

# LOGISTICS MARKETING STRATEGY

How companies in the IT and  
logistics market are growing today?

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# 1. LEAD GENERATION IN B2B

## MODERN APPROACH

Challenges that the B2B market is facing don't change the core need for capturing leads, which is crucial for business growth. One of the most effective ways to do this is through pre-sales and digital marketing.

Based on McKinsey's research *Future of B2B Sales: The Big Reframe* there is common alignment among 50 heads of sales across various industries toward certain practices in sales. Among these, there is a strong focus on keeping the customer at the heart of growth and breaking the channel mindset, which means companies should adopt a hybrid model.

These conclusions perfectly reflect our own experience gathered over the years working with various companies in **logistics** and the **IT industry**. Based on what we've learned over the years working directly in logistics and supply chains, we're able to nail down similar insights for B2B marketing.

Companies that want to scale need a modern lead generation approach. This can be developed by moving away from the less standardized models previously applied, where core sales and marketing operations were handled internally. Today, collaborating with fully skilled agencies with expertise in the B2B market can help companies excel in various markets, both domestically and abroad.



### Targeted Leads & scoring

Acquiring the right contacts: evaluating the buyer persona and the Ideal Customer Profile (ICP).



### Data-driven approach

Prepare market research to learn about your customers and competitors.



### Personalized campaigns

Create a more personalized approach at each stage. Change the overall approach.



### Measurable results

Keep track of ROAS



### Qualified leads

Keep continuous analysis of new leads and conversions

*Definition of Lead Generation process*

## 2. HOW COMPANIES GROW?

To enhance your lead generation, we've outlined 8 key elements that boost B2B marketing success. These elements can be integrated into your marketing strategy, whether you're in IT or logistics.

„72% customers in B2B prefer the ability to purchase from any channel. 74% want product availability shown online” source: McKinsey.com

To maximize the effectiveness of your lead generation, you should prioritize immediate value. Rather than promising a big win in the future, offer a quick solution to a pressing problem. This will build trust and demonstrate your ability to deliver results. When writing blogs and clusters, present case studies, testimonials or facts about your company that demonstrate your expertise and success.



### B2B Blogs and Blog Clusters

Share valuable insights and expertise to position your business as an industry authority.



### PPC & Ads

Target specific demographics and interests with paid advertising.



### Landing Pages and Magnets

Targeted landing pages and lead magnets can capture visitor information and guide them towards desired actions.



### Employer Branding

Build a strong employer brand to attract and retain skilled employees.



### Backlinks

Increase site authority and ranking in search engine sharing results. Share your URL address with other web domains.



### Podcast

Create audio and video content that resonates with your target market.



### Inbound Marketing

Use content marketing, SEO, and social media to draw in potential customers.



### Digital Marketing

Utilize a comprehensive digital Marketing strategy to achieve your business goals.

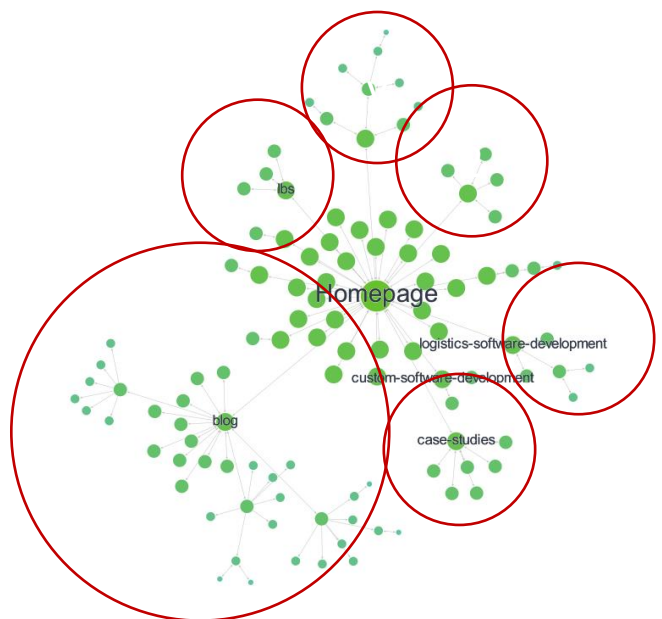
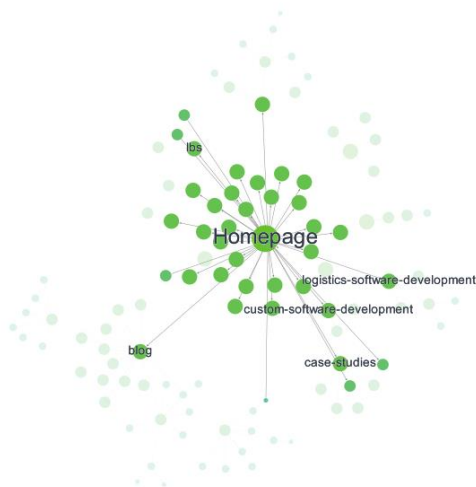
## 2. HOW COMPANIES GROW?

We gave an example of how a company can grow in a few months by implementing a digital marketing strategy based on content development.

„Direct **one-on-one** marketing can increase market share by up to **75%**“ source: McKinsey.com

Personalized sales can be built through digital marketing.

Major pain points for many companies in B2B, whether in IT or logistics, are a lack of online presence. The example below reflects how a company's website has grown with new blogs, clusters, and landing pages over 7 months. Steady growth of the site and 12 months of working with digital marketing resulted in an **increase in organic traffic by more than 1000%**.





## 2. HOW COMPANIES GROW?

### INCREASE CUSTOMER RETENTION

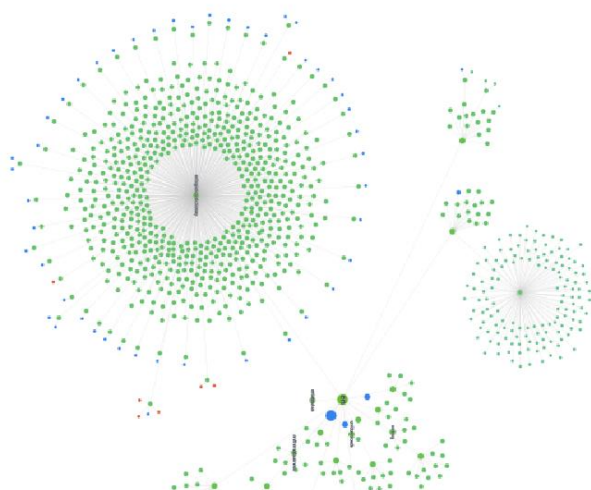
Interview: Build strong customer relationships in B2B with Cedric Robinson, B2B Customer Service Expert

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industries



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In the example below, we show two companies in the logistics and IT industries. Based on SEO research for the mentioned phrases, these companies rank at the top of online search results. In both cases, the main factor for their top ranking in search engines is that their online presence surpasses their competitors in terms of the size and relevance of their pages and content. Other companies can only spend thousands of euros to be listed in the top 10 on Google.



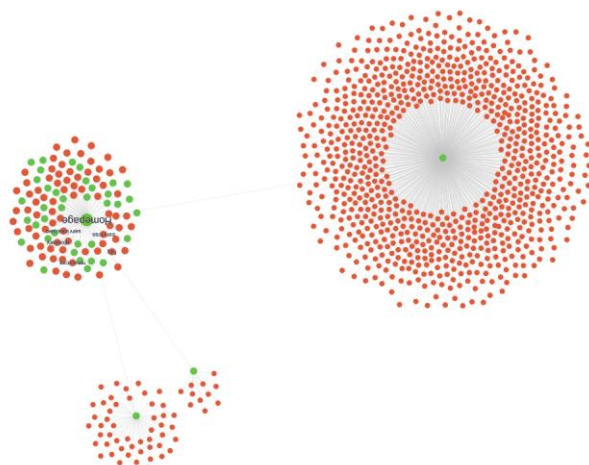
1,380 pages

41,104 links

Logistics

contract logistics

480 searches  
per month



2,725 pages

8,305 links

IT

logistics software

1000 searches  
per month

# 1. BUSINESS INTRODUCTION

**We increase your company's perception in the market with digital marketing and lead generation services. Become featured no matter your current market position.**

We are a B2B marketing agency that provides comprehensive digital marketing and sales support services. We provide lead generation services, marketing strategies, pre-sales, digital services marketing.

We speak Dutch, English, Polish and French, providing services to clients in these markets. Our main target markets are Dutch (BeNeLux), English and Polish, where we provide highly engaging content for marketing and sales channels.

We are a partner of the **Dutch-Polish Chamber of Commerce**. We help companies of all sizes grow and prosper in Dutch and Polish-, English-speaking markets through well-tailored marketing communications.



Today, B2B companies are growing through inbound marketing. Get online customers from your industry with well-tailored marketing and sales.

Our team counts about several team members. Here are the key members.



Michel Belt  
Communication Expert



Jacek Świdorski  
Graphic designer



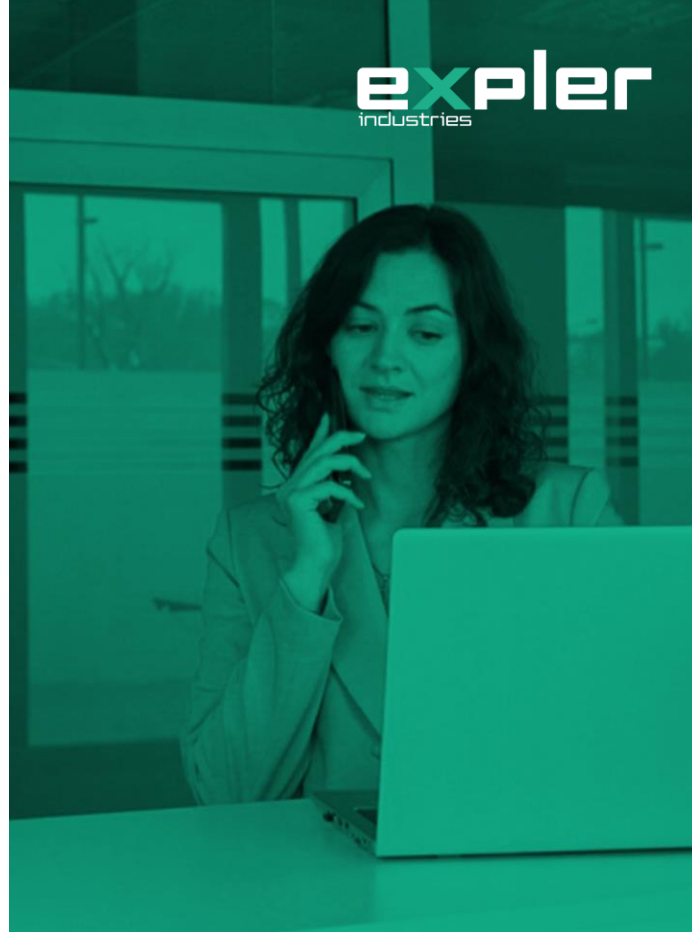
Olesia Matvieieva  
Business photographer



Paweł Bęś  
B2B Marketing Expert

## 4. EXPAND BUSINESS ABROAD

We take care of the growth of your business online. We get customers online no matter where they are located or where they work. In today's B2B business, it's important to match people's expectations online.



### INDUSTRIES



Logistics



Hi-Tech



IT



Heavy  
Industries



E-commerce



Corporates

### CUSTOMERS



Adexin



easycargo

•score



SOLVERTECH



**ASTEC**  
— WE MAKE SOFTWARE



trebbi  
polska  
we are your solution



QRmaint

**MultiProjekt**




# THANK YOU!

How companies in the IT and logistics market are growing today?

## Contact:

Explor Industries  
Pawel Bes  
M: +48 784 104 533  
E: pbes@expler.com  
W: www.explor.com

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### DEVELOP COMPELLING VALUE PROPOSITION

Interview: Business marketing management  
with Ulrica Björnsdóttir Larson, Corporate  
Marketing Coordinator and Entrepreneur

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### ALIGN SUPPLY CHAIN AND B2B MARKETING

Interview: How to align B2B marketing  
objectives and supply chain management?  
with Burak Emre GÜNEY, International  
Logistics Manager

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with teleprompter

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### THE POWER OF BUSINESS PHOTOGRAPHY

Interview: B2B marketing with  
business photography and  
Olesia Matvieieva, Business  
Photographer

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### CUTTING THROUGH THE MARKETING CLUTTER

Create a strong marketing message  
with Michel Belt,  
B2B communication expert

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### LOGISTICS MARKETING GET BETTER

How to create logistics  
marketing strategy?

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