



+100

leads from Search Marketing campaigns in one month.

3.2K

clicks on Social Ads campaign in one month.

+11K

views on YouTube Ads in less than one month.

CHEESEMAN TRANSPORT

ABOUT

Cheeseman Transport is a trucking company specializing in LTL loads. They have over 300 trucks with several terminals throughout the U.S.

CHALLENGES

The Cheeseman Transport team was looking for a way to recruit new drivers who are team-oriented and willing to put in hard work with the added challenge of a competitive driver's market.

SOLUTIONS

Cheeseman Transport was previously working with a vendor for their recruitment marketing needs but weren't seeing relevant leads, so they partnered with LOCALiQ for our solutions, including Search Marketing, Facebook Ads, and YouTube Ads.

RESULTS

With an integrated marketing mix that targets potential drivers on search engines, social media, and in videos, Cheeseman Transport was able to increase brand awareness and target the right potential employees for their business.

They found that their number one campaign for driving employment leads was Facebook ads, and having a presence on search engines allowed them to drive prospects who found them on Facebook to their website after conducting a search.

The Cheeseman Transport team is happy with their partnership with LOCALiQ and has seen great results from their campaigns, including more qualified applicants and new hires for their company.

“The leads have increased – that’s the biggest thing – but the most important part is the relevancy between the leads and the jobs we had open. That shows that our campaigns are working.”

*Stacy Lochtefeld
Marketing Director
Cheeseman Transport*