



2020

THE FUTURE IS **NOW**

# Marketing Logistics Services: Research with Logistics Buyers On How to Get and Keep Their Attention

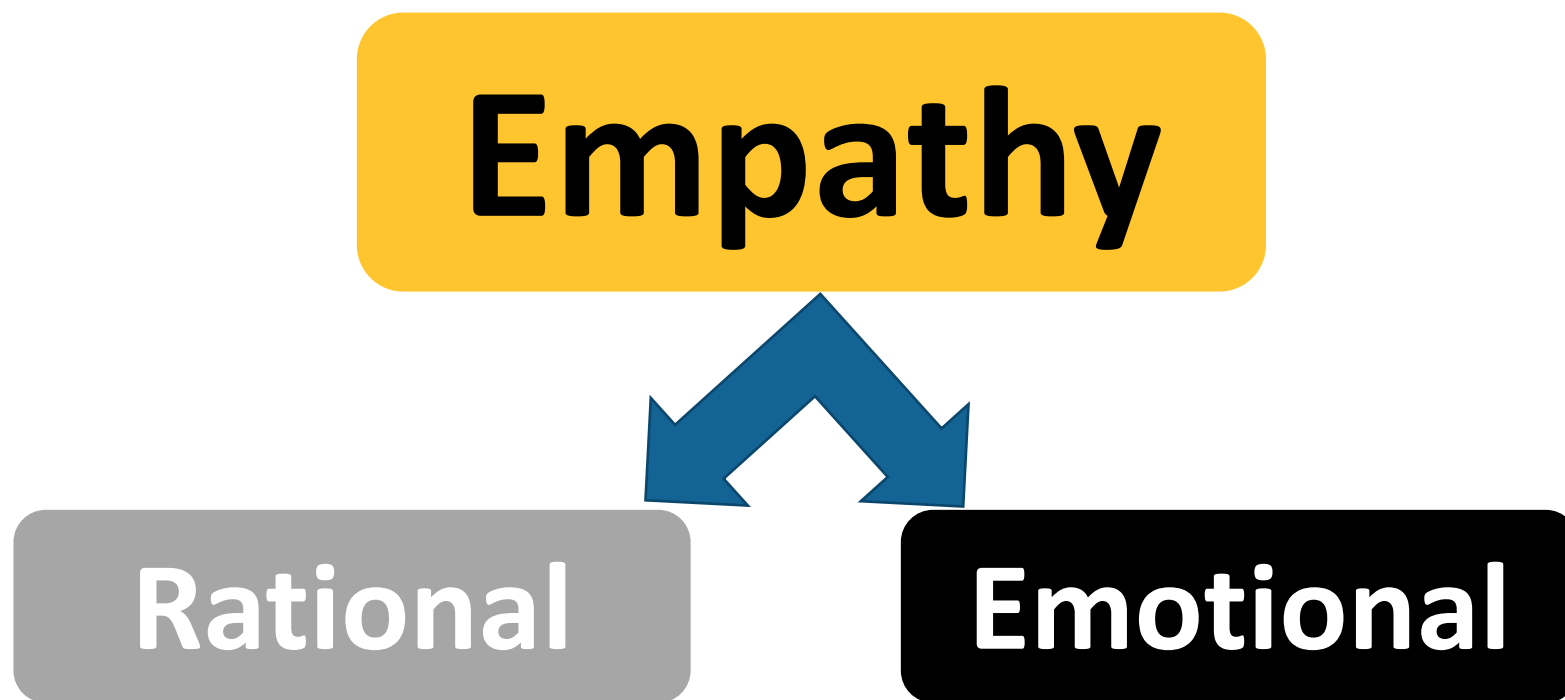


**JIM BIERFELDT**

PRESIDENT  
LOGISTICS MARKETING ADVISORS

# MARKETING LOGISTICS SERVICES

Results of 2020 survey on how to get, and keep,  
the attention of buyers of logistics products & services






**WORKING HANDS  
AREN'T ALWAYS AT WORK.**



205

  
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Vehicle Type	<input type="text" value="Select Vehicle Type"/>
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If you use an iPhone, you'll need to set up trust for the Amazon Flex app: 1. Go to Settings > General > Device Management (also called Profiles & Device Management); 2. Tap Amazon.com, Inc. > Trust Amazon.com, Inc. 3. When prompted, tap Trust. 4. Launch the Amazon Flex app.







**Let's talk**

# Accelerate your omni-channel transformation.

Aramex's fulfillment and last-mile delivery solutions across the Middle East let retailers focus on growth, while we take care of everything after the click.

People choose based on  
feelings, then backfill with logic



# MARKETING LOGISTICS SERVICES

Results of 2020 survey on how to get, and keep,  
the attention of buyers of logistics products & services

# Buyers are Overcommunicated





# Buyers are Overcommunicated

“I get 30-50 solicitations a week.”

“I receive a dozens pitches a day –  
all saying the same thing.”

“I receive 10+ emails a day from suppliers and  
most are just generic sales pitches.”



What is the logistics buyer's  
biggest frustration with marketing  
and salespeople?



# Generic Pitches



*“ When someone uses a phone call or email to start selling, I shut down. They’re showing me they’ve done no homework and know nothing about me.”*

*“ I get 30-50 solicitations a week. For those who show me they’ve done some homework, I may give them some time.”*

*“ It’s not hard to learn, in a couple of minutes online, that we ship very large, sensitive equipment from our Florida plant. If you’ve done similar flatbed work in this lane, I might talk to you.”*



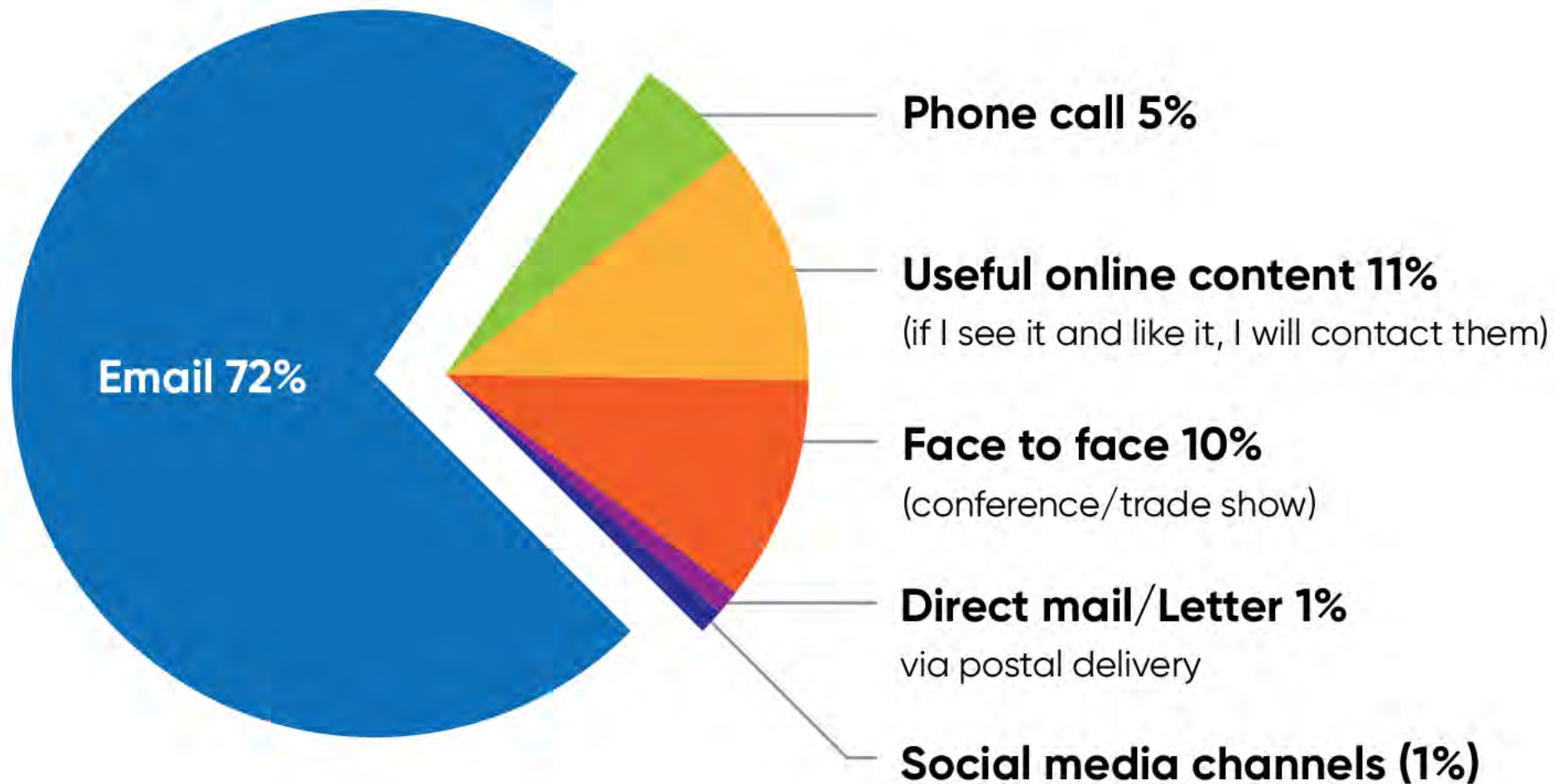




How do logistics buyers prefer to be contacted?



# Preferred Contact Methods

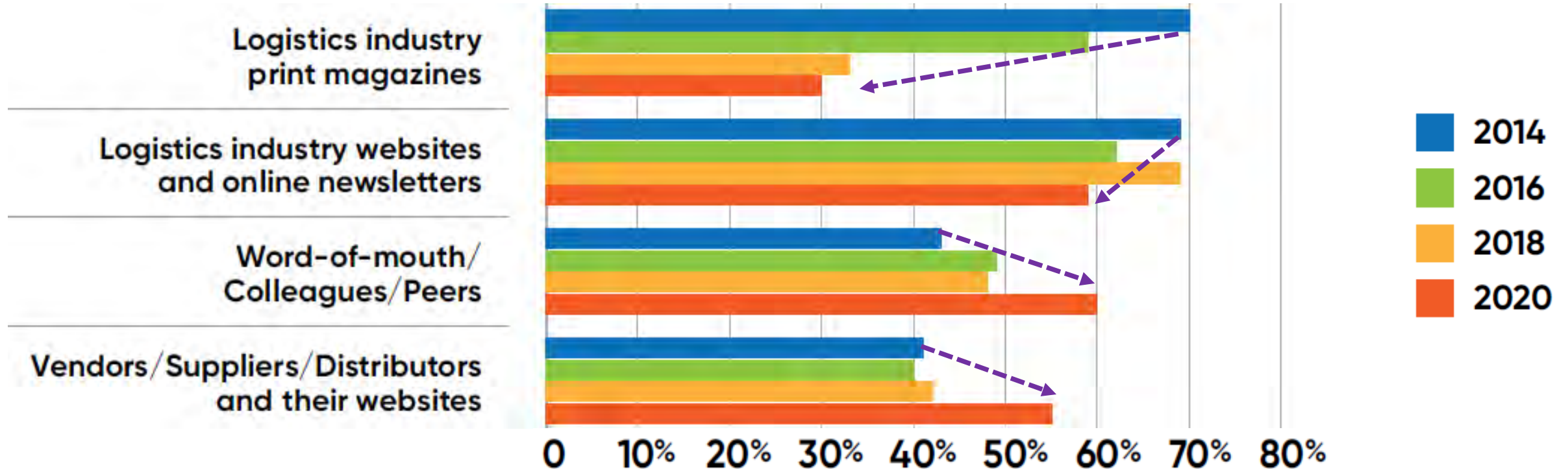




Which information sources do you  
rely on to stay current on logistics  
strategies and news?



# Preferred Information Sources



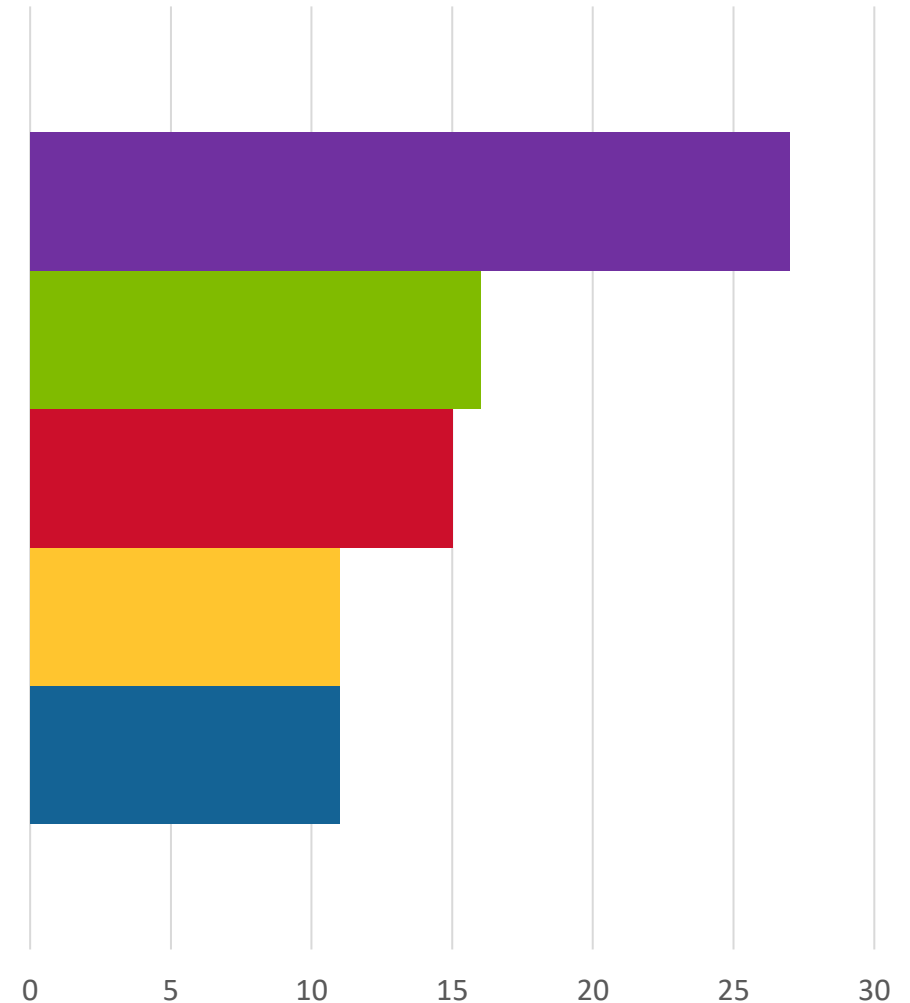


Think about the last time you reached out to a logistics business. What led you to reach out?

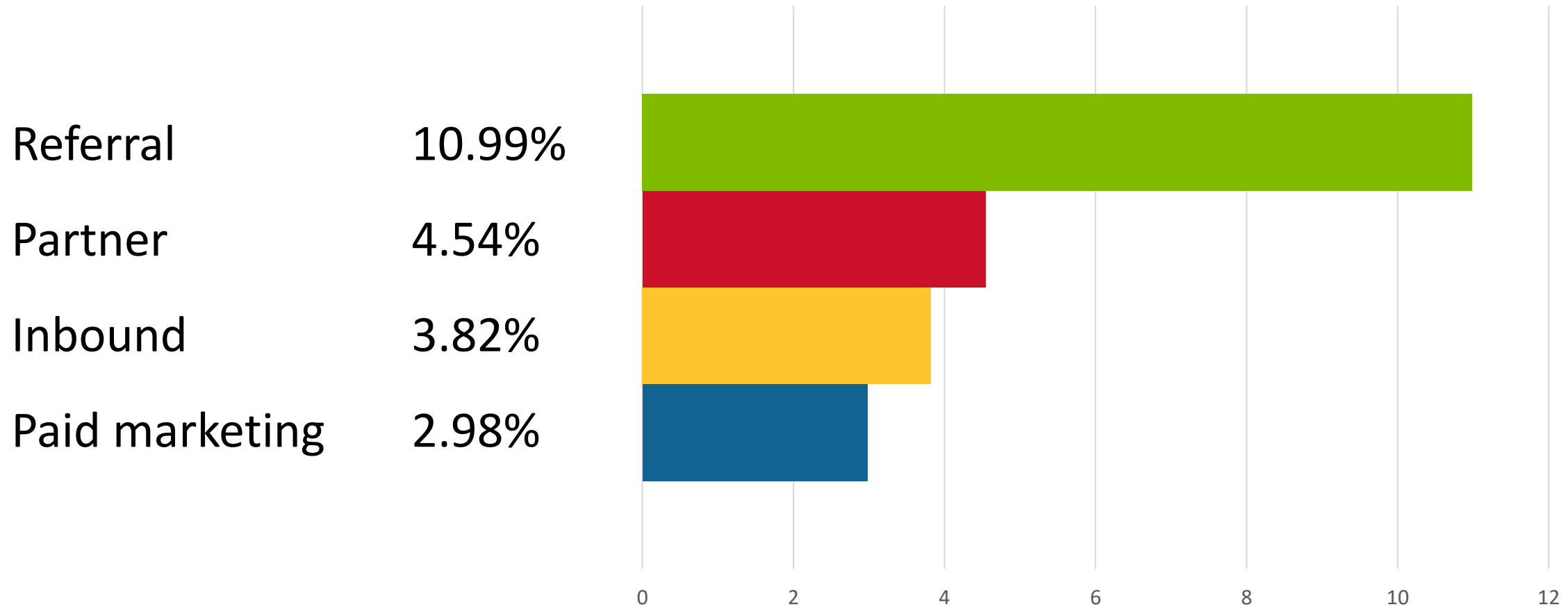


# Top 5 Triggers for Reaching out to 3PL

Recommendation by colleague	27%
Relationship with salesperson	16%
Internet search result	15%
Trade shows/conference meeting	11%
Strong reputation for the service/ product I needed	11%



# Channels with best lead-to-sales ratio



Source: Marketo



Sometimes the worst person  
to tell your story is ***you***



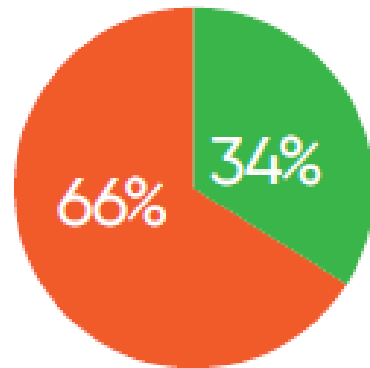
What percent of logistics executives prefer to watch a video vs read an article/paper?



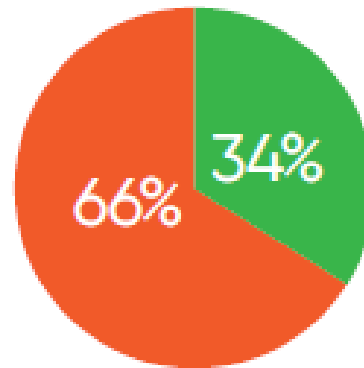
# Prefer to watch video?



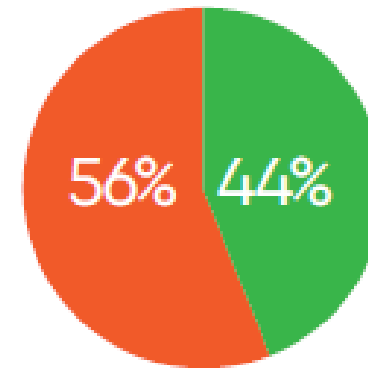
**2016**



**2018**



**2020**





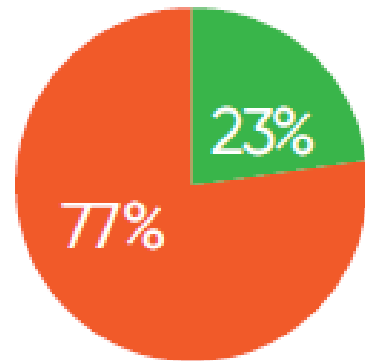
What percent of logistics executives will NEVER respond to email pitches?



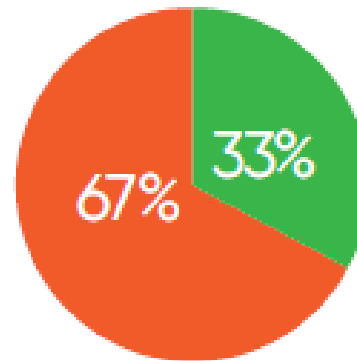
# Execs who will NEVER respond to email pitch



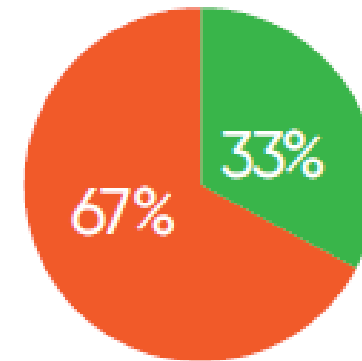
**2016**



**2018**



**2020**



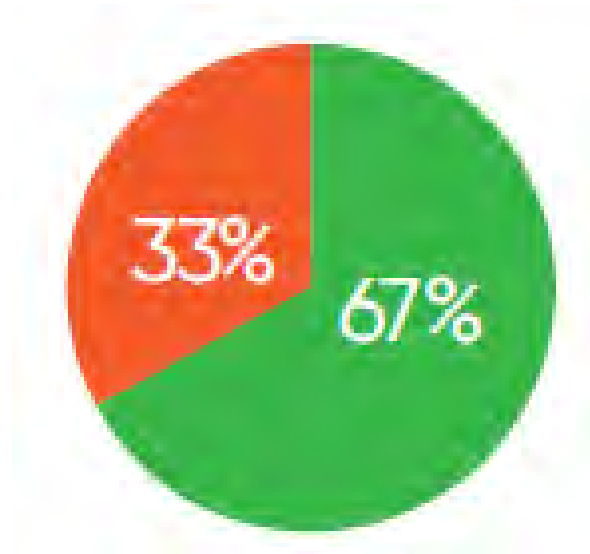


What percent of logistics executives  
will provide contact info in exchange  
for useful content?



# Execs that will exchange contact info for content

- Agree
- Disagree



# OK, now what?



**Cynical, overcommunicated buyers**



**Logistics services are bought, not sold**



**The key: getting found**



Smart positioning

Content

**Cynical, overcommunicated buyers**



**Logistics services are bought, not sold**



**The key: getting found**



Smart positioning

Content

**Empathy**

# Got Empathy?

(Talk to your customers)



Any Questions?

Contact [jim@  
logisticsmarketing.com](mailto:jim@logisticsmarketing.com)



Jim Bierfeldt

President  
Logistics Marketing Advisors

DOWNLOAD THE  
RESEARCH REPORT AT:

[logisticsmarketing.com/2020survey](https://logisticsmarketing.com/2020survey)

It's easier to market  
“different” than “better”



# THE LEADER IN THIRD PARTY LOGISTICS

Weber Logistics offers a powerful distribution solution that is custom designed to fit and grow your business. Learn more about our:

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Weber Logistics is a third party logistics provider that offers supply chain solutions throughout the West. Founded in 1924, Weber has been family owned and operated for over 90 years. With distribution centers throughout California and a regional fleet of trucks, Weber offers a powerful





Weber Coronavirus Update

# HOW PRODUCTS GET TO MARKET FASTER ON THE WEST COAST.

12 high-velocity California warehouses. Our own regional fleet of trucks. Plus technology to deliver a fully integrated solution. It's time to accelerate your supply chain.



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Warehousing



Transportation

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This custom built machinery brake was received as shown. We loaded the equipment into a container and completed the export process.



This specialized kayak was unloaded from a 40' container and delivered to our customer at our warehouse.

I.C.E. Transport Co., Inc. is a New Jersey based transportation company specializing in the transport of commercial cargo and personal effects. We help clients across North America and around the World.

We were founded in 1987 as a family transportation company and we're proud to say that 25+ years later we're still a family owned and operated business. We've stayed in business by providing outstanding and competitive service for our loyal customer base.

### Transportation Services for Small, Medium-sized and Large Businesses

Every year, we work with hundreds of clients who ask us to handle their shipments – both containerized and out-of-gauge along with different weight requirements for their cargo, either from the United States to other parts of the World or from points around the World into the United States. We can handle just the ocean transportation for you OR we can handle everything door-to-door, including inland transportation, ocean freight, customs clearance and export or import services.

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Are you looking to ship personal effects from North America to a far-flung location? Perhaps, you are returning to North America and need to ship your personal items home again. I.C.E. Transport specializes in shipping personal effects for both individuals and families – we explain how the process works and we walk you through all the documentation.





**COVID-19 Update: I.C.E. Transport continues to operate on a normal business schedule.**

# Pay less for global shipping of heavy and oversized freight.

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There's a reason they're called SERVICE Freight. They've saved us from some disastrous delivery situations. It's simple ... I call, they deliver. No one is better.

**Chris Heaslip**, Shipping Manager,  
J.C. Bakker & Sons Ltd.

One call or email turns Service Freight Systems into a seamless extension of your company. If there's a deadline, we meet it. If there's a better way to manage your inventory, we find it. Our logistics specialists stay on top of your shipments, ensuring they arrive where they should and are shipped when they're meant to be. When you ship with us, we provide you with a wide range of solutions and options. Plus, we'll always keep you informed about the status of your freight — wherever it's headed.

SFS strives to consistently provide each customer with a profitable, innovative and hassle-free distribution service, therefore achieving our goal to be "an essential link in each customer's supply chain."

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We combine food shipping expertise with fanatical customer service to take the stress out of cross-border freight moves.

[Let's Talk](#)





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[Our Solutions](#)



Acuitive offers smart, intuitive solutions for global TMS problems. A powerful combination of highly experienced people with great, leading-edge technology means we can, quite simply, make the transportation segment of your supply chain operations more agile and responsive, while providing better insight into your business overall.



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# Inbound Global Freight, Made Easy

Our cloud-based TMS rates, routes, and audits your air and ocean shipments faster, with less people.

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The management of inbound air and ocean shipments relies on armies of clerks shuffling paperwork among vendors, forwarders, carriers, and customs agents. **Acuitive's global transportation management software is built to fix this appallingly inefficient and inflexible process.**

Our global freight management solution replaces emails and spreadsheets with **rules-based workflows** that allow your supply chain partners to **collaborate and manage shipments in real time** and without your direct involvement

[Check Out Bulk Connection's New Tank Wash Finder](#)

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**COVID-19 Update: Bulk Connection continues to operate on a normal business schedule**

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Tap into the largest network of bulk carriers in North America.

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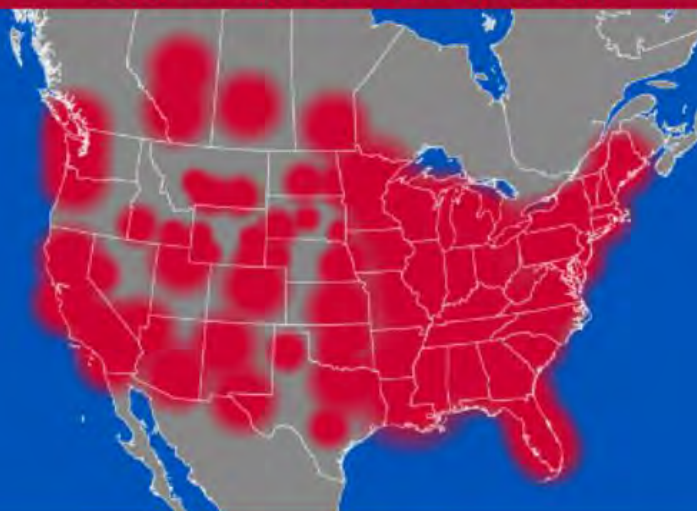
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**COVID-19 Update: Bulk Connection continues to operate on a normal business schedule**

**Complete North American Coverage**



## ABOUT BULK CONNECTION

Founded in 1987, Bulk Connection is a licensed, bonded and insured freight broker that gives shippers safe, reliable capacity for bulk freight and other shipments. Our huge base of carriers provides extensive coverage across North America. Bulk Connection freight specialists average 20 years in the business, so you deal with experts, not order takers, who can advise you on the best shipping methods.

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