



DAB CARRIER GROUP 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

Dab Carrier is a trucking company based in Hammond, Indiana. Through their core values of professionalism, integrity, and quality, they endeavor to build and maintain strong, trust-based relationships with their drivers ensuring personalized service that stands the test of time.

Objective

The partnership between Dab Carrier and Truckers Flow is investigated in this case study, concentrating on their accomplishments in dealing with the issue of trucks parked.



Bob

Operations Manager at Dab Carrier Group Inc

It is a pleasure working with Truckers Flow. Always quick and efficient to respond to any of our queries. Their skills in advertising our job openings to the CDL drivers we much need, enabled us to attract and hire quality truckers with clean background, which ultimately accelerated the growth of our company.

At a Glance

Problem

The lack of drivers at Dab Carrier led to the problem of having many idle trucks that were not being utilized efficiently.

Solution

The Truckers Flow team outlined a strategy for Dab Carrier, illustrating that better audience focus, communication, and strategies could directly help recruit experienced drivers.

Results

- Bob successfully expanded his fleet, going from approximately 20 trucks to an impressive 50!
- The cost per successful hire decreased by a significant 40%.
- The average expense for hiring each driver amounted to \$175.
- Dab Carrier managed to save a substantial \$69,000 through their efforts.

Responsibilities

- **Active Social Media Management**

Oversee and monitor social media channels to interact with prospective drivers, respond to their inquiries, and highlight the benefits of joining Dab Carrier.

- **Email and SMS Automation**

Employ automated email and SMS systems to maintain regular contact with driver applicants, sending reminders about their application status and offering updates on the hiring process.

- **Targeted Paid Advertising**

Design and execute targeted paid ad campaigns on different platforms, focusing on OTR drivers for a range of trailers and employment contracts.

- **User-Friendly Website Application**

Ensure an accessible and efficient website application process, allowing 24/7 submissions for drivers interested in working with Dab Carrier.


- **Consistent Communication and Collaboration**

Facilitate ongoing communication between Dab Carrier and Truckers Flow, sharing recruitment progress updates and discussing strategies for continuous improvement in attracting and retaining CDL-A drivers.

Website example

+1 (312) 668-9190

+1(312) 835-8171

**DAB**
CARRIER GROUP INC

☰

REQUEST QUOTE

Trucking Made Simple

If you're looking to jumpstart your trucking career, look no further. Dab Carrier offers competitive pay, opportunities for growth, and regular home time.

APPLY →

CONTACT US

SHIP WITH US



Employment form example

APPLY NOW!

Thanks for your interest in a driving job at Dab Carrier Group INC.

To Apply, please fill out the 1-step app below or call us at **(312) 668-9190**

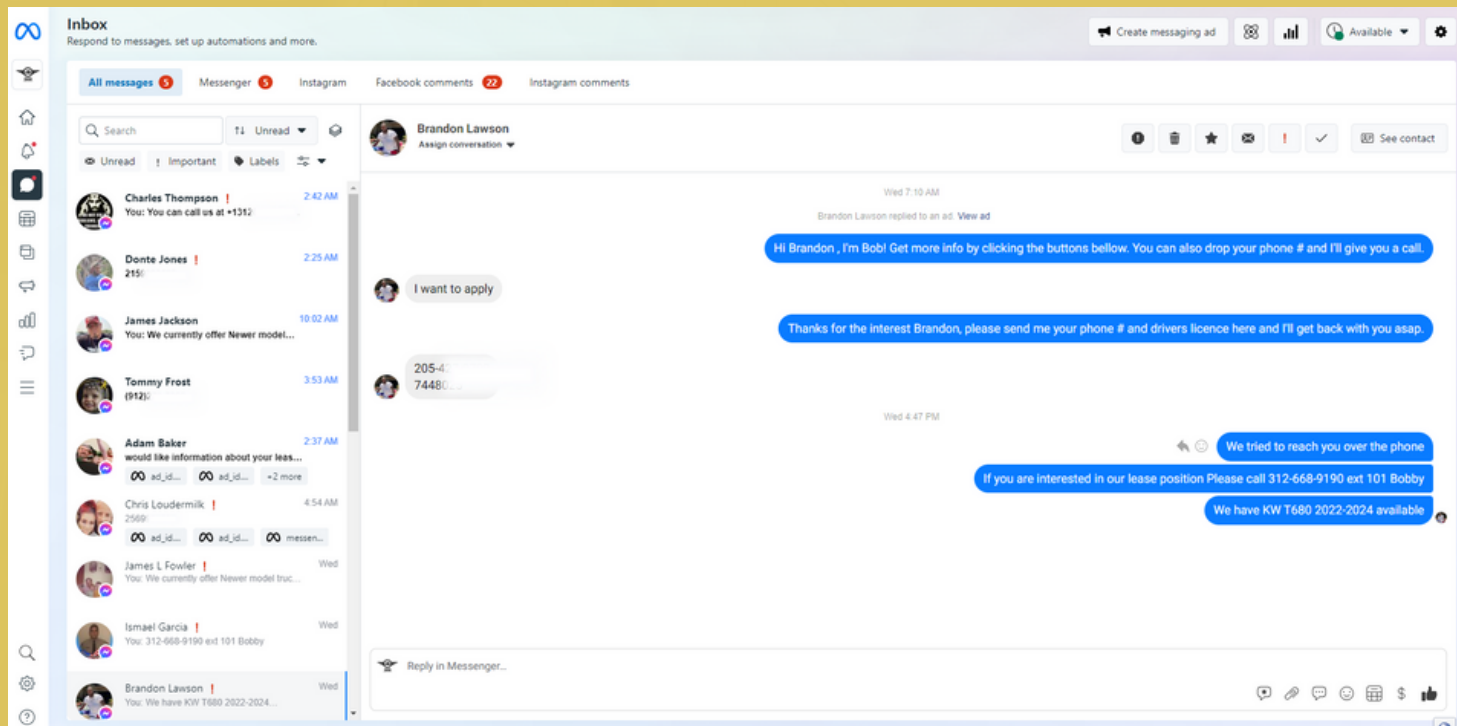
First Name	Last Name
Phone	
E-mail	
Zip	
What position are you applying for? *	
Company Driver	
Do you have a valid Class A CDL?	
<input type="checkbox"/> Yes	
<input type="checkbox"/> No	
How long have you been driving? *	
Less than 6 months	
How soon can you start? *	

Results from Paid Campaigns

Off / On	Campaign	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	New Trucks - Lease - Dry Van - Messages	Highest volume	\$18.00 Daily	7-day click or ...	232 ^{RE} Messaging conver...	13,113	25,856	\$4.89 ^{RE} Per Messaging Co...	\$1,042.04	Ongoing
<input checked="" type="checkbox"/>	Lease - Dry Van/Flatbed - Messages	Highest volume	\$5.00 Daily	7-day click or ...	455 ^{RE} Messaging conver...	13,679	40,777	\$5.19 ^{RE} Per Messaging Co...	\$2,363.62	Ongoing
<input type="checkbox"/>	CBO 4 - Messages - OWNERS - \$10 - Copy	Highest volume	\$10.00 Daily	7-day click or ...	550 ^{RE} Messaging conver...	11,352	32,622	\$2.21 ^{RE} Per Messaging Co...	\$1,213.42	Ongoing
<input type="checkbox"/>	CBO 4 - Messages - OWNERS - \$10	Highest volume	\$10.00 Daily	7-day click or ...	352 ^{RE} Messaging conver...	21,640	47,670	\$1.47 ^{RE} Per Messaging Co...	\$517.16	Ongoing
<input type="checkbox"/>	CBO 3 - Messages - \$10 - Copy 2	Highest volume	\$10.00 Daily	7-day click or ...	116 ^{RE} Messaging conver...	8,850	17,284	\$7.28 ^{RE} Per Messaging Co...	\$843.97	Ongoing
<input type="checkbox"/>	CBO 3 - Messages - \$5	Highest volume	\$5.00 Daily	7-day click or ...	101 ^{RE} Messaging conver...	7,106	15,283	\$5.99 ^{RE} Per Messaging Co...	\$604.57	Ongoing
<input type="checkbox"/>	CBO 3 - Messages - \$10 - Copy	Highest volume	\$4.00 Daily	7-day click	106 ^{RE} Messaging conver...	1,609	3,705	\$1.53 ^{RE} Per Messaging Co...	\$162.05	Ongoing
<input type="checkbox"/>	CBO 3 - Messages - \$10	Highest volume	\$10.00 Daily	7-day click	4 ^{RE} Messaging conver...	189	209	\$2.86 ^{RE} Per Messaging Co...	\$11.43	Ongoing
<input type="checkbox"/>	CBO 2 - Messages - \$10	Highest volume	\$10.00 Daily	7-day click or ...	125 ^{RE} Messaging conver...	3,619	9,152	\$2.24 ^{RE} Per Messaging Co...	\$279.60	Ongoing
<input type="checkbox"/>	CBO - Messages - \$10	Highest volume	\$10.00 Daily	7-day click or ...	12 ^{RE} Messaging conver...	1,367	2,398	\$5.08 ^{RE} Per Messaging Co...	\$60.95	Ongoing
Results from 10 campaigns					Multiple attrib...	68,199	194,956	-	\$7,098.81	

The attached photo showcases the impressive results of Dab Carrier's paid campaigns, which have been managed by us - Truckers Flow - for the past three years. With a consistent daily expenditure of \$10, a total of \$7,098.81 has been invested, resulting in a remarkable total of 2,053 Facebook applicants

Dab Carrier's Facebook Inbox



The image attached demonstrates the daily influx of messages in Dab Carrier's Facebook inbox, a direct result of our potent ad campaigns. It serves as evidence of our online advertising's efficiency, which consistently sparks conversation and interest.

Social Media Post Example



LEASE PURCHASE PROGRAM

- ✓ DRY VAN TRAILER
- ✓ 0% DOWN PAYMENT
- ✓ 2 Years Experience Required

☎ (312) 668 - 9190

🌐 www.dabcarriergroup.com