



Webinar Series

WEBINAR ONE | MARKETING

Learn how to network, organize marketing, databases,
manage social media and get your business website setup!

Transport Financial Services, LLC
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www.TFSMall.com | www.eTruckBook.com | www.Transportation.School

Stairway to Success with TFS!





Who is TFS?

- Transport Financial Services LLC (TFS) provides support to brokers and carriers in the United States, Mexico and Canada (USMCA).
- TFS provides funding solutions with major factoring companies at the most cost-effective rates, focus on education with comprehensive training programs to certify brokers and carriers in the industry, and assist brokers with shippers, acquire government contracts, and linking with Minority Business Agencies.
- TFS is the ONE-STOP-SHOP for anything “Transportation”. If you have a question...just call and our dedicated staff are there to help! Any questions, call now. Agents standing by 24/7



Being the Boss

Brief History of Freight Brokers

Prior to 1980 there were only a few brokers operating in the country after the Interstate Commerce Act Termination (ICC) in 1995 thousands of property brokers were authorized to broker loads, and authority was being granted by the Federal Motor Carrier Safety Administration (FMCSA) instead of the Department of Transportation (DOT).

Brokering became the norm, and shippers became their target because more trucks could be acquired with one call to a broker in stead of calling carriers.

The Broker now became the “BOSS”

The modern-day computer replaces the telephone, and the broker is provided a “Virtual terminal.”

The load is never where the truck is, and shippers are always looking for the lowest quote.



Starting on the Stairway to Success

Steps that must be exercised:

Business Plan is a GPS for all business developments

Forming a company, whether corporation, Limited Liability Company, Fictitious Business Name

Money always come into play since the Bond or Trust is now \$75,000 for potential unpaid freight bills

License and permits are generally acquired through a Process Agent in case you face legal litigation, and to update all data on the FMCSA.

The BOC3 is a must, but you can file yourself

The Broker License is issued once you get a BMC-84 Surety Bond or BMC-85 Trust. Bonds are issued by insurance companies, and BMC-85 are issued by Financial Institutions or Banks.



While waiting for your paperwork...

While waiting you must be proactive!

There is a lot to do to get your new business promoted and to start closing business. Here is a brief list!

1. Technology
2. Networking
3. Marketing
4. Databases
5. Social Media – Twitter, Facebook, LinkedIn, Instagram and eTruckBook.com
6. Business Website – your store front to the world
7. Factoring
8. Invoicing – Accounts Payable and Receivable
9. Forms
10. Contracts
11. Agreements



Today's Topic

Learn how to network,
organize marketing,
databases, manage social
media and get your
business website setup!



Set up

- You will need a good computer (desktop or laptop)
- Decide on a company name that represents what you do
- Purchase a web site address (AKA domain/URL) and set up an email address using that domain
- Get a logo designed
- Consider a virtual office which will be your business address/mailing address etc.
- Set up a phone number for your new business – Google has a great option for a FREE phone number that can forward to your current cellphone number
- You can use Google Docs for creating spreadsheets and documents or you can purchase Microsoft Office 365



Marketing in Transportation!

1. Creativity in contacting shippers, carriers and agencies is necessary
2. Ingenuity are important elements for transportation marketing
3. Prepare Marketing Strategy based on:
 - a) Big Campaigns
 - b) Budgets or Concept
4. Explore the Creative Potential of Audio



Marketing in Transportation!

1. What are the four P's of marketing product?

- a) Product
- b) Price
- c) Place
- d) Promotion

2. What are 4 basic marketing strategies?

- a) Online Marketing Social media Strategy tailored to your business goals
- b) Content marketing to Increasing sales strategies
- c) Cold Call marketing
- d) Account based marketing

A marketing strategy combines all aspects of the customer journey and gives visibility to each department.



Organize your Marketing

- In addition to your contacts that you have already you will need to add new potential leads
- You can purchase shipper, broker and carrier databases from TFSMall.com
- You can google for potential clients in your region
- Utilize the transportation directory on TFSMall.com and look up companies 5 at a time



Organize your Marketing

- Set up your social media accounts
- We suggest that you have a Facebook, Instagram, LinkedIn, Twitter and eTruckBook.com account
- These are all FREE
- Post to all your social media accounts regularly
- Join groups on those social media pages that are related to transportation and share your posts to those groups
- Be proactive in answering questions in those groups – it will raise awareness for your company and what you offer
- Join the Better Business Bureau (BBB.org) and your local Chamber of Commerce
- If you are a minority owned business or a disability-owned business enterprise, make sure you have all the correct paperwork
- Announce your memberships clearly on your website



Organize your Marketing

- Get your WEBSITE set up
- Your website is your online storefront and your chance to share with the world information about your business
- Ensure website is set up for Organic SEO
- Research different hosting options that are both efficient and work in your budget
- You can work with our developer, work with your own develop or if have the skills design the website yourself!

NOTES

Your domain should represent your company name. Your logo should be eye catching and interesting but easy to remember e.g., the Google logo and Facebook logo. Search Engine Optimization (SEO) helps your website come up in Google and Bing search results.



Basic Networking

- Call friends, family, business contacts and let them know about your new business
- Do not be afraid to pick up the phone
- The toughest thing to do sometimes is to ask for business and to close the deal
- Whenever you speak to someone, collect their email address and phone number and enter them into a spreadsheet and add notes!



TFS Transportation Directory & Toolbox – The Yellow Pages, 411 and Toolbox of all Things Transportation



Helping you to be successful! TFS really is your ONE-STOP-SHOP

- A focused and targeted advertising platform that gives access to groups of transportation individuals who want to hear from them
- A One-Stop-Shop for them to dare and compare quotes for insurance, review factoring companies or to review what their competitors are up to
- Ability to advertise to a focused and targeted prospect base
- Access to key documentation related to your business
- Business Generation
- Chat with other individuals in the transportation industry
- Direct access to load board information
- Direct access to potential clients and employees with community-based chat and timeline posts
- Direct access to potential companies who are looking for new employees
- Full support of TFSMall staff to answer all and any questions
- Review of potential business partners strategy and information

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