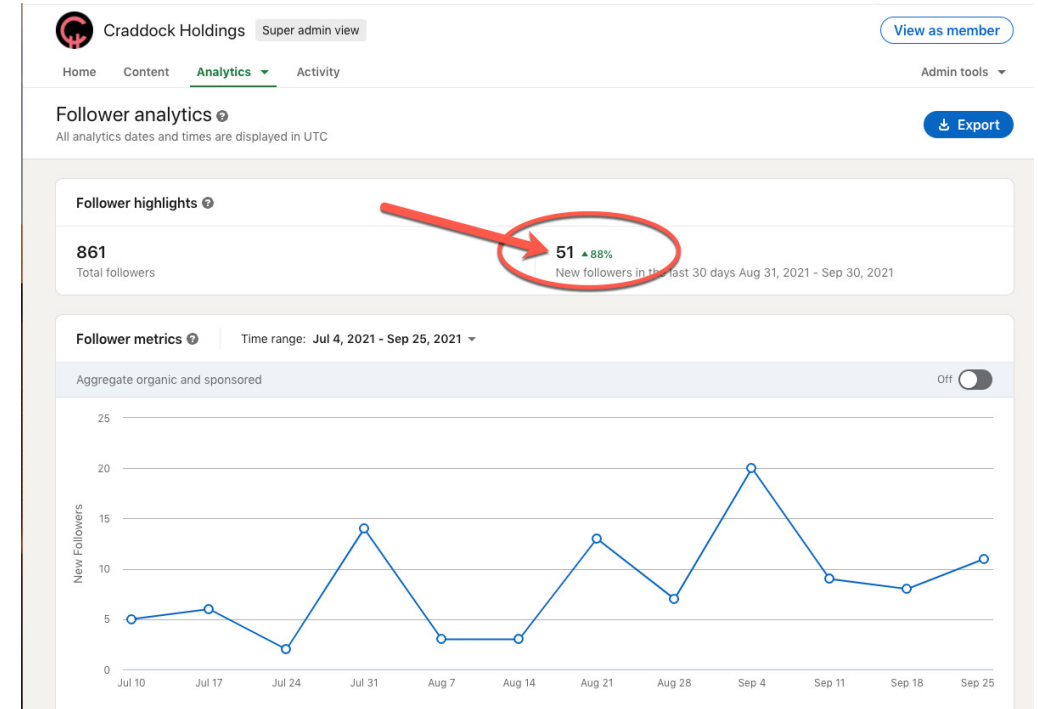
Ana

Invitations sent

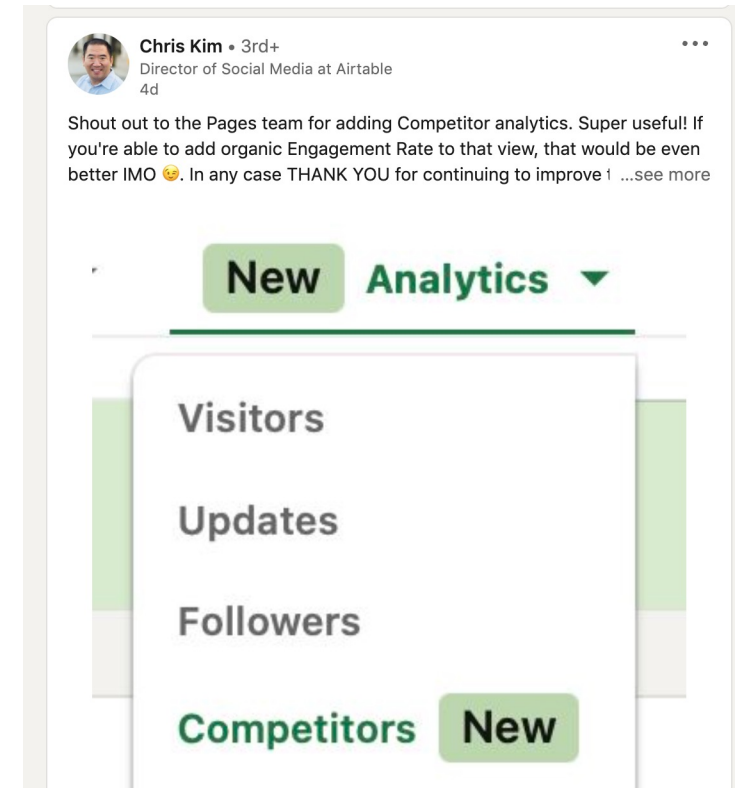
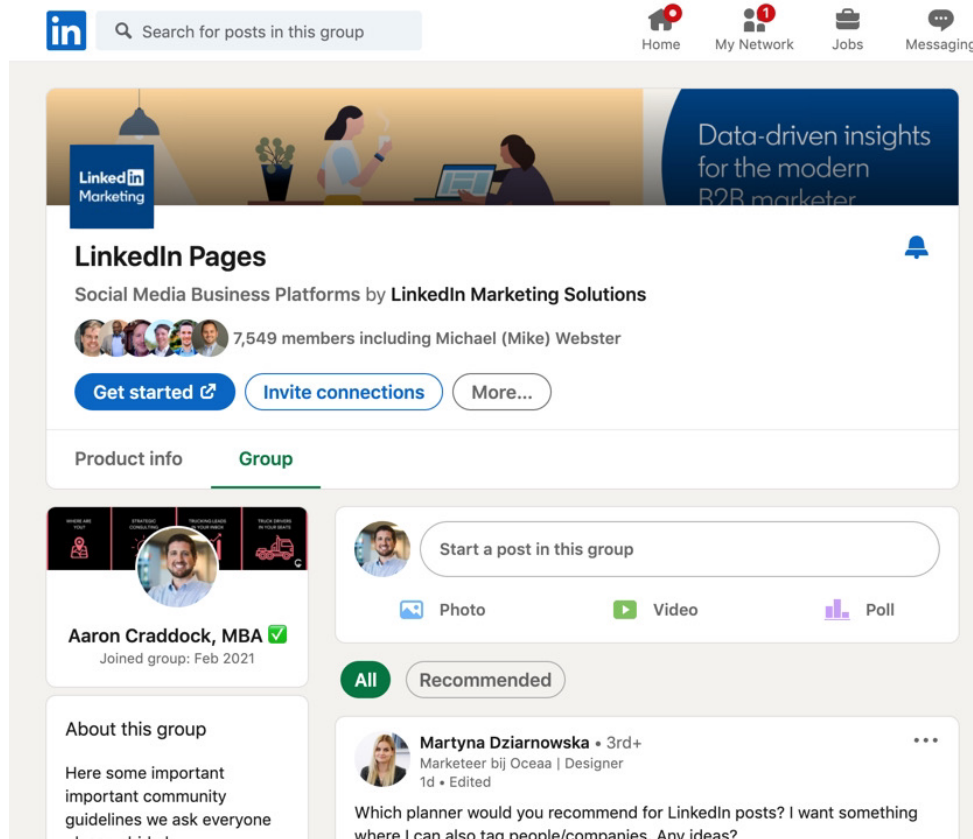
3 connections are invited to follow your Page

Next, increase invite acceptance rates by posting
Sharing a post is a great way to stand out and engage with new followers.

 **Craddock Holdings**
861 followers



More is Coming for LI Company Pages



Create a Performance Marketing / Lead Generation Plan Using Low Code / No Code

Lead Gen Experiments

What Vendors Can You Use?

- Struggling with Integrations?
- Landing Page Creation Tools
- Call Tracking Tools



Landing Page Creation

- InstaPage
- Unbounce
- Act-On

The landing page features a background image of a white semi-truck driving on a road. The Variant logo, a stylized 'V' with wings, is at the top center, with the text 'POWERED BY U.S. XPRESS' below it. A yellow button with the phone number '956-625-9404' is in the top right. The main headline reads 'PUTTING DRIVERS BACK IN THE DRIVER'S SEAT'. Below it, a sub-headline says 'Don't settle for less than the best. Drive with Variant and be treated like the professional you are.' At the bottom, two yellow banners state 'ONLY 6 MONTHS EXPERIENCE NEEDED' and '\$2,500 TRANSITION BONUS'. On the right, a form titled 'HAVE WHAT IT TAKES TO DRIVE OTR FOR VARIANT?' contains input fields for First Name, Last Name, Email, Phone Number, and Home Zip, followed by three dropdown menus for age, CDL-A status, and CDL-A driving experience.

Variant
POWERED BY U.S. XPRESS

956-625-9404

**PUTTING DRIVERS
BACK IN THE DRIVER'S
SEAT**

Don't settle for less than the best.
Drive with Variant and be treated like
the professional you are.

**ONLY 6 MONTHS EXPERIENCE
NEEDED**

\$2,500 TRANSITION BONUS

**HAVE WHAT IT TAKES TO
DRIVE OTR FOR
VARIANT?**

First Name

Last Name

Email *

Phone Number *

Home Zip *

Are you over 21? (Y/N) *
Please Select Answer ▼

Do you have a valid CDL-A? (Y/N) *
Please Select Answer ▼

CDL-A Driving Experience in the Past 3 Years? *
Please Select Answer ▼



Call Tracking

- WhatConverts
- CallRail
- CallSource
- CrazyCall
- Call Tracking Metrics

Activity

Reports

Tracking

Settings

Numbers

Variant Tracking

Create Number

Search...

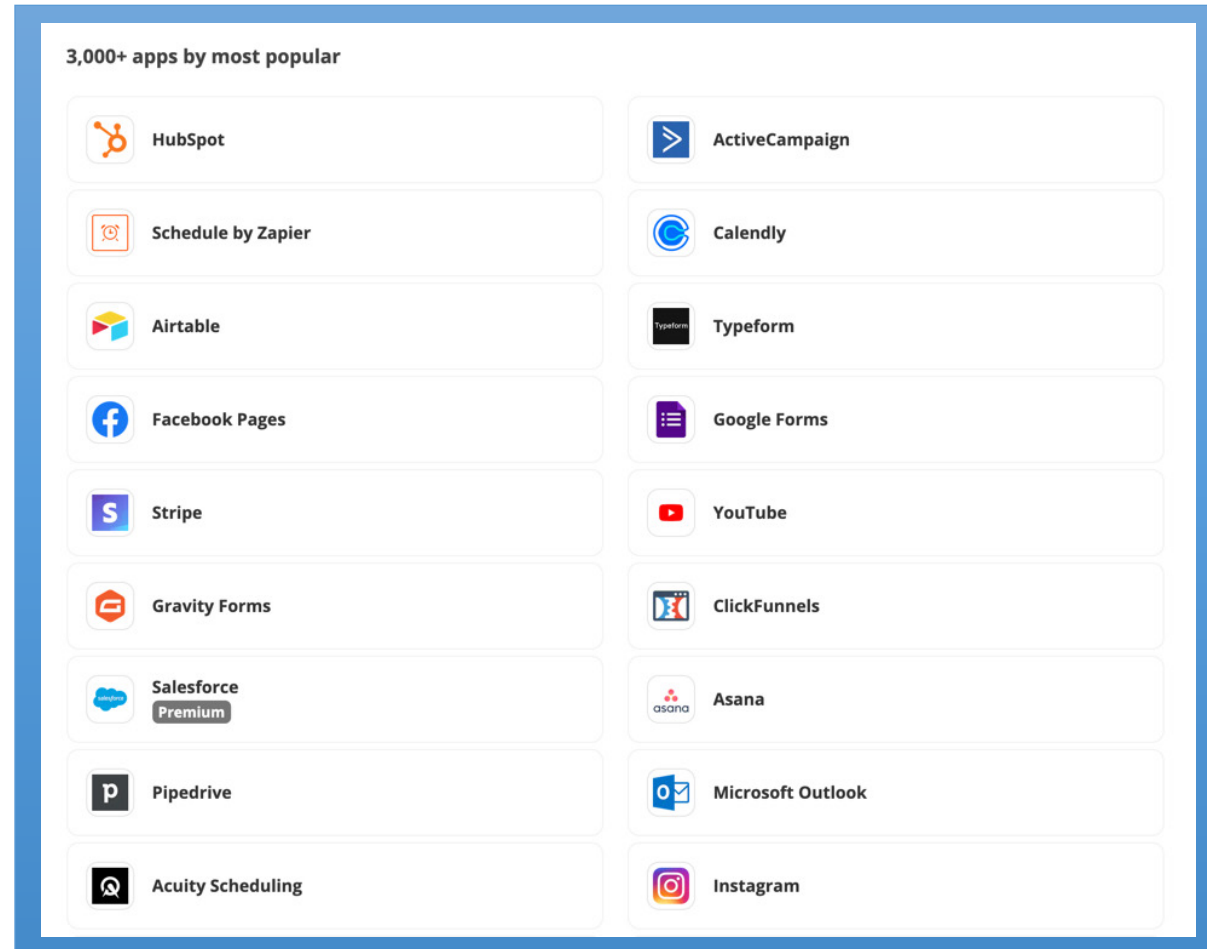
Number Name	Source	Tracking Number	Forward Calls To	Call Recording	Status
Best Trucking Companies - Google Ads	Google Ads	956-983-9291	956-382-7829	On	Active
Best Trucking Companies - Google Call Only Ads	Google Ads	956-983-9376	956-382-7829	On	Active
CDL Jobs - Google Ads	Google Ads	956-983-9351	956-382-7829	On	Active
CDL Jobs - Google Call Only Ads	Google Ads	956-983-9387	956-382-7829	On	Active
Company Driver Jobs - Google Ads	Google Ads	956-983-9358	956-382-7829	On	Active
Company Driver Jobs - Google Call Only Ads	Google Ads	956-983-9415	956-382-7829	On	Active
Facebook Call-Only Ads	Other	956-382-7091	956-382-7829	On	Active
OTR Jobs - Google Ads	Google Ads	956-983-9369	956-382-7829	On	Active
OTR Jobs - Google Call Only Ads	Google Ads	956-382-7876	956-382-7829	On	Active
Trucking Jobs - Google Ads	Google Ads	956-983-9350	956-382-7829	On	Active

22/Events



Integrations

- Zapier



Integrations

zapier

Search

DW

Create Zap

Dashboard

Zaps

My Apps

Zap History

Explore

Get Help

Pro (5,000 Tasks) Plan

Tasks1,106 / 5,000

ZapsUnlimited

Monthly usage resets in 3 weeks

Manage Plan

Apps

Search apps

Add connection

CallRail

1 Connection

2 Zaps

>

Facebook Lead Ads

1 Connection

3 Zaps

>

Google Sheets

1 Connection

13 Zaps

>

GoToWebinar

1 Connection

1 Zap

>

Twilio

1 Connection

1 Zap

>

Unbounce

2 Connections

15 Zaps

>

Get Help



Re-think and Innovate Quickly with the Right MINDSET

Think Like a Scientist

“When I say think like a scientist I mean... value humility over pride and curiosity over conviction. Don't let your ideas become your identity...

Company strategy is just a theory. When you talk to customers... great way to establish specific hypotheses. When you launch a product or service, that is just an experiment to test your hypothesis.”

~ Adam Grant



Mindset Chart (Thinking Deep vs. Shallow)

		Decision Outcome	
		POSITIVE	NEGATIVE
Decision Process	SHALLOW	Luck	Failure
	DEEP	Improvement	Experiment



How are
we Re-
Thinking?



TRUCKING
CLICKS

THIS IS THE
FUTURE



Q&A: What questions do you have?



Aaron Craddock
CEO and Founder
Craddock Holdings
LinkedIn: [AaronCraddock.com](https://www.linkedin.com/in/AaronCraddock.com)
Cell: (251)463-6795
Email: Aaron@CraddockHoldings.com

Clint Moody
Craddock Holdings
LinkedIn: <https://www.linkedin.com/in/clint-moody/>
Cell: (205) 499-4067
Email: ClintMoody@CraddockHoldings.com

Aaron Craddock
CEO | Founder
[AaronCraddock.com](https://www.linkedin.com/in/AaronCraddock.com)



Clint Moody
National Account Executive
<https://www.linkedin.com/in/clint-moody/>



Connect With Our Team?