



CASE STUDY

Hirschbach: A Trucking Company Needing Consistent Marketing Support

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Hirschbach is a transportation solutions company that works hard to service its customers and engage and recruit quality drivers. Its primary markets extend from the Midwest to and from the South, Southeast and Northeast.

Getting the proper messaging out to customers, prospects and drivers can be a challenge, especially for small marketing teams. Like many one-person departments, Bianca Sanchez, marketing and social media manager at Hirschbach, wears many hats. Not only is she tasked with executing the marketing strategy, she also works with the company's recruiting, HR and operations teams to produce marketing communications materials. She also produces the company's podcast. A large feat for any one person.

When she was given a second team member, she was able to start executing her marketing strategy. Then when that second person left a few months after joining the team, Sanchez was in a lurch on how to keep up with social media and content production.

Challenges

Hirschbach is a privately-owned carrier that offers experienced, refrigerated truckload services to 48 states, so there is a lot of marketing effort needed to properly promote its services and find the qualified drivers to transport shipments.

After Sanchez was back to being a one-person marketing team, she found it challenging to execute items on her marketing strategic plan and keep up with daily content needs.

“Being a one-person team, I was struggling to develop and create content, especially for social media,” Sanchez said. “It was very lagging, and I needed a lot of help.”

While she was thankful team members in other departments offered to help, it was not the assistance she needed. She desired someone who both understood the trucking industry and social media marketing.

“It can’t just be funny memes that you see floating around on social media,” Sanchez said. “It needs to have a purpose. It needs to be delivering to something.... I needed someone to help that understood these things.”

Solutions

With no budget to hire another marketing professional, Sanchez needed options.

While attending an industry tradeshow, she found her solution.

After hearing about the marketing services FayeBSG had to offer, she knew the Marketing U-Pick Plan was exactly what she was looking to find. FayeBSG was a company that both understood marketing and the trucking industry that had flexibility in services, with no long-term commitment.

“Working with Faye, it was just great for me because you already understood what would take time for me to teach someone else. This is your niche. You understand marketing, so it was a win-win for me,” Sanchez said.

RESULTS

Sanchez found the support she needed for her content needs. Economically speaking, it was less expensive to outsource social media management and some content writing to FayeBSG than it would be to hire on another staff member.

“I definitely couldn’t get all the stuff I wanted to get done without having that help. And right now, I don’t have it in the budget to be approved to have an extra staff member,” Sanchez said. “This was a fantastic opportunity for me to take advantage, get some assistance and start delivering on content.”

Prior to teaming up with FayeBSG, Hirschbach's social media posts were sporadic and the blog activity was little to none.

Now, there's a consistent posting schedule, with a mix of content ranging from driver spotlights, wellness tips for drivers on the road, curated content about industry information and inspirational posts.

Hirschbach is seeing a lot more interactions on social media than before and it's consistent.

"If you're strapped for time and you need help, don't hesitate to look into this. I have not second-guessed my decision to work with FayeBSG for one moment."

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About FayeBSG

FayeBSG is a global technology company that helps companies grow by successfully deploying, customizing, building, and managing industry leading customer experience, CRM, and ERP software platforms to meet evolving business needs. As a SugarCRM Elite partner and awarded the 2020 SugarCRM Global Reseller of the Year, FayeBSG is also a leading partner with Sage, Zendesk, Salesforce, and Hubspot as well as an innovative provider of custom software solutions.

FayeBSG is known for their SugarCRM integrations with Sage 100, QuickBooks, NetSuite, Acumatica, Intacct, Constant Contact, Authorize.Net, Hubspot, Ring Central, Box, Jira, Ytel, and more. Services include project management, software implementations, consulting, training, custom development, and support.

The FayeBSG Marketing Services team focuses on customized in-house digital marketing programs that range from short-term engagements to longer-term marketing strategy support.

Specializing in software implementations for a variety of industries, FayeBSG has customized successful CRM and ERP platforms for a variety of mid-market and enterprise businesses.

For more information, please visit www.fayebsg.com.

