



UNIQUE 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

Unique Transport Inc. is a privately-owned transportation company based in Burr Ridge, IL, dedicated to providing reliable transportation services across all 48 states in the U.S. The company's mission is to generate value for their clients through innovative services, maintaining top-level customer service, and delivering consumer goods on time in a cost-effective manner.

Objective

This case study targets the effectiveness between Unique Transport Inc and Truckers Flow in confronting the challenges of parked trucks with no dedicated driver allocation.

At a Glance

Problem

For Unique Transport it was a challenge to find company drivers and owner-operators willing to join their team.

Solution

The teamwork between Unique Transport Inc. and Truckers Flow led to successful social media marketing efforts, resulting in a higher recruitment of truck drivers.

Results

- Over 915 Facebook applications in the following 4 months
- Got 50 applications per day
- Average cost per result= \$2.08
- After seeing how much better our methods worked compared to other vendors, the choice was made to cancel all extra subscriptions

Responsibilities

- **Monitoring Social Media**

Social media channels are carefully observed to identify and connect with potential OTR drivers, addressing questions and fostering relationships.

- **Executing paid ads**

Targeted ads are designed and launched on different platforms to reach more CDL-A drivers and promote available positions.

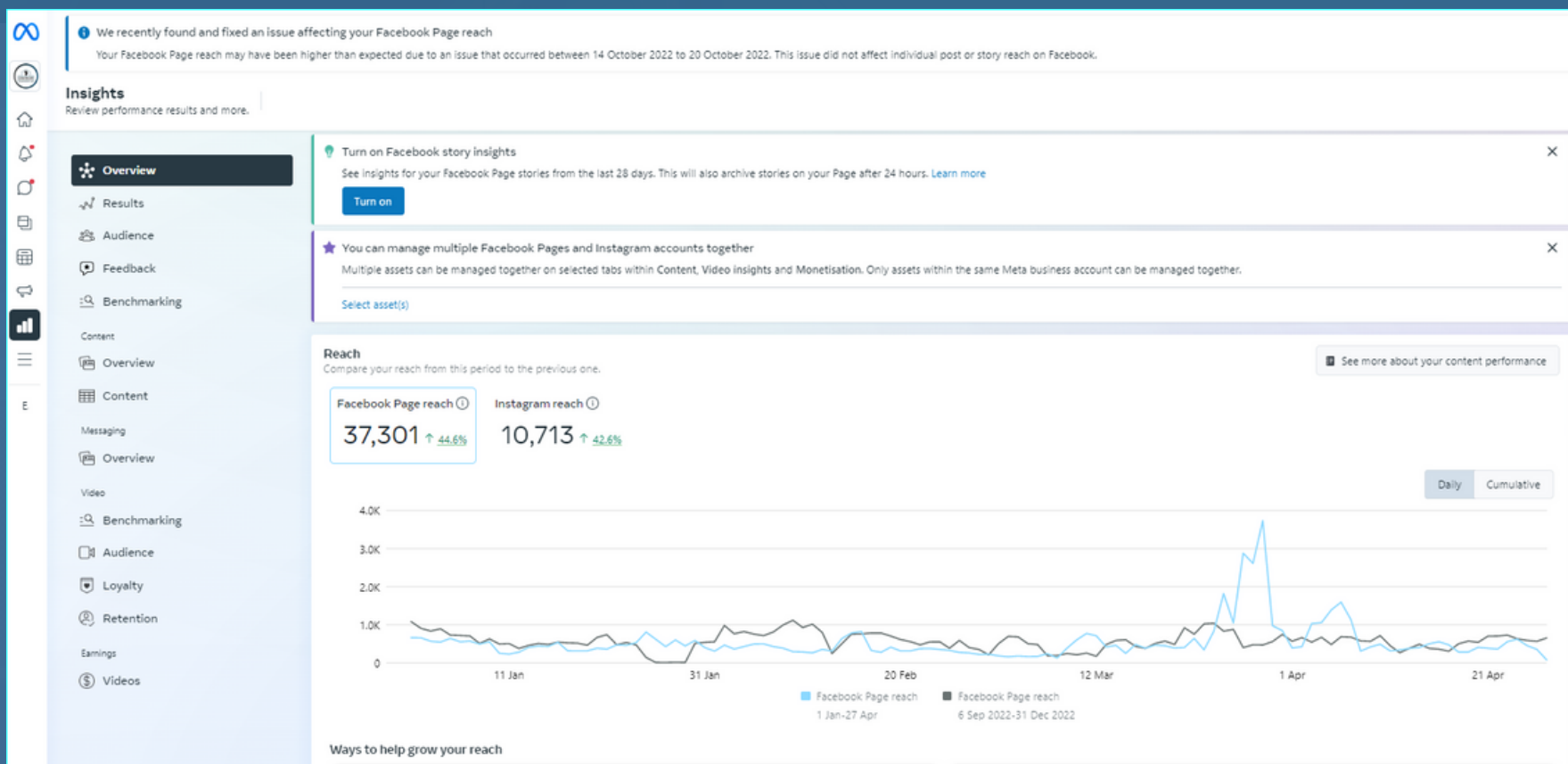
- **Advanced Email & SMS Campaigns**

Automated emails and texts are used to keep candidates informed and remind them about their application progress.

- **Providing constant communication**

The Truckers Flow team is always ready to answer questions and offer support to Unique, working together and guiding them through the recruitment process.

Increased Social Reach



The attached photo displays the growth in social reach for Unique's Facebook and Instagram pages since partnering with Truckers Flow, with an increase of 44.6% and 42.6% respectively. This underlines the positive impact of our collaboration in enhancing Unique's social media presence.

Results from Paid Campaigns

Campaigns Unique Transport Inc. (661335670913...)

Updated just now Discard Drafts Review and publish (1)

Search and filter Maximum: 17 Apr 2020-17 May 2023

Campaigns Ad sets Ads

+ Create Edit A/B test Rules

View Setup Columns: Performance Breakdown Reports

Off/on	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input checked="" type="checkbox"/>	TF - Leads - CD LTS300 - 1	Active	Highest volume	\$300.00 Lifetime	7-day click or ...	25 On-Facebook leads	1,164	1,772	\$4.02 Per on-Facebook lea...	\$100.43	2 Jun 20
<input checked="" type="checkbox"/>	TF - NEW - FLATBED - LP (LT \$200)	Active	Highest volume	\$200.00 Lifetime	7-day click or ...	16 On-Facebook leads	897	1,436	\$6.46 Per on-Facebook lea...	\$103.39	3 Jun 20
<input checked="" type="checkbox"/>	TF - Leads - Flatbed CD LTS600	Active	Highest volume	\$600.00 Lifetime	7-day click or ...	126 On-Facebook leads	5,921	8,726	\$2.33 Per on-Facebook lea...	\$293.74	2 Jun 20
<input checked="" type="checkbox"/>	TF - CD - NEW 23.03	Active	Highest volume	\$700.00 Lifetime	7-day click or ...	158 On-Facebook leads	10,805	18,476	\$4.14 Per on-Facebook lea...	\$654.81	2 Jun 20
<input type="checkbox"/>	TF - NEW - DISPATCH - LT \$150	Off	Highest volume	\$150.00 Lifetime	7-day click or ...	23 Messaging conver...	3,074	6,688	\$0.73 Per messaging co...	\$16.73	4 May 20
<input type="checkbox"/>	TF New - LT \$600	Off	Highest volume	\$600.00 Lifetime	7-day click or ...	115 On-Facebook leads	4,602	7,580	\$3.51 Per on-Facebook lea...	\$403.80	2 Jun 20
<input type="checkbox"/>	New Leads 15.03 300SLT	Off	Highest volume	\$300.00 Lifetime	7-day click or ...	13 On-Facebook leads	3,499	4,678	\$15.19 Per on-Facebook lea...	\$197.52	2 Apr 20
<input type="checkbox"/>	TF - Leads - CD - NEW/ Daily 20\$	Off	Highest volume	\$20.00 Daily	7-day click or ...	50 On-Facebook leads	10,480	13,916	\$10.70 Per on-Facebook lea...	\$535.16	Ongoing
<input type="checkbox"/>	TF - Leads - CD	Off	Highest volume	\$300.00 Lifetime	7-day click or ...	38 On-Facebook leads	7,820	9,830	\$7.89 Per on-Facebook lea...	\$300.00	31 Mar 20
<input type="checkbox"/>	The Drivers World - Creative Test 2	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	14 On-Facebook leads	825	1,056	\$6.00 Per on-Facebook lea...	\$84.00	28 Feb 20
<input type="checkbox"/>	The Drivers World - Creative Test	Off	Highest volume	\$480.00 Lifetime	7-day click or ...	102 On-Facebook leads	4,311	7,066	\$4.70 Per on-Facebook lea...	\$479.88	31 Mar 20
<input type="checkbox"/>	TDW - Company	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	11 On-Facebook leads	693	846	\$7.65 Per on-Facebook lea...	\$84.10	15 Mar 20
<input type="checkbox"/>	TDW - Leads - Company	Off	Highest volume	\$150.00 Lifetime	7-day click or ...	2 On-Facebook leads	213	247	\$11.64 Per on-Facebook lea...	\$23.27	21 Feb 20
<input type="checkbox"/>	The Drivers World - Audience Test #2	Off	Using ad set bid...	Using ad set bu...	7-day click or ...	8 Multiple conversions	681	773	\$10.06 Per on-Facebook lea...	\$80.46	17 Feb 20
Results from 48 campaigns											
Excludes deleted items						Multiple conversions	469,127	1,631,506	Multiple conversions	\$32,999.00	Total Spent

The attached photo illustrates the effectiveness of our collaboration with Unique Transport on their paid campaigns. With an investment of \$32,999, we were able to generate over 3,000 Facebook applications, representing a remarkably cost-efficient average of just \$2.08 per result.

Job Postings Example

Meta Ad Library search results for Unique Transport Inc.

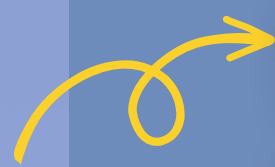
Search criteria: Unique Transport Inc. (All ads)

~30 results

Launched in April 2023

Keyword: [] Filters: [] Save Search: []

Ad ID	Active	Started running on	Platforms	Categories	Text	Image
161673256555938	Active	26 Apr 2023	Facebook, Instagram	Job Postings	5 ads use this creative and text	Unique Transport Inc. Sponsored. We're looking for experienced company drivers to join our team!! Pay rate: 65 CPM REEFER, 70 CPM FLATBED. Image: 0.70 cpm 2 HOUR ORIENTATION Same day dispatch.
212805338137406	Active	26 Apr 2023	Facebook, Instagram	Job Postings	3 ads use this creative and text	Unique Transport Inc. Sponsored. We're looking for experienced company drivers to join our team!! Pay rate: 65 CPM REEFER, 70 CPM FLATBED. Image: ONLY 2 HOURS ORIENTATION.
596349219115640	Active	26 Apr 2023	Facebook, Instagram	Job Postings	3 ads use this creative and text	Unique Transport Inc. Sponsored. We're looking for experienced company drivers to join our team!! Pay rate: 65 CPM REEFER, 70 CPM FLATBED. Image: Unique Transport Inc is hiring OTR Company Drivers. Requirements: 1. 2 years of OTR experience, 2. Valid OTR license, 3. 24-hour dispatch. Apply Now.
955266175817556	Active	26 Apr 2023	Facebook, Instagram	Job Postings	3 ads use this creative and text	Unique Transport Inc. Sponsored. We're looking for experienced company drivers to join our team!! Pay rate: 65 CPM REEFER, 70 CPM FLATBED. Image: UNIQUE TRANSPORT INC IS HIRING OTR Company Drivers. Apply Now.
235876215781666	Active	26 Apr 2023	Facebook, Instagram	Job Postings	5 ads use this creative and text	Unique Transport Inc. Sponsored. We're looking for experienced company drivers to join our team!! Pay rate: 65 CPM REEFER, 70 CPM FLATBED. Image: UNIQUE TRANSPORT INC IS HIRING OTR Company Drivers. Apply Now.



Social Media Post Example

