



OMEGA FREIGHT LLC 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

Omega Freight LLC is an Illinois-based, family-owned transportation company, recognized for its unwavering commitment to exceptional service and logistics solutions. The company places high emphasis on maintaining a fleet of well-maintained, modern vehicles and employs a team of professional drivers, ensuring timely, efficient, and reliable delivery of goods across the country.

Objective

In their combined effort, Omega Freight and Truckers Flow strive to overcome the issue of trucks remaining parked without a driver specifically assigned to them.

At a Glance

Problem

It was a struggle for Omega Freight to find drivers and owner operators to join their crew.

Solution

Omega Freight's partnership with Truckers Flow paved the way for successful social media marketing campaigns, resulting in the recruitment of more truck drivers.

Results

- Over 353 Facebook applications in the following 2 months with budget of \$8,5/daily
- Got 14 applications per day
- Spend around \$549
- Average cost per hired driver \$4.66

Responsibilities

- **Visual Content Development**

Design eye-catching images and videos to showcase job offers for truck drivers, highlighting the benefits and opportunities at Omega Freight.

- **Social Media Posting**

Regularly share the created visual content and job postings on various social media platforms, reaching out to CDL-A drivers from different carriers nationwide.

- **Advanced Email & SMS Campaigns**

Implement automated email and SMS systems to maintain continuous communication with driver applicants, sending reminders and updates about their application status.

- **Targeted Paid Advertising**

Strategize and execute paid ad campaigns across multiple platforms, focusing on attracting OTR drivers for a variety of trailers and employment contracts.

- **Continuous Strategy Improvement**

Regularly analyze and review the marketing strategies and tactics, making adjustments and improvements to optimize the recruitment process and better attract CDL-A drivers for Omega Freight.

Job Posting Example

All ▾ ⓘ All ads ▾ 🔍 Omega Freight, LLC

Launched in February 2023

Active Started running on 16 Feb 2023
Platforms
Categories
This ad has multiple versions ⓘ
ID: 572548121567589
4 ads use this creative and text
See ad details

Omega Freight, LLC
Sponsored

Great Lease-Purchase Opportunity!

✔ Get FULL Info and Apply from Messenger!
or call
(224) 354-1133 - Recruiting

Omega Freight, LLC

Message us for further details ⓘ Send Messa...

Active Started running on 16 Feb 2023
Platforms
Categories
This ad has multiple versions ⓘ
ID: 1644474435985131
4 ads use this creative and text
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Active Started running on 16 Feb 2023
Platforms
Categories
This ad has multiple versions ⓘ
ID: 1448965822301275
4 ads use this creative and text
See ad details

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Sponsored

Great Lease-Purchase Opportunity!

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Omega Freight, LLC

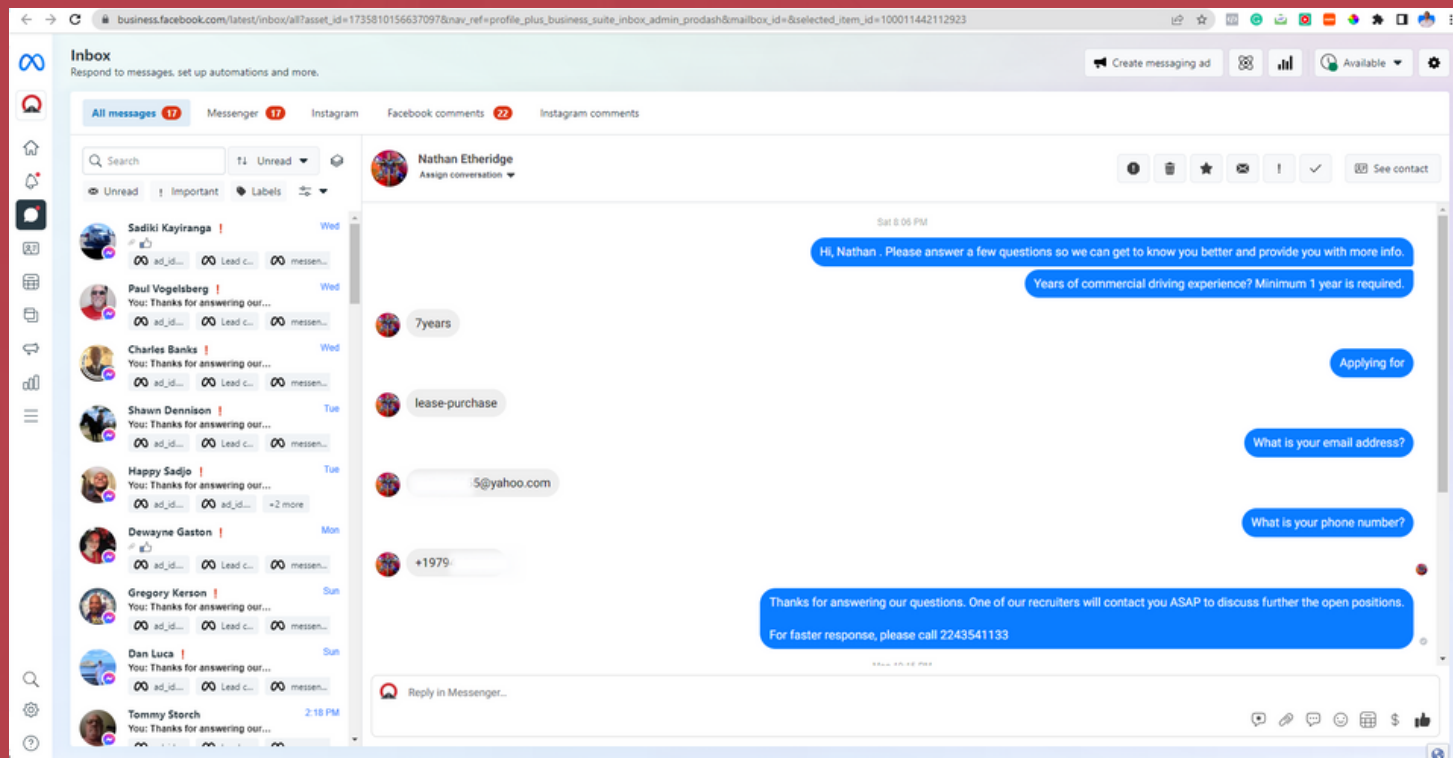
Message us for further details ⓘ Send Messa...

Results from Paid Campaigns

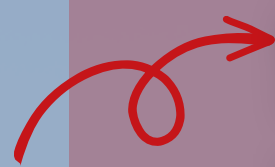
Off / On	Ad	Attribution setting	Results ↓	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Ends
<input checked="" type="checkbox"/>	LP 2	7-day click or ...	129	15,500	31,306	\$4.41	—	—	—	\$568.25	
<input checked="" type="checkbox"/>	LP 1	7-day click or ...	49	10,572	21,560	\$9.00	—	—	—	\$440.81	
<input checked="" type="checkbox"/>	LP 3	7-day click or ...	36	8,228	14,898	\$7.85	—	—	—	\$282.45	
<input checked="" type="checkbox"/>	LP	7-day click or ...	28	4,633	7,074	\$4.69	—	—	—	\$131.20	
<input checked="" type="checkbox"/>	LP 3	7-day click or ...	21	6,362	10,964	\$10.77	—	—	—	\$226.21	
<input checked="" type="checkbox"/>	LP 1	7-day click or ...	20	3,517	5,048	\$4.36	—	—	—	\$87.16	
<input checked="" type="checkbox"/>	LP 3	7-day click or ...	19	9,568	14,703	\$6.92	—	—	—	\$131.56	
<input checked="" type="checkbox"/>	LP	7-day click or ...	14	3,317	5,203	\$7.72	—	—	—	\$108.06	
<input type="checkbox"/>	CD 2	7-day click or ...	13	3,793	5,988	\$4.79	—	—	—	\$62.24	
<input type="checkbox"/>	CD 2	7-day click or ...	8	2,161	2,880	\$5.04	—	—	—	\$40.30	
<input checked="" type="checkbox"/>	LP	7-day click or ...	7	1,907	2,417	\$4.52	—	—	—	\$31.67	
<input checked="" type="checkbox"/>	LP 3	7-day click or ...	6	2,064	2,614	\$5.05	—	—	—	\$30.29	
<input checked="" type="checkbox"/>	LP	7-day click or ...	5	1,885	2,675	\$8.77	—	—	—	\$43.85	
Results from 23 ads			388	58,735	148,188	\$6.16				\$2,388.77	

The attached image presents the fruitful results of Omega Transport's paid campaigns over the past 5 months in partnership with us, Truckers Flow. With a total investment of \$2,388.77, we successfully generated 388 applications via Facebook.

Omega's Facebook Inbox



The image attached demonstrates the daily influx of messages in Omega Transport'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

OMEGA
FREIGHT

Omega Freight
is hiring
LEASE DRIVERS

Apply in
Messenger

Our knowledgeable staff will guide, plan and produce so you can get miles, get paid and get home!