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HOW TO GROW YOUR 3PL

MARKETING & OPERATIONAL STRATEGIES FOR SCALABLE SUCCESS



CartonCloud

Inside today's webinar

01

Low Effort, High Impact Marketing Tactics

How to Attract & Retain *the right* customers.

- Set up a high-converting website.
- Ensure your services are found by your ideal customers with tailored messaging & ads.
- Learn how to build and leverage brand trust and authority to stand out against the competition.

02

Setting the Foundations for Success

Set up your warehouse fundamentals to prepare you for long term scalability & growth.

- Customer onboarding
- Warehouse set up
- Integrations
- Automation
- Dynamic rate cards & billing.



Unlocking Scalable Success

Attract the *right* customers, & win new business!

Customer fit and pricing considerations

Onboarding essentials and operational efficiency



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Low Effort, High Value Marketing Tactics

Dan McDermott
Head of Marketing



High Value Marketing Checklist

✓ Google My Business

✓ Website

- Website about us page
- Services
- Blog
- Contact details

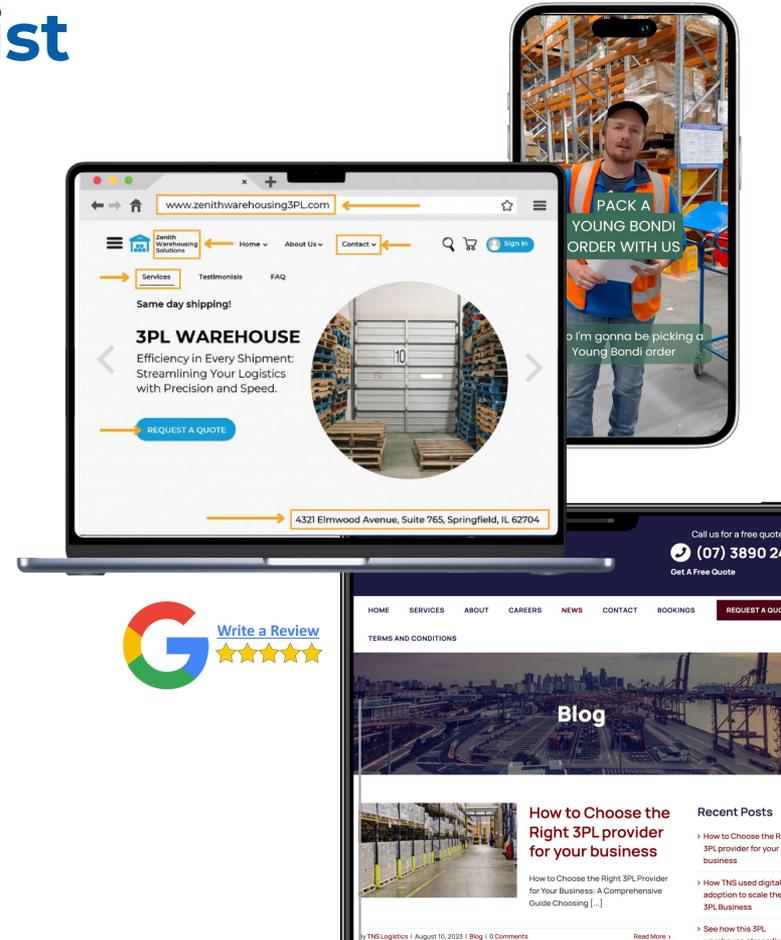
✓ LinkedIn

- Build a network (*tag us today for a comment!*)
- Post short updates and blog content for reach

✓ Meta (Facebook and Instagram) organic and/or ads

✓ Google Ads

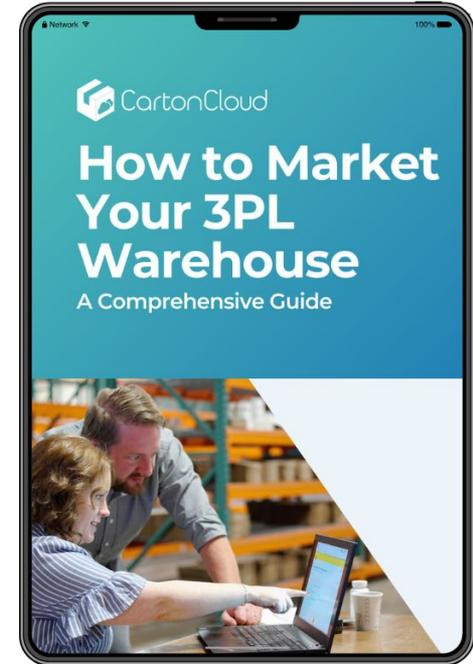
Tip: Download the Comprehensive Guide for detailed checklists.



How to attract & win new business

Defining your Market:

- This is called your **“ideal customer profile” (ICP)**
- Start with **key pain points** you can address for them:
 - **e-Commerce** - storefront integrations, seasonality
 - **Food & Beverage** - temperature control, product integrity
 - **Serialised goods** - eg. pharmaceuticals with detailed traceability
 - **Bulk goods** - container de-stuffing, pallet workflows
- Key **demographics**:
 - Vertical industry
 - Location
 - Job title
 - Age

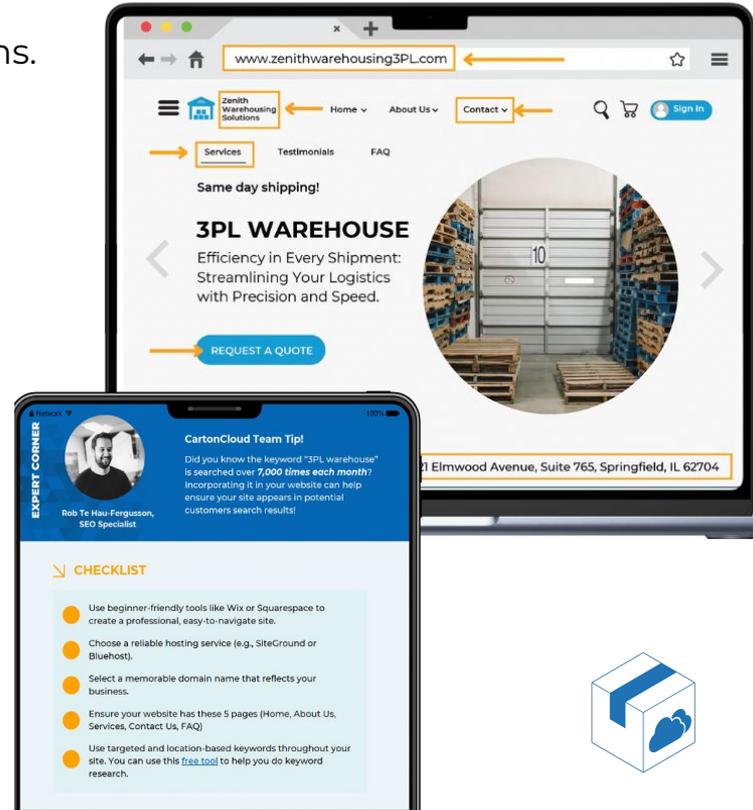


How to Build a Great Website

What is “Great”? Customer-centric, optimised for conversions.

- **Make it clear & easy to navigate**
- **Include the essential information:**
 - Business name, contact details, location
 - Services & specialisation (*specialised storage, fast fulfillment, warehouse & transport, etc*)
- **Call To Action** (*Book now / Inquire for a quote*)
- **Use customer testimonials** as ‘social proof’.

Tip: Can they find the key information in under a minute?

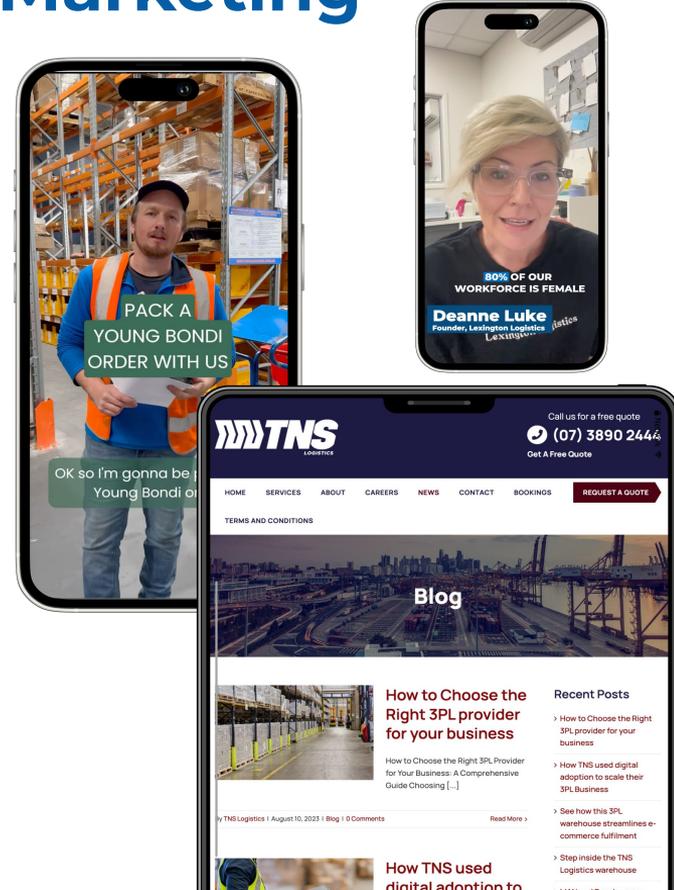


Tailor Your Brand with Content Marketing

This simply means making sure you're known for what you do best.

- Create blog posts (on your website), case studies, and videos addressing common pain points that show your industry expertise.
- Answer common customer Qs (e.g., “*How to Reduce Shipping Costs for E-Commerce Brands*” talking about the benefits of a 3PL) to attract organic search traffic and build your brand as a trusted advisor.
- Show your value-add and point of difference (security, care, industry niche, etc).

Tip: Use Canva to create reusable templates & edit videos for different channels!



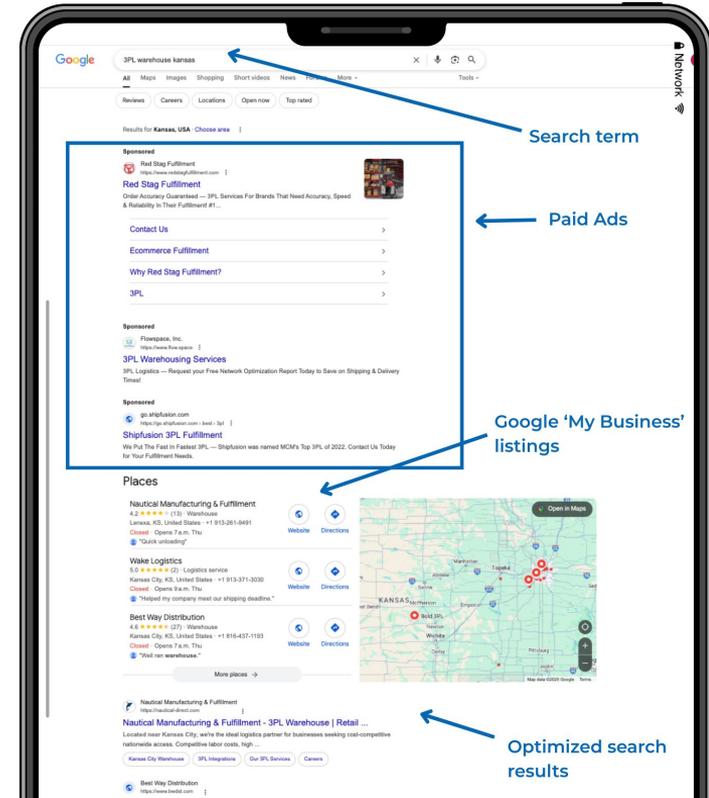
Create Targeted Paid Ad Campaigns

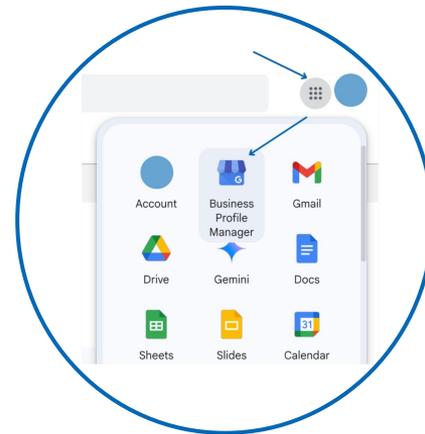
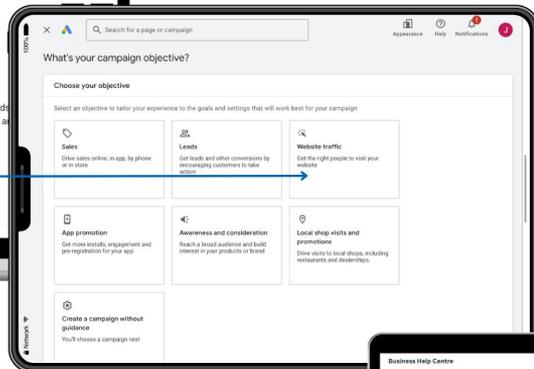
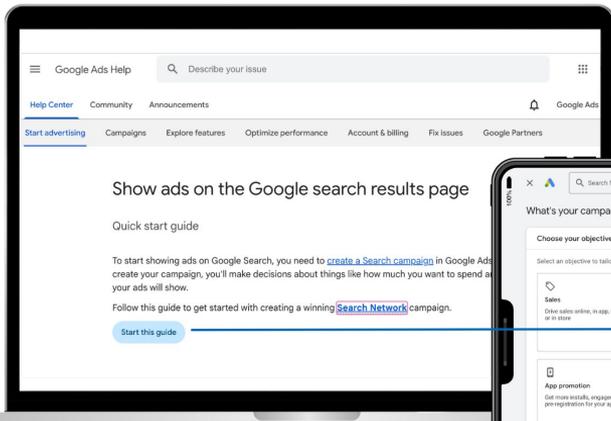
Get found by those searching for your services!

Search ads show at the top of search results on Google, Yahoo, Bing and other search engines.

Create easy to run paid ad campaigns with Google Ads;

- Build a target audience based on your local area and/or your services
- Set a budget
- Create ad copy (or content like videos and images) that explain your services clearly, and show your point of difference
 - Eg. **Chilled 3PL Warehouse in Dallas, Tx.** Expert services, for the best price. *Call us today!*



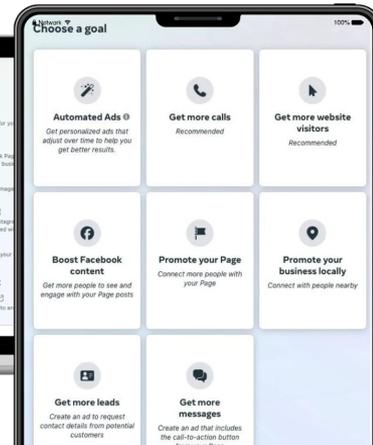
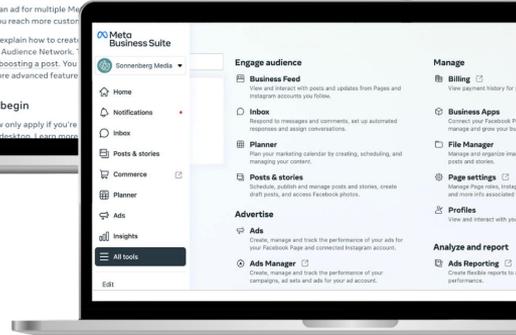
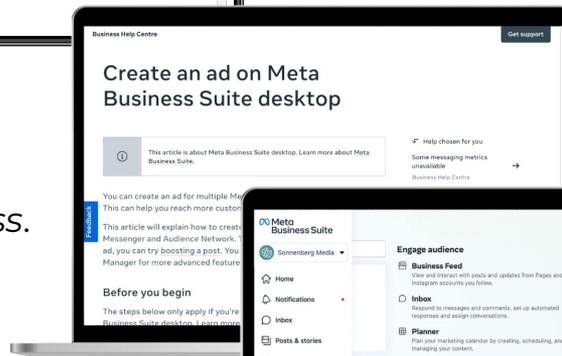


Inside Your Ads Accounts

Log into Google Ads through your *Google Account* and link to your *Google My Business*.

Log into Meta Business through your Facebook account and create a business profile for your company.

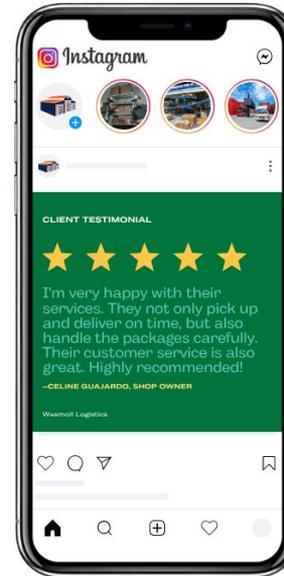
Follow the prompts in Google Ads and Meta Business Manager to set up!



Building Trust & Authority

Use your network and reviews!

- Word of Mouth is still one of the most important and valuable means of finding new customers.
- Leverage your own customer testimonials to build trust, authority, and to stand out from the competition.
 - On your website
 - In social media posts
 - On your Google My Business page.
- Join industry network groups use partnerships for referrals based on specific services.



Operational Excellence: Onboarding & Scaling Efficiently

Scott Murray
VP of Operations



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Onboarding essentials and operational efficiency



Customer Fit First: The Foundation of Smart Onboarding

Assess your customer needs first before taking them on;

- **Review** their stock portfolio (e.g., perishables vs. durable goods) and business model (e.g., B2B vs. D2C).
- **Validate** data - Order volumes, SKU velocity; avoid underquoting from inflated estimates
- **Identify** peak seasons, frequency of marketing promotions etc
- **Understand** special handling requirements
- **Explore** Integration Requirements - focus on initial scope to provide an initial estimate or advise that this will be quoted later.

Finding the right fit

- Is it the right industry for your warehouse?
- Assess volume (too high/ not enough?)
- Do you have the right tech and resources in place?



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You've Closed the Deal — Now What?

Onboarding essentials for
new customers

Customer Onboarding Checklist

- ✓ Integrations
- ✓ Streamlined Warehouse Implementation
- ✓ Automation & Optimisation
- ✓ Dynamic Rate Cards & Billing



Integrations & Master Data Requirements

1. Order Sources

Inbound

Connect order sources or ERPs for automated order creation.

3. Product Master data

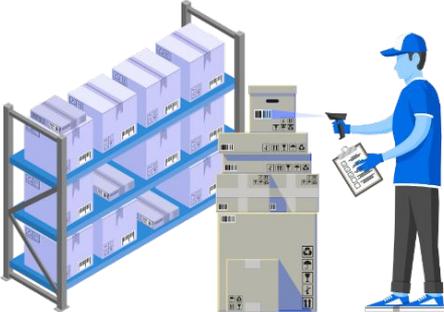
Seamlessly capture product codes, descriptions, barcodes and unit of measure conversions

2. Carrier connections

Integrate with carriers & shipping aggregators to streamline processes.

4. Ad Hoc

Check for any additional messaging requirements or unique requests.



Streamlined Warehouse Implementation

Have a detailed plan around the bump into your facility

Consider:

- Order freezes
- Labour & equipment requirements
- Split loads, where possible, based on your warehouse set up e.g bulk and pickface stock.
- Stock pickface locations first to start fulfilling orders faster
- Plan storage zones based on SKU dimensions, weight and turnover frequency



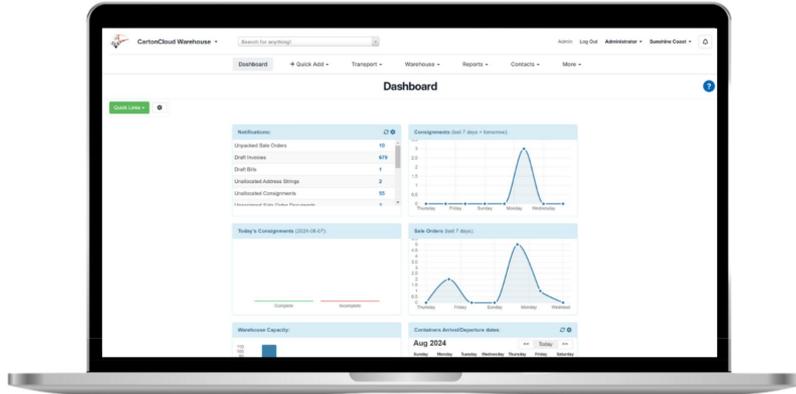
Focus on Efficiency Gains

- Trigger tasks like stock replenishment or wave picks automatically.
- Review and refine end-to-end workflows. Are there bottlenecks? Are there process changes to drive further efficiencies?



Client Reporting and Visibility

Deliver greater value to your customers with a self-service portal, showing inventory levels, order status, and billing history.



Tip: Ensure to allocate some time to training your customer on the proper use of the customer portal.



Dynamic Rate Cards and Billing

Dynamic Rate Cards

- Ensure capturing charges for the right activities
- Goods Type: Higher rates for temperature-controlled storage or hazardous materials.
- Discounts for high volume clients.
- Minimum storage charges.

Billing

- Automate invoicing with CartonCloud's billing rules and invoice platform integrations.
- Map charges to the correct accounts within your accounting system.
- Adhoc charges captured as they happen.



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Ensure those looking for your services can find you (ads/ search/ social)— and book via your website!

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Are they the right fit for your services?

Assess your customer needs first before taking them on.

Onboarding essentials and operational efficiency

Customer onboarding checklist



Questions?



cartoncloud.com



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Questions?

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Or visit www.cartoncloud.com