



CASE STUDY

Branding Success: transforming a logistics company's visibility

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elevationmarketing

BACKGROUND

Serving shippers and small, independent trucking companies

Chasewater Industries is an asset light, specialized logistics firm offering key resources to fleet operators and shippers in the flatbed, open deck and heavy haul trucking categories. The Georgia-based company is a new entrant in the logistics space formed as a division of US1 Network, an established logistics entity with numerous nationwide branches.

Chasewater serves shippers and small, independent trucking companies. **For trucking operators, it can take on most administrative functions—driver procurement, payroll and other back-end functions—so they can prioritize other areas of their business.** At the same time, Chasewater integrates operators into its US1 shipper network to help expand their business. The company also offers specialized logistics services to shippers. It focuses on the East Coast and Southern U.S., with systems and technology in place to ensure shipments reach their destination quickly and efficiently.



The company appeals to operators who want the benefits of a large logistics organization with more personalized attention.

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Chasewater partnered with Elevation Marketing to develop a brand identity that would speak to the company's true capabilities. This foundational messaging would involve tremendous industry and company research to inform visuals and narratives. The brand look, feel and story would then need to be integrated into a fresh website and a strategic marketing plan to generate leads and nurture future sales activity. The timeline was short—Elevation was tapped to create an entire company image and voice in just three months.

Quantitative Research Review

61
Respondents

QUANTITATIVE SURVEY RESULTS

Please select your role or position from the following list:

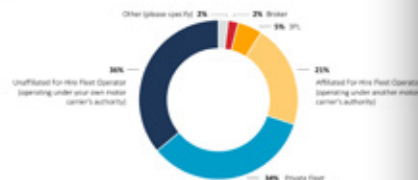


1
Sales/Marketing support, Safety and Insurance purchasing are top areas where respondents indicated they could use some help.

Quantitative Research Review

QUANTITATIVE SURVEY RESULTS

Which category best describes your organization?

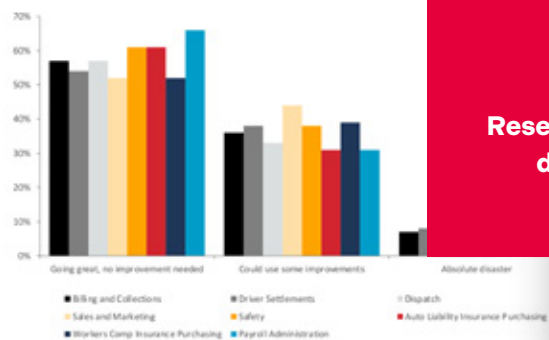


Quantitative Research Review

QUANTITATIVE SURVEY RESULTS

Please rank the following activities in terms how well you believe they are currently being handled on behalf of your business (regardless of who is performing these tasks):

1
Sales/Marketing support, Safety and Insurance purchasing are top areas where respondents indicated they could use some help.



Phase 1: Research and discovery

STRATEGY

Elevation Marketing has deep brand development experience

A multiphase research strategy was initiated to uncover brand truths along with competitor and industry sentiments and insights. This foundational research would feed messaging, creative and marketing strategy.

Elevation analyzed existing marketing materials and industry data, and engaged in thorough quantitative and qualitative research. The team oversaw a **discovery workshop and brand immersion** exercises with internal stakeholders, efforts that revealed Chasewater's vision, industry and company challenges, and business objectives. These were early pieces that would help establish benchmarks to measure marketing ROI as the company moved forward.

The team also developed and distributed a **market research survey** to learn about the decision-making and evaluation process of target audiences. Phone interviews with internal stakeholders and industry members helped to gauge industry and customer perceptions, along with the specific needs of a Chasewater client.

Elevation then **conducted an analysis of key competitors, their brand positioning, and their key messages and value propositions**. It presented complete findings to the Chasewater leadership team, along with industry messaging gaps and a summary of market opportunities for the new company.

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Knowing this, the Elevation team began to outline key differentiators, bringing to light Chasewater's competitive advantages and value proposition. Some differentiators were:

- A US1 Network relationship with access to large logistics company advantages

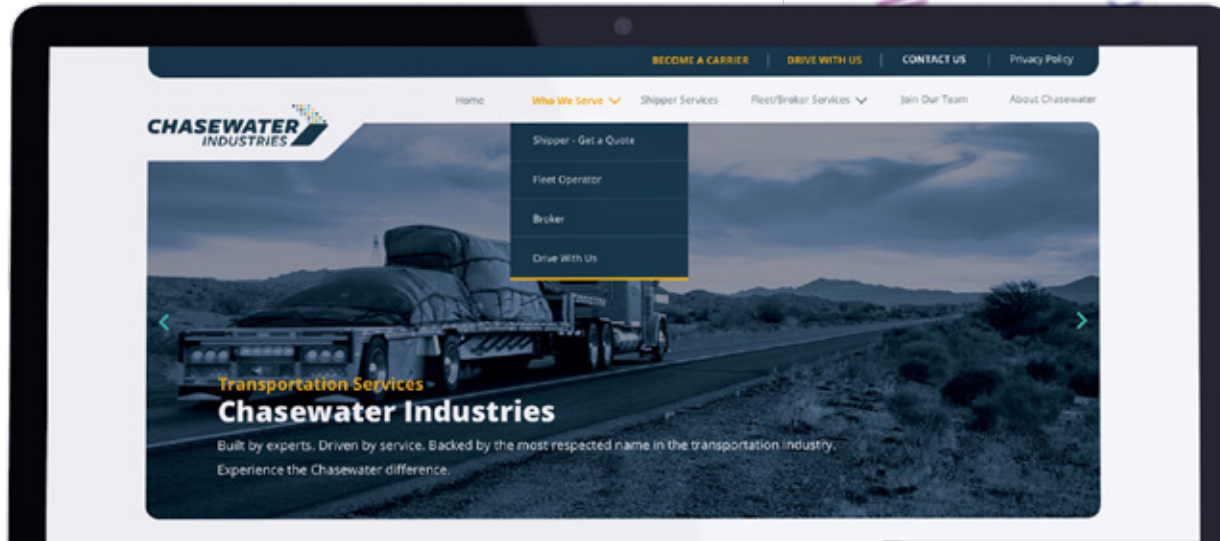
- These findings then fed strategic campaign messaging and creative efforts to reinforce brand values. Creative teams developed a logo and other visuals, a messaging matrix, and a positioning statement that embraced the values of trust, expertise, flexibility and access. Messaging was integrated into marketing collateral samples and mood boards, and Chasewater's brand identity truly took shape.

Phase 3: A comprehensive marketing plan

With a brand identity taking root, the Elevation team created an integrated marketing plan designed to support brand awareness and nurture leads and sales. The comprehensive strategy offered:

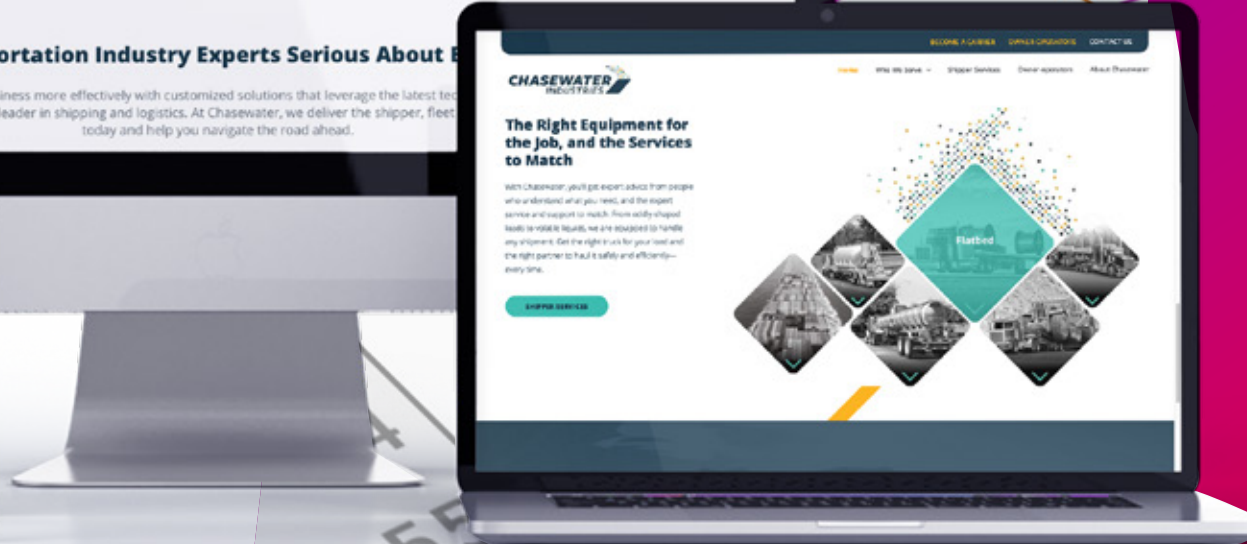
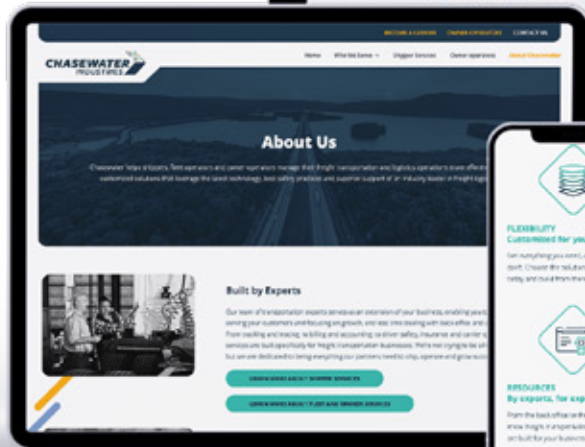
- Tactical recommendations (social media, PR, advertising) and implementation suggestions
- Budgets and development timelines for all marketing communication efforts
- Marketing materials and collateral recommendations
- Step-by-step branding implementation guidance
- Website suggestions
- Lead generation strategy for key touchpoints to drive top-,middle-and bottom-of-funnel conversion
- Short- and long-term sales goals with KPI tracking processes





Phase 4: Website development

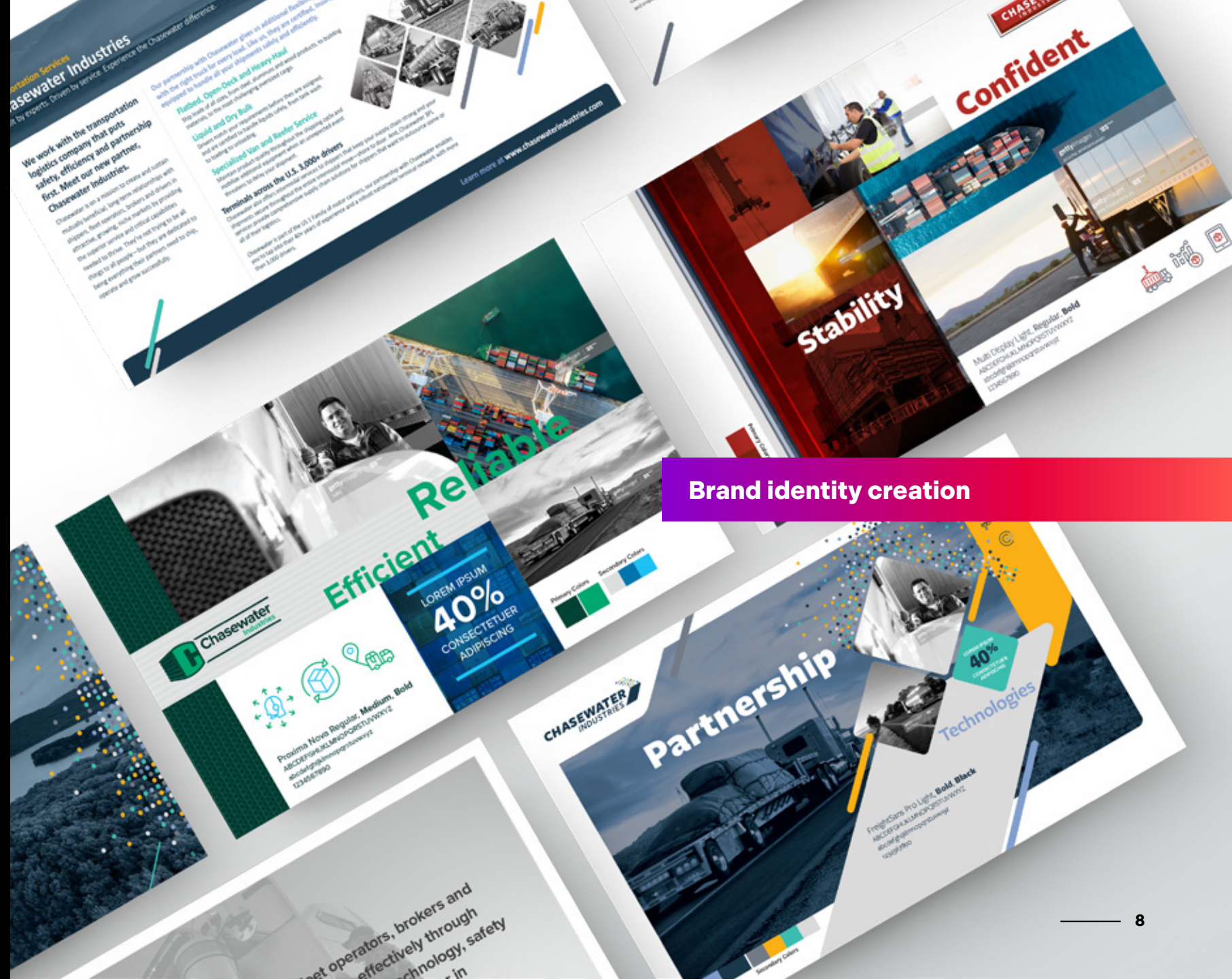
Elevation then conceptualized, designed and developed a robust, mobile-responsive WordPress website adhering to Chasewater's new brand guidelines. The coordinated effort involved on-site SEO planning, SEO auditing and analytics set-up, site map development, theme selection, content creation and population, and tracking configuration initiation for critical business metrics such as site visits, traffic sources, time on site and conversions.



WORDPRESS
WEBSITE

DELIVERABLES

- Multiphase industry, company and audience research
- Survey development and distribution
- Key findings report
- Positioning statement
- Messaging Matrix
- Logo and brand identity creation
- Website development
- Strategic marketing plan



Brand identity creation

BUSINESS WINS

From an industry unknown to a professionally-branded entity

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The start-up now had the ability to clearly express its value proposition to a target audience. Chasewater Industries could now:

- Establish credibility in the industry and communicate its competitive advantages
- Leverage a comprehensive marketing plan to nurture future leads and sales
- Gain sales traction with independent operators and shippers in its region

ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss
your project?**

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Business Journal
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