

LEAD COVERAGE

\$46M in Pipeline, 99 MQLs A Freight Brokers GTM Strategy Change

THE CLIENT

A Midwest-based freight brokerage and logistics company serving industries like food and beverage, retail, and manufacturing. Known for their strong service, long-term client relationships, and solid team, they had built a dependable foundation—but needed a modern strategy to accelerate growth.

THE CHALLENGE

A growing Midwest-based logistics provider had stalled out. With no formal marketing strategy, limited digital presence, and no CRM or marketing tool in place, their efforts were inconsistent—sporadic LinkedIn posts, occasional trade show appearances, and a one-off email campaign now and then. **Growth was stagnant**, and they needed a scalable, structured approach to drive demand.

THE OPPORTUNITY

The company partnered with LeadCoverage to implement a full-funnel go-to-market strategy grounded in the Revenue Engine Framework: Share Good News, Track Interest, Follow Up. Within the first 60 days, LeadCoverage launched HubSpot Marketing Hub, defined their Ideal Customer Profile (ICP), and initiated coordinated outreach—including paid media, email, web, and social—targeting high-value prospects in the Midwest. Fragmented efforts quickly evolved into a structured, repeatable demand generation engine.

THE SOLUTION

LeadCoverage deployed its proven Revenue Engine Framework to guide the transformation:

- **Share Good News** – Developed and distributed content tailored to the client's ICP, positioning them as a trusted logistics partner
- **Track Interest** – Used HubSpot to monitor engagement across all channels, prioritize high-value leads, and drive data-backed decision-making
- **Follow Up** – Built automated workflows, lead scoring, and handoff processes to ensure sales stayed focused on warm, high-potential opportunities

By combining strategy, technology, and execution, LeadCoverage helped this client replace random marketing with a scalable demand engine—one designed to generate leads, fuel pipeline, and position the company as a market leader in logistics.

We make market leaders.

THE RESULTS

In less than 60 days, LeadCoverage implemented HubSpot, aligned internal teams, and launched targeted demand generation campaigns. Over the first year, that foundation delivered measurable results:

- HubSpot implemented and fully operational in 60 days
- 17 marketing-qualified leads (MQLs) generated in the first 90 days
- 99 total MQLs in Year 1
- \$46 million in new pipeline opportunities created
- Targeted outreach campaigns launched across email, social, website, and paid media

THE MATH

17

Leads (MQLs) in the first 90 days

99

Leads (MQLS) in the first year

\$46 MILLION

in new pipeline

90 DAYS

To Implement Full Scope
Targeted Outreach using Email,
Social, Website, Paid Media

LEAD
COVERAGE

We make market leaders.

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