

International Supply Chain Logistics Company Focuses on Omnichannel B2B Ads and Sales Enablement to Increase Sales

American Lamprecht, a subsidiary of Lamprecht Switzerland focused on supply chain logistics, freight forwarding, and customs brokerage launched a digital transformation and sales enablement initiative with 50 Marketing.

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Problem

Before retaining 50 Marketing, American Lamprecht relied on traditional sales and marketing programs. In 2019, 50 Marketing and American Lamprecht launched Omnichannel B2B marketing campaigns to increase freight forwarding, customs brokerage, warehousing, and related services sales in the U.S.

- 💡 American Lamprecht identified a target market but had no way of communicating to this audience.
- 📄 Content and creative to attract the audience was non-existent.
- ⚙️ Problem/solution messaging personalized by each target persona was not developed.

Overview

Marketing fundamentals needed to be established.

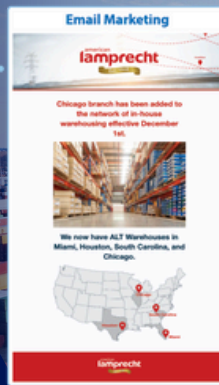
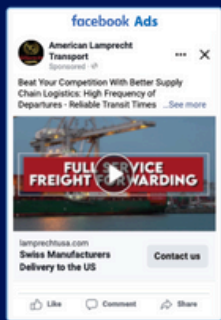
- ✓ The total addressable market needed identification and quantification.
- ✓ A deep understanding of client pain points, desired solutions, and voice of customer research was needed to understand the market.
- ✓ To start the buyer's journey at the top of the funnel and establish polished branding, content and creative was needed.

Action

Building the foundation

- ✓ TAM defined and identified
- ✓ Buyer personas identified and documented
- ✓ Problem/solution messaging tests and high funnel attraction test content developed





Launching Campaigns for Growth

A customized roadmap for growth, including a strategic plan, a tactical plan, and a budget was developed.



Solutions

50 Marketing provided content marketing and pmnichannel campaigns.

- ✓ **Content Marketing**
50 Marketing and American Lamprecht developed a content marketing plan for high-funnel attraction as well as low-funnel sales enablement. Specific content pieces were developed to communicate American Lamprecht's unique value proposition of efficiency, speed, and cost-effective transport of goods from Switzerland to the United States.
- ✓ **Omnichannel Campaigns**
Omnichannel campaigns were developed and distributed to the Market Mapping and Mining lists. These campaigns are personalized by buyer persona and target market to ensure solutions messages are delivered to the buyer. Further segmentation of the target markets was completed by buyer type, industry segment, product, and tradelane.

Outcome

The strategic initiatives led to measurable improvements:

- ✓ Cost per acquisition 3x lower than the industry average.
- ✓ Conversion rate 4.7x higher than the B2B industry average.
- ✓ CPC 44% below the B2B industry average.
- ✓ CTR 16x higher than the B2B average.
- ✓ CTR 49% higher than the industrial average.

