

CASE STUDY



LOGISTICS GROUP INTERNATIONAL
MEXICO · USA · CANADA

LGI Uses **Lean Marketing to
Triple Social Media Interactions
and Quadruple Audience While
Lowering Costs by 37%**

North American shipping and logistics provider hires Colombian-based marketing specialists with transportation expertise to build brand awareness

BACKGROUND

Logistics Group International (LGI) specializes in transporting large equipment, cargo that is time- and temperature-sensitive, and shipments that require multiple pick-ups and multiple drop-offs. **Founded in 2002, LGI is based in Houston, Texas, and offers its services to customers in the United States, Mexico, and Canada.**

Background

CHALLENGE:

SMALL TEAM, BIG DREAMS

LGI is a small yet busy third-party transportation and logistics services company with just 25 employees. Brandon Bay, VP of Corporate Strategy & Marketing, wears several hats, pitching in to help other departments as needed. The company wanted to substantially increase its brand awareness. **Yet even though it had created pages on many social media platforms, the company faced several challenges:**



Small marketing team. LGI staff were stretched thin and couldn't post consistently on social media or the company blog.



Agencies are expensive. LGI used an agency for PPC, SEO and website updates. But that alone was pricey. And LGI wanted to do much more.



Unqualified candidates. LGI couldn't find marketing candidates with knowledge and experience in logistics and transportation.

"We didn't have a lot of resources like other big companies. Still, I was looking for a marketing partner I could give guidance and direction to, one who could help me be an "A" player in this industry."

Brandon Bay, VP of Corporate Strategy & Marketing

SOLUTION:

A Remote Team with Industry and Marketing Expertise

LGI found the marketing partner it was looking for in Lean Marketing, a division of Lean Solutions Group headquartered in Coral Springs, FL. **Lean Marketing also has satellite offices in several cities in Colombia, South America.**

Every month, the LGI marketing team brainstorms with a team of four marketing professionals based in Colombia to collaborate on social media campaigns and content calendars. Campaigns center on different themes, such as logistics technology, cross-border transportation, LGI history, and LGI service offerings.

The Lean Marketing team has four primary tasks:

Social media posts

Create posts, including graphics, which appear every other day on LGI's Facebook, LinkedIn, Instagram, Twitter, and YouTube pages.

Blog posts

Write weekly blog posts that follow blogging best practices and incorporate SEO.

What is Nearshoring?

Companies that use nearshoring delegate tasks to service providers at a satellite office:

- In the same time zone
- A short flight away
- With cultural similarities

SEO

Research and provide relevant keywords for social media posts, blogs, and the LGI website to create searchable content for search engine optimization.

Website redesign

Redesign LGI's website so that it wows clients, makes it easier for clients and prospects to find information, and capture leads. The new website is scheduled to launch in late 2021/early 2022.

Even though Bay was initially concerned that non-native English speakers would have trouble writing effective content, he discovered the content requires minimal edits. The Lean Marketing team's language skills, coupled with their logistics and transportation knowledge, have helped them succeed.

“The Lean Marketing team is fun, friendly, knowledgeable, and just an all-around great experience. They want to try different techniques with content that will attract users and make us stand out, using sharp images, cool colors, and animation. And we like that. We want to be different.”

– Brandon Bay, VP of Corporate Strategy & Marketing

Solution

RESULTS: Social Media Grows, Costs Go Down

LGI has seen a great return on investment since Lean Marketing began posting consistently on LGI's social media platforms and blog. Dramatically grew LGI's social media presence LGI has seen an exponential rise in clicks, followers, and engagement on all its platforms, thereby increasing the company's brand awareness with potential customers.

200% increase in clicks on LGI social media and blog posts

Quadrupled the audience across LGI's social media platforms

Tripled the engagement, such as likes, shares, and comments, on LGI content

Increased website traffic by 45%

Referral traffic from social media posts and blog posts bumped up traffic to LGI's website by 45%. Leads also rose by 15%.

Lowered costs by 37% and saved time

After LGI broke ties with its marketing agency and hired Lean Marketing, LGI reduced its marketing expenses by 37%.

It also cut the time its staff spent on creating content by 40-65 hours a week.

At the same time, it expanded its deliverables. And even though Lean Marketing doesn't offer pay-per-click (PPC), it recommended a third-party company to help with PPC and helps sync deliverables with campaigns.

Improved employee engagement

LGI employees now interact and share company content with friends and family. This not only instills pride in employees, but also helps extend brand awareness.

"Lean Marketing service providers are a breath of fresh air. We feel like they're a true partner. They genuinely care about the content that they provide. They genuinely care about the quality of information that they put out there. And they're always willing to jump on a call and offer help."

– Brandon Bay, VP of Corporate Strategy & Marketin

Results



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