



# Mastering Non-Freight Events for Peak Profitability

Q3 2024 Campaign Brief

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## Purpose:

All trucking companies experience leakage, the unintentional or unauthorized loss of money that drains profits. The root cause is often an outdated TMS lacking modern, data-rich features and visualizations that allow fleets to track and manage non-freight-related (NFR) events.

An NFR is an event, such as a planned or unplanned stop, that is not directly in line with moving freight between pickup and delivery locations. Examples include drivers stopping at places to get empty trailers, clean or repair equipment, or take 34-hour restarts.

When a load planner or driver manager lacks visibility of NFRs and granular route details, such as the best locations for drivers to pick up a trailer, they make decisions based on incomplete or missing information. This creates hidden costs, such as excess deadhead miles, fuel consumption, and shipment delays, that drain profits but don't surface in an expense report.

New developments by Magnus Technologies will change how trucking companies can visualize, track, and manage NFRs in their operations, significantly improving fleet efficiency and profitability.

This campaign will showcase how the Magnus Platform's intelligent event tracking combines advanced, interactive mapping technology and visualizations with an integrated mobile driver app. This powerful and exclusive combination gives fleets unprecedented operational visibility and control.

By leveraging Magnus' new visual planning tools, seasoned professionals and newcomers can reduce errors and prevent leakage. The solution goes beyond simple route optimization by addressing a generational shift in fleet management. The intuitive interfaces cater to younger, tech-savvy employees while preserving the knowledge of experienced staff.

The campaign will showcase concrete examples of cost savings and efficiency gains to demonstrate the substantial ROI potential for trucking companies of all sizes.



## Campaign Objectives:

1. Position Magnus TMS as the trucking industry's most innovative platform for truckload management.
2. Build awareness and interest in Magnus TMS through an omnichannel content strategy.
3. Warm-up and qualify leads for sales.
4. Target/ Segment messaging to the S3V market
5. Drive 10 SQLs

## Timeline:

August to October 2024

## Key Messaging:

The trucking industry is mired in a freight recession, forcing companies to find creative ways to cut costs and build momentum heading into 2025.

Finally, trucking companies have a fleet management solution that provides unparalleled visibility and control to drive ambitious ROI. The Magnus Platform reimagines freight visibility by giving load planners and driver managers powerful, easy-to-use tools to identify and prevent leakage, driving higher efficiency and profitability.

**Comprehensive Visualization:** Advanced mapping and planning tools allow for intuitive route optimization, NFR event tracking, and real-time decision support, catering to experienced planners and newer staff.

**Enhanced Data Accuracy:** The mobile app with barcode scanning capabilities drastically reduces costly errors like picking up wrong trailers, improving overall data quality and operational efficiency.

**NFR Event Tracking:** Unique ability to record, monitor, and analyze non-freight-related events, uncovering hidden costs and inefficiencies that impact the bottom line.

**Streamlined Planning:** A flexible system and integrated driver mobile app allow route planning without complete information upfront, reducing redundant or incorrect data entry from drivers and enabling more innovative and agile decision-making.



**Cost Visibility:** Powerful reporting and analytics tools help identify and quantify operational leakages, providing insights to improve profitability.

**Next-Generation Ready:** Intuitive, visual interface bridges the knowledge gap as experienced staff retire, appealing to younger, tech-savvy employees entering the industry.

**Cross-Departmental Collaboration:** The Magnus Platform provides valuable information to planners, driver managers, CSRs, and other operational staff, enhancing communication and decision-making across the organization.

With the exclusive NFR functionality, the Magnus Platform delivers breakthrough ROI for trucking companies by preventing operational leakage.

Target Audience:

- Dry Van Fleets (50-250 trucks)
  - Titles include: Finance, Operations, Transportation, Technology
  - Seniority: Manager, Director, VP, COO, CEO, Owner

## Content Plan:

### Top of the Funnel

- Blog: Leakage in Trucking: 5 Hidden Costs from Non-Freight-Related Events
  - The Impact on Your Bottom Line
- Blog 2: Driver App Exception
- Blog: From Novice to Expert: How Visual Planning Tools Are Leveling the Playing Field in Fleet Management
- Social media series: Leakage in Trucking
- Media Pitches:
  - Leakage in Trucking: Understanding and Preventing Profit Drain in Operations
  - The Future of TMS: Why Non-Freight-Related Event Tracking is a Game-Changer



## Middle of the Funnel

- Guide/eBook: The Future of TMS: Why Non-Freight-Related Event Tracking is a Game-Changer
- Emails 1 & 2
- Video: Same topic/theme as the Guide/eBook
- Email

## Bottom of the Funnel

- BDR Script/ Sequence- Switch Messaging
  - Email: CTA–schedule a demo.
- NFR one-pager
- Plugging the Leaks: Chart/Infographic based on NFR one-pager

## Roles and Responsibilities:

Task	Launch Date	Month Tasks Due
Blog 1	8/27	AUG
Blog 2	9/10	AUG
Blog 3	9/24	Sept
Guide	10/8	SEPT
Sales Email Sequence	10/8	SEPT
NFR Video	10/22	Sept
NFR One-Pager		done
Infographic/Chart	11/5	SEPT
Email for Blog 1	8/27	AUG
Email for Blog 2	9/10	SEPT
Email for Blog 3	9/24	SEPT



Email 1 for Guide	9/30	SEPT
Email 2 for Guide	10/8	OCT
Video email	10/22	OCT
Email for chart/infographic	11/7	OCT
Media Pitching	8/27-10/31	