



# 3 REASONS

WHY A SOCIAL MEDIA STRATEGY WILL  
HELP YOUR BRAND IN LOGISTICS  
AND SUPPLY CHAIN



# We love to put order in your chaos.

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Morai Logistics Inc. is a 3rd party logistics provider with an operating agency agreement representing Mode Transportation. We are a powerhouse logistics team based in the Greater Toronto Area and do business throughout North America, including Mexico. Our team is dedicated to our terrific clients and we strive to take the chaos out of your supply chain. We are always on the lookout to do exceptional work with remarkable people and companies!



# Introduction

Many businesses have embraced social media to grow and to bring value to both their company and their customers. This is because the number of people online has been rapidly growing since the 2000s. Within the United States for example, 70% of the population have at least one social networking profile.

For companies involved in 3PL and logistics, this means a well-crafted social media strategy can afford them new avenues improve their brand visibility, engage their customers, and to increase their involvement in how the industry itself is perceived. All of these lead to a stronger brand name.

**Here are the top three reasons why investing in a social media strategy is important in building a stronger brand name.**





1. EVERYONE IS ON SOCIAL MEDIA,  
WHY AREN'T YOU?

According to Global ad trends: Digital 'to account for third of all revenue by 2018', a report from Price Waterhouse Cooper which looked at the growth of digital technology:

As countries and people become more interconnected and digital technology more readily available, the importance of the digital sphere grows. The advertising industry for example is putting more weight into the digital sphere as the online media platforms steadily catches up to traditional forms of media.



- **Internet advertising is predicted to grow from in 2014 \$133 billion to \$194.5 billion in 2018**
- **Digital ads will lead the way for global media growth in the next four years, accounting for 33% of total advertising revenue**
- **By 2018, Internet advertising will be poised to overtake TV as the largest advertising segment**
- **57% of consumers say they're influenced to think more highly of business after seeing positive comments or praise online**
- **The number of world wide social media users is projected to grow from 2.1 billion in 2015 to 2.5 billion by 2018.**



The logistics and supply chain industry needs to take a cue from advertising as Brand visibility is another reason it is important for companies to be actively on social media.

Thanks to search engines such as Google or Yahoo, a business can build its web presence so whenever a person searches certain key words, the company website and logo will appear in the search results if the social media strategy is an effective one. [This helps brand visibility by creating the association between the company's brand and the industry it is in.](#) The longer a company avoids social media, the more likely it is to be seen as outdated or forgotten by potential customers.





## 2. STAY CONNECTED WITH YOUR CUSTOMERS AND ADVOCATES.

According to the SocialTimes.com, there are three characteristics of brand social media posting that are most important to customers. They are:

- **The brand shares new content;**
- **The content is relevant to the brand; and**
- **The brand engages with its followers.**

Social media is important in creating real-time customer-engaging experiences, measure sentiment trends towards your brand, and engaging in two-way conversations with stakeholders. [The key to success according to InboundLogistics.com](#), is creating content that inspires and connects your audience to you and your brand, and engaging with your audience regularly.





Through its social media strategy, a company can foster brand loyalty by offering regularly updated information that is of interest to customers (such as industry information, corporate culture, bios, and future plans for the business), making them more willing to engage it in online conversation.

The online conversation is not only important because the company can receive feedback that it may otherwise not receive, but if the initial digital content provided is good, it is more likely to be shared. Through shares the content, and by extension the brand, is introduced organically to wider audiences.

It is for this reason that speed of response is so critical. A company may produce strong digital content and have dedicated forums to address its customers, but if its staff takes several days to get back to reply then the effort is undermined.

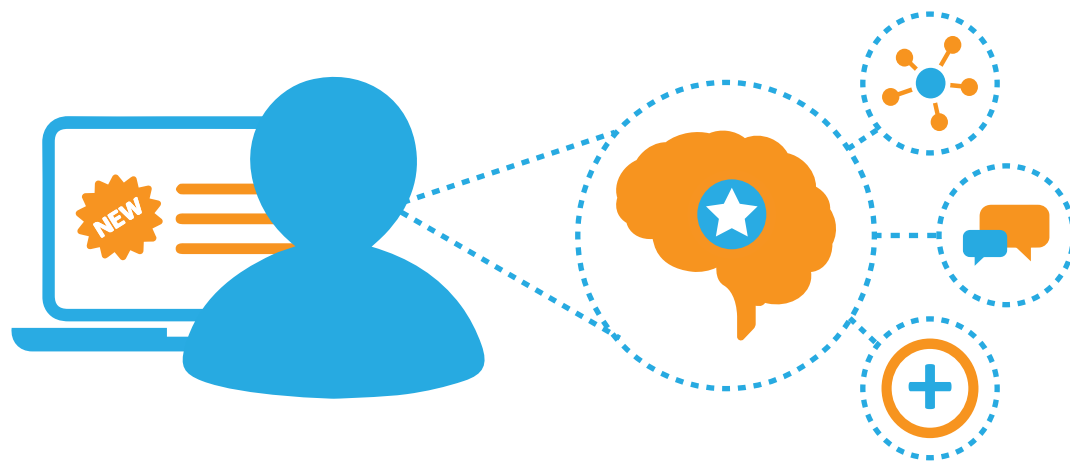


ITWorldCanada.com blogger Sherif Sheta, offers this advice,

“It is about the leadership to reorganize how the enterprise listens, responds and interacts with customers. You need to have the right human infrastructure behind it. When a customer connects with a company through a social medium; they expect immediate response and follow through.”

By having regularly updated and engaging content and forums for its customers, companies are able to create value for their brand. More importantly, it opens the door for the customers themselves to create free content for the brand.

“It opens the possibility that your customers and fans could create many more stories, content and conversations about your brand than they could ever hope to build or buy on their own” writes Jeff Bullas.





### 3. TAKE CONTROL OF YOUR BRAND'S IMAGE, LIVE.

Just because a business doesn't have a company account on YouTube, Twitter, or Facebook doesn't mean that it doesn't have an online presence.

As the company does business and interacts with its stakeholders, people will write and post about it online.

For example, online reviews by customers are becoming increasingly relevant in not only measuring current satisfaction with a product or service, but also in influencing future sales.

"A 2013 study by PeopleClaim shows that 63% of consumers are more likely to purchase from a site that has online reviews and ratings than from a site without any review data; moreover, positive online reviews create a 74% increase in product / service conversion. Leveraging an engaged, educated, open and current outsourced fulfillment center can enhance the image and operations of your company" writes Scott Hothem, a blogger for Barret Distribution Centers.



The real difference between a company with a focused social media strategy and one without one is the ability of the former to participate in conversations about its brand image. By abstaining from the online conversation, companies run the risk of having their brand abused by a third party.

Instead, social media should be seen as an authority in matters pertaining to 3PLs and supply chains by solving issues online and in public.

“Creating and publishing relevant, timely and accurate content on a regular basis through the channels that a target market employs is the quickest way to engage an audience”, writes Hothem. “Answering common concerns and questions, providing inspiring, thought provoking insight on industry and economic topics can position a brand as an authority and trusted source for queries and interests” he concludes.



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