

H&M Trucking - From Not Moving The Needle For Years to adding \$56M In Revenue In 12 Months

CASE STUDY ● TRUCKING

SERVICES

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We Love a Good Challenge.

H&M Trucking is a longstanding logistics company with a reputation for reliability and service in the transportation industry.

However, despite its history, the company found itself not moving the needle, struggling to stay afloat in a highly competitive market.

The executives knew they needed to innovate and stand out from the marketplace, so they brought on Influential to run ads, get the best drivers and get more freight to add to the companies bottom line.

How We Achieved Success

Our mission was to find ways to bring in so many good leads that they could release any bad drivers. We did this by building trust with drivers in the USA. Once we did that, the executives released all the bad employees and the company culture skyrocketed, new deals came in effortlessly and the bottom line grew by \$56M

What we achieved:

Increased Revenue
in 1 year

⬆️ \$56M

Replaced All Bad Employees With
Rockstars

Expanded and Bought 2 New
Warehouses To Match New Demand



1 Employee Overhaul

We led a strategic employee overhaul at H&M Trucking, focusing on attracting top-tier drivers by building trust nationwide. This initiative allowed the company to release underperforming employees, leading to a significant boost in company culture. The revitalized team fostered a positive work environment, making it easier to secure new deals and resulting in a \$56M increase in the company's bottom line. This transformation highlighted the impact of having the right people in place to drive success in a competitive market.

2 Cultural Revitalization

We initiated a cultural revolution at H&M Trucking by overhauling their workforce, focusing on attracting top-tier drivers who aligned with the company's values. By building trust and creating a strong connection with drivers across the USA, we enabled the company to release underperforming employees, which had an immediate and positive impact on the company culture.

This cultural shift not only boosted team morale but also made the company more attractive to potential business partners. As a result, new deals flowed in more effortlessly, and the company experienced a remarkable \$56M increase in its bottom line, underscoring the transformative power of a strong, positive workplace culture.

3 Revenue Generation

We focused on revenue generation at H&M Trucking by strategically recruiting top-tier drivers, each contributing approximately \$250k in revenue. This approach led to an impressive \$56M increase in overall revenue. Along with the financial growth, the company secured new freight deals and expanded operations by acquiring a new warehouse.

This holistic strategy not only boosted revenue but also positioned H&M Trucking for sustained success and further expansion in the competitive logistics industry.

Our Results

At H&M Trucking, we drove a comprehensive transformation by recruiting top-tier drivers, each contributing \$250k in revenue, leading to a \$56M increase overall.

This effort also revitalized the company culture, allowed for the acquisition of a new warehouse, and secured new freight deals.

Our approach not only strengthened the team but also positioned the company for sustained growth and success in the competitive logistics industry.

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