


Website Landing Page

**ESTES** [Ship](#) [Track](#) [Manage](#) [Services](#) [Resources](#) [Contact](#) [Q](#) [My Estes](#) [▼](#)

## Regional Short-Haul LTL Coverage



### Contact


[Learn More About Estes](#) >

We make freight shipping easy

[Get a Rate Quote](#) >

We'll create one just for you

### Regional Short-Haul LTL Coverage



### Reliable One- and Two-Day Shipping On The Backbone Of A National Carrier

You may think of Estes as a reliable long-haul carrier, but did you know our vast North American network makes it possible for us to offer exceptional short-haul coverage, as well? With our nearly 7,000 next-day lanes and 270 million next-day points, we're able to get your regional shipments where they need to go, when they need to get there.

#### Estes' reliable short-haul coverage features:

- An extensive transportation network of more than 280 terminals
- A robust fleet of more than 10,000 tractors
- Nearly a century of regional freight shipping expertise

And because we know your business never stops running, neither do we. Many of our next-day lanes have trailers that run every night like clockwork, and over 60% of these lanes are direct, which means minimal handling and superior reliability.

At Estes, we provide all the freight services you need, everywhere you need them, with none of the hassle.

From short-haul to long-haul, Estes does it all.

#### It's easy to get started

Identify your servicing terminal by state or zip/postal code on our [Terminal Locations and Maps](#) page. Each terminal listing features downloadable maps that display its transit times for next-day and/or national destinations.

You can also use our [Transit Time Calculator](#) to generate transit times between nearly any North American origin and destination in seconds.

If you're interested in a particular area, you'll find links to our hub terminals as well as terminals with one-day transit times to Canada.

Website Banner

## Short-Haul LTL Coverage

Exceptional short-haul shipping service backed by our vast North American network and 7,000+ next-day lanes

[LEARN MORE](#)

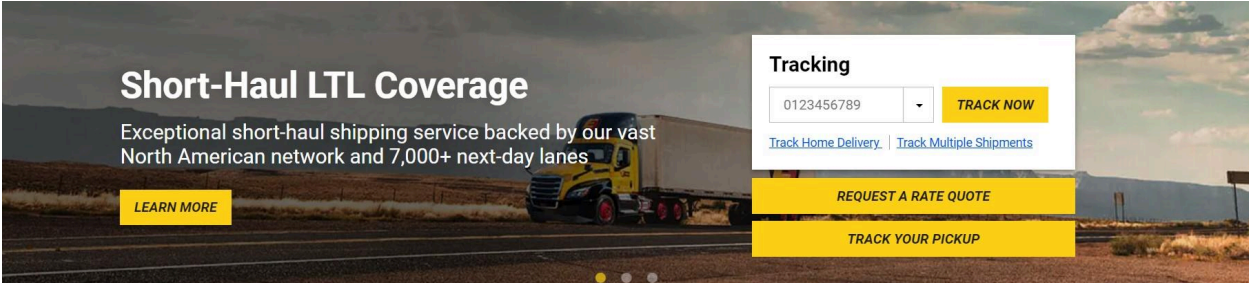
### Tracking

[TRACK NOW](#)

[Track Home Delivery](#) | [Track Multiple Shipments](#)

[REQUEST A RATE QUOTE](#)

[TRACK YOUR PICKUP](#)



## Social Media



Estes Express Lines

3m · 🌐



Did you know you can count on Estes for exceptional short-haul coverage, in addition to our reliable long-haul services? With over 280 North American terminals, nearly 7,000 next-day lanes, and more than 10,000 tractors, Estes can get your one- and two-day shipments where they need to go, when they need to get there. Learn more at <https://bddy.me/3Sv8SyE>



## Digital Flyer

### REGIONAL SHORT-HAUL COVERAGE

From short-haul to long-haul, Estes does it all



Did you know you can count on Estes for exceptional [short-haul coverage](#), in addition to our reliable long-haul services?

With our vast [North American network](#) of over 280 terminals, Estes has the footprint, capacity, and resources to get your one- and two-day shipments where they need to go, when they need to get there.

#### Our comprehensive short-haul coverage features:

- » Nearly 7,000 next-day lanes and 270 million next-day points
- » A robust fleet of more than 10,000 tractors
- » Over nine decades of regional freight shipping expertise

And over 60% of our next-day lanes are direct, which means minimal handling and superior reliability.



[Learn more about our comprehensive short-haul coverage](#) or give your account manager a call today!

From short-haul to long-haul, Estes does it all.

## Marketing Email

**ESTES**



Hi {{{Recipient.FirstName}}},

You may think of Estes as a reliable long-haul carrier, but did you know our vast North American footprint makes it possible for us to offer exceptional [short-haul coverage](#) as well?

### Why trust your short-haul freight shipments to Estes?

- We offer nearly [7,000 next-day lanes](#) and 270 million next-day points throughout the U.S. and Canada
- Our reliable short-haul freight shipping services are backed by a [North American network](#) of more than 280 terminals
- We're the [#4 LTL carrier in the nation](#) with nearly a century of regional freight shipping expertise

And because we know your business never stops running, neither do we. Many of our next-day lanes have trailers that run every night like clockwork, and over 60% of these lanes are direct, which means they offer minimal handling and superior reliability.

Want to [learn more](#)? Check out our [Transit Time Calculator](#) page to see our one- and two-day shipping destinations from your city or give your account manager a call today!

**From short-haul to long-haul, Estes does it all.**

## Sales Account Manager Email

**ESTES**

Hi {{{Recipient.FirstName}}},

You may think of Estes as a reliable long-haul carrier, but I wanted to make sure you knew we also offer exceptional [short-haul coverage](#) to get your one- and two-day shipments where they need to go, when they need to get there.

- Our reliable short-haul freight shipping services are backed by a [North American network](#) of more than 280 terminals
- We have nearly [7,000 next day lanes](#) and 270 million next-day points throughout the U.S. and Canada
- We're the [#4 LTL carrier in the nation](#) with nearly a century of regional freight shipping expertise

And because we know your business never stops running, neither do we. Many of our next-day lanes have trailers that run every night like clockwork, and over 60% of these lanes are direct, which means they offer minimal handling and superior reliability.

Want to [learn more](#)? Check out our [Transit Time Calculator](#) page to see our one- and two-day shipping destinations from your city or give me a call today for shipment pricing!

{{Sender.Name}}  
{{Sender.Title}}  
{{Sender.Email}}  
{{{Sender.Phone}}}

**I'm Here For You!**



**Video** - President's company update, including short-haul



Video link: <https://www.youtube.com/watch?v=u66e7dql-IE&t=3s>

## NorthWest Arkansas Community College Marketing Campaign - Student Enrollment

### Digital Ads

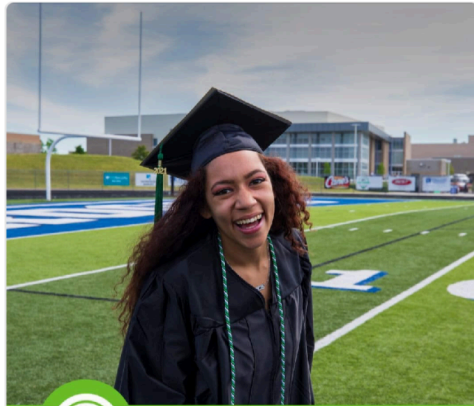


**NorthWest Arkansas Community College**



Sponsored · 🌐

Enter our drawing to win a FREE 3-credit-hour class at NWACC! Our 75+ degrees and certificates allow you to choose your own path. You can earn a certificate, pursue a two-year degree, or transfer to a four-year university. Begin your college journey today.



Enter to win a FREE class!

75+ degrees and certificates.  
FORM ON FACEBOOK

Get offer



Numerous  
FORM ON I

Life-changing degree options  
at a better price.



## Life-Changing Higher Education at a Better Price



### GET A FREE EBOOK



First name\*

Last name\*

Email address\*

Phone\*

555-555-5555

Zip code\*

Select your Interest\*

Please Select



Provide any additional info:

Get EBook

Clear

By submitting this form, you agree that NWACC can use this information to contact you about relevant services. You may unsubscribe from these communications at any time.

Conveniently located in Bentonville and Springdale, NorthWest Arkansas Community College (NWACC) is the largest community college in the state of Arkansas - providing you with the high academic standards and student services that you expect without sacrificing personal attention from teachers and advisors. No matter your college goals, save time and money at NWACC.

#### Discover Your Path:

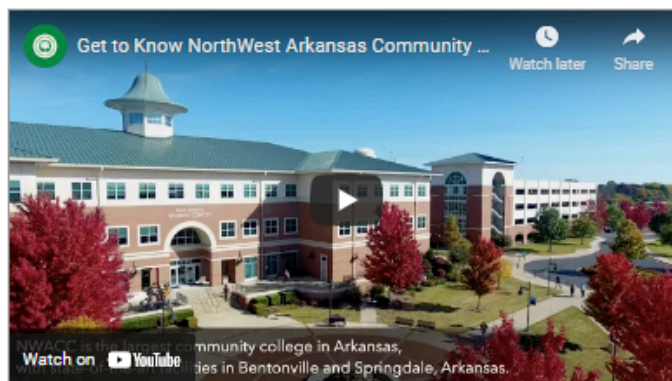
- Choose from over 75 degrees and certificates
- Transfer course credits to a four-year university
- Move straight into the workforce with in-demand job training
- Take day, evening, online or on-campus courses

#### Afford College:

- Tuition starts at \$79 per credit hour
- Get help filling out your FAFSA
- Qualify for financial assistance such as grants, scholarships and work-study

#### Get to Know NWACC

View our video to learn more about the college's state-of-the-art facilities, program options, numerous clubs and organizations, and a lot more.



## Postcard



Life-Changing  
Higher Education  
at a Better Price.



Apply today! [www.nwacc.edu/apply22](http://www.nwacc.edu/apply22)

## Print Ad



# Life-Changing Higher Education at a Better Price.

Conveniently located in Bentonville and Springdale, NorthWest Arkansas Community College (NWACC) is the largest community college in the state of Arkansas - providing you with all the resources, facilities and high academic and job training standards you want without sacrificing personal attention from instructors and advisors.

Whether you plan to earn an associate degree, transfer to a four-year university, or move straight into the workforce, NWACC offers an affordable path that fits your educational goals.

**NWACC Offers:**

- ▶ Over 75 degrees and certificates
- ▶ In-demand job training
- ▶ Flexible class schedules
- ▶ Financial assistance

Get started by visiting [www.nwacc.edu/NextSteps](http://www.nwacc.edu/NextSteps)



 NWACC1  @nwacc [enrollmentsupport@nwacc.edu](mailto:enrollmentsupport@nwacc.edu)



Hi Eddie,

Thank you for your interest in pursuing a higher education at NorthWest Arkansas Community College's (NWACC)! I'm happy to provide answers to any of your questions.

To get started, see a full list of [degree and certificate programs](#) on our website.

Ready to join us at NWACC? View the next steps to move forward.

#### FIRST STEP: Apply to NWACC

Know which semester you'd like to start at NWACC? Choose the appropriate application below.

Spring 2023 Application

Summer or Fall 2023  
Application

#### NEXT STEPS:

- **Complete and file your Free Application for Federal Student Aid (FAFSA)** at <https://studentaid.gov/h/apply-for-aid/fafsa>. Filling out the FAFSA form helps you apply for types of financial aid such as scholarships and grants. Need help? Text us at 479-309-5532.
- **Visit the NWACC campus.** Schedule a tour at [www.nwacc.edu/visit](http://www.nwacc.edu/visit).
- **Apply for NWACC Scholarships.** Learn about the NWACC scholarship application process at [www.nwacc.edu/scholarships](http://www.nwacc.edu/scholarships).

#### Questions?

I'll be sure to follow up to see how I can be of any further assistance, but if you have any questions before then, feel free to email [visit@nwacc.edu](mailto:visit@nwacc.edu) OR text **479-252-9554**.

Thank you,



#### KATIE GRIFFITH

COORDINATOR OF  
NEW STUDENT AND  
COMMUNITY RELATIONS

479.986.6769  
[kgriffith2@nwacc.edu](mailto:kgriffith2@nwacc.edu)

## RESULTS: MAY 8 – JULY 10

### YouTube:

#### YouTube Campaign

At Cox Media, we are committed in helping you achieve your business goals by delivering your ad to the audience that matters most to you. **We are delivering your message to parents with children within a 35 mile radius of campus.**

**121,772**  
Impressions

Number of times your message was delivered to your audience.

**57.54%**  
VCR

Percentage of your video message that was watched through completion

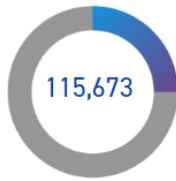
**53**  
Clicks

Number of clicks to your website

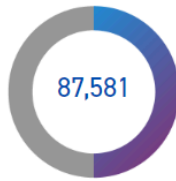
**0.04%**  
Click Rate

Percentage of engagement to your website

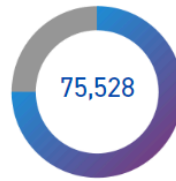
#### TrueView Video



25% Video Completions



50% Video Completions



75% Video Completions



100% Video Completions

### Social Media Ads

#### Social Media Campaign Performance

We are committed in helping you achieve your business goals by delivering your ad to the audience that matters most to you. We are delivering your message to **parents with children 17+ within 35 mile radius of campus.**

**762,835**  
Impressions

Number of times your message was delivered to your audience.

**1,062**  
Link Clicks

Number of times your audience engaged with your message.

**0.14%**  
CTR (Link CTR)  
▼41%

Percentage of engagement to your website

**49,700**  
Post Engagement

Any action someone takes on your Facebook Page or one of your posts

**189**  
Post Reactions

a response to a Facebook post or ad in which a person chooses one of several emoticons

**18**  
Post Shares

Number of shares of the post.

**6,938**  
ThruPlays

ThruPlay allows advertisers to optimize and choose to pay only for ads that are played to completion for videos shorter than 15 seconds.

**218**  
Leads (Form)

Leads collected from the Facebook form.

### SEM

#### Search Engine Marketing Campaign

At Cox Media, we are committed in helping you achieve your business goals by delivering your ad to the audience that matters most to you. **We are delivering your message to people searching for local universities in Arkansas.**

**11,036**  
Clicks  
n/a

Number of clicks to your website.

**33,554**  
Impressions

Number of times your descriptive ads were delivered to your audience.

**32.89%**  
Click Rate  
n/a

Percentage of engagement to your website.

**670**  
Calls  
n/a

Number of calls from the search ads

**670**  
Conversions

Number of Website Calls and form fills