



DRIVER LEADS
Driven by your success

CASE STUDY - BERRY & SMITH

INCREASING QUALITY LEADS FOR DRIVERS & OWNER-OPERATORS.

OVERVIEW

Berry & Smith is a family owned and operated transportation company with roots in Penticton, BC. They provide a wide range of trucking and busing services across North America, with a focus on the Pacific Northwest. They pride themselves on treating their drivers like more than a number, and strive to create a work environment that is respectful of everyone.

Initially the management of Berry & Smith was not entirely convinced that our approach would work for them, so they requested to go on a 3 month trial. During this time, we were able to provide them with substantial results and since completing their trial, they have continued to use our service because they see the value in hiring professionals with the right tools to help them stand out from their competition.

OBJECTIVE



Attract more
qualified leads



Hire Drivers &
Owner-Operators



Create brand
awareness

THE CHALLENGE

Berry & Smith is a growing company with a multitude of dedicated customers, but like many other transportation companies today, they are struggling to keep up with the national employment shortage. Business has not slowed down for them, but there is still an urgency to maintain the people who drive the business and this leaves everyone within the organization spread thin. They require both Drivers and Owner-Operators so, they needed solutions that would speak effectively to both audiences.

OUR SOLUTION

In today's competitive employment landscape, it is essential to nurture potential leads and approach them the same way you would with a customer to gain their attention and trust. Without this, companies lose a key part in attracting the right candidates because this is what makes them stand out from the hundreds of other jobs vying for their attention.

When creating a marketing strategy, it's important for us to understand our client's needs and what makes them unique from their competitors. In Berry & Smith's case, they pride themselves on family values and being an open-door company who treat their drivers with respect. These key values serve as a point of attraction and is used in creating brand awareness and trust.

With years of experience in the transportation industry, we understand the needs of Drivers and Owner-Operators. We recognize that they are similar, but not the same, and marketing to each position requires a different approach. Marketing is only effective if your target audience can connect with it, so we ensure that they feel seen.

Our personalized marketing strategy for Berry & Smith consists of:



RESULTS

In just under 3 months, we were able to build them a greater online presence and provide them with regular qualified leads.

44

Average Owner-Operator applicants a month.

70%

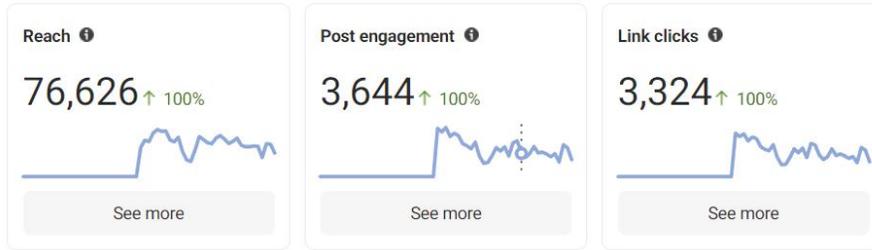
Increase in driver applicants a month.

88%

of those applicants are qualified leads.

OTR Driver Leads boosted their social media engagement significantly within a month; reaching their intended audience and creating brand awareness.

Ads summary



We increased their social media presence considerably since working with them, building trust and increasing leads.



Their recruiting landing page is their top ranked page, performing double their home page. The result is an increase in converting warm leads.

1	/Truck-Driver-Owner-Operator-1-Minute-Application/	2,392	40.34%
2	home page	1,360	22.94%
3	/Employee_PreWork_Health_Check.html	879	14.83%
4	/Truck-Driver-Owner-Operator-1-Minute-Application	876	14.77%
5	/contact.html	55	0.93%
6	/bus_division/school_buses.html	54	0.91%
7	/bsformmail.php	47	0.79%

WANT TO SEE RESULTS WITH YOUR RECRUITING?

Contact us to discover how we can help your company meet your recruiting goals.

Start bringing in qualified leads today!