



2020

THE FUTURE IS **NOW**

LinkedIn: Driving Transportation & Logistics Innovation in the Digital Age



RACHEL STEINBERG

SALES MANAGER, LINKEDIN

What we'll talk about today

- Industry landscape today, defined by disruptive technologies that are transforming both consumer and business norms.
- Importance of adapting by embracing digital – meeting your customers where they are
- Guidance on how and where to begin:
 - Finding and engaging hard-to-reach audiences
 - Engage them based on current needs and priorities
 - Measure ROI and use that data to protect against new disruptive competitors entering the industry.



Industry Landscape

Revenue potential and demand

Total Global Logistics market
forecasted to be more than
12 trillion in 2023*

The landscape will continue
to become **more complex**
with incumbents and start-ups
competing for share of voice.



*www.freightwaves.com/news/how-big-is-the-logistics-industry

Source: Shifting Patterns-PWC 2016 (May replace with updated purchased research)

About the Logistics and Supply Chain Industry Landscape



83.7%+

Transportation industry is dominated by trucking



75%+

Freight revenue projected to increase by 2026 (\$1.52T)



50%

Transportation and Logistics companies lack digital training and culture



46%

Private carriage, large retailers have a significant market share

Are you in position to capitalize on this tremendous revenue opportunity?



Challenge 1

Crowded marketplace
with emerging competitors

- New competitors emerging
- Former customers are competition
- Established player needs to reinvent themselves



Challenge 2

Decision Makers can be
hard to find & engage

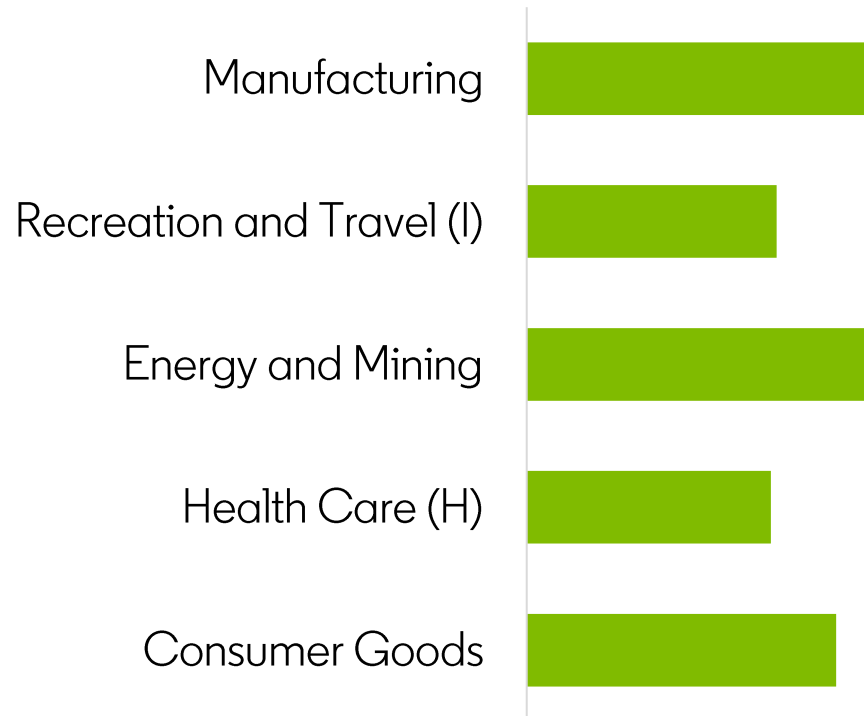
- Buyers are tough to find in a fragmented market
- Creating brand awareness and value among established brands
- Alliances and partnerships are needed



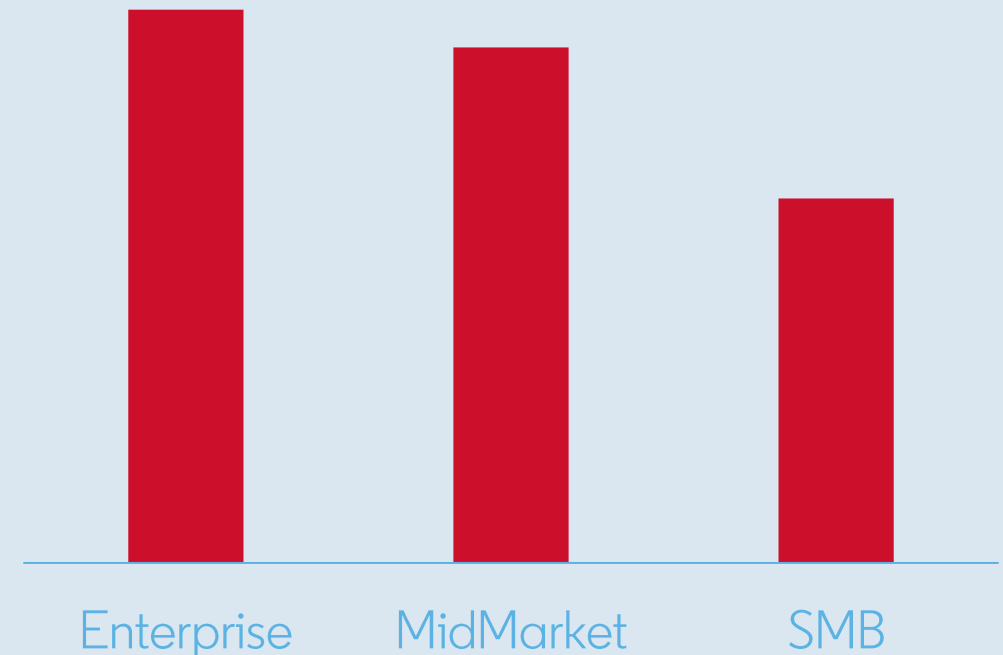
The place for Transportation & Logistics on LinkedIn

34% of LinkedIn uses shipping services multiple times a week

Top Industries that are using Shipping Services multiple times a week



Company sizes that are using Shipping Services multiple times a week



They are engaging with the topic of Transportation, Shipping and Logistics



Seniority of Director
+ indexes **3.6X higher**



Members in Functions
such as Purchasing
index **7.6X higher**



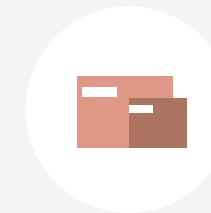
Have skills such
as 'Supply Chain
Consulting' or
'Operations'



50%+ Work at
companies **1000+**
size



MBA's index
2.5X higher



Majority work in
'Logistics and Supply
Chain' and 'Maritime'
Industries

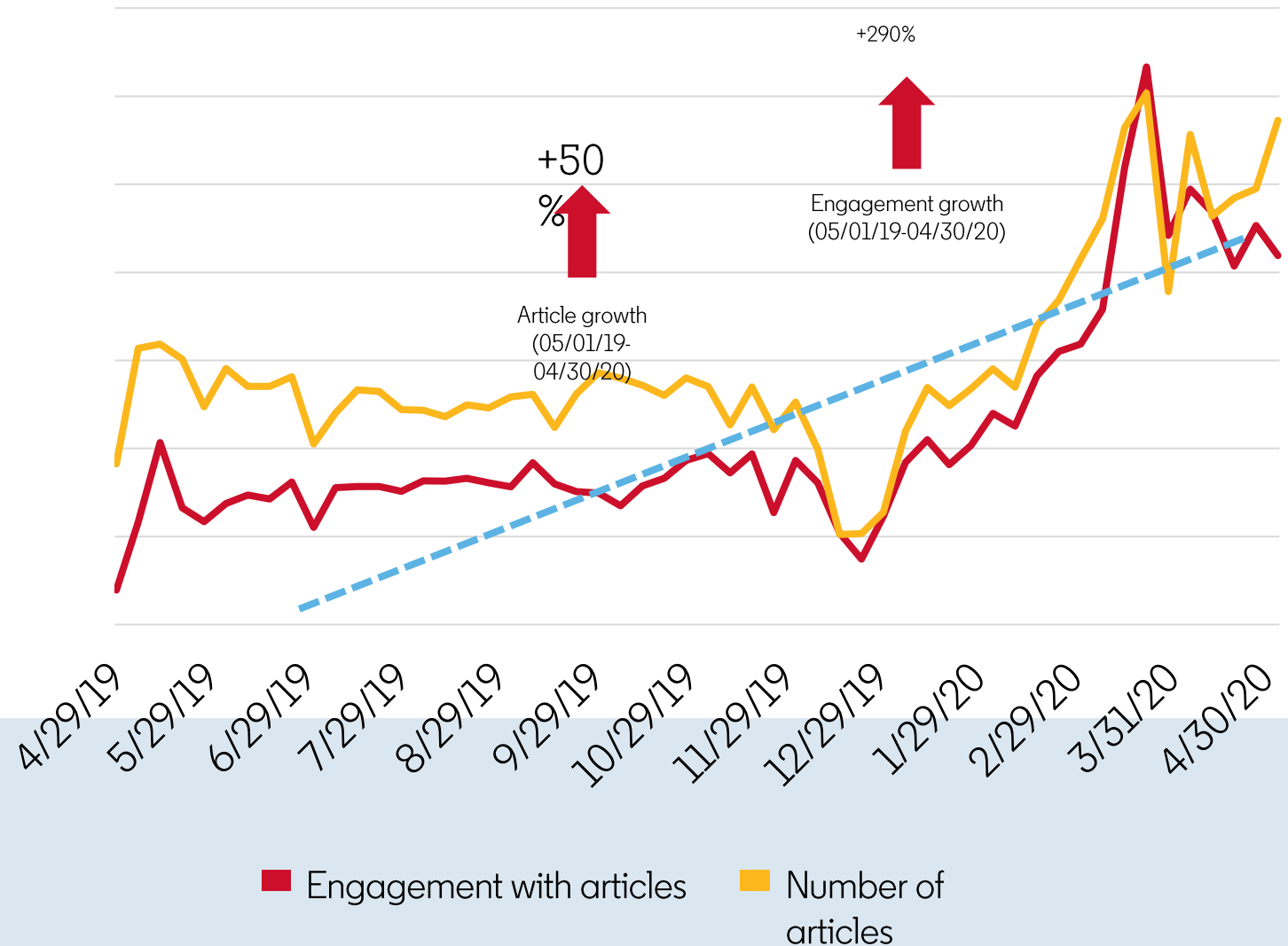
Members engaging with TSL topics were also interested in 'Sales and Retail' and 'Freight'

Topics driving more engagement with members engaging with Transportation and Logistics topics

- Ships and Shipping
- Sales and Retails
- Technology
- Vessels
- Purchasing
- Freight
- Freight Forwarding
- Balance
- Politics and Law
- Retail Supply Chain
- Maritime
- Tanker
- Online Shopping
- Manufacturing and Supply Chain
- Manufacturing
- Global Trade
- Shopping
- Marine Industry
- Society and Culture
- Business and Management

Engagement with key topics is increasing

We have seen a steady incline in the number of articles and engagement to Supply Chain. We saw a peak in late March 2020



Common Supply Chain and Logistics Decision Makers on LinkedIn



Logisticians
4,000,000+



Small Business
Owners
6,300,000



Professional
Services industry Decision
Makers 5,200,000



Fortune 500
Company
Managers +7,300,000



Marketing Manager,
+4,400,000

Audience breakdown

Logisticians
4,000,000+

Titles: Logistics, operations,
and supply chain focus

Example titles:
Director of logistics, logistics
supervisor, senior logistics
manager, logistics supply chain
specialist

Skills: Logistics focus

Example Skills:
Distribution logistics, logistics
management, logistics
consulting, global logistics,
shipping

Small Business Owners
6,300,000

Titles: owner related title focus

Example titles:
Owner, managing owner, co-
owner, small business manager,
small business owner

Company Size: 1 - 200

Example sizes:
myself, 2 – 10, 11 – 50, 51 - 200

Professional Services industry
Decision Makers 5,200,000

Industry: all service industries

Example industries:
legal, staffing, finance, private
equity & investments, packaging,
printing, CPG, production, freight
delivery, business supplies and
equipment

Seniority: Manager +

Example seniority:
Manager, director, VP, CXO,
owner, partner

Fortune 500 Company
Managers +7,300,000

Matched audience: Fortune
500 companies

Seniority: Manager +

Example seniority:
Manager, director, VP, CXO,
owner, partner

Supply Chain and Logistics Decision Maker activities



2020

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Logisticians

2x
more shares than the
average LinkedIn user

1.6x
more stay up to date on
industry discussions



Small Business Owners

2.1x
more active on LinkedIn

1.6x
more visits every month



Professional Services industry Decision Makers

2.5x
more shares on LinkedIn

2.2x
more active on LinkedIn

2.1x
more connections



Fortune 500 Company Managers

1.3x
more visits per month

1.2x
more in Groups

They are using LinkedIn to inform business purchases



45%

of TLD pros use
LinkedIn to inform their
business purchases.

US



40%

TLD use LinkedIn to inform
their business purchases.

Global



Creating an
engaging digital
marketing strategy

Professionals come to LinkedIn for reliable information and to make professional connections



News
from
Publishers



Insights



Learning



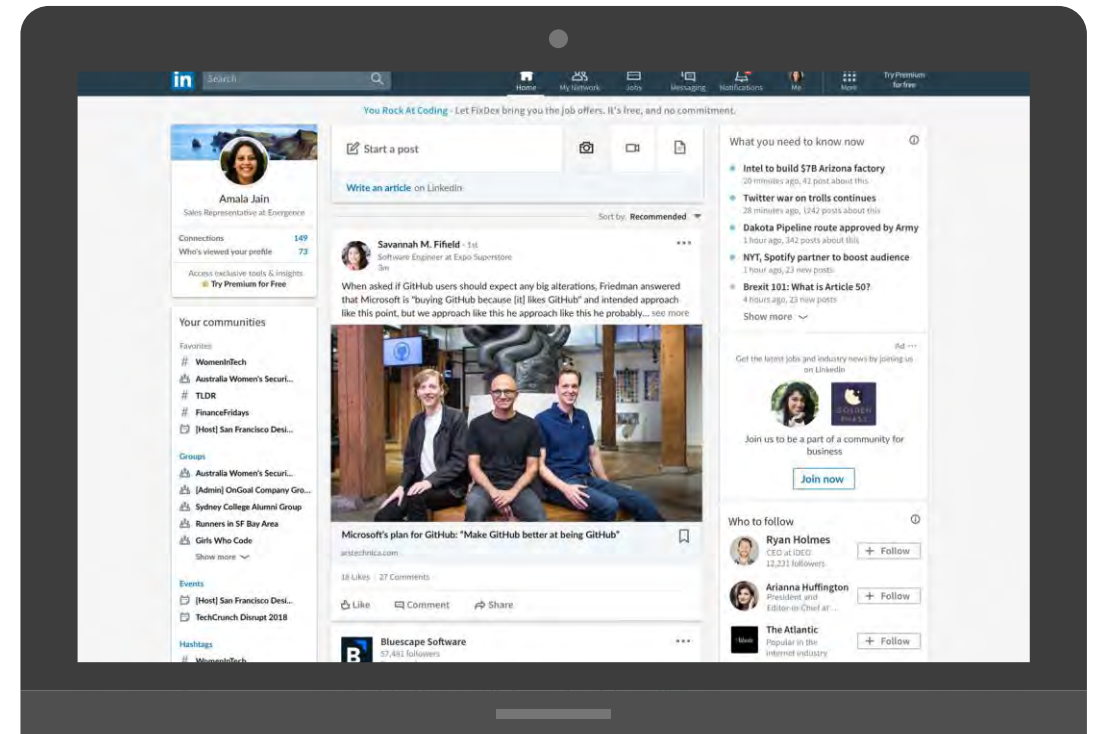
Advice from
influencers



Recommendations



Peer insight



An intent mindset
= greater ad receptiveness

1.7x

Audiences seeking to
learn
and looking for advice
are
1.7X more likely to be
receptive to advertising



Advertising on the platform also has a halo effect



66%

of TLD pros rank say that
brands advertised on
LinkedIn are reputable
to highly reputable.

US

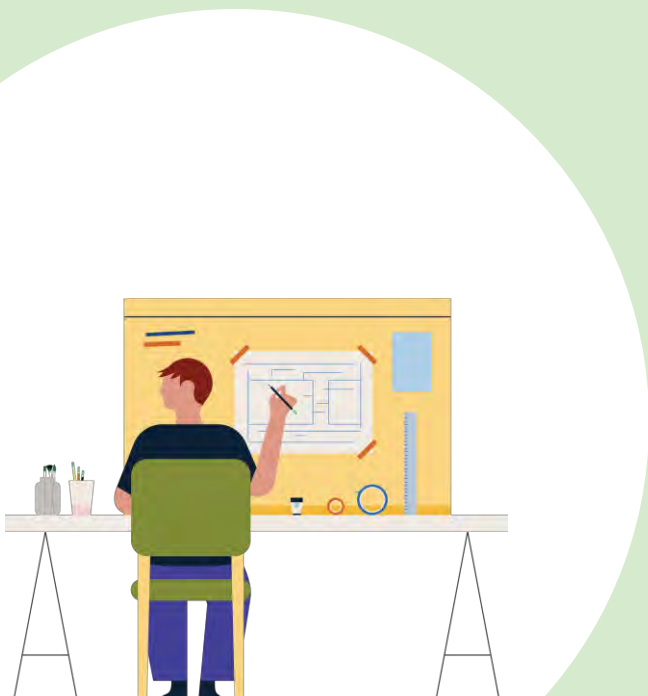


40%

of TLD pros rank say that
brands advertised on
LinkedIn are reputable
to highly reputable.

Global

Successful B2B marketers have a comprehensive and cohesive strategy



Prioritize the audience's informational needs over our sales/promotional message



Prioritize delivering the right content to the right audience(s) at optimal times



Craft content based on specific points/stages of the buyer's journey



Use storytelling in our content



Partner with others on content marketing initiatives to tap into their audience(s) to expand our reach



Incorporate interactive features into our content



Opportunity to focus on what's important to customers and prospects when it comes to shipping services



Cost of Services (52%).

Reliability/Timeliness of the Company (52%).

They were the 2 most important factors that stood out.

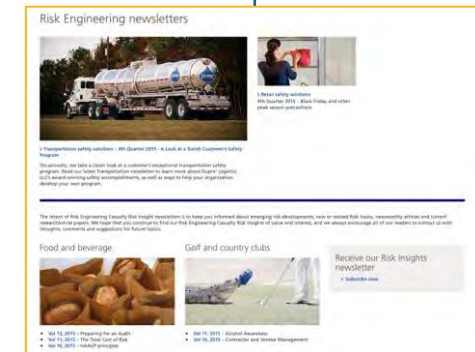
Takeaway: focus your content strategy on your key value propositions related to cost and reliability



25% of the respondents were unsure. It might be a good opportunity for our clients to hone in on informing/becoming thought leaders to educate customers and help inform their content strategy.

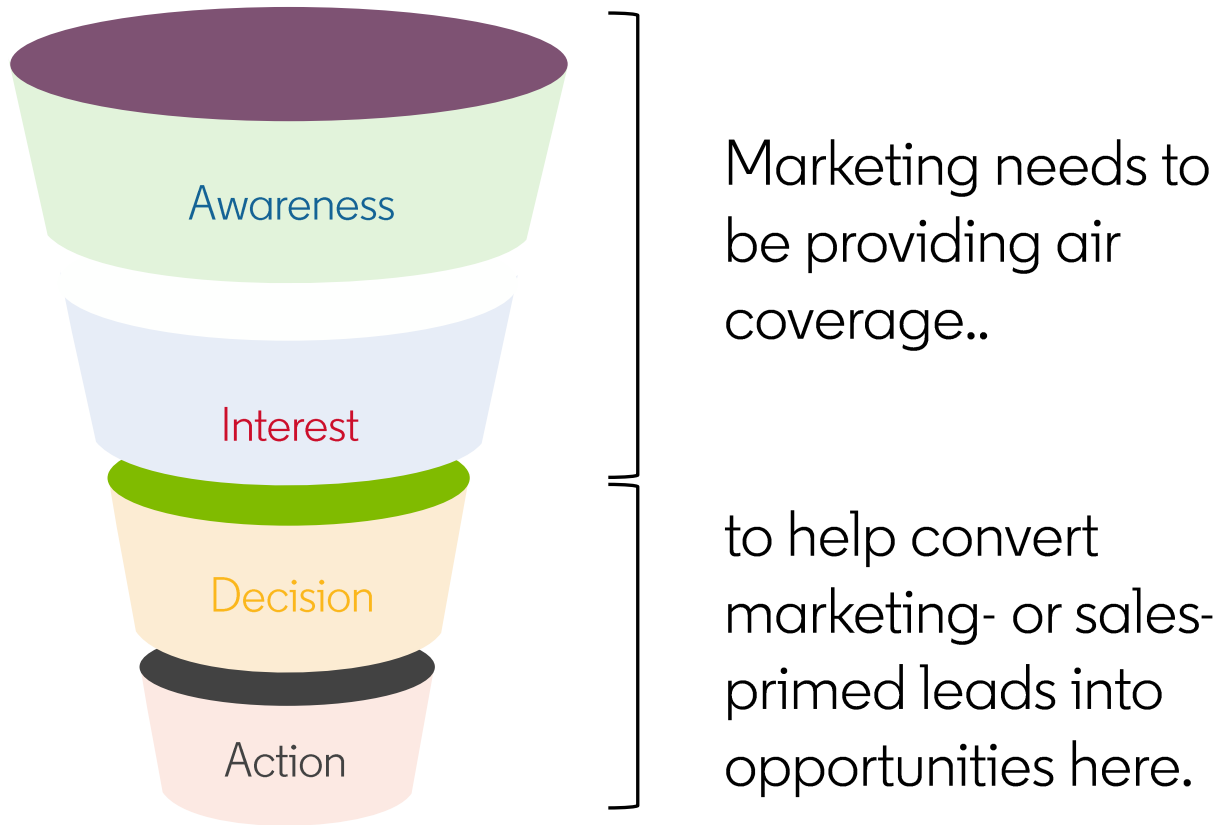
Takeaway: there is an untapped opportunity to position and land your company's unique proposition

The journey that customers take is not linear, so you want the content to create a “halo effect”



Always on content

Providing in market and out of market brand marketing



Understand the content that works throughout the buyer's journey

✓ A diverse mix of formats at the top/mid funnel

- Podcasts
- Ebooks
- Videos
- Whitepapers

✓ Case Studies for the bottom of the funnel

In which stage of the buyer's journey is each content type most effective when used for demand generation purposes?

	Early stage (Awareness/Interest)	Middle stage (Consideration/Intent)	Late stage (Evaluation/Purchase)
Blog posts/articles	73%	21%	6%
Case studies	18%	42%	40%
Ebooks	56%	39%	6%
In-person events	35%	33%	32%
Interactive content	46%	46%	8%
Podcasts	57%	35%	7%
Videos	54%	40%	6%
Webinars	36%	47%	17%
White papers	34%	53%	14%
Other types of content	36%	37%	27%

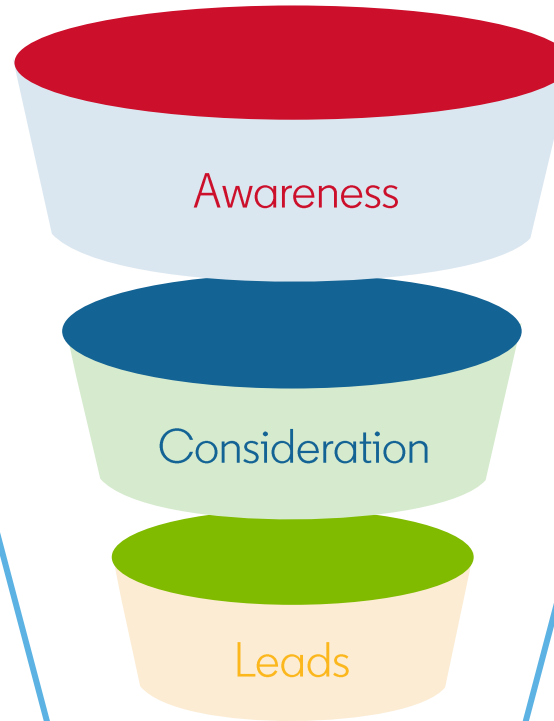
Increase Market Share and awareness within Supply Chain & Logistics for a Comprehensive Marketing Strategy

Audience Mindset

I'm a decision maker, but I'm not seriously considering a shipping and freight option right now, I'm just watching the space for now.

I want to utilize transport service options, but unsure what to look for in a service
I'm looking to choose a shipping/freight solution, but I need to understand why I should trust you?

I've decided to purchase. Demonstrate to me how you are going to answer my business objectives and deliver on a business partnership



Content Examples

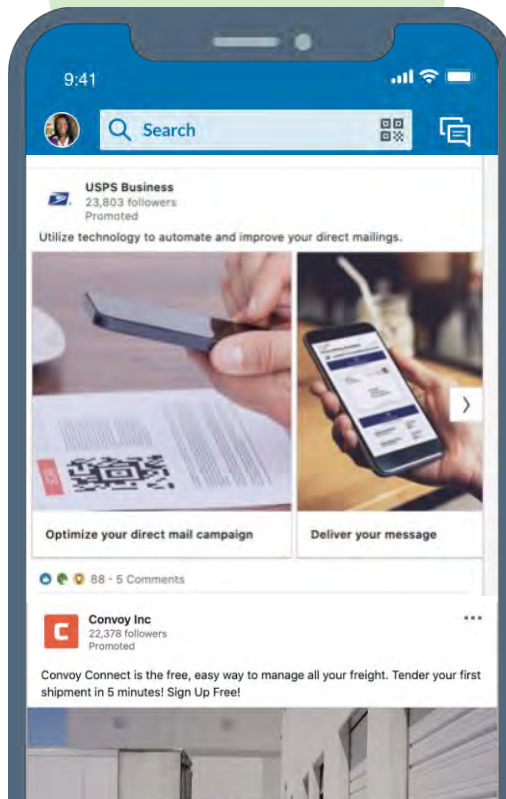
[Blog post] "What to look for in shipping and freight services"
[Infographic] "10 tips for selecting a logistics and supply solution."

[Blog post] "What to look for in shipping and logistic services"
[Video] "See how to move your business forward"
[Video] "Freight"

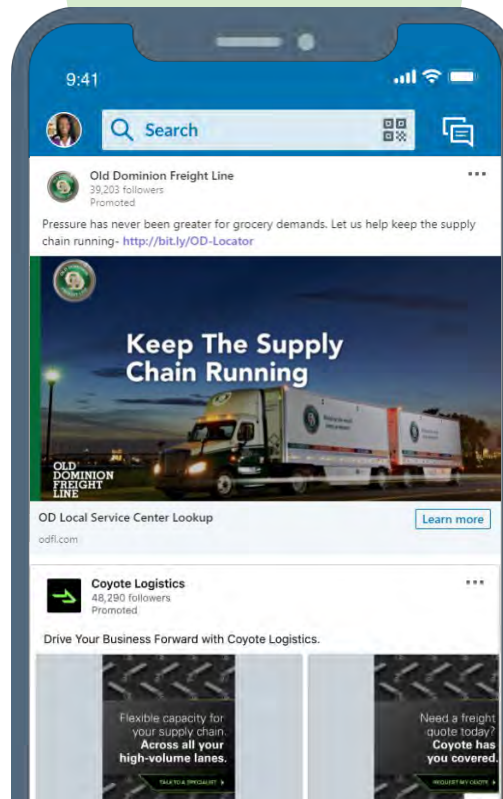
Testimonials / Case Studies
Quote / Price Request
Sign-Up

Best in class creative examples - Shipping and Freight

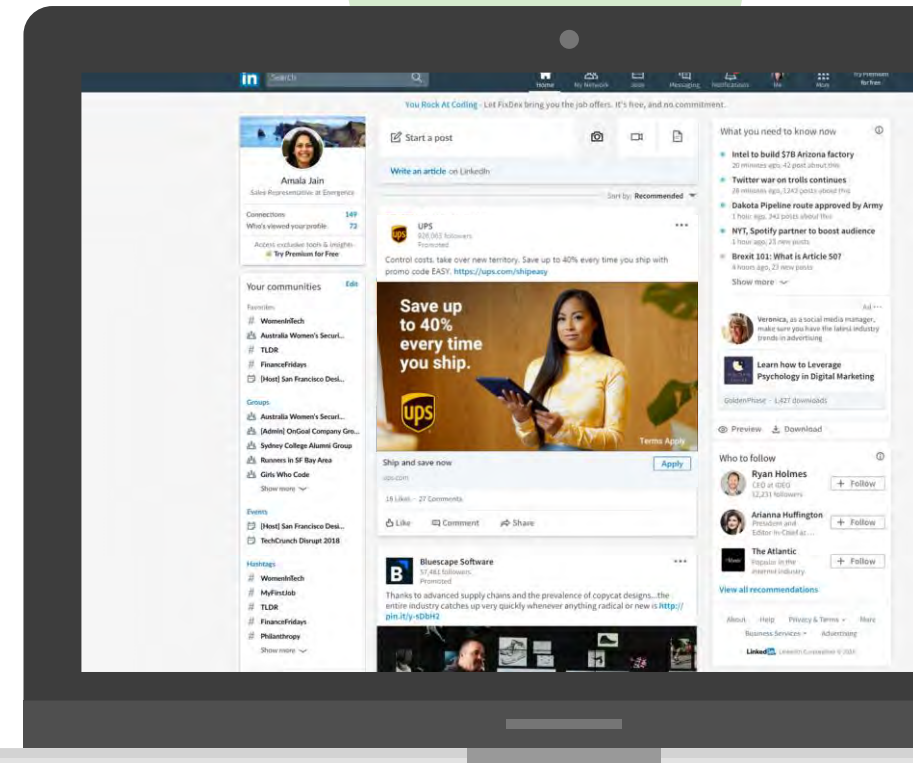
Upper funnel



Middle funnel

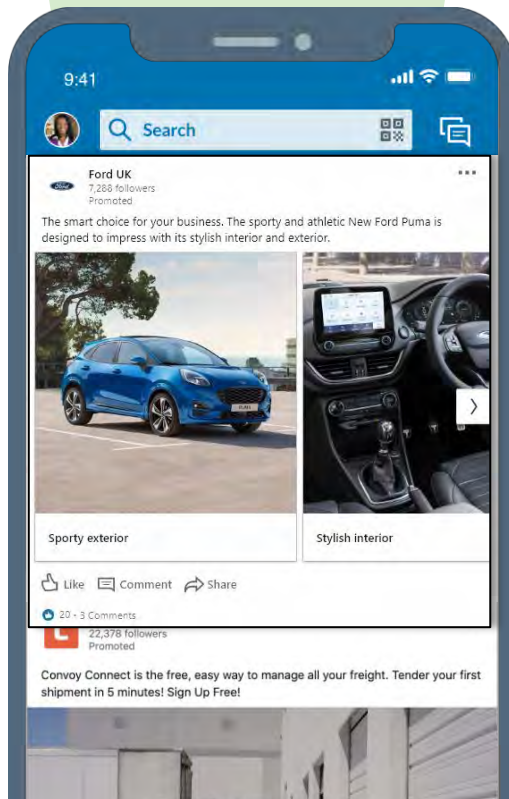


Bottom funnel

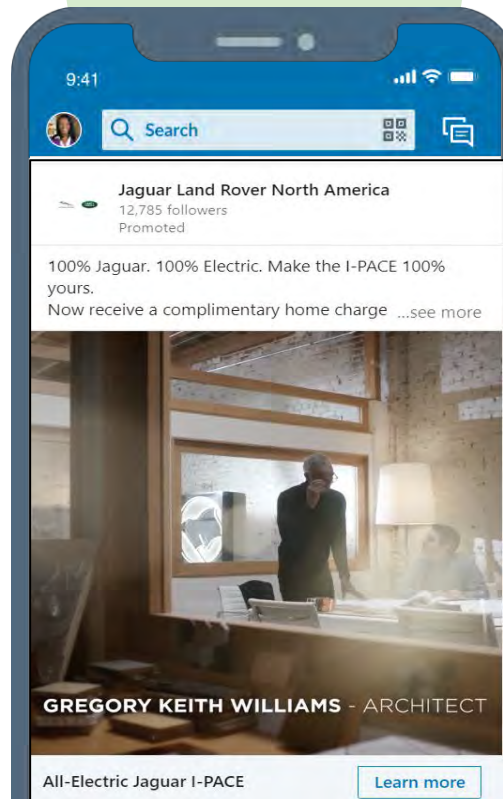


Industry Leadership: Automotive

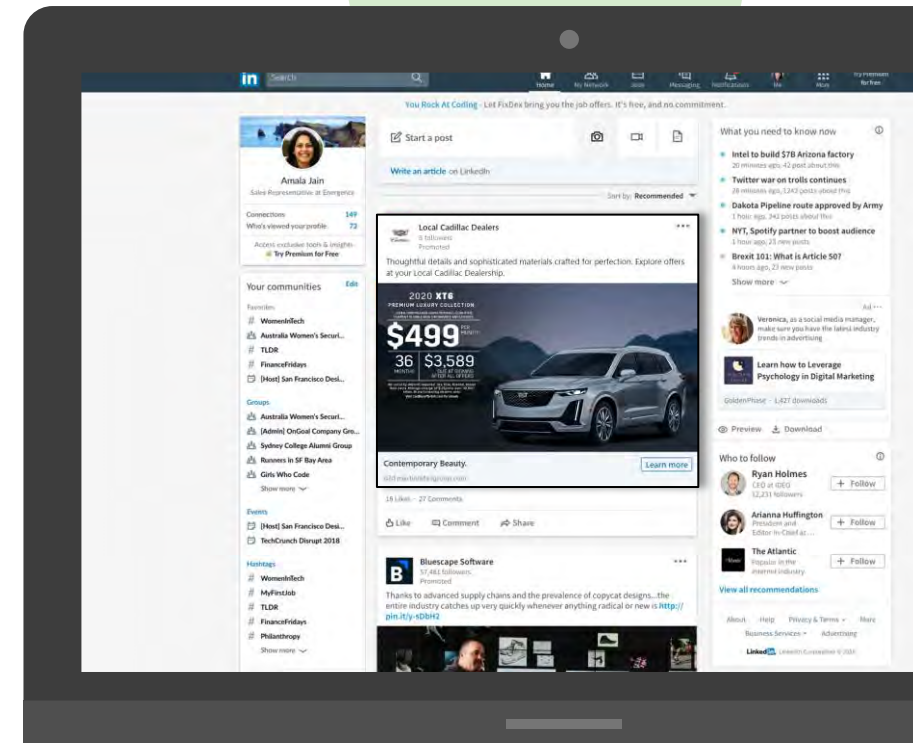
Upper funnel:
Tier 1



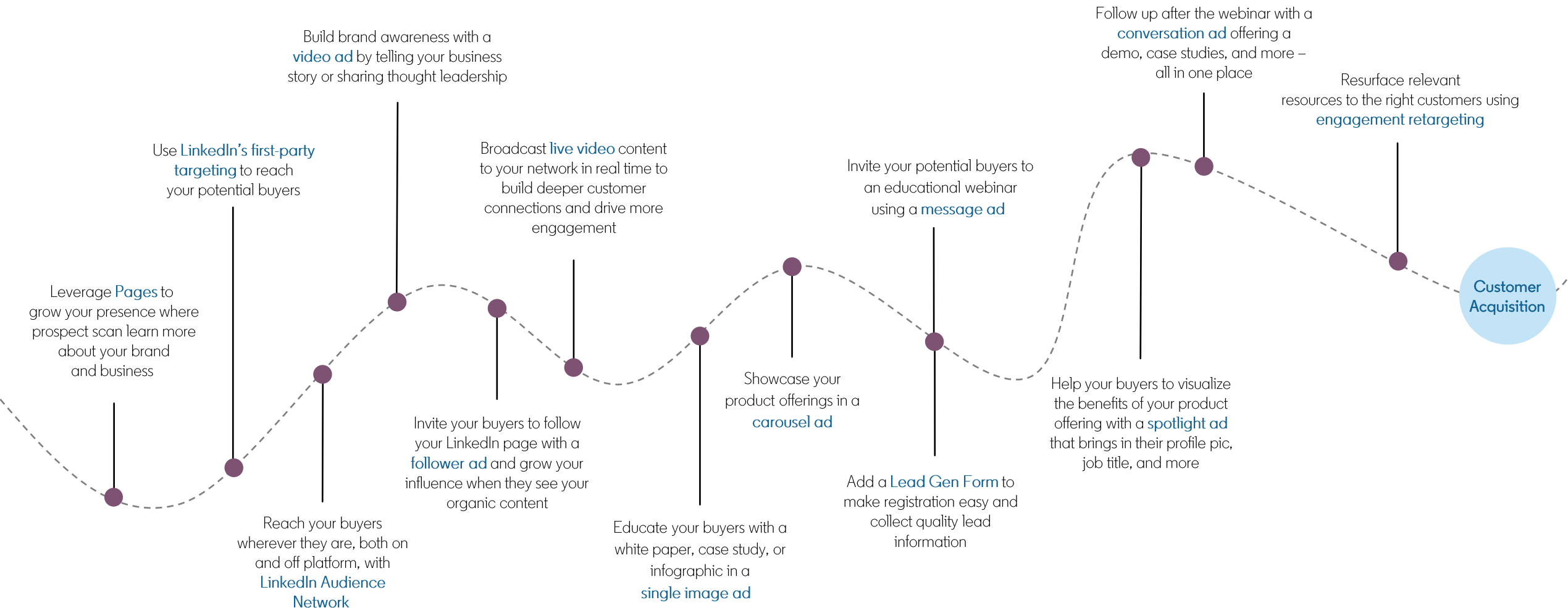
Middle funnel:
Tier 2



Bottom funnel:
Tier 3



Leveraging LinkedIn products for brand through demand



How LinkedIn
can help you
gain market
share and
build
your business



- Establish **trust** in a crowded marketplace
- Identify **potential customers** with **the correct mindset** at scale
- **Connect** with **elusive Supply Chain and Logistics professionals** at scale
- Provide a **forum for customers** to **understand your value, identity, and competitive advantage**
- **Manage** customer **relationships** and prospects **at every level of the buying funnel**



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