



DMN TRANSPORT INC CASE STUDY

Truckers Flow is an outsourcing trucker recruitment organization specializing in recruiting CDL-A drivers for different carriers across the nation. We focus on recruiting OTR drivers for all types of trailers and employment contracts.

About the company

DMN Transport, an Illinois-based private transportation corporation, strives to be the foremost provider of logistics solutions within the state. As a trusted partner in transport and logistics, DMN places a high emphasis on the quality of their team. They are committed to hiring proficient drivers under W-2 employment terms, particularly for their Dry Van Division.

Objective

This purpose of this case study is to determine the impact of the collaboration between DMN Transport Inc and Truckers Flow in overcoming the challenges of a limited truckers workforce.

At a Glance

Problem

DMN Transport faced challenges with parked trucks and they needed a large number of company drivers to join the team.

Solution

The Truckers Flow team developed a strategy emphasizing the importance of accurately targeting CDL A drivers in the USA, using clear messaging and effective tactics to actively attract professional drivers to the client.

Results

- Over 860 Website Applications in the following 4 months
- 100 Website Application in the first month
- Over 630 Facebook applications in the following 3 months
- We covered all of their empty trucks

Responsibilities

- **Monitoring Social Media**

Automate lead generation from data collection and organization in Excel spreadsheets, while sending instant email notifications for each new lead.

- **Executing paid ads**

Maintain a uniform brand presence across multiple social media platforms, responding promptly to inquiries, sharing frequent updates, and fostering community engagement to enhance reputation and attract suitable candidates.

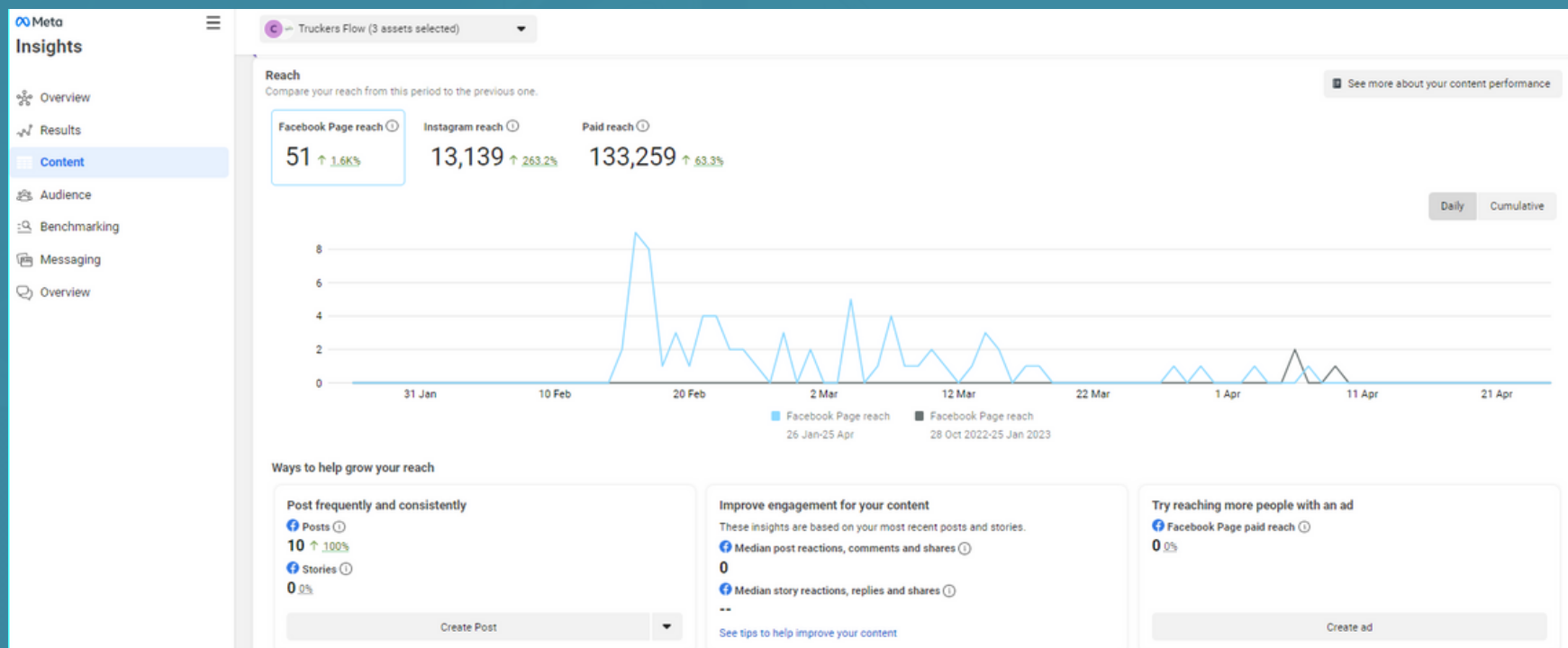
- **Advanced Email & SMS Campaigns**

Execute and oversee email and SMS marketing campaigns, delivering customized content and job opportunities to prospective CDL-A drivers, and leveraging consistent follow-ups to strengthen relationships and boost recruitment success.

- **Google & YouTube Ads**

Utilize targeted advertising on Google and YouTube to reach potential CDL-A drivers, increasing visibility and driving traffic.

Increased Social Reach



The attached photo visually represents the substantial expansion of DMN's social media presence. Since teaming up with Truckers Flow, DMN has experienced a remarkable 1.6K% leap in Facebook Page Reach along with a significant 263.2% in Instagram reach

Results from Paid Campaigns

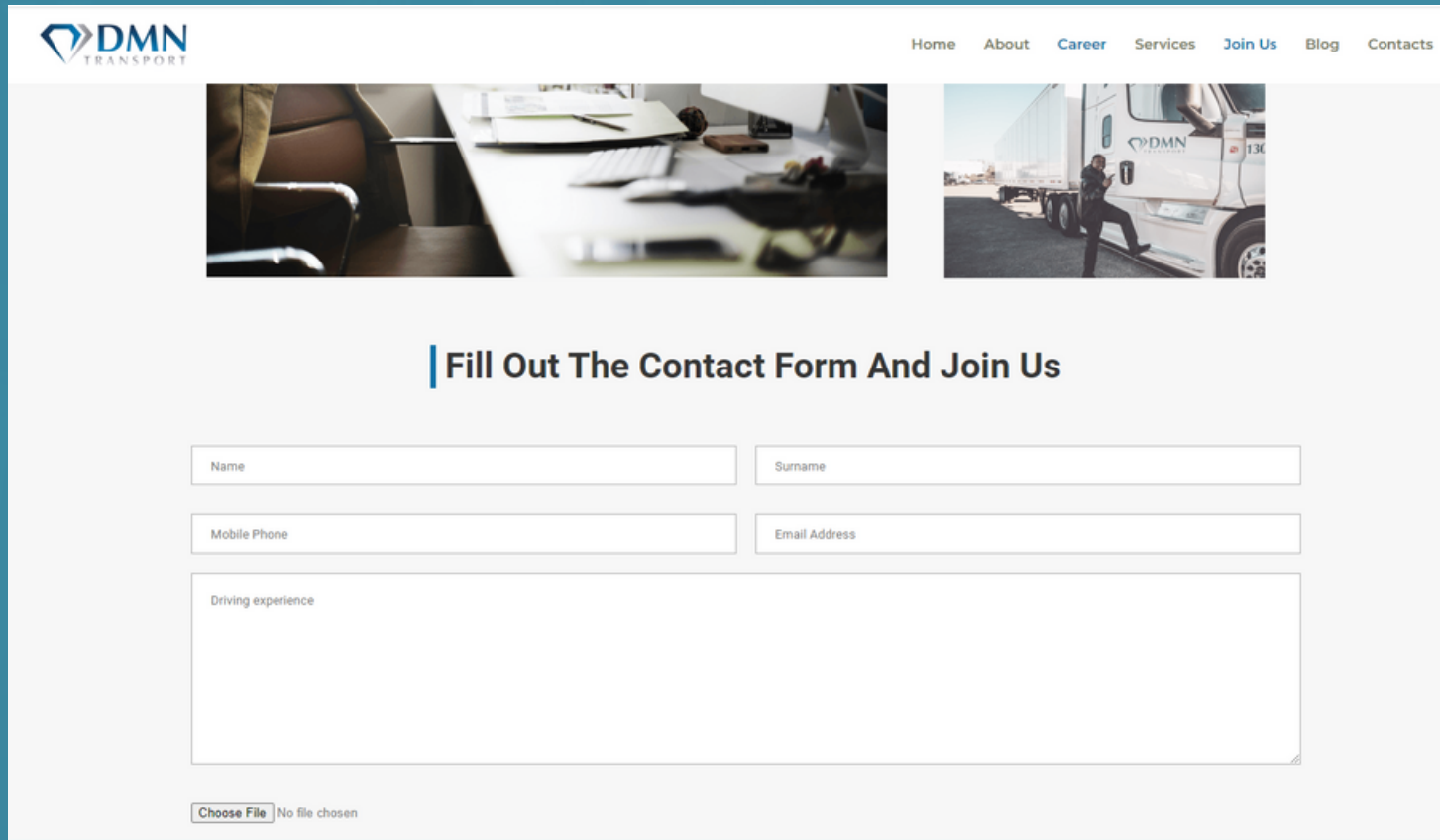
Off/On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results ↓	Reach	Impressions	Cost per result	Amount spent	Enc
<input type="checkbox"/>	\$50/day - CBO - Copy 2	Off	Highest volume	\$50.00 Daily	7-day click or ...	686 On-Facebook leads	78,288	237,183	\$5.08 Per on-Facebook lea...	\$3,483.50	
<input type="checkbox"/>	TF - Website App Submissions - \$15/daily	Off	Highest volume	\$12.00 Daily	7-day click or ...	611 Website submit a...	50,243	114,429	\$10.50 Per website applic...	\$6,414.49	
<input type="checkbox"/>	Engagement - Images and Videos Posted	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	592 Post engagements	1,429	1,547	\$0.02 Per Post Engagement	\$12.38	
<input type="checkbox"/>	Traffic - Texas	Off	Using ad set bid...	Using ad set bu...	28-day click o...	416 Landing page views	14,216	20,649	\$0.25 Per landing page view	\$104.41	
<input type="checkbox"/>	Post: "Today we honor all members of our mil...	Off	Highest volume	\$30.00 Lifetime	7-day click or ...	355 Post engagements	1,966	2,503	\$0.08 Per Post Engagement	\$30.00	
<input type="checkbox"/>	Traffic - JOB - CBO	Off	Highest volume	\$10.00 Daily	28-day click o...	261 Landing page views	14,596	20,340	\$0.44 Per landing page v...	\$115.43	
<input type="checkbox"/>	*updated target location OTR & Regional - Co...	Off	Highest volume	\$25.00 Daily	7-day click or ...	260 Website submit a...	55,369	125,928	\$19.42 Per website applic...	\$5,048.31	
<input type="checkbox"/>	Leads - Company - \$25/day	Off	Highest volume	\$60.00 Daily	7-day click or ...	239 On-Facebook leads	15,971	32,357	\$6.21 Per on-Facebook lea...	\$1,485.27	
<input type="checkbox"/>	TF - Website App Submissions - NEW IMG - ...	Off	Highest volume	\$12.00 Daily	7-day click or ...	222 Website submit a...	27,451	50,270	\$11.15 Per website applic...	\$2,475.15	
<input checked="" type="checkbox"/>	TF - Company drivers - Message Leads - \$15/...	Active	Highest volume	\$10.00 Daily	7-day click or ...	221 On-Facebook leads	58,608	112,441	\$8.26 Per on-Facebook lea...	\$1,826.07	
<input type="checkbox"/>	Accountant - Engagement (email)	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	204 Post engagements	2,186	2,972	\$0.29 Per Post Engagement	\$59.01	
<input type="checkbox"/>	Lead Gen - Creatives	Off	Highest volume	\$33.00 Daily	7-day click or ...	202 On-Facebook leads	49,984	148,026	\$11.36 Per on-Facebook lea...	\$2,293.73	
<input type="checkbox"/>	Messages-Hiring ABO	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	194 Messaging conver...	52,483	91,616	\$3.96 Per messaging co...	\$768.93	
Results from 177 campaigns					Multiple attrib...	Multiple conversions	1,984,138 Accounts Centre acco...	5,952,058 Total	Multiple conversions	\$81,691.39 Total Spent	

The picture shows the great results of DMN Transport's paid ads since they started working with Truckers Flow. It shows they spent \$81,649.17 and got over 4,000 applications on Facebook.

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www.truckersflow.com

Website Application Form Example



The screenshot shows the DMN Transport website's application form. At the top left is the DMN Transport logo. To the right is a navigation menu with links for Home, About, Career, Services, Join Us, Blog, and Contacts. Below the navigation are two images: one of a desk with a computer and another of a white DMN Transport truck. The main heading is "Fill Out The Contact Form And Join Us". The form includes input fields for Name, Surname, Mobile Phone, and Email Address, a large text area for Driving experience, and a file upload button labeled "Choose File" with the text "No file chosen" next to it.

The photo in the document shows the great results we got from DMN Transport's website form in just four months. We started with 100 applications in the first month and quickly increased to over 860 applications



Social Media Post Example

COMPANY DRIVERS
NEEDED



-  VERY COMPETATIVE PAY RATE
-  2022 BRAND NEW EQUIPEMENT
-  NO FORCED DISPATCH
-  GREAT BENEFITS



APPLY NOW