



Case Study:

THE POWER OF CONTENT MARKETING & ITS ROLE IN TRANSFORMING TRIPLE T TRANSPORT'S BRAND



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BACKGROUND:

Triple T Transport is a national 3PL freight broker headquartered in Lewis Center, Ohio, acting as a crucial intermediary

between shippers and freight carriers in the logistics sector. Seeking to enhance brand visibility, engage with their target audience, and to establish thought leadership within their field, Triple T was eager to explore the potential of digital content creation. A representative from their team approached TriAd Marketing & Media with an interest in podcasting as a marketing tool.

OBJECTIVE:

Triple T Transport initially sought to leverage podcasting to connect with their audience, share industry insights,

and foster brand recognition. With a desire to expand their digital footprint and revitalize their online presence, they aimed to create engaging content that resonated with their audience while positioning themselves as industry experts.

STRATEGY AND IMPLEMENTATION:

TriAd Marketing & Media collaborated closely with Triple T Transport Senior Sales Executive

John Mahle to develop a comprehensive strategy tailored to their goals. Recognizing the potential of podcasting as a versatile platform for content dissemination, TriAd proposed the creation of a weekly video podcast called Stay In Your Lane to be distributed across multiple channels including YouTube and major podcasting platforms. This included a particular focus on Triple T's strongest platform, LinkedIn.



VISIT THE STAY IN YOUR LANE PODCAST

The podcast format evolved beyond its initial conception, incorporating engaging segments such as Supply Chain Squares gameshow-style episodes to enhance viewer interaction and entertainment value. Leveraging these episodes as a cornerstone of the podcast series, TriAd expanded the content's reach by repurposing it into various formats including news articles, social media posts, shorts/reels content, digital ad campaigns, and email campaigns.

"WHEN I WAS LOOKING FOR A COMPANY TO HELP WITH OUR MARKETING, I HAD A LOT OF OPTIONS," SAYS MAHLE. "AFTER TALKING TO TRIAD, I KNEW RIGHT AWAY THAT I WASN'T GOING TO BE JUST A NUMBER. OVER SIX TO TWELVE MONTHS, THEY LEARNED WHAT WE DO ON AN INTIMATE LEVEL—WHO WE MARKET TO, HOW WE CAN BE DIFFERENT, WHAT BROUGHT VALUE AND WHAT DIDN'T."

John Mahle

Triple T Transport Sales Executive

Mahle utilized his skills as a high-value partner to gain regular guests on the podcast. This included leading figures in the field of transportation and logistics. This, in correlation with a strong social media promotion schedule allowed the podcast to hit a wide number of viewers and listeners very quickly.

In addition to podcasting, the team identified the opportunity to revitalize Triple T Transport's blog into an industry news outlet that brings value to readers and organic traffic to the website. By updating and diversifying the blog's content to align with the podcast themes, TriAd successfully increased blog traffic, attracting several hundred visitors each month within the first year of posting.

Take a closer look at what we do - and how we think.



Marketing



Print



Social



Video



Web

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As the content strategy grew and the website became loaded with high-value media, it was determined that the rest of the website needed to reflect the high level of quality being placed in the communications and the service offerings provided by Triple T to its customers. This resulted in TriAd crafting a new website design with fresh interior page copy containing strong calls to action. The 80-page website was redesigned to properly display the improvements to information and media within.

The partnership between TriAd Marketing & Media and Triple T Transport has strengthened and developed into a solid channel of communication. When Triple T needs new sales sheets, print advertisements, or digital document layout templates, TriAd has been present to address each need quickly and responsively with high-quality marketing materials. TriAd is proud to be Triple T's agency of choice in all aspects of marketing.

How highly do you prioritize your marketing & communication efforts?

"FOR US, THERE IS NO BETTER VALUE ON A PERSONAL PARTNERSHIP LEVEL."

John Mahle
Triple T Transport Sales Executive

RESULTS: The collaboration between Triple T Transport and TriAd Marketing & Media yielded remarkable results, surpassing initial expectations, and transforming the company's digital presence within a span of two years. Outcomes from the collaboration include:

1. PODCAST SUCCESS:

The podcast content garnered over **ONE MILLION views within two years** of its launch, achieving significant organic growth month-over-month. By consistently delivering valuable insights and engaging discussions, the podcast established Triple T Transport as a thought leader in the logistics industry.



2. DIVERSIFICATION OF CONTENT:

Through the strategic repurposing of podcast episodes into various formats, including articles, social media posts, and digital ads, Triple T Transport expanded its content reach and diversified its audience engagement channels.



3. BLOG REVITALIZATION:

The revitalization of Triple T Transport's blog resulted in a substantial increase in web traffic, with several hundred visitors accessing the platform each month. By aligning blog content with podcast themes, Triad Marketing & Media effectively enhanced the company's online visibility and authority.



4. ENGAGEMENT AND BRAND RECOGNITION:

The Supply Chain Squares gameshow-style episodes emerged as audience favorites, driving higher engagement, and reinforcing Triple T Transport's brand identity as innovative, fun, and highly experienced within the logistics sector.



CONCLUSION: Through a strategic collaboration with Triad Marketing & Media, Triple T Transport successfully leveraged podcasting and content diversification to revitalize its digital presence, engage with its audience, and establish itself as a leading voice in the logistics industry. By embracing innovative content formats and distribution channels, Triple T Transport achieved significant growth and cemented its position as a thought leader in the competitive freight brokerage market.

Take a closer look at what we do - and how we think.





TriAd Marketing & Media is a close-knit, multi-disciplined team of unique individuals, all with a powerful passion for creating ideas that inspire for our clients' business. From creative designs that make a real difference, to in-house digital production, all your marketing needs can be met by one team in a cohesive and cost-effective way.

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