



HOW LAW FIRMS CAN WIN BUSINESS IN THE TRANSPORT & LOGISTICS INDUSTRY



USE INDUSTRY BACKGROUND TO SUPPORT YOUR MESSAGES



1 in 12 people in the UK work in logistics



Giants such as Amazon are surging ahead



2.3m employed in the UK



UK Driver Shortage 35,000



190,000 logistics companies



Average UK drivers salary £24,700



Some UK regions are booming. The North West has had a 30% increase in registered transport firms since 2015

CAMPAIGN OBJECTIVE



To gain a constant flow of new instructions from both Transport firms and organisations with significant fleets



YOUR KEY MESSAGES MUST PROVE YOUR SECTOR EXPERTISE



Migrants and the Jungle. Drivers and employers responsibilities



SWAPS. Has a bank loan hurt your business?



DVSA & Police investigations. Molehills into Mountains



Heavy lifting and plant – Moving something? Here's a checklist...



Data Protection Law for Logistics. Get compliant before you get fined



Reduce maintenance costs / understand the law

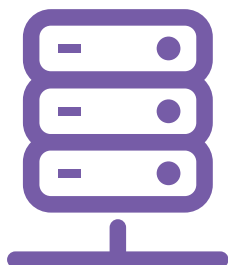


£€ exchange rate. Make sure you're a winner, not a loser



And many many more...

BUILD A DATABASE OF YOUR TARGET MARKET



Land transport & transport via pipelines - number of companies

£100k - £999k T/O = 1276

£1m - 9m T/O = 225

£10m - £49m T/O = 63

£50m + T/O = 16



Warehousing & Transportation - number of companies

£100k - £999k T/O = 921

£1m - 9m T/O = 173

£10m - £49m T/O = 55

£50m + T/O = 16

CONDENSED ACTIVITY PLAN

2 TARGET MARKETS

- Introducers; accountants, funders, transfer agents
- Transport companies
 - Firms with 50+ vehicles or whatever your target market



Buy, clean and verify database of all

DIGITAL COMMUNICATIONS & CONTENT

Your website must reflect your expertise in the industry and the subjects that prospects are searching for.



Regular content (at least monthly). Blogs, infographics, written, animations. Push this out via;

- Email
- LinkedIn posts (and other social channels)
- Guest posts on industry sites

TELEMARKETING

Call each prospect to;

- Introduce, Understand, Extol the brand
- Single reason to meet
- Agree LinkedIn
- Agree next action / meet where appropriate



CONTINUOUS NURTURING

EVENT MARKETING

After 6 months, run your own or a shared event.



It could be as simple as a dinner for 6 owners in the health care market, or FD's if larger

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If you would like to know more about how Chartered Developments could help your business then please contact Peter Rosenwald.



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