



DRIVER LEADS
Driven by your success

CASE STUDY - BIAGI BROS.

INCREASE QUALITY LEADS FOR DRIVERS & SUPPORT STAFF
AND CREATE BRAND AWARENESS THROUGH SOCIAL MEDIA.

COMPANY OVERVIEW

Biagi Bros. is a full-service 3PL company in California with several locations across the United States. They have been growing since 1978 and are a leading beverage, warehousing, and transportation company in America.

Since creating a new website over 16 years ago, we have been their trusted digital one-stop-shop. They reached out to OTR to help them increase their driver application leads through marketing. In just under 3 months, we were able to give them a greater online presence and quickly fulfill many of their job openings with a steady stream of qualified leads.

OBJECTIVE



Attract more
qualified leads



Increase the
number of hires



Create Brand
awareness



Gain more control of
the hiring process

THE CHALLENGE

When the world seemed to pause from the pandemic, the transportation industry was still trucking along, hauling goods across the country. Although there was no slowing down for Biagi, they still needed to navigate one of America's largest employment shortages of all time.

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 their company stand out from the hundreds of other companies vying for their attention.

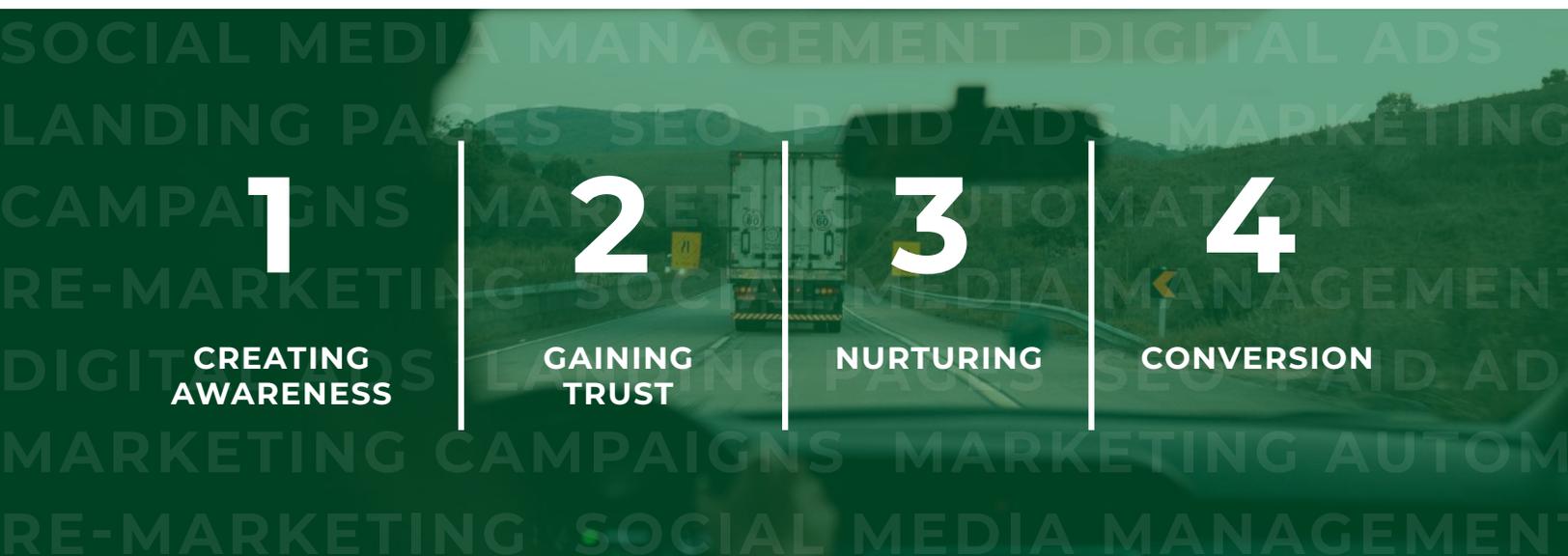
This was the case of Biagi. They are an excellent company to work for with many key values, but they didn't yet have a marketing strategy to get in front of their intended audience and highlight why they are so great. They simply weren't getting seen.

OUR SOLUTION

With over 28 years managing a trucking company and 23 years in digital marketing, we understand the transportation industry and how to engage our audience. **We took the time to understand the needs of Biagi Bros. and identified what makes them unique from their competition.** Amongst many other things, they pride themselves on family values and being a relationship driven company, so we utilized these key values to serve as a point of attraction and create brand awareness and trust.

They are regularly hiring for a variety of positions and we understand that each job requires a different approach. Every campaign and strategy is tailored to the needs of that particular audience so we can effectively connect with them and convert them into a qualified hire.

Our personalized marketing strategy for Biagi Bros. consisted of:



RESULTS

354%

increase in social media reach,
creating great brand awareness.

130

average applicants a
month.

92%

of those applicants are
qualified leads.

OTR Driver Leads helped boost Biagi Bros. social media engagement, improving their reach and creating brand awareness.

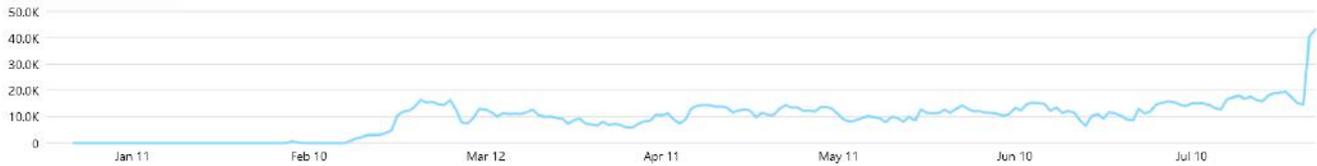
Ad trends

Paid reach

865,758 ↑ 100%

Paid impressions

2,167,037 ↑ 100%

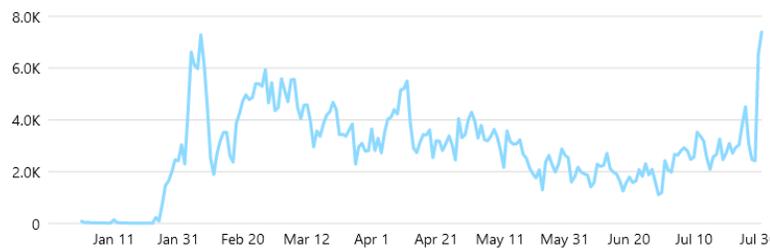


We increased their social media presence exponentially since working with them; building trust and increasing leads.

Reach

Facebook Page reach

242,013 ↑ 354.1%



Our custom video posts were the most engaging, increasing their reach considerably.

Median post reach per media type

For posts created in the last 90 days

Videos

4.2K

Images

616

Links

561

Text

558

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!

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