

Global Logistics Company RORO Growth Program



American Lamprecht is a Swiss-owned freight forwarding, customs brokerage, and logistics company with 9 locations across the United States.



CHALLENGE

American Lamprecht was struggling to scale a roll-on/roll-off transport program amid operational gaps and market invisibility.



Market awareness was fragmented and brand visibility was limited.



The niche markets needed education and trust-building.



A sales pipeline of leads needed to be established.



The company needed a predictable, repeatable system to capture leads.

OPPORTUNITY

A newly acquired branch with a domestic shipping program was struggling to generate sales.



American Lamprecht wanted to develop lead generation for a D2C target market of RV owners pursuing European vacations.



The company wanted to develop a roll-on, roll-off program to attract sales from manufacturers of RVs for the European export market.



They needed to develop a D2C program for military personnel seeking to ship their vehicles to foreign bases and future deployments.



They needed to develop a repeatable, scalable, predictable flow of leads for sales.

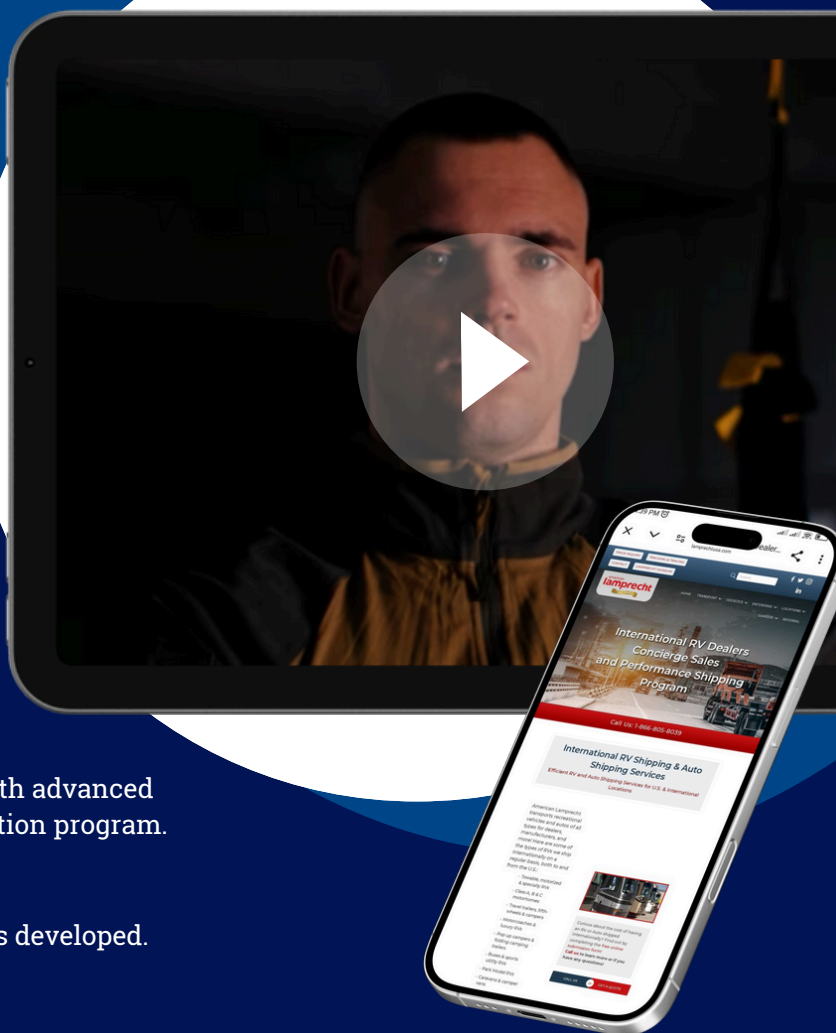
ROLL-ON, ROLL-OFF LEAD GENERATION PROGRAM

Driving Demand for International Vehicle
Shipping with a Scalable RORO Lead Pipeline

ACTION

Diversified lead generation for the RORO program
across D2C recreational, commercial, and
governmental markets.

- 1 A D2C recreational channel was developed with advanced pipeline and forecasting for a demand generation program.
- 2 A B2B channel focus on RV manufacturers was developed.
- 3 A military POV channel was identified and grown to increase sales in additional markets.



RESULTS

27%

Increase in click-through year
over year

20.37%

Submissions per click-through

700+

Interactions with inquiry forms
for these services

