



LIV (LOGISTICS IN VISION ENTERPRISES) 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

LIV (Logistics In Vision Enterprises) is a privately owned company with locations in Chicago, IL and Miami, FL. Over the last decade, they have seen substantial growth in their Dry Van and Flatbed Divisions, and with a dedicated team of more than 150 experienced drivers and over 70 office staff, they are committed to continuing this success and providing top-tier services.

Objective

This case study examines the collaboration between LIV Enterprises Inc and Truckers Flow to evaluate the success in resolving LIV's issue - eliminating parked trucks with no assigned drivers.



Elena de Paiva

Head of Recruitment Department at LIV Enterprises Inc

Truckers Flow is helping our company for few years now, providing us with the best quality leads! Their work is always above and beyond our expectations.

Truckers Flow is always analysing the requirements and digging deep to find the perfect candidates!

We continue working with him and I recommend anyone else to do the same!

At a Glance

Problem

LIV was facing a problem with their empty trucks due to fast company growth and in an immediate need of a lot of drivers.

Solution

The Truckers Flow team presented a strategy that showed the client how better audience targeting, messaging and tactics could directly drive professional drivers to them.

Results

- 10,282 applications in 12 months
- Got 29 leads per day or over 850 leads each month
- Average of 14 hires per month
- Without breaking a bank

Responsibilities

- **Oversee all marketing functions**

From Lead Generation all the way through Excel Spreadsheet into Tenstreet.

- **Monitor multiple social media platforms**

Ensuring a consistent brand image and timely response to inquiries from potential drivers. This includes posting regular updates, addressing questions and concerns, and engaging with the community to build a positive reputation and attract qualified candidates.

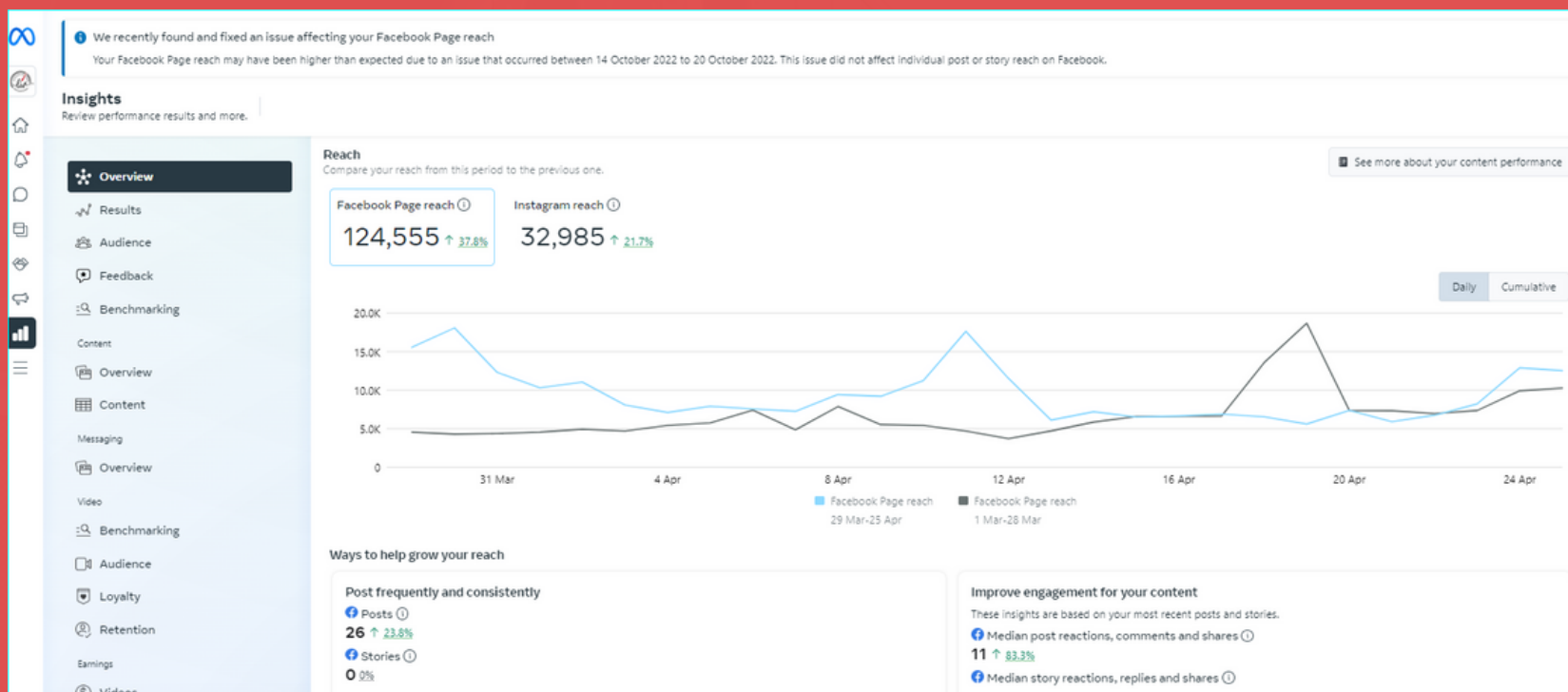
- **Email and SMS Marketing Automation**

Implement and manage Email and SMS marketing campaigns, targeting potential CDL-A drivers with tailored content, employment opportunities, and carrier-specific information. Regular follow-ups and personalized communication will help maintain a strong relationship with prospective drivers and increase the likelihood of successful recruitment.

- **Design and maintain a user-friendly website**

The website serves as a comprehensive resource for CDL-A drivers seeking for job. OTR positions. It provides all necessary information about the carriers, job opportunities, and online application process.

Increased Social Reach



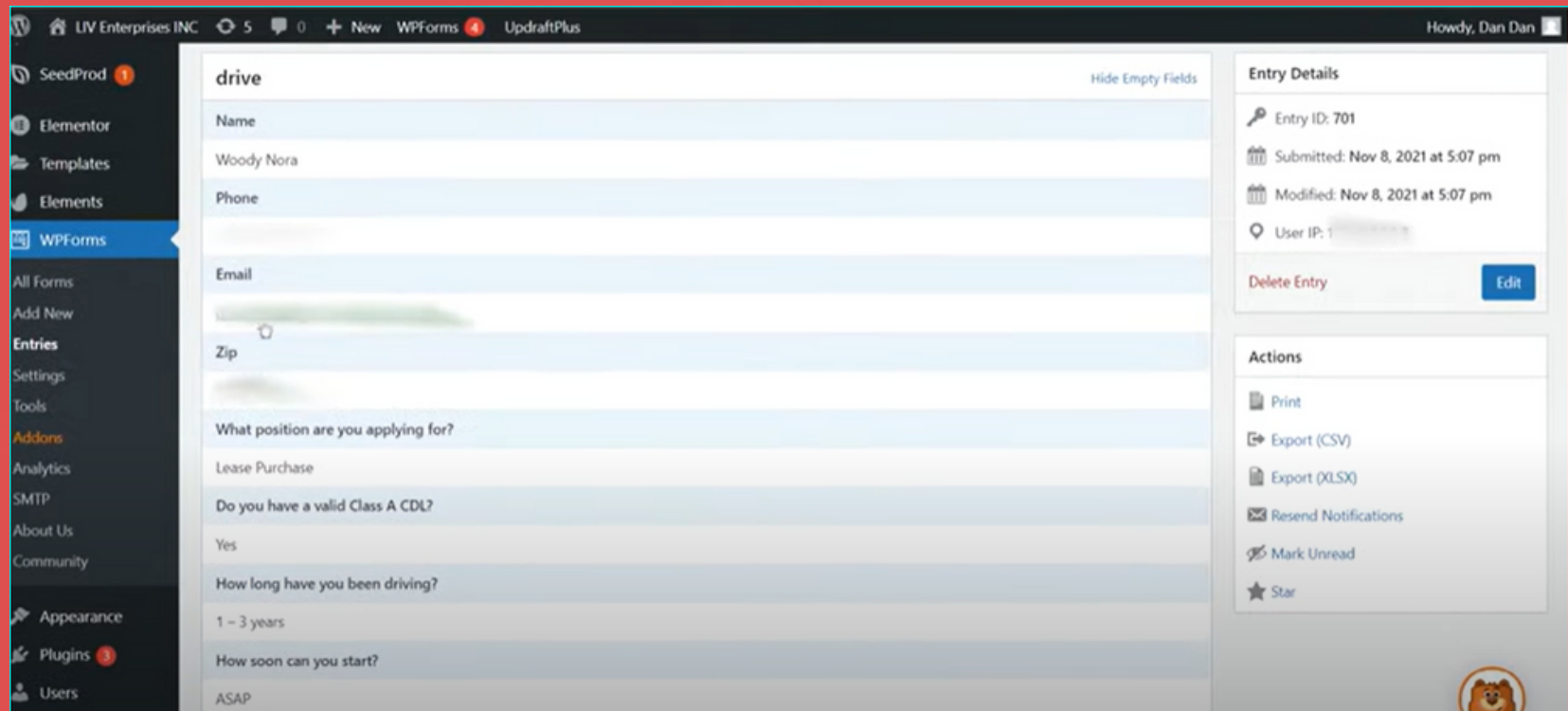
The attached photo visually represents the substantial expansion of LIV's social media presence. Since teaming up with Truckers Flow, LIV has experienced a remarkable 37.8% leap in Facebook Page Reach.

Results from Paid Campaigns

Off/On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results ↓	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	TC - 12k - Leads - \$60 Daily - Only Owner Ops	Active	Highest volume	\$55.00 Daily	7-day click	3,792 On-Facebook leads	264,009	838,054	\$7.14 Per on-Facebook lea...	\$27,085.73	Ongoing
<input checked="" type="checkbox"/>	TC - 12k - Leads - \$40 Daily - Only Owner Ops	Active	Highest volume	\$35.00 Daily	7-day click	2,674 On-Facebook leads	162,369	435,966	\$8.19 Per on-Facebook lea...	\$21,899.58	Ongoing
<input checked="" type="checkbox"/>	New Leads campaign - 05.01 - \$50 Daily - Lea...	Active	Highest volume	\$50.00 Daily	7-day click or ...	1,446 On-Facebook leads	41,279	139,664	\$4.57 Per on-Facebook lea...	\$6,607.91	Ongoing
<input type="checkbox"/>	CBO - Lead Ads - FREE WEEKS	Off	Highest volume	\$25.00 Daily	7-day click or ...	854 On-Facebook leads	32,064	74,287	\$5.80 Per on-Facebook lea...	\$4,956.93	Ongoing
<input type="checkbox"/>	Like Page 09.12.2020	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	777 Page Likes	7,928	17,167	\$0.36 Per Page Like	\$277.77	Ongoing
<input checked="" type="checkbox"/>	CBO - Lead Ads - FREE WEEKS - \$40 daily	Active	Highest volume	\$30.00 Daily	7-day click or ...	753 On-Facebook leads	44,577	96,356	\$6.51 Per on-Facebook lea...	\$4,899.64	Ongoing
<input checked="" type="checkbox"/>	Spanish Ad - Changed Form - \$20 daily - flatb...	Active	Highest volume	\$20.00 Daily	7-day click or ...	726 On-Facebook leads	65,206	184,004	\$3.45 Per on-Facebook lea...	\$2,505.04	Ongoing
<input type="checkbox"/>	TC - 12k - Leads - \$50 Daily	Off	Highest volume	\$50.00 Daily	7-day click	684 On-Facebook leads	66,584	189,662	\$9.76 Per on-Facebook lea...	\$6,677.05	Ongoing
<input checked="" type="checkbox"/>	Spanish Ad - Changed - WORK - \$20 daily - fla...	Active	Highest volume	\$20.00 Daily	7-day click or ...	682 On-Facebook leads	68,017	178,929	\$3.67 Per on-Facebook lea...	\$2,505.13	Ongoing
<input type="checkbox"/>	CBO - Lead Ads (TenStreet) - \$20 - Nov vide...	Off	Highest volume	\$15.00 Daily	7-day click or ...	535 On-Facebook leads	36,512	97,955	\$7.24 Per on-Facebook lea...	\$3,874.14	Ongoing
<input type="checkbox"/>	CBO - Messages - \$20 - Copy	Off	Highest volume	\$20.00 Daily	28-day click o...	411 Messaging conver...	27,050	58,792	\$2.36 Per messaging co...	\$972.00	Ongoing
<input type="checkbox"/>	TC - FLATBED - 12k Owner Operator - Leads ...	Off	Highest volume	\$25.00 Daily	7-day click or ...	347 On-Facebook leads	38,241	76,120	\$17.43 Per on-Facebook lea...	\$6,046.61	Ongoing
<input type="checkbox"/>	CBO - Conversions 2 - \$20 !!!!	Off	Highest volume	\$15.00 Daily	7-day click or ...	328 Website submit a...	101,913	367,483	\$21.70 Per website applic...	\$7,118.22	Ongoing
Results from 51 campaigns Excludes deleted items					Multiple attrib...	Multiple conversions	1,102,928 Accounts Centre acco...	5,707,854 Total	Multiple conversions	\$137,550.30 Total Spent	

Over the past three years, LIV's collaboration with Truckers Flow has directed robust advertising campaigns, featuring an investment of \$137,300.25. As a result, we've obtained an impressive 10,282 applications within a single year, which ultimately led to an average of 14 successful hires per month.

Application Example



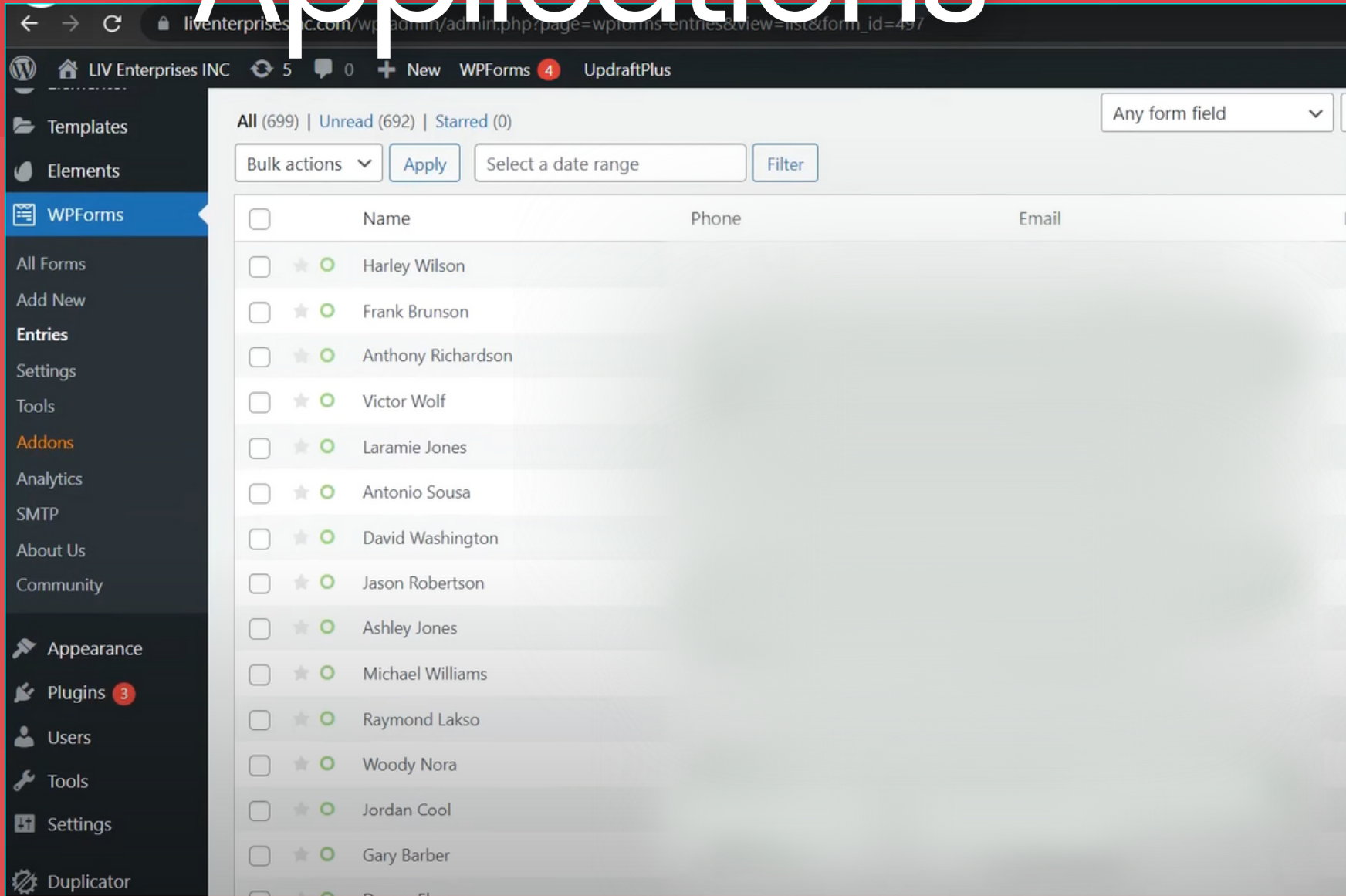
The screenshot shows a web browser window displaying a WPForms application form titled "drive". The form is filled out with the following information:

Field	Value
Name	Woody Nora
Phone	[Redacted]
Email	[Redacted]
Zip	[Redacted]
What position are you applying for?	Lease Purchase
Do you have a valid Class A CDL?	Yes
How long have you been driving?	1 - 3 years
How soon can you start?	ASAP

The right sidebar of the form shows "Entry Details" for Entry ID: 701, submitted on Nov 8, 2021 at 5:07 pm. Below this are "Actions" such as Print, Export (CSV), Export (XLSX), Resend Notifications, Mark Unread, and Star.

The photo included in the document provides an illustrative example of an application via LIV Enterprises' website form. This visually demonstrates the comprehensive insights acquired about a potential applicant, underscoring the effectiveness of the form in collecting essential data for a streamlined recruitment process.

Website Applications



The screenshot shows the WPForms 'Entries' view in a WordPress admin dashboard. The left sidebar contains navigation menus for Templates, Elements, WPForms (highlighted), All Forms, Add New, Entries, Settings, Tools, Addons, Analytics, SMTP, About Us, Community, Appearance, Plugins (3), Users, Tools, Settings, and Duplicator. The main content area displays a table of application entries with columns for Name, Phone, and Email. Each entry includes a checkbox, a star icon, and a green status indicator. The table lists 15 entries, with the first one being Harley Wilson.

<input type="checkbox"/>	Name	Phone	Email
<input type="checkbox"/>	★ ● Harley Wilson		
<input type="checkbox"/>	★ ● Frank Brunson		
<input type="checkbox"/>	★ ● Anthony Richardson		
<input type="checkbox"/>	★ ● Victor Wolf		
<input type="checkbox"/>	★ ● Laramie Jones		
<input type="checkbox"/>	★ ● Antonio Sousa		
<input type="checkbox"/>	★ ● David Washington		
<input type="checkbox"/>	★ ● Jason Robertson		
<input type="checkbox"/>	★ ● Ashley Jones		
<input type="checkbox"/>	★ ● Michael Williams		
<input type="checkbox"/>	★ ● Raymond Lakso		
<input type="checkbox"/>	★ ● Woody Nora		
<input type="checkbox"/>	★ ● Jordan Cool		
<input type="checkbox"/>	★ ● Gary Barber		

→ Social Media Post Example

