

# LEAD COVER

## Thought Leadership Emphasizes Strategic Advantage: Addressing Critical Drayage Issues with Valuable Content

### THE CLIENT >

ITS Logistics is a modern 4PL company that specializes in creative supply chain solutions. Their offerings include an asset-lite transportation division, drayage and intermodal services, a top-tier asset-based dedicated fleet, and innovative omnichannel distribution and fulfillment services.

### THE MATH

**\$1M+**

in PR publicity quarterly

**\$4.2M**

Q1 2023: opportunities attributed to the Index

**1500+**

directly influenced contacts

**5700**

individual decision makers at Fortune 1000 companies engaged

### THE CHALLENGE >

Despite being a fast-growing company with a solid customer base, ITS faced challenges in reaching new clients and expanding their business. They had limited success in acquiring new logos and recognized the need to educate the market to increase traffic and visibility.

### THE OPPORTUNITY >

During our initial discussions, we uncovered that ITS operates at all 26 coastal and inland ports in the United States. We also identified their unique internal "Port Rail Ramp Index," which could be positioned as a thought leadership piece addressing critical drayage issues faced by shippers. The post-pandemic surge in import volumes created a timely opportunity for ITS to engage C-suite leaders in the shipping community, emphasizing their strategic advantage.

### THE SOLUTION >

LeadCoverage acted as an extension of the ITS marketing team, focusing on public relations and paid media strategies. Collaborating closely with ITS leadership, we transformed their valuable data into an External "Port Rail Ramp Index," a resource designed to target their Ideal Customer Profile (ICP) and address immediate industry challenges.

The ITS operations team compiles the index monthly, while LeadCoverage assists in content creation and market deployment. We implemented a comprehensive marketing strategy that included paid media, email campaigns, and customized landing pages to maximize reach and engagement.

Additionally, we partnered with CNBC's Lori Ann LaRocco to publish the index monthly, ensuring it gained traction in the industry.

### THE RESULTS >

Through our partnership, ITS successfully leveraged marketing expertise to enhance web traffic and public relations efforts, achieving a remarkable 14x ROI on their marketing investment. The unique, relevant, and timely good news has become a vital piece of content, shared monthly and frequently cited by major outlets such as CNBC, Reuters, and key trade publications, effectively reaching their target Fortune 500 audience.

**LEAD  
COVER**  
We make market leaders.



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