

BRAND ANALYSIS AND MARKETING PLAN

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Table of Contents

INTRODUCTION	3
Brand Identity Statement	4
MISSION STATEMENT:	5
CORE VALUES/GOALS:	6
Identification of Audience (Avatar)	7
Snowbirds	8
People buying and selling cars	12
Relocation	13
School Shippers	15
Military relocation	17
Identification of Competitors	17
Google Search Results Cross Country	18
Google Search Results Overseas	21
Breakdown of Competitor Data	25
MOVEMYCAR.COM	25
Haulingdepot.com	26
Autotransportquotes.com	27
Shipacardirect.com	28
Joescarshipping.com	29
SOCIAL VISUAL ANALYSIS	29
Audit of Current Marketing Practices	48
Current website recommendations	48
Content analysis and content strategy plan	49
Funnel Map and Funnel Strategy	50
Email marketing for funnel map (4-6 emails written out as part of your funnel)	52

Email number one:	52
Email number two, one day later	53
Email number three (one day later)	53
Email number four (FINAL)	54
Proposed headlines for Opt in page (your search tool)	54
Proposed copy for your search page	55
Marketing strategy for company/tool (3, 6, 9, 12 months plan)	56
As I mentioned earlier, your marketing efforts can be broken down into the six following categories:	56
Branding	56
Paid search	57
Social content	58
SEO	59
Partnership opportunities	59
Email marketing	60
Marketing Tasks	60

INTRODUCTION

The goals of this project are threefold, and pretty simple:

- To push people toward a quick decision that locks them into getting a car shipping quote;
- To approach people who have not received a quote via text, email or remarketing efforts, reminding them that they need to continue receiving their quote;
- Create passive marketing opportunities that establish OttoTrans and any future site as a market leader.

To achieve these goals, marketing efforts need to be broken down into six core areas:

Branding

Social (very basic presence);

Paid Search

SEO

Email

Reviews/Partnership Outreach

This marketing strategy will address these six core areas, based on two separate roll-out phases for marketing.

These phases are:

Phase One: Basic Design and marketing approach;

and

Phase Two: Social Proof and Email/Text touch construction

The anticipation is that traffic generation will kick off immediately and will continue throughout the life of the project.

Brand Identity Statement

The idea behind establishing brand identity is always to make yourself look like the market leader in your space, and to create the belief in the customer that you have the assets and resources to do the best job possible for them.

In our initial discussion, we'd talked about MoveMyCar as a market leader. They've taken the opportunity to make their branding appear much like an app. In a convenience culture, people are putting their trust into brands that create a seamless, quick experience and take the headaches out of very stressful life events. Moving is a great example.

We both know in the midst of the move, the last thing a customer wants to do is spend time and resources researching something extensively that covers only a small portion of their move. Customers who are moving want the same type of convenience they're experiencing everyday with apps, covering everything from grocery shopping to booking a move online to just about every other aspect of daily life.

To put it simply, customers demand convenience - and if you can establish both trust and the provision of convenience quickly, then you're going to get the booking. One thing to remember is that there are many other aggregate services out there that will give them quotes, and most customers may be inclined to only choose one. It makes sense to establish trust and efficiency with your service from the get-go, so that your service is the one customers choose to get their quotes.

The goals of your marketing - and thus, the goals of this analysis itself - are:

- Create a visual representation of your service that gives the customer confidence out of the gate.
- Create the appearance of ease and convenience
- Create touchpoints for customers so they can “pick up where they left off”
- Above all, get the quote.

Keeping these things in mind, our mission statement needs to act as a springboard to our CTA. What can we offer the customer that others don’t?

MISSION STATEMENT:

“We create a one and done, completely customizable car shipping experience that takes the headache away from you and allows you to book reviewed, trusted vendors with the click of a button.”

Why this mission statement?

In today’s convenience world, there is no doubt with the appearance of more convenience apps than ever that people are looking for a one and done, completely customizable solution based on their needs. As we discussed above, the appearance of apps such as Instacart that allow you to do one click shopping give the customer relief by removing barriers to solution.

By removing barriers to solution, we allow the clients to get what they’re looking for while still providing a trusted service. This is why it’s so important for us to, as a brand, establish trust upfront with the customer so we can deliver the seamless experience they’re looking for.

Remember: the key word here is seamless. Without the sense of seamlessness, the customer will feel as if their headaches are being added to and the solution we’re offering them is not a good one.

This mission statement is critical because of the idea of “one and done”, which gives the customer the feeling that all they have to do is click that button and they are going to experience a decrease in their pain surrounding the situation.

Why did I come to this conclusion?

Really, the existence of your service in of itself proves that people are looking for this kind of convenience, and their specific decrease in pain occurs when they are able to book a car seamlessly. Also, to keep it simple, we know it works, because this business model has worked for you before.

The existence of a site such as MoveMyCar really drives this point home as well. The MoveMyCar site consistently dominates the top of Google ad rankings, and I know from their recent changes in landing page that they have a conversion optimized structure that appears to be working for them. The idea of creating a seamless experience that looks like an app is one that is very appealing, and this modern idea of digitizing and easily handling even the largest requests is something that is clearly carrying over into the space.

Thus, I think everything from your brand messaging to the visuals on the site to the experience the customer has from beginning to end must create the appearance of convenience, and in every way trust. This is one of the critical reasons I'm recommending we add some text to the landing page. I think because we are also asking customers to commit a large amount of money up front, having some social proof on the landing page or at the very least some basic customer reviews will create the appearance of trust from the get go.

CORE VALUES/GOALS:

- Giving the customer the idea they can have what they want, when they want it
- Taking away the fuss of research by providing quick ship options to the customer at the click of a button
- Giving the customer options that fit their needs in EVERY situation that requires car shipping
- Creating a completely seamless experience

And for us:

- Helping the customer understand that their ability to save is contingent upon their decision to commit now
- Following up with the customer to make sure they had the experience they were looking for
- Following up with the customer if they failed to commit

Why these core values and goals?

These core values and goals provide a two-dimensional scenario in which we can best serve the customer. By letting the customer know their savings is contingent upon their decision to commit now, we are taking the heavy lifting out of the process. We are taking away those barriers to commitment.

Just because we are giving the customer the offer and asking them to act now, this does not preclude us from pinging the customer with savings reminders throughout their journey. For us, the savings reminders will look like an email funnel, or even text reminders that let the customer know they have a limited amount of time to claim savings.

I believe this is a good way for you to bring customers back because I'm afraid you are losing customers who find your site during the research phase. And you're missing out on critical returning traffic by not at least getting an email address and following up with customers who don't intend to commit.

By telling this group of customers we saved their information and it's easy for them to come back to the site and make a commitment with the click of a button, we are giving them that seamless, app-like experience they're looking for without losing them if they don't commit to us the first time.

This will also allow us to use marketing tactics such as Facebook ad remarketing in order to keep customers coming back you who may not make that first commitment.

Identification of Audience (Avatar)

During our initial conversations, we identified the following as Avatar audiences for your brand:

Snowbirds (Nov - March)

People buying and selling cars

Relocation (family, jobs, etc.)

College Students (Aug - Sept)

Military. Relocation (part of above)

Small car dealerships— this is a more specialized form of marketing that is strictly B2B, and therefore I think the best use of time below is to focus on B2C avatars. Who we need to go after in terms of small car dealerships is pretty apparent here.

We determined together that the buy cycle and research cycle tend to be fairly short. The majority of leads you've received via your other website indicate most customers are looking to ship within 30 to 45 days of their initial research. 80% of customers ship within six weeks.

That being said, we can begin to drill down into some of these audiences to identify the prime buying time as well as think about how to target them.

Snowbirds

This audience is:

- Likely older; 60 to 75
- Has children
- Likely live somewhere in a cold climate
- Likely have disposable or retirement income. Snowbirds who keep two households or live in two places may not necessarily be wealthy by American standards
- Carrying potential that the area they move to in the summer may be a lower income area
- Similar targeting may include: AARP, golden years, news periodicals, popular historical fiction books beloved by older generations, etc.

Below, I've put together some sample Facebook audience targeting information to give you an idea of what this audience actually looks like.

Interestingly enough, when you're going after the audience snowbirds on Facebook, SNOWBIRD is actually a term that's associated with the Canadian military. So if you're doing any kind of advertising to Canada or you're doing any shipping in Canada, this is something to be aware of. It definitely needs to be an exclusion in Facebook and a negative keyword in Google.

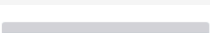
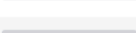
Page Likes Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance 	Audience	Facebook 	Affinity 
Canadian Forces Snowbirds	1	8K	61K	2444x 
Roadtreking	2	3.2K	359.9K	165x 
Camping World	3	3.3K	422.7K	146x 
U.S. Air Force Thunderbirds	4	4.7K	824.2K	107x 
U.S. Navy Blue Angels	5	6.4K	1.2m	101x 
The Beaches of Fort Myers & Sanibel	6	3.1K	611.7K	96x 
Military Machine	7	4K	803.6K	93x 
I Love WWII Planes	8	4.4K	886.8K	92x 
SilverSneakers	9	3.3K	693.7K	89x 
Visit My Smokies	10	3.3K	810.3K	77x 

So when we take the military audience targeting out above, you can see a really interesting sample of what this older audience may look like. I think Camping World is apropos for the older audience as well, because many of these people who are migrating to warmer climates during the winter months are people who are also taking a camper with them, or at the very least camping accessories.

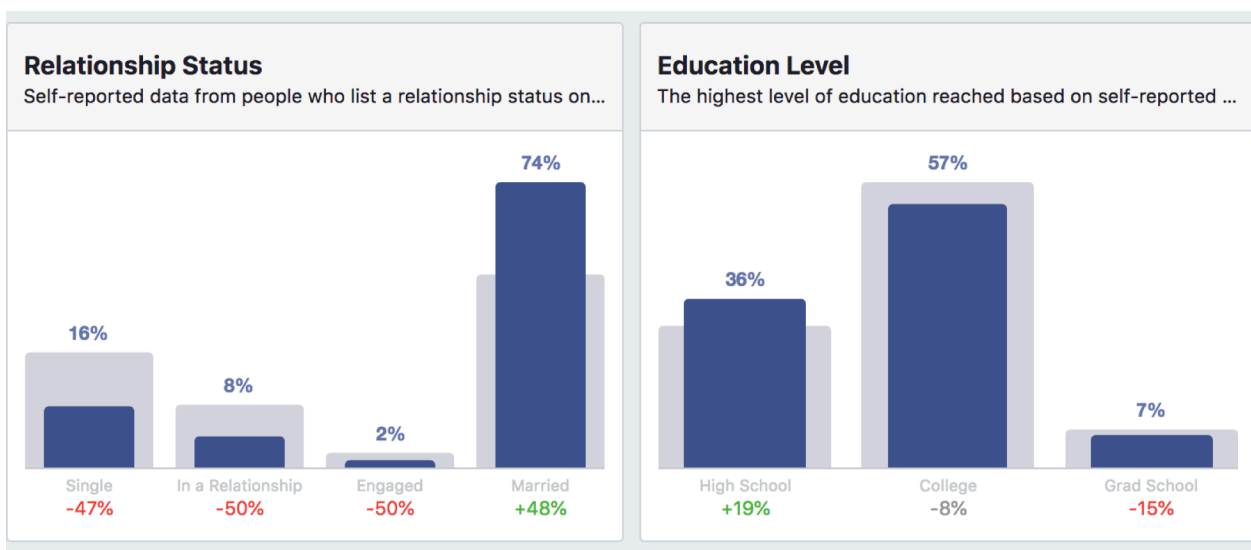
(New Audience) 100K - 150K monthly active people ⓘ		People on Facebook Country: United States of America ⓘ	
Demographics		Page Likes	Location
Top Categories			
1	Government Organization	Canadian Forces Snowbirds • U.S. Navy Blue Angels	
2	Travel & Transportation	Roadtreking	
3	Recreational Vehicle Dealership	Camping World	
4	Armed Forces	U.S. Air Force Thunderbirds	
5	Travel Company	The Beaches of Fort Myers & Sanibel • Holland America Line	
6	Publisher	SilverSneakers	
7	Local & Travel Website	Visit My Smokies	
8	Personal Blog	Old Photo Archive	
9	Loan Service	Low VA Rates	
10	Cause	StandUnited.org	

Above, you can see some interesting audiences that pop up during further exploration of the snowbird targeting. Any silver or older audience related targeting, something having to do with VA or Veterans Affairs, or travel companies or travel lines that cater to older folks could be some excellent targeting examples to make sure you capture the snowbird audience.

Below is a jobs audience analysis having to do with the specification of snowbird. People who relate to this key term on Facebook also tend to fall into one of the following employment categories on Facebook. Management is really interesting, because older people who have the ability to travel during the colder months are people who have some expendable income saved up. It makes sense to me that the largest percentage of job titles within this demographic group would fall under management, or some job description that would indicate a higher salary is present.

Job Title Likely industries where people work based on self-reported data on Facebook.		
Job Title	Selected Audience	Compare ▾
Veterans (US)	9% 	+80%
Government Employees (Global)	3% 	+50%
Protective Services	6% 	+50%
Community and Social Services	8% 	+14%
Installation and Repair Services	9% 	+12%
Management	25% 	+9%
Transportation and Moving	13% 	+8%
IT and Technical Services	6% 	+0%
Arts, Entertainment, Sports and Media	9% 	+0%
Computation and Mathematics	6% 	+0%

Because of the age bracket and the fact that you're seeing management in the job titles above, the fact that the snowbird audience would be mostly married and would have some type of college education seems reasonable.



Ultimately, the research above allows us to deduce some more information on this potential audience bracket:

- People who fall under the snowbird category may be retired, but at one point had higher income jobs.
- Most of these people are often married, and from some of the other information you will see below, it makes the most sense that women in this demographic bracket are the decision-makers.
- People in the snowbird bracket may be buying high ticket camping and travel accessories.
- Whether or not they buy camping accessories, people in this bracket may also be researching travel opportunities for seniors, or have already used these opportunities to visit the places they've decided to relocate to for the winter months.

People buying and selling cars

This audience is:

- A little more difficult to track by age, since people of any age buy and sell cars
- May also be interested in some type of car service such as Carvana or another car delivery service
- May be interested in eBay
- May have children they are shipping the car to
- This demographic is a little easier to ascertain, as Facebook and other remarketing services tend to have a good idea who is in-market for a car based on their searches

For this particular avatar, there is an 'in-market' audience for a new car buyer in Facebook that can be selected. It is much easier to find people in this demographic than it is in other purchase ready demographics in Facebook. The reason for that is, Acxiom is one of the top data suppliers for car buying and selling marketing lists to dealerships and agencies in the country. Acxiom also supplies in market data to Facebook.

While this is a great thing, Facebook has recently disabled the ability to specify a target audience based on income bracket. This is disappointing, and cuts into the power of the

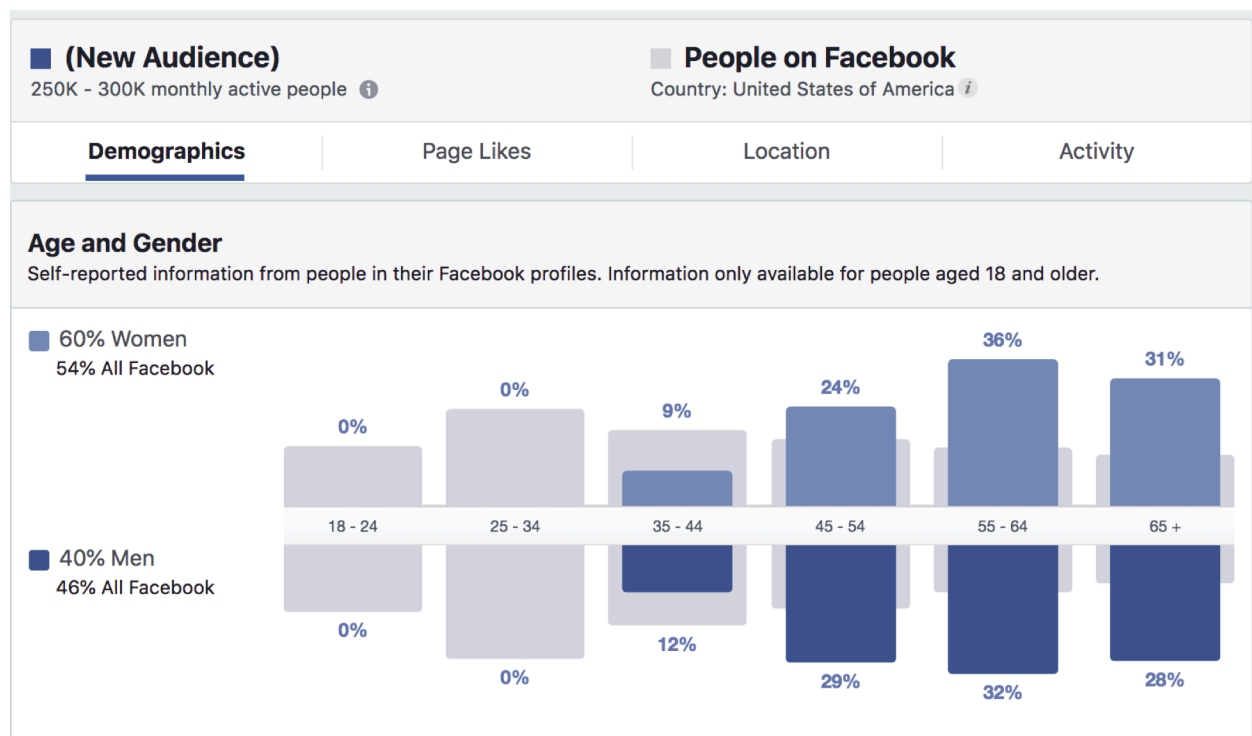
data supplied by Acxiom and other third-party market research firms – but the data is still in there. You can find out when someone is in the market for a new vehicle by using Facebook ad targeting, thus it makes sense to eliminate that deeper research here. If you're looking for that audience, all you have to do is simply specify it within your advertising in Facebook, and you will start hitting those people who are buying or selling vehicles.

Relocation

This audience is:

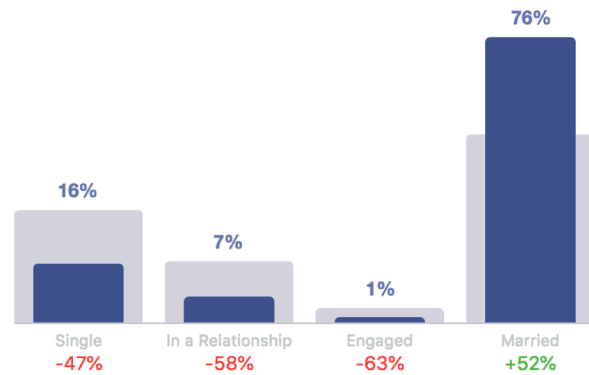
- Comprised of people who may be experiencing a job change
- More than likely comprised of people from early 20s to early to mid 50s
- May also be looking for different relocation services such as furniture shipping at the same time
- May be looking on Zillow or other similar websites for housing in other cities
- May also be searching on how to relocate pets.

There is some deeper demographic data available for this audience. This audience reflects people on Facebook interested in relocation:



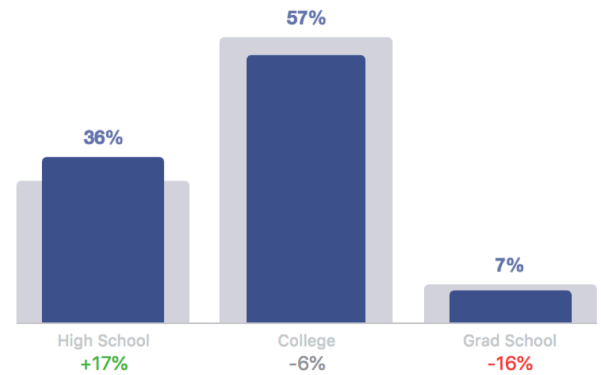
Relationship Status

Self-reported data from people who list a relationship status on...



Education Level

The highest level of education reached based on self-reported ...



Job Title

Likely industries where people work based on self-reported data on Facebook.

Job Title	Selected Audience	Compare ▾
Government Employees (Global)	4%	+100%
Veterans (US)	9%	+80%
Community and Social Services	9%	+29%
Protective Services	5%	+25%
Management	27%	+17%
Installation and Repair Services	9%	+12%
Business and Finance	11%	+10%
Transportation and Moving	13%	+8%
IT and Technical Services	6%	+0%
Computation and Mathematics	6%	+0%

Interestingly enough, the targeting information above is very similar to what you're seeing for snowbirds. Across the board, it looks like women are the primary decision-makers in the household when it comes to any type of relocation service. The women are looking for the rates, handling getting the car shipped so that it's one more

thing ticked off the list, and taking charge of finances and other ordinary household matters.

It's also interesting that those searching for these car shipping options or relocation options also have some type of management experience. It's very possible that much of the relocation data we're seeing comes from people who are being moved cross country for a promotion or some other type of job opportunity reflected around the management role.

This makes sense – most companies are not going to spend the time or resources to move around lower-level people, so people who have the expendable income to ship a car are going to be the same types of people who have the type of job that will allow them to afford that expense.

School Shippers

This audience is:

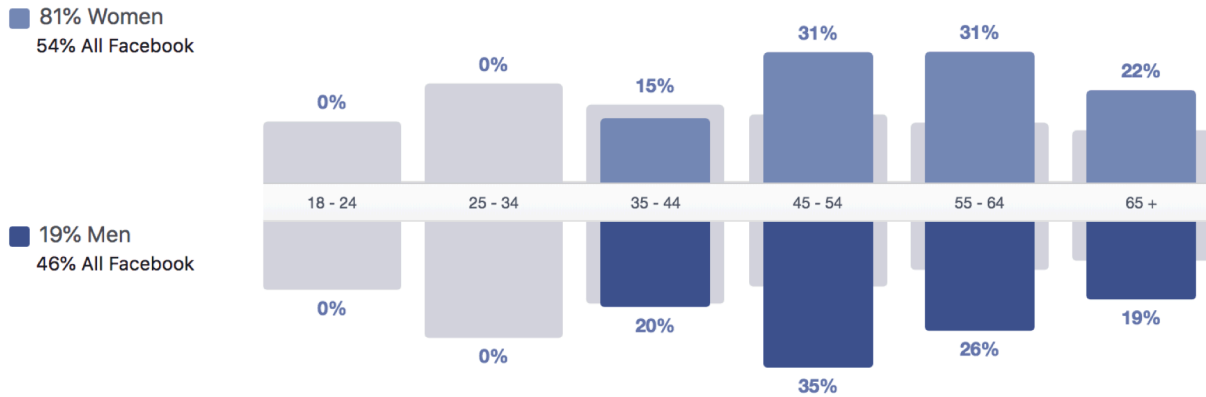
Comprised of parents looking to ship vehicles for children going to college

The target demographic is going to be “ proud mom of an Alabama student” or something similar

The demographic information for this audience is interesting, and right away you can see the differences between snowbirds and those who are of parenting age in the graph below. Your primary shipping audience is still women, but the breakdown of shippers tends to fall into a lower age demographic slightly to reflect the childbearing age of women.

Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.



Interestingly enough, the top cities reflected around moms of children who are going to college are mostly in Alabama. Are we to believe that children by the carload are leaving Alabama to go school to school elsewhere? Or is this data pulling from the beginning of the semester, when moms who were taking their kids to Alabama colleges were figuring out how to ship cars and from other places? It's hard to tell, and you'll see that this type of city data changes over certain periods of time. So it's not going to be a strong decision-making factor in where we target, it's just interesting information to look at and take note of.

Top Cities	Top Countries	Top Languages
Cities	Selected Audience	Compare ▼
Birmingham, Alabama, United States	0.1% 	+0%
Huntsville, Alabama, United States	0.1% 	+0%
Mobile, Alabama, United States	0.1% 	+0%
Mesa, Arizona, United States	0.1% 	+0%
Little Rock, Arkansas, United States	0.1% 	+0%
Bakersfield, California, United States	0.1% 	+0%
Riverside, California, United States	0.1% 	+0%
Colorado Springs, Colorado, United States	0.2% 	+0%
Fort Lauderdale, Florida, United States	0.1% 	+0%
Jacksonville, Florida, United States	0.3% 	+0%

The school shipping moms also appear to have the following interests, according to Facebook:

Top Categories		
1	Women's Clothing Store	Tee for the Soul • The Mint Julep Boutique
2	TV Network	Insp • Hallmark Channel USA
3	Loan Service	Low VA Rates
4	Magazine	Dusty Old Thing • CraftyFun.com • Southern Living
5	Brand	DIY Everywhere - Arts & Crafts
6	Pet Service	FamilyPet • Animal Rescue Home
7	Vacation Home Rental	HomeAway
8	Social Service	The Veterans Site
9	Clothing Store	Chic Soul
10	Hospital	Cleveland Clinic

Military relocation

This audience is:

Comprised of those in any branch of the United States military or reserves looking to relocate a vehicle for a move.

As with the B2B nature of small car dealership relocation, the shipping service for military relocation is fairly straightforward, and military people are fairly easy to target on Facebook.

Identification of Competitors

Identifying competitors is one of the most important parts of marketing. Often, when you ask a company looking to re-energize their brand who they would consider top competition, they will surface people who are in a completely different competitive ad space than the people who are actually bidding against them on Google or similar search engines.

That's why I think this part of the analysis is so important – it's good to know who is out there bidding within the same or similar space, even if they're not a direct competitor of yours, or offer a similar service.

I also think it's vitally important to take a look at what a competitor's website looks like, what marketing tools they're using etc. so that you can make your own marketing better and stronger. The point of this analysis is to surface those things, and to see who your true competitors are in both the organic and paid spaces.

To start this analysis, we will begin by analyzing the results of the Google search, "car shipping" across the country.

Google Search Results Cross Country

The Google searches below reflect results for the query, car shipping, for the United States only.

The screenshot shows the Google search interface with the 'All' tab selected. Below the navigation bar, it indicates 'About 574,000,000 results (0.68 seconds)'. Three search results are visible, all marked as advertisements (Ad) with a small green icon and a dropdown arrow. The first result is from 'www.movemycar.com/' with the headline '\$499—Ship Car Easy in USA | Enter ZIP From, To—View Prices'. The second result is from 'www.dasautoshippers.com/' with the headline 'Car Shipping Service | Get An Instant Quote'. The third result is from 'www.roadrunnerautotransport.com/' with the headline 'Ship Your Car Anywhere | Car Shipping Cost Calculator'. Each result includes a brief description of the service offered.

All News Maps Images Shopping More Settings To

About 574,000,000 results (0.68 seconds)

\$499—Ship Car Easy in USA | Enter ZIP From, To—View Prices
(Ad) www.movemycar.com/ ▼
Save \$100s—Starting As Low As \$499. Get 7 Free **Car Shipping** Quotes Now. It's Fast & Easy—America's Most Trusted **Auto Transport Companies** & Lowest Rates. Get A Free Estimate.

Car Shipping Service | Get An Instant Quote
(Ad) www.dasautoshippers.com/ ▼
Call us to get a personalized quote to **ship** your **car** anywhere in the US. We **ship** more **cars** than all other carriers combined. Bonded & Insured. 2M+ **Cars** Shipped Annually. Full Value Coverage. Get Quote Instantly.

Ship Your Car Anywhere | Car Shipping Cost Calculator
(Ad) www.roadrunnerautotransport.com/ ▼
#1 Rated **Car Shipping** Company. Calculate Your **Shipping** Cost Now! - Save Up To 25% Best Price Guarantee. Nationwide Coverage. Door-to-Door **Service**.

Ship a Car Direct: America's #1 Car Shipping Company

<https://www.shipacardirect.com/> ▼

The most trusted **car shipping** company, offering a 100% damage free guarantee.

Every carrier is reviewed to ensure the best **auto transport service** available.

[America's #1 Car Shipping ...](#) · [Ship a Car Direct Blog - Car ...](#) · [FAQs](#) · [About Us](#)

Car Shipping Quote Calculator | Ship a Car With Montway Auto ...

<https://www.montway.com/how-much-does-it-cost-ship-car> ▼

★★★★★ Rating: 4.9 - 8,011 reviews

Get a free and instant **car shipping** quote from Montway **Auto Transport**. ... opt to meet the trucker at a designated location for a better price and faster **service**.

Car Shipping Cost Calculator | uShip Auto Transport

<https://www.uship.com/vehicles/> ▼

★★★★★ Rating: 9/10 - 8,575 reviews

Get free and instant **car shipping** quotes from uShip. Calculate how much it costs to **ship** your **vehicle** with the best **auto transport services**.

[Florida Car Shipping](#) · [California Car Shipping](#) · [Arizona Car Shipping](#) · [Seattle](#)

A1 Auto Transport, Inc. | Stress Free Car Shipping Services

<https://www.a1autotransport.com/> ▼

The **vehicle shipping** needs of our clients are as diverse as they are, which means that specialty **services** (such as enclosed **auto transport**, classic **car shipping**, motorcycle transport, door to door **shipping**) or extras can sometimes push costs slightly higher than the pricing estimate given above or by your **auto** ...

One of the interesting things you can see above is that several advertisers are placing ads for the term *car shipping calculator*, or some type of calculator app. They are really trying to nab people during the research phase, who they can then follow up with quick click quotes. The calculator is simply the often point of the funnel. Because this is the case, it makes sense that with some of these apps, the customer is required to enter an email address before the calculator displays results.

Unship does this, and some of the other competitors above are also using this technique, which is really similar to the one I recommended that asks customers to display an email address before they see their quotes. By allowing customers to use an app like a calculator, these services are taking them quickly from the research phase to the commitment phase, enabling these sites to quickly convert customers without asking them to make an initial commitment.

Also, taking a look at above results yield some competitors I think we expect. Move my car is in the top slot, and we can see that some competitors and a few of these listings are actually listing out the prices of shipping, which I'm sure gets them a better click rate. It's a pretty common marketing tactic to include actual pricing in an ad headline, which I'm sure you know.

I think really going for high organic ranking is going to be difficult for you, though as you can see from the image above the advantage of getting that high organic ranking is that Google reviews will also show in the search results – providing you quick social proof that I think is important to getting the click from the customer.

The next screenshot is from search results for the query *auto transport* in the United States:

Auto Transport - Car Shipping Services by United Van Lines

<https://www.unitedvanlines.com/moving-services/auto-transport> ▼

Car Shipping Services. United is the leading national moving company offering **auto** transportation. With the moving industry's largest company-operated fleet of **auto** transporters, our open-sided and enclosed **car** carriers provide safe, professional **car shipping service** anywhere our network of agents deliver.

Cost to Ship a Car - Car Shipping Quote & Rate Calculator | Direct ...

<https://www.autotransportdirect.com/states-calculator/> ▼

★★★★★ Rating: 9.4/10 - 343 reviews

The Original **Car** Transport Quote Calculator. No personal information required prior to giving a price. Door-to-door **service**. Insured. Thousands of five star ...

Direct Express Auto Transport: #1 Car Shipping & Transport Company

<https://www.autotransportdirect.com/> ▼

The original instant **auto** transport & **car shipping** company. ... Upon entering your **vehicle** transport order either online or by calling our customer **service** ...

Car Transport & Auto Shipping Services | Mayflower - Mayflower Moving

<https://www.mayflower.com/moving/auto-transport> ▼

Auto transport and **car shipping services** from Mayflower are fast, safe and reliable. Trust Mayflower to ship your car nationwide. Get your quote today!

American Auto Shipping: Auto Transport & Car Shipping Since 1999

<https://www.americanautoshipping.com/> ▼

Use our online calculator to get **car shipping** and **car** transport quotes now, No personal ... Safe and Fast **Auto Transport Services** by American **Auto Shipping** ...

2018's Best Car Shipping Companies - Move.org

<https://www.move.org/best-car-shipping-companies/> ▼

Nov 13, 2018 - uShip is the only **car shipping** company on our list that shows you ... the company with the best price doesn't always have the best **service**.

\$399 Coast To Coast

 www.haulingdepot.com/ ▼

Get Instant **Car Shipping** Quotes Now. Bonded & Insured Top Rated. Compare & Save. Get Free Quotes Now. Types: **Vehicle**, Motorcycle, Boat, RV, Trailer & Equipment.

[Car Shipping](#) · [International Shipping](#) · [Boat Shipping](#) · [RV Shipping](#)

Again, we are seeing the price listed in the actual Google ad itself and right at the front of the headline. I have a feeling that this company is mirroring what they are seeing from MoveMyCar using a more competitive price to get the click from them, which is a great strategy.

Now, just for your information, here's a look at what Google search results are showing us from overseas shipping queries:

Google Search Results Overseas

About 40,000,000 results (0.57 seconds)

International Movers - Sea-air.net

(Ad) www.sea-air.net/international ▼

Professional Worldwide Moving Get Your Free Quote Now Call. Door to Door **Shipping**. \$500 Off **Shipping** Call. Brands: International Moving, One Price Guarantee, Guaranteed Prices., Best International Moving.

[Request A Brochure](#) · [Contact Us](#) · [About Us](#) · [Get An Estimate](#)

Ship Your Car Overseas | We Pick Up Anywhere In The US

(Ad) www.schumachercargo.com/auto/overseas ▼

We **Ship** to 60+ Destinations & Handle Documentation. We are Insured & Bonded. BBB, DOT, FMC Licensed. Fully Custom Pricing. Fully Insured & Licensed. Professional Loading. 24/7 Online Tracking. 80+ **Overseas** Destinations.

Global Freight Shipping | Leader in Freight Solutions | CHRobinson.com

(Ad) www.chrobinson.com/ ▼

C.H. Robinson Handles Even Your Toughest Freight Shipments. Request a Quote! Excellent **service**. Online tracking. Effective solutions. Reliable capacity.

[Trucking Shipping Rates](#) · [Request A Quote](#) · [Connect With An Expert](#)

Overseas Car Shipping | 34 Years In Overseas Shipping.

(Ad) www.shipoverseas.com/ ▼

We **Ship Cars Overseas** from USA. Get Free Quote. Nobody Can Beat Us!

International Car Shipping from USA | Overseas Auto Transport

<https://www.schumachercargo.com/car-shipping/> ▼

★★★★★ Rating: 4.9 - 17 reviews

See our **international** car shipping resource or get your free quote. ... distinguished ourselves as the premier independent **international car shipper** in the USA.

[Car Shipping to Germany](#) · [Shipping Car to UK](#) · [Car Shipping to France](#) · [Australia](#)

International Car Shipping & Overseas Auto Transport Services

<https://www.a1autotransport.com/international/> ▼

In terms of the process of **car transport** delivery, the main difference between **overseas** and continental **auto transport shipping services** is that the **car** carrier must be able to safely accommodate delivery over a much longer distance, usually by boat or air freight.

[International Car Shipping ...](#) · [International Car Shipping By Air](#)

Overseas Car Shipping | Transportation, Logistics and International ...

<https://www.shipit.com> › Our Services › Ocean Freight (LCL and FCL) ▼

American Export Lines is a pioneer and leader in international car shipping. We offer a full line of services for our clients – from ocean freight, loading, AES filing, ...

Overseas Car Shipping - International Shipping Companies

<https://www.kinternational.com/automobile-shipping-information/> ▼

Interested in international car shipping services to and from the United States? ... Transport Co., Inc. versus other international car transport companies.

Shipping a car Around the World Ship My Vehicle is your best option

www.shipmyvehicle.com/InternationalVehicleShipping.aspx ▼

Here at Ship My Vehicle pro's at shipping a car, but Not just Cars and trucks we also ... You can rely on our know-how of international shipping logistics to deliver ...

2018 International Car Transport & Vehicle Shipping Quotes ...

<https://moverdb.com/car-transport-shipping/> ▼

Looking for international car transport or vehicle shipping, but don't know where to start? We can help you with everything from companies to costs to quotes.

Need To Ship Your Car? | 2019 Best Auto Movers

(Ad) matchingtool.consumeraffairs.com/TopReviews/AutoTransport ▼

★★★★★ Rating for consumeraffairs.com: 4.3 - 151 reviews

We've Done the Research for You. We Will Match You With A Company That Fits You Best. Verified Customer Reviews To Help You Make the Best Choice. Find Your Match Today! Based on +4000 reviews. ConsumerAffairs approved. See who tops the list. Professional **auto movers**. Find an **auto transporter**.

Freightquote.com | Trucking Shipping Rates | Freight Trucking Experts

(Ad) www.freightquote.com/ ▼

Use our fast & intuitive online trucking **shipping** tools. Get a free quote today! Free LTL & FTL quotes. Nationwide coverage. Dedicated support. Top trucking carriers.

Services: LTL, Intermodal, Truckload, Custom Solutions.

[Get Free Shipping Quotes](#) · [Custom Freight Solutions](#) · [Compare Freight Quotes](#)

10 Cheap Car Shipping Rates | Compare 10 Instant Free Rates

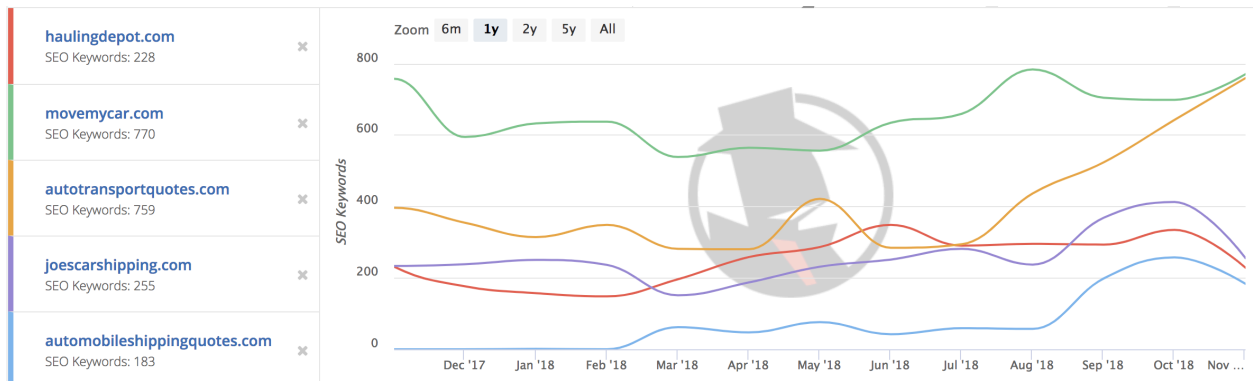
(Ad) www.autotransport411.org/CarShipping/Quotes ▼

Compare 10 Certified **Car Shipping** Quotes In As Little As 30 Seconds! Get Quotes.

Experienced Providers. Highlights: Affordable **Shipping** Rates, Experienced **Auto Shipping** Providers.

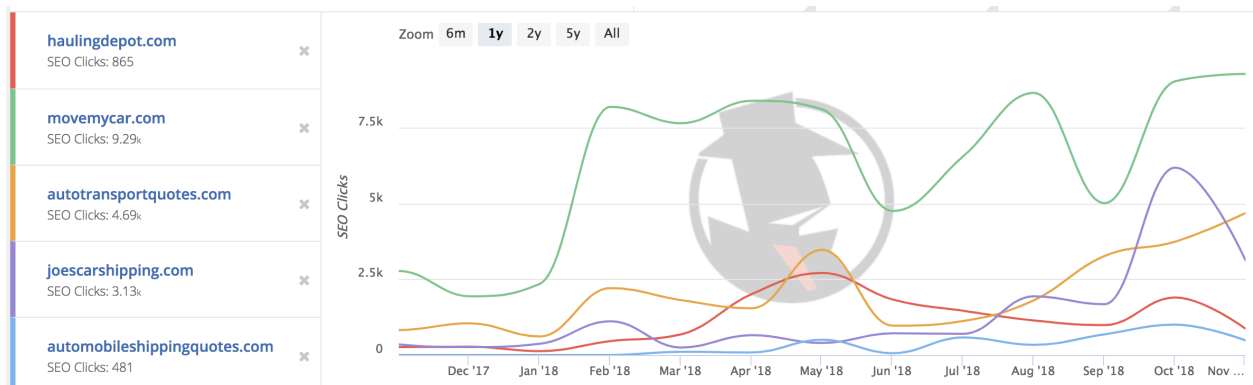
Because I think it's good information to know, I've included the top five rankings for the keyword *car shipping*. You can see those below:

SEO KEYWORD TOP 5:



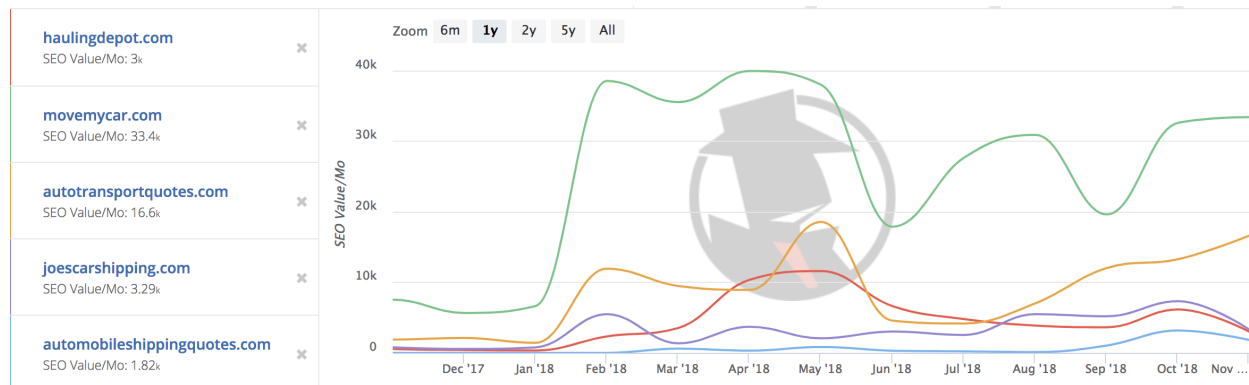
This information reflects the click volume of the competitors you see in the graph below. The reason MoveMyCar is likely so high is because they're currently running a Google Ads account:

MONTHLY CLICKS TOP 5



This graph shows, based on Spyfu's data, who's likely getting the most bang for their buck - the most return on investment based on the data they can pull from Google ads and other sources:

MONTHLY VALUE TOP 5

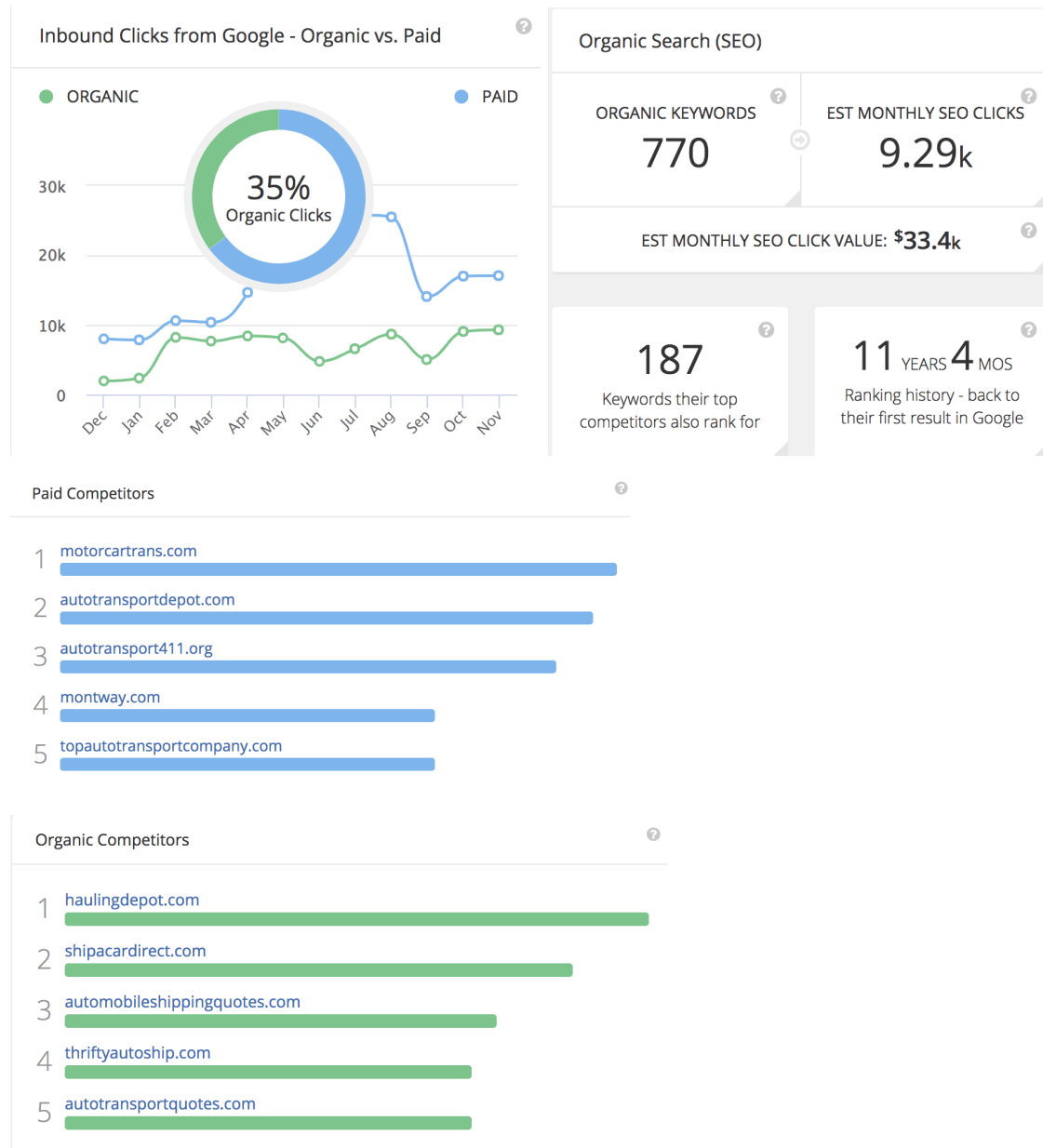


I'm also including a visual breakdown of competitor data from SpyFu so you can get an idea of how many monthly organic and paid clicks each of your top competitors seen in the ads above are generating for their brands.

This will be useful information to us in determining the kind of budget you should be putting into getting your brand out there as well.

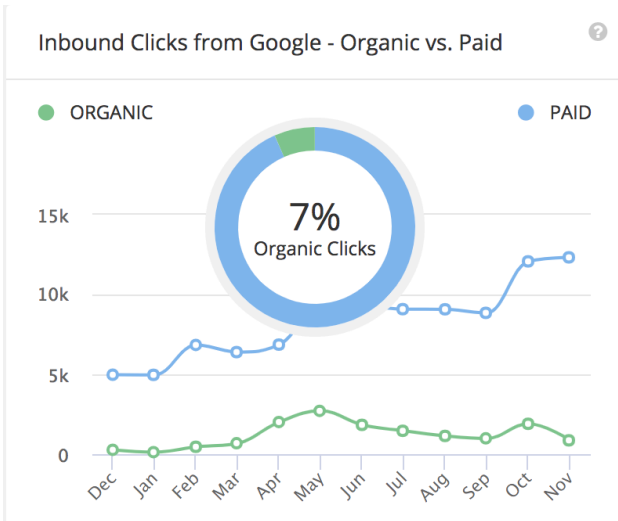
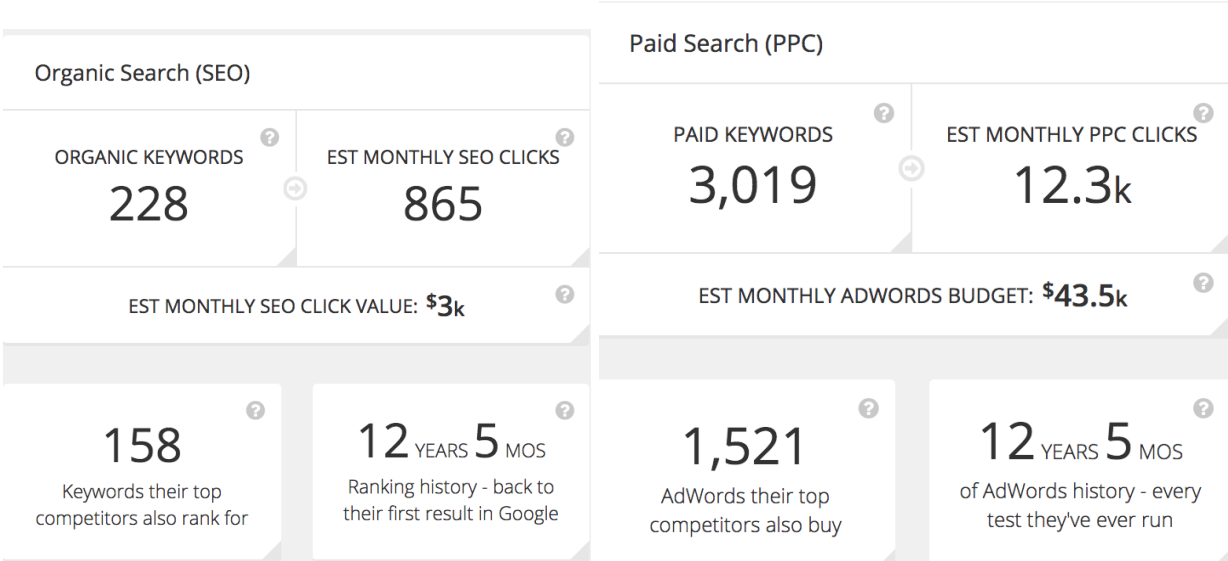
Breakdown of Competitor Data

MOVEMYCAR.COM



My favorite part of the report above is the 'paid vs. organic competitors' area - this gives a sense of other competitors we should be looking at and targeting in the space.

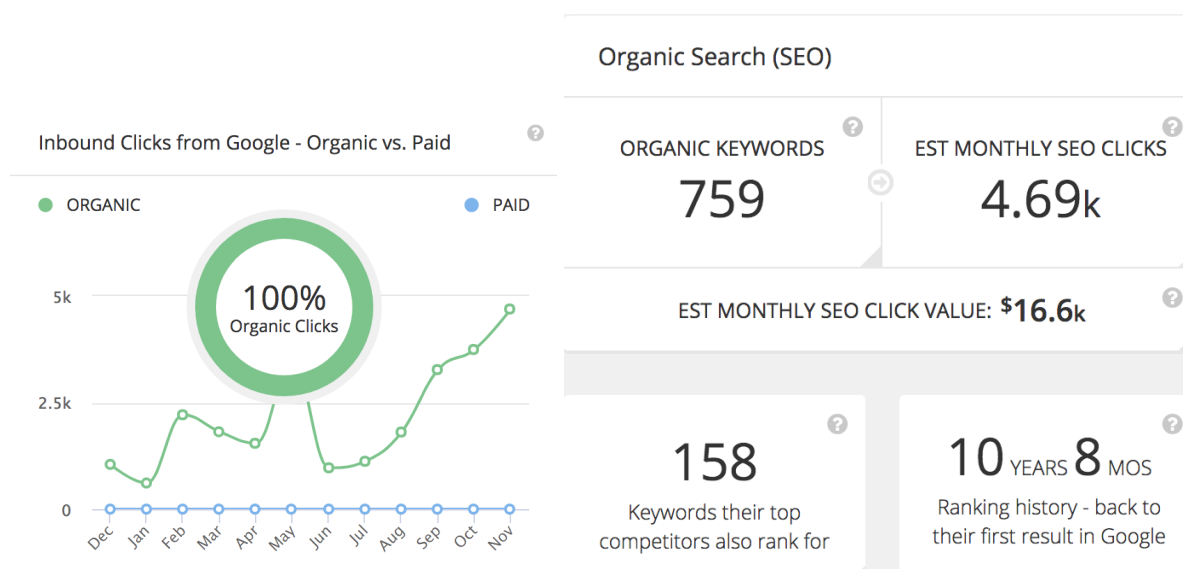
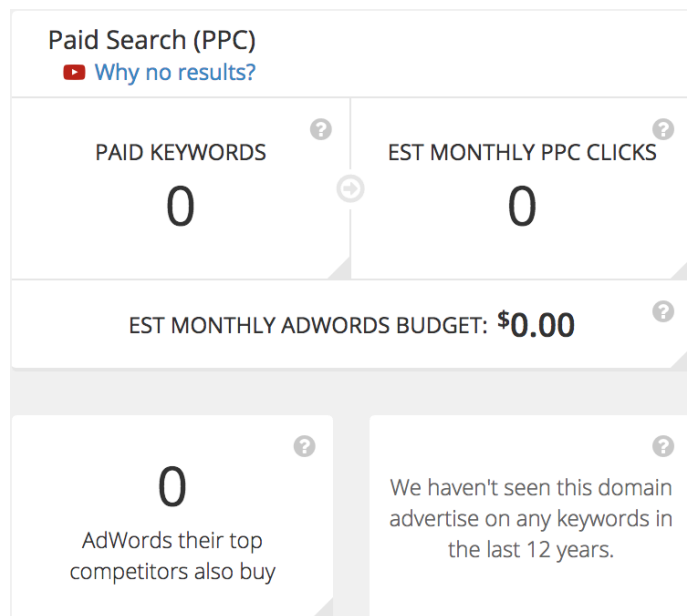
Haulingdepot.com



Autotransportquotes.com

As you can see from the data below, these guys have a very low PPC reach and are just using their URL (Auto Transport Quotes) to generate all the presence they need on Google and other search engines.

They're able to generate this kind of response through organic only because their URL is an exact keyword base search - meaning, tons of people are searching for 'auto transport quotes', so they just bought that specific URL, and it has some age to it.

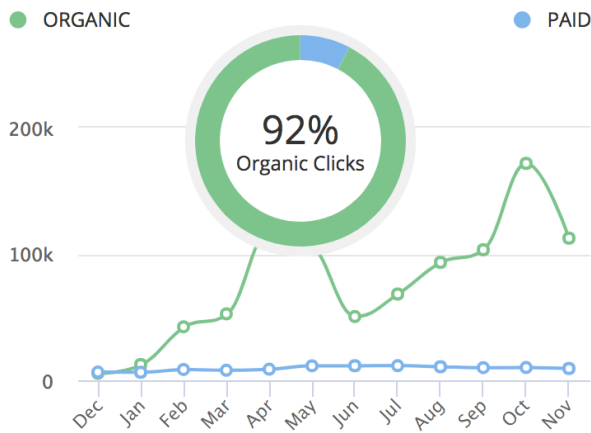


Ten years and eight months is a pretty long time in the digital marketing space.

Shipacardirect.com

The data here is about what I would expect. Mostly organic clicks, based on an exact search query ...

Inbound Clicks from Google - Organic vs. Paid



Organic Search (SEO)

ORGANIC KEYWORDS

2,021

EST MONTHLY SEO CLICKS

113k

EST MONTHLY SEO CLICK VALUE: \$347k

884

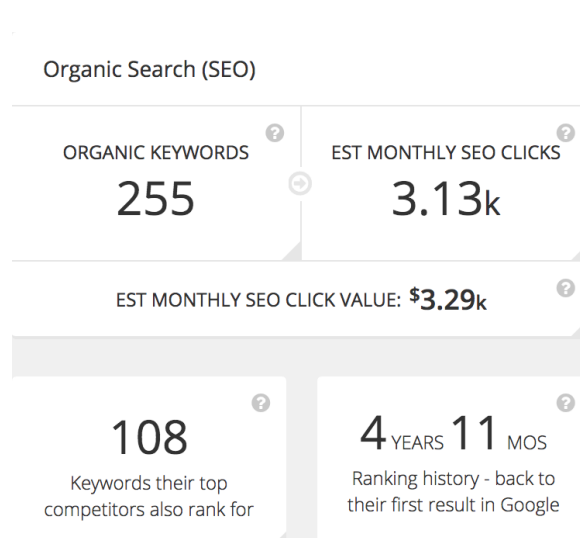
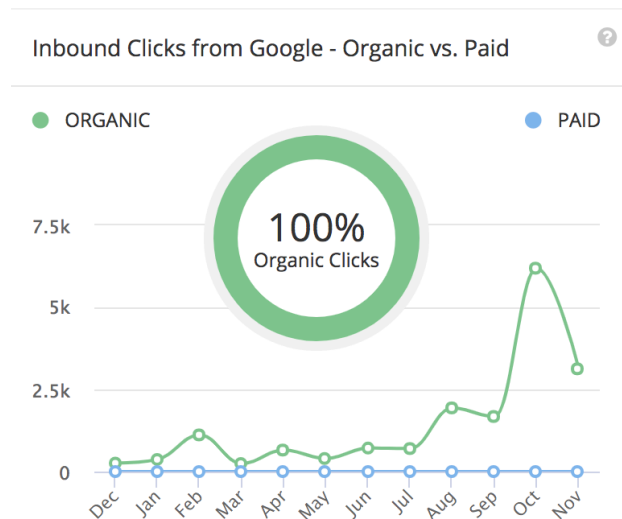
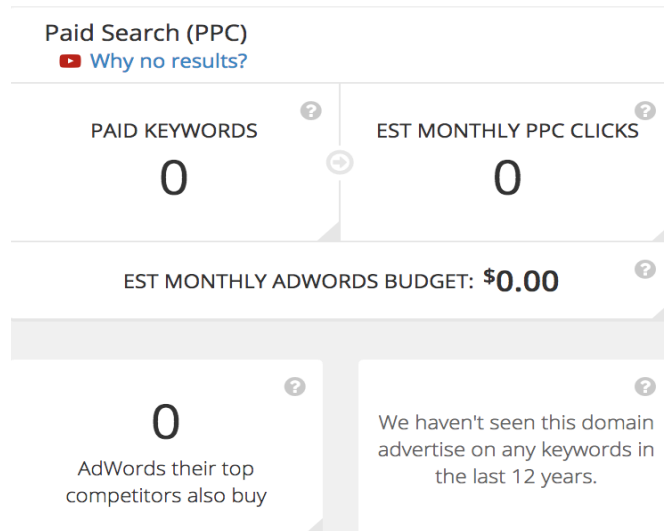
Keywords their top competitors also rank for

7 YEARS 0 MOS

Ranking history - back to their first result in Google

Joescarshipping.com

This site is showing data similar to what we are seeing from other companies that don't rely on paid search. My feeling is that this company may be advertising on Facebook, but it's a little more difficult to get that data.



SOCIAL VISUAL ANALYSIS

Next, I'd like to spend some time focusing on the actual look and functionality of the landing pages themselves. I'm going to include several of the competitors you see in the analysis above, so you can get an idea of what their landing pages look like and the marketing strategies they're implementing for the brand.

Though we may not be able to see the second or third steps in the funnel when we look at these landing pages, we can get an idea of the overall look and feel of the site itself – and I will provide some supplementary information I've discovered.

Compare car shipping quotes in real-time.

*Let transporters compete, and find the lowest quote
for your personalized route for free*

Start your quote NOW!

500 K

SHIPPING QUOTES GIVEN

375

LICENSED TRANSPORTERS

+ 55 %

INCREASE IN SAVINGS

60 Secs

AVERAGE QUOTE TIME

LET'S GET IT DONE

Thinking about shipping your car?



Quick & Easy

Eliminate the guesswork - get free quotes instantly, and choose a transporter personalized for you.



Increase Your Savings

With rates as low as \$499 depending on destination, let transporters compete to lower your quote.



100% Free

We're experts at connecting transporters with customers, let's show you transporters who service your route daily.

We talked a little about MoveMyCar during our initial consult. You know I feel this is one of the most clean, succinct and app-like interfaces I've seen from all the comparison quote websites. There is some social proof here – 500,000 shipping quotes given, 300+ licensed transporters. Most of those metrics are very likely thrown together just to get

some content information on this landing page, but it does the trick. The information itself again, appears very app-like, but also gives some idea as to the functionality of the website moving forward and what can be expected.

I have a feeling the big green button in the center of the page behooves them, and gives the opportunity to lock them into a sequence that gives them customization ability on this landing page. We talked about that as well – their ability to be able to test different elements of this page and to get an idea of the conversion without dropping people into their tool is really smart, and something I think we could take a look at for your landing page as well.

Though I was never emailed by MMC, I did see some remarketing happen from them – a couple ads here and there asking me to come back and finish my quote. Interesting.

Haulingdepot.com



How It Works Services Testimonials Gallery Contact

Motorcycle Shipping

- ✓ Bonded & Insured.
- ✓ Personal transport manager, call anytime.
- ✓ Job Insured up to \$250,000
- ✓ Best prices on the market.

VEHICLE MOTORCYCLE BOAT RV INT'L

COMPARE 5 FREE QUOTES
Instant & Secure.

I am shipping a... ▾

From Zipcode or City/State or Country

To Zipcode or City/State or Country

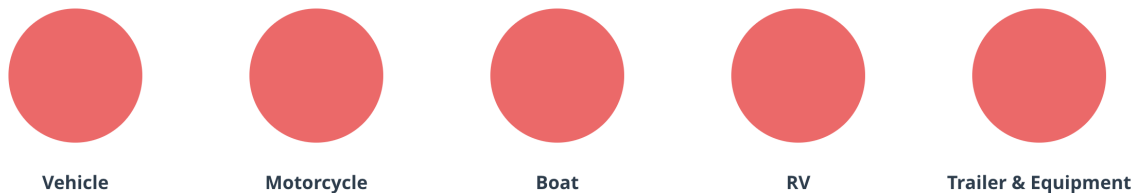
GET YOUR FREE QUOTES NOW

Of course, this website is focusing mostly on motorcycle shipping, but they are competing against you a bit in the space in terms of transport. They begin this landing page with an image the customer can relate to, they offer different options at the bottom which shows they ship many different vehicles and establishes a sense of trust, and the form itself is very easy to fill out and not very long.

I think that on the website mockup you gave me, it was clear that you were also not going to go with a long form that would be difficult to fill out – but I do think it's worth mentioning these folks do this well because you're still giving them some information on this first page, but the customer doesn't have to stick around to fill out a long form and see what's next. I would predict their conversion rate on this page is likely pretty good.

Hauling depot is actually one of the websites that followed me around with remarketing ads for a bit after I initially took a look at their website, so I can tell they are doing some Facebook ads and also using some remarketing pixels.

The Services We Offer



I really love how hauling depot has this services we offer graphic you see above. Again, something like this is very simple to use and it lets the customer know that this company handles a ton of different types of shipping, so they are experts on how vehicle or large item shipping is supposed to go in general. I believe this establishes trust out of the gate and makes it easy for the customer to know this is the type of service they can trust and should be looking for.



Call toll free
888-817-6203



PICKUP AND DELIVERY SERVICES

Terminal-To-Terminal Service as the most affordable service. Door-To-Door Service that will pickup and deliver your vehicle at your specified locations.

With over 50 years of experience moving cars, you enjoy peace of mind and worry free car moving service when you choose Dependable Auto Shipping. Always remember that trust and safety are the most important factors when transporting a vehicle.

← GET YOUR FREE QUOTE
TODAY!

Our auto transport trucks are combined with our nationwide terminal network to pickup and deliver anywhere in the U.S., allowing us to provide you car moving, motorcycle moving, boat moving, antique or classic vehicle moving and more, with a variety of moving services.

Proud Member of:



Home

Newsroom
Blog

What We Ship

Auto Transport
Motorcycle Transport
Boat Transport
RV Transport
Heavy Equipment Transport
Specialized Transport Services

What to Expect

Getting Started
Before You Ship
Description Of Services

Have Questions

FAQs
Regional Partner Facilities
Fraud Information Center



© 2018 CarsArrive Network
ALL RIGHTS RESERVED.

Start Your Shipping Quote

- Vehicle**
- Ship From**
- Ship To**
- Estimated Move Date**
- Email address**
- Affiliate Code**

Get Your Estimate

Testimonials

Great job to the entire DAS team. My Jeep was delivered to my door as promised and in excellent condition. Your web-based tracking tool was accurate and very helpful.

D. Cedrone
Chatham, NJ

The thing I like about DAS is they have social proof right on the front page. This is something the previous two competitors were lacking, and I think it's really important to

illustrate how they're looking to establish trust and save you money. They also readily linked to an FAQ and to other information on their site to give the customer an idea of everything they need – but it's obvious here these people are not just giving quotes, they're doing some of the shipping directly. This is what I would expect to see from the site where the carrier is shipping direct.

Uship.com

The screenshot displays the Uship.com homepage. At the top, the Uship logo is on the left, and navigation links for 'HOW IT WORKS', 'FIND SHIPMENTS', 'SHIP', 'SIGN IN', 'JOIN', and 'HELP' are on the right. The main banner features the text 'FREE CAR SHIPPING QUOTES' and 'The Best Auto Shipping Companies Compete for Your Business' over a background image of cars on a transport truck. A white quote form is overlaid on the right side of the banner. The form includes a dropdown for 'Cars & Light Trucks', a 'List multiple vehicles' link, and input fields for 'Year...', 'Make...', and 'Model...'. It also has checkboxes for 'Operable' (checked), 'Convertible', and 'Modified'. Below these are input fields for 'Pickup (City or ZIP)' and 'Delivery (City or ZIP)', each with a location pin icon. A green 'Get Quote' button is at the bottom of the form. A dark blue footer bar contains four icons with text: 'SMART SHIPPING LEARN MORE', 'EASY TRACKING LEARN MORE', 'SECURE PAYMENTS LEARN MORE', and 'USHIP GUARANTEE LEARN MORE'. Below the footer, a section titled 'CAR SHIPPING IS EASY WITH USHIP' contains two paragraphs of text explaining the service and how to use the marketplace.

FREE CAR SHIPPING QUOTES
The Best Auto Shipping Companies Compete for Your Business

Vehicle [List multiple vehicles](#)

Year... Make... Model...

☒ Operable ☐ Convertible ☐ Modified

Pickup (City or ZIP) **Delivery (City or ZIP)**

Pickup (City Or ZIP) Delivery (City Or ZIP)

Get Quote

CAR SHIPPING IS EASY WITH USHIP

Whether you're moving across country or you just bought a car and you need it delivered, uShip makes it easy to find safe and reliable transport options for your vehicle. uShip will help clarify how to ship a car, help you get the best rates from safe car transporters, and give you some pointers on the process. If the road gets a little rocky throughout the process, [contact us directly](#) and we'll help smooth things out.

The uShip marketplace makes it easy to find the best auto transport companies to fit your needs and your budget. [Create a shipment listing](#) with your needs, the make and model of your car, and be as detailed as possible. When you've finished your listing, transporters who specialize in shipping vehicles will submit quotes for your review as they compete for your business. This ensures you get the best car shipping rates.

As you know, Uship is a massive competitor in the space and isn't exactly a direct competitor of yours. The reason I included their site is that they are doing one of the things I mentioned to you perfectly: they are including some text at the bottom of the website that will increase quality score and includes the necessary disclaimer information, etc. While I know you cannot use similar copy, I think the way this is set up

gives you a really good idea of what I'm looking for to add to the bottom of your page to help with quality score in Google Ads.

Autotransportquotes.com

AutoTransportQuotes.com

Like 27

G+

f

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g+

v

in

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e

+

1.800.385.7591

Home

About

Blog

Auto Transport Services

International Shipping

How to Ship A Car

Customers

Routes

Car Transport Reviews

Contact

Origin

Delivery

Vehicle Information

Contact Information

Please select the Earliest Pickup Date:

Pick Up Country:
United States

Pick Up State:
Select State

Pick Up City:

Pick Up Zip Code:

Pick Up Port:

Delivery Country:
United States

Delivery State:
Select State

Delivery City:

Delivery Zip Code:

Delivery Port:

NEXT STEP

Over 20 Years of Combine Auto Transport Service Experience...

Safe, Reliable, and Professional Auto Transport Company!

Receive an Instant Access to Auto Transport Quotes from Top-Rated Auto Transport Company. Our entire team consists of former truck drivers, so every one of us knows what it's like to ship a vehicle across country and overseas.

Protect yourself and your car by shipping with a reliable Auto Transport Company.

Get an Instant Car Shipping Quote

Thousands of Cars Shipped Across America Each Year!

>> 7,171

Convenient Pick-Up

Name your Price

The Process

FAQ

Multi-Car Discount

Actual Customer Reviews (typos and all)...

"I am amazed by the customer service that Auto Transport Quotes provides to its clients. Shawn is not only a high class professional, but also is very kind and caring individual who treats his client..."

NOAH Medical Transportation ,Oregon

Read More Car Transport Reviews

Looking for Auto Transport Quotes?

Instead of relying on your typical moving company, Auto Transport Carriers are much more efficient as an auto transporter. At Auto Transport Quotes, we are an auto shipper that specializes in shipping cars and other vehicles. When you hire us as your car transporter, you can be sure your vehicle will make it to the final destination on time with no damage. First, we will provide our enclosed auto transport rates through an accurate auto transport estimate. Then our car transport company will make all the final arrangements.

What Our Auto Haulers Provides

Our auto transport company offers a variety of auto shipping options, including:

- [Car shipping](#)
- [Motorcycle transport](#)
- [Enclosed vehicle transport](#)
- [RV transport](#)
- [Boat transport](#)
- [Golf cart shipping](#)

When you need to transport cars or other vehicles, our auto moving specialists are ready to serve. Our vehicle transport services provide enclosed vehicle transport and car shipping in New York and the surrounding areas. You won't find another car shipper that takes as much pride in their services or offers more affordable rates, whether you need golf cart transport, a car transporter, motorcycle shipping or anything in between. Our vehicle shipping services are second to none!

We Offer Safe, Reliable Auto Transportation

You spend a lot of money on your car and take good care of it. When you turn to our vehicle shipping services, you will know your car or other vehicle is in good hands. We take pride in our safe handling of all vehicles so it returns to you in the same condition it was in when you sent it. However, not all accidents are avoidable. If damage should occur during transport, we carry the proper insurance to compensate you. We will make sure your car is repaired quickly and efficiently.

You don't have to worry about your vehicle. From the moment you turn it over to our shippers until it's back in your hands, we will make sure it is fully protected. We focus on delivering on time so you don't have to wait.

Get Car Shipping Quotes Now!

If you're in the market for **auto transport service**, you need reliable auto shipping quotes before you make a decision. Our auto shipping company takes great pride in offering fast, accurate **car transport quotes** on our car shipping service. No matter where you need to transport your car, we are here to help.

Contact us today to get started on your auto shipping quote.

The above site also does a great job of including some additional information that could help quality score – see the bottom of the page. My main complaint about the site is that the quote form itself is pretty long. It's going to give the customer a good idea of what they're looking for, but I can see how a form like this would fail to compete as well as MoveMyCar's form. MMC is running the same kind of form web services like typeform use, that have a better follow through process because the customer doesn't really know what's coming, and they want to finish because they've already started the process.

When you give the customer a larger form like this, their expectation is they're going to have to sit down and take the time to fill it all out. When the customer is unsure of what the bulk of the form looks like when they first start filling it out, they are less likely to quit in the middle.

Shipacardirect.com



Call now **866-221-1664**

[Home](#) [FAQs](#) [User Videos](#) [Quote Calculator](#)



BBB A+ Rated & Accredited since 2008 and LOVED by Customers



Instant Car Shipping Estimate - No Personal Info Needed

Where is your vehicle now?

Origin city Select State or Zipcode

Where are you shipping it to?

Destination city Select State or Zipcode

What is the Year, Make & Model?

Year Make Model

+ Add another vehicle

Does your vehicle run? ☒ Running ☐ Non Running

What kind of car carrier service? ☒ Open (costs less) ☐ Enclosed (costs more)

[Chat now](#)

#1 Car Shipping Company



Damage Free Guarantee
or we help pay!



Door to door auto
transport service



100% Insured
Licensed and Bonded



No up-front deposit
required



[Helpful User Videos](#)

[More Videos](#)

I actually really love this website, because I think it has a good “everything but the front door” approach to a landing page. The quote form gathers plenty of information but it’s still very manageable, the customer knows what to expect when they look at the page, there are instructional videos and methods for reaching an actual human. I know something like this wouldn’t work for your business because you don’t necessarily want

to have the customer able to contact you at every touch point, but I really love what they're doing here and I think it's a clean, crisp look without having to go for the exact same type of app strategy that MoveMyCar is using.

Joescarshipping.com



Ship for less...

Home | Vehicle Shipping Quotes TOA | Auto Transport Safety | Contact

888-750-7358





Get FREE Quotes here!

Pickup Location: Tip
--ZIPCODE--OR-- City, State--

Delivery Location: Tip
--ZIPCODE--OR-- City, State--

Vehicle:
-year- -make- -model-

Running: Yes ☐ No ☐

How much does it cost to ship a car

Car Shipping Quotes and Auto Transport can be given and reserved online. We strive for a stress-free environment for our customers with our vast network of over 6,000 **Car Transport** professionals. The safe, timely and inexpensive **door-to-door** shipping of your vehicle(s) is our top priority! Our Car Shipping Quotes are very competitive.



Car Transporters

Car Transport & Car Shipping Quotes from our calculator are expedited through our vast, unsurpassed network of Vehicle Shipping professionals. Each and every Car Transport driver in our network is fully insured and bonded for all Car Transport types and they are experts on **how to ship** a car via an Enclosed or Open Carrier



Who will ship my car

We give you the means of communicating with the car movers that have your vehicle in their care. Our **Auto Transport** professionals will also contact you at different phases of your



Auto Transport Companies

Car Transport Quotes and Auto Transportation Company

Joes Car Shipping is one of the top *Auto Transport Companies* that provide **Car Shipping Quotes** & Car Delivery Services to all 48 states in the US. Use their Car Shipping Quotes calculator for all Auto Transport needs. For more Automobile Transport related information visit your state's Department of transportation website.

Vehicle Transport Quotes and Preparation Tips

- Get your Auto Transport / Car Shipping Quotes well in advance, using our Car Shipping Rate calculator. **Vehicle Carriers** may require more time in remote areas.
- Our *Vehicle Transport* professionals cover about 350 miles per day.
- Remove all valuables before **Vehicle Transportation** as they are not covered under our insurance. Your vehicle is fully covered.
- Consider an *Enclosed Auto Transport* for protection against the elements during *Vehicle Transport*. This car delivery service is best suited for show cars, classic cars, etc.
- Your Car Shipping Quotes will be honored for seven days barring extreme conditions such as prolonged bad weather affecting Auto

Car Movers & Vehicle Transport affiliate login

movers that have your vehicle in their care. Our **Auto Transport** professionals will also contact you at different phases of your Car Shipping experience. Have peace of mind with reliable Car Transporters.



transport. This car delivery service is best suited for show cars, classic cars, etc.

- Your Car Shipping Quotes will be honored for seven days barring extreme conditions such as prolonged bad weather affecting Auto Transport.
- It helps to have the last 10 characters of your VIN number ready for your **Auto Transport order process**, but it is not required for Car Shipping Quotes

Reasons for Auto Transport

- Save hours of your time on highways
- No traffic and accidents on the highways
- No worries about traffic tickets
- The price of gas offsets the **Vehicle Shipping** cost
- Lessens the wear and tear on your vehicle
- **Car Shipping** removes the chances of breaking down
- Sending a gift to a deserving loved one
- Having your own vehicle vs a rental
- Strong **Auto Transport** regulations protects consumers and their autos.

Car Transporter & Auto Transport Broker connection

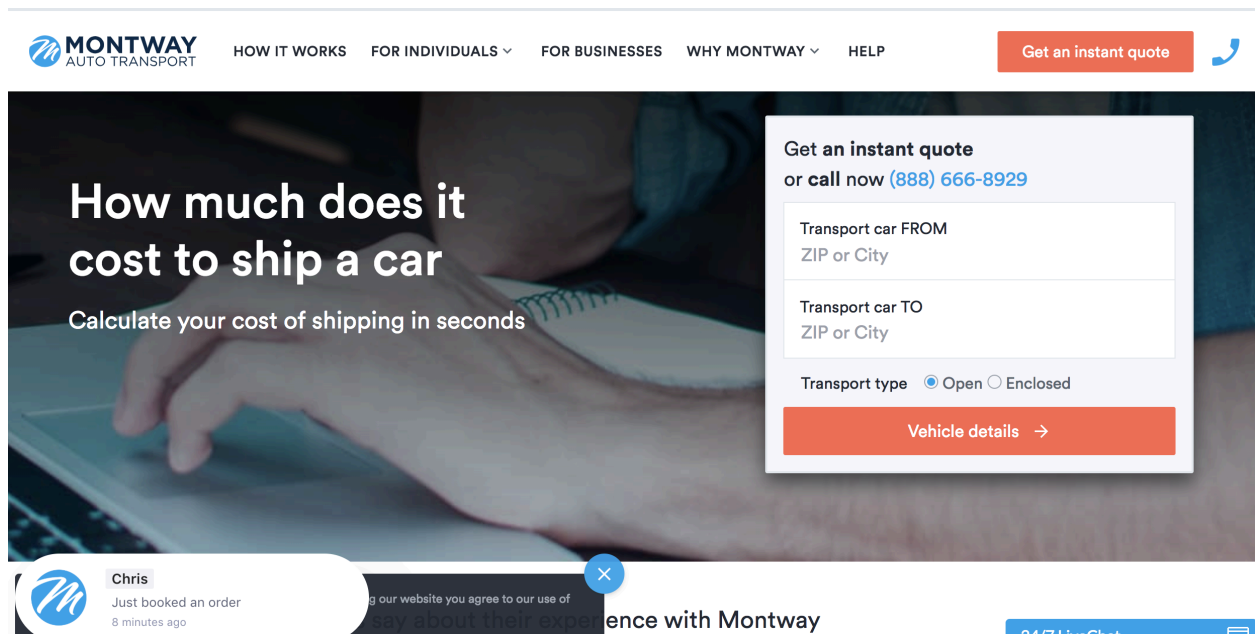
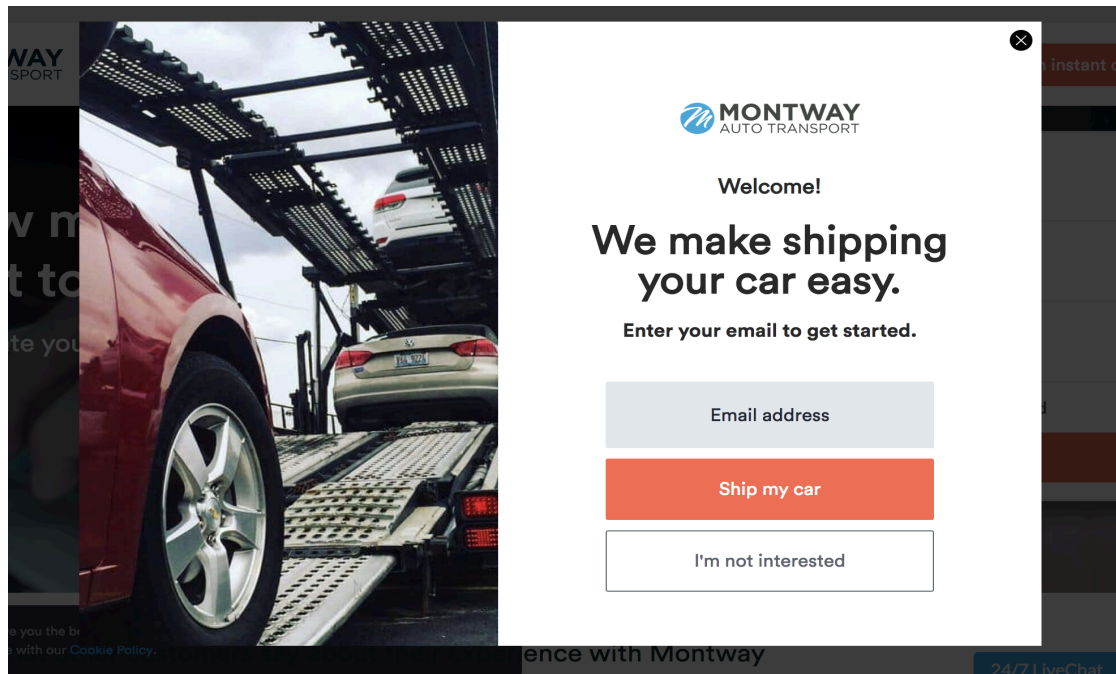
An **Auto Transport Broker** is the connection between the consumer and the **Car Transporter**. It's a symbiotic relationship in which the Car Transport professionals can focus on transporting vehicles while the broker communicates with the consumer until the consumer is connected with Carrier and later if needed. As a whole, car carriers do an incredible job and go to great lengths for their customers, but they are very small lot that are unscrupulous. The Vehicle Transport Broker does a crucial job of screening Car Transporters for up-to-date insurance and other critical Car Shipping Federally Mandated rules. They ensure that each quoted transport of all autos ships as agreed upon.

Winter Car Shipping / Car Transport is here

As **Car Transport** enters the winter season, transportation of vehicles become more challenging due to weather (both known and unforeseen). Many car transporters remove certain routes from their availability. It is highly recommended that you get your Car Shipping & Auto transport quotes early. Also be aware that the normal time for delivery could be impacted also. Understanding that there will be a wider window for delivery will help keep your experience pleasant. The Car Haulers try their best while trying to make it home safely to their families and getting your vehicle to you unscathed.

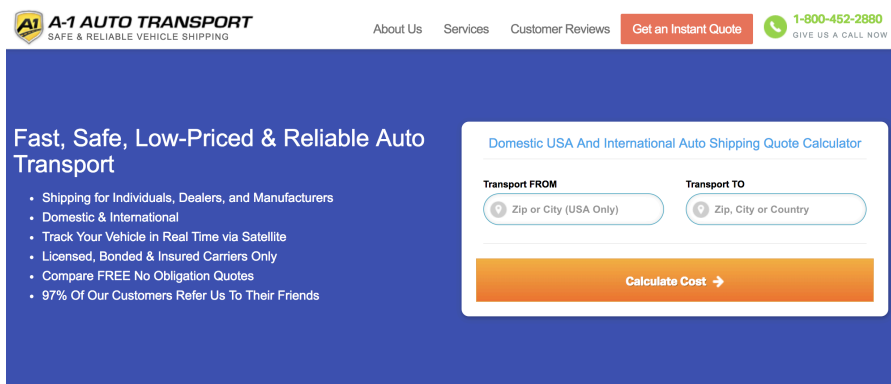
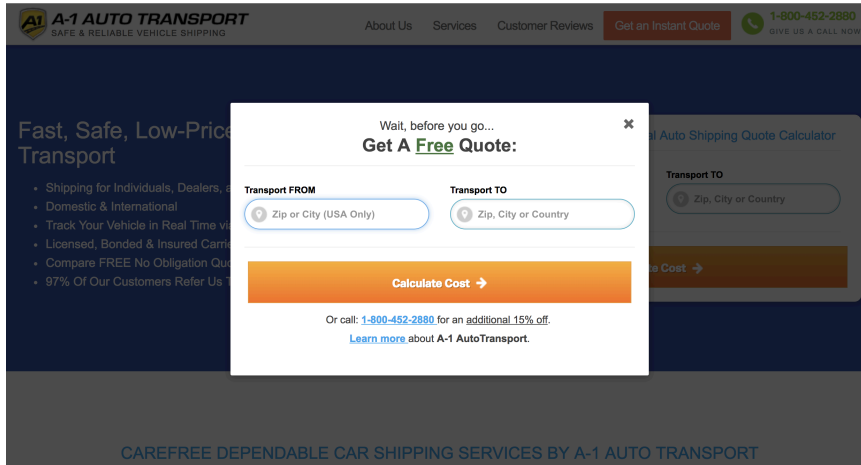
I don't have much to say about this website, because it's honestly not really conversion optimized and I'm not sure I would call these guys a direct competitor of yours because this is clearly a family type shipping company. I think it would be good to give this site an update, but with the kind of organic traffic it's getting I'm 100% sure it has to still be converting.

Montway.com



I really love what Montway is doing here, and I would say this is essentially what I'm going to ask you to do below-give the customer the opportunity to enter an email address, or make that optional and have them go right to a quote form never asks them for the email address again once they're prompted and they decline. Plus, they're not asking for a ton of information and the site is really clean and well done, immediately drawing the eye down into the right side of the page where that orange button is.

A1autotransport.com



CAREFREE DEPENDABLE CAR SHIPPING SERVICES BY A-1 AUTO TRANSPORT

Shipping Your Vehicles Nationwide and Internationally for Over 20 Years

Shipping your vehicle has never been easier. With a network of 40 terminals and 30 modern carriers, you can get your vehicle where it needs to be—quickly and safely from start to finish. We provide years of experience and industry knowledge that combine to ensure the most smooth and carefree vehicle delivery process possible for every customer. We offer many types of services when it comes to shipping cars and other types of vehicles, which include:



Door-to-door pick-up and delivery service

Moving is enough of a hassle to begin with. We make things a little easier by saving you an out-of-the-way trip to the car depot. Instead, simply get your vehicle picked up by a member of our friendly staff, and have it waiting for you at your new destination, as soon as it arrives



Fully Insured for Peace of Mind

Should the unimaginable happen, you can rest assured knowing that not only are our vehicles covered, but so are you and your vehicle. While your vehicle is in our possession, we take total responsibility for its care

I think the good thing about A1 is that this company is both using that pop up for a stronger, more easily tested landing page, very similar to what move my car is doing.

There also giving a ton of information on this page – just in general, a very well designed page.

United isn't a quote collection company, so I don't think there's really a lot of merit to looking deeply into what they're doing advertising wise – I do think there is some merit to getting an idea of how clean their landing pages and what their quote form looks like. See below. Another excellent example of use of text below the quote form as we discussed.

Unitedvanlines.com

United is America's #1 Moving Company

Find Local Movers | Call: **877-740-3040**



Moving Services | Tools & Tips | International | Logistics | Contact United | 

Auto Transport Services

Request a Auto Transport quote to learn how United can help ship your car across the country

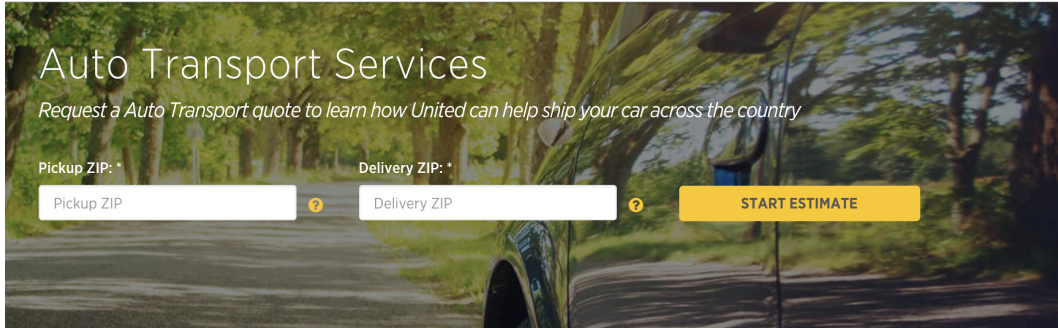
Pickup ZIP: *

Delivery ZIP: *

Pickup ZIP

Delivery ZIP

START ESTIMATE





Moving Services | Tools & Tips | International | Logistics | Contact United | 

Long Distance Moving

Residential Moving

Corporate Moving

Government & Military

Auto Transport

Auto Transport FAQ

Storage

Full Service Packages

Real Estate Services

Special Offers



Car Shipping Services

United is the leading national moving company offering auto transportation. With the moving industry's largest company-operated fleet of auto transporters, our open-sided and enclosed car carriers provide safe, professional car shipping service anywhere our network of agents deliver.

Dedicated Auto Shipping Service

When you choose to ship a car with United Van Lines you are paired with a dedicated shipping coordinator to help you navigate the paperwork, scheduling and billing from start to finish. Your coordinator will help you understand your pickup, shipping and delivery options and will work with you to schedule load and delivery times.

Next, I wanted to put together a brief social analysis to focus on some of the competitors you see above. I ended up not putting together much information on the content side of things, i.e. what they're posting, posting time frames, etc. Most of the posting for those who had easy to find social presences seem to be fairly sparse, with not much interaction or data on the posts themselves.

Movemycar.com

<https://www.facebook.com/Move-My-Car-1827072050851321/>

Only 120 people like their page, and there's been no actual posting since 2015.

Roadrunner Auto Transport-

<https://www.roadrunnerautotransport.com/>

<https://www.facebook.com/RoadrunnerAutoTransport/>

Road Runner Auto Transport

Road Runner Auto Transport is rated #1 trusted car shipping company by customers. Experienced and pr...

[See More](#)

Community

[See All](#)

 **Invite your friends** to like this Page

 2,491 people like this

 2,472 people follow this

I didn't see much for these guys on Twitter – as you can see above, there are about 2500 people following the Facebook page.

Ship a Car Direct

<https://www.shipacardirect.com/>

<https://www.facebook.com/safedirectcarshipping/>

<https://twitter.com/Shipacardirect>

Community

[See All](#)

 **Invite your friends** to like this Page

 4,133 people like this

 4,136 people follow this

About

[See All](#)

 Typically replies within an hour
[Send Message](#)

 www.shipacardirect.com

 Cars

 [Suggest Edits](#)



Tweets
208

Followers
32

Ship a Car Direct

@Shipacardirect

Home of the Damage Free Guarantee!
Door to Door Car Shipping on One Fully
Insured Carrier the whole way!

Tweets

Twee



Ship a Car I
Thanks, Truc



Ship a car doesn't have much going on in terms of twitter, but they have generated around 4000 Facebook likes.

U-Ship.com

<https://www.facebook.com/uShip/>

<https://twitter.com/uShip>



Tweets	Following	Followers	Likes	Lists
5,399	935	9,010	1,060	6

uShip 
@uShip

Tweets **Tweets & replies** **Media**

uShip  @uShip · 8h

Uship puts a ton of time and money into their social marketing, and since I know the people who work there and handle their marketing I'm not surprised. These numbers are about what I expect to see for a company as big as Uship.

A-1 Auto Transport

<https://www.facebook.com/a1autotransport/>

<https://twitter.com/a1autotransport>

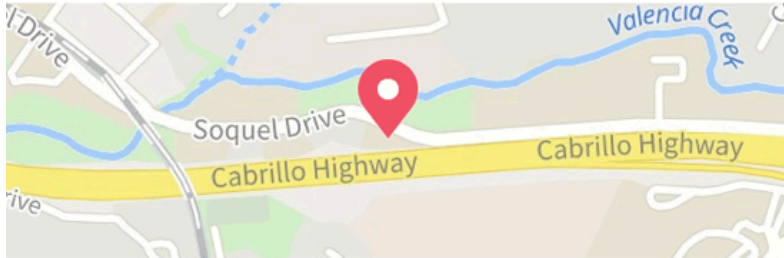
 **Invite your friends** to like this Page

 3,798 people like this

 3,673 people follow this

About

[See All](#)



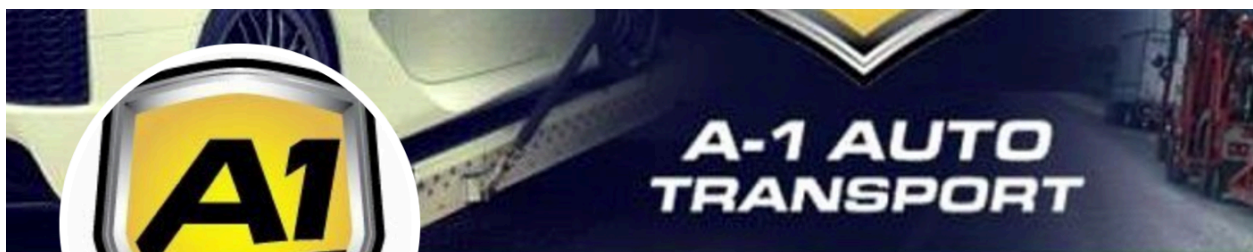
 9032 Soquel Dr
Aptos, California 95003

[Get Directions](#)

 (866) 876-4998

 [Send Message](#)

 www.a1autotransport.com



Tweets	Following	Followers	Likes	Lists
3,637	494	573	81	2

A-1 Auto Transport

Tweets [Tweets & replies](#) [Media](#)

Montway Auto Transport

<https://www.facebook.com/montway/>

<https://twitter.com/montway>



Invite your friends to like this Page



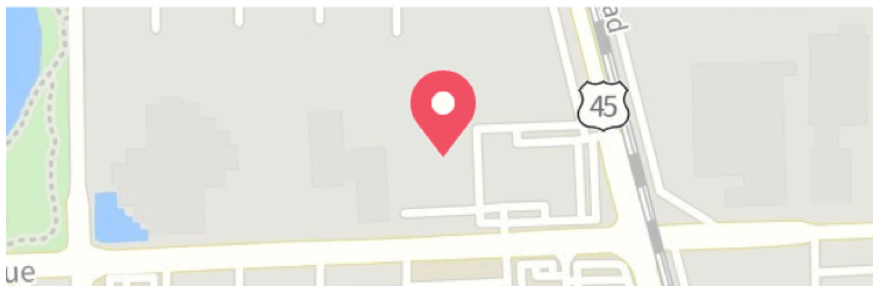
10,419 people like this



10,080 people follow this

About

[See All](#)



1400 E. Touhy Ave
Des Plaines, Illinois 60018

[Get Directions](#)



(888) 998-9626



Typically replies within a day

[Send Message](#)



www.montway.com





Tweets	Following	Followers	Likes	Lists
9,431	2,111	2,950	6,363	21

Montway
@montway

Five-star rated, nationwide [#auto](#) [#transport](#) company. Celebrating over 10 years in business and over 200,000 vehicles delivered. Member of the [@inc5000](#)

Tweets **Tweets & replies** **Media**



Montway @montway · Nov 28

There are tons of auto shippers out there. The challenge will get your car where it needs to go when it rains you can live with.

Here are 22 crucial signs of a reliable auto transporter

United Van Lines

<https://www.facebook.com/unitedvanlines/>

<https://twitter.com/unitedvanlines>

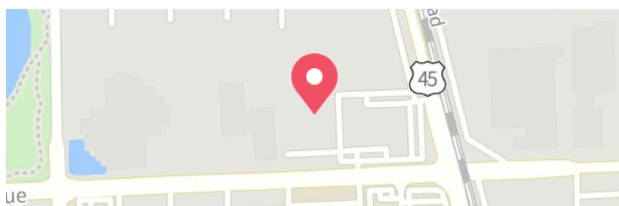
 **Invite your friends** to like this Page

 10,419 people like this

 10,080 people follow this

About

[See All](#)



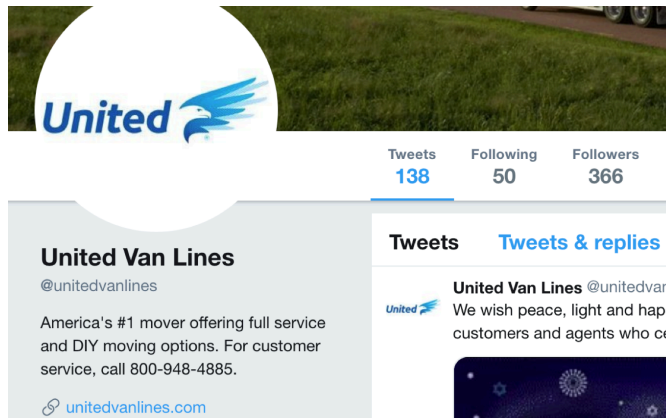
 1400 E. Touhy Ave
Des Plaines, Illinois 60018

[Get Directions](#)

 (888) 998-9626

 Typically replies within a day
[Send Message](#)

 www.montway.com



Audit of Current Marketing Practices

Because you are in the initial remodel phase of this new site concept, there's plenty of room for us to talk about what would work best next, and to play with ideas.

It's always interesting to put together strategies for people because there's a real need to remember that marketing is all about testing. Setting yourself up from the very beginning with the tools and the data needed to test new concepts and try out new marketing ideas is absolutely integral to the process. I think it's very important for you to make sure your designer sets you up with templated pages that can be swapped out, that test some of the new ideas and concepts we have already discussed in this document. Since you are just starting out, I want to reserve the space more for that exploration of concepts rather than to focus on what you're doing right now.

Current website recommendations

The very first thing I would recommend is padding out the bottom of your landing page underneath the quote form with some more copy. I've given you an example of what that copy should look like, and a few rotating headline examples, below.

I think another thing that would really help you is to make sure you have some type of social proof on your landing page. The more, the better – most competitors only really have one testimonial, and I think what makes the most sense as opposed to having an

image of a person on the page is to have an image of the desired outcome. Whether that's an image of a car moving across the country, a shipping truck, or a satisfied customer outcome, by showing the customer the end result of what you want to achieve for them, you're already urging them to make a purchase decision.

Additionally, having social proof immediately establishes trust and brands you as the authority in the space, which is super important. I think green and blue color schemes are also something to look at – the best, most successful looking landing pages I've seen throughout this project all have those hues of green and blue. Freedom, open skies, the light green being about money and perhaps saving money – if you can use your brand colors in order to get in front of your customers in a way that shows them what you think they want to hear, you have a better chance of getting the end result you want.

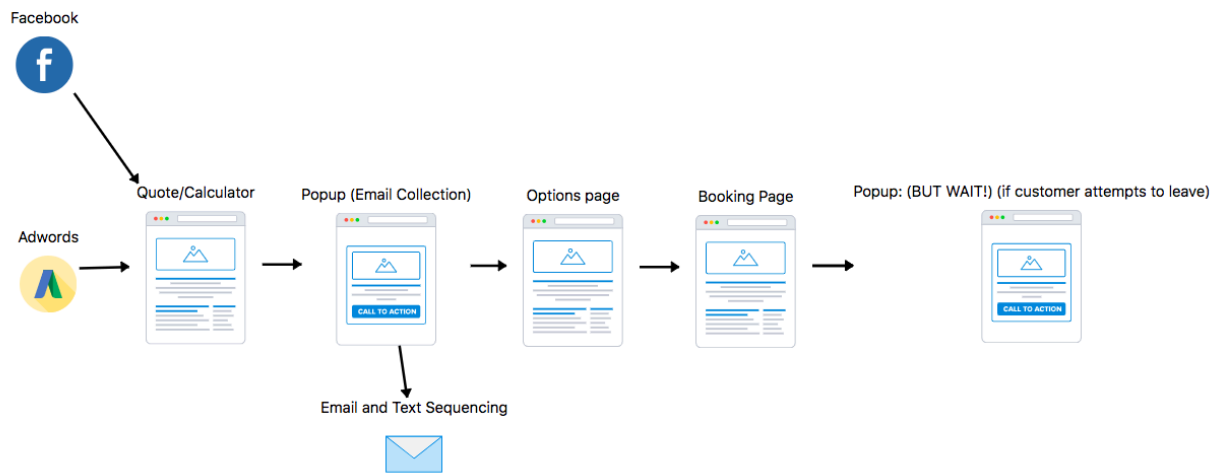
Content analysis and content strategy plan

This was one of the most interesting parts of putting together this document, because most of these websites are just generating quotes and don't really have a ton of content. You'd mentioned this – and I think it's also important to note that some of these top organic websites don't really have to do a lot in terms of posting new blogs or new content because their URL is already a major keyword.

For your site, I don't necessarily recommend writing a ton of new content – maybe a hidden blog every so often with some your keywords on it that isn't accessible via the main navigation site. I think that's the best way to go, maybe also just a couple articles about things to consider when shipping a car. You could also post those to Facebook and use that in order to drive likes and engagement to the Facebook page very quickly, and then use that page as a means of marketing to an audience.

So the long and short is, I don't see any real need to putting a ton of time and energy into content, other than just to make sure you're boosting yourself organically a little bit, and also to make sure you have some content padding out your social pages so you can make better use of those when you do your paid advertising.

Funnel Map and Funnel Strategy



Above is the final map I mentioned drawing out for you. I think this is something really similar to what's been successful and worked for you in the past – and in this case rounding out your plan by taking advantage of some of the missed opportunities I mentioned initially can really help you to nab some customers who may have just been in the research phase when they initially found you.

The parts of the funnel are as follows:

Traffic: this includes Facebook ads and Google ads. Anything that brings initial traffic into your landing page would be considered to fit into this section.

Landing page: you've already showed me a mockup of the proposed landing page. I would recommend implementing a landing page that test the following elements:

Button color

Social proof

How it works video

Different copy at the bottom of the page in order to better test quality score in Google ads

Changing call icons or making a phone number at the top click to call so customers can more easily call in

Trying out a pop up when customers click the button to engage as opposed to just a straight quote form

There are several different options for what you can test on that landing page, but I think these would be a great place to start.

Email collection. If you do this correctly, the customer is going to leave their email because they will think it is necessary to get to the next step, even though the collection of the email itself isn't required. If you'll recall, I really love the way Montway did this in one of the previous graphics I posted, so I think that gives you a really good guide on how to start – but if you don't want to do a lot of extra programming, you can always just add that email address collection when clients go to click off the page.

Google ads does have some restrictions on entry and exit pop-ups, so be careful in experimenting with this – but I think it is really important for you to find a way to grab that email address before you lose people. And if you can, there is also a really excellent opportunity here for you to grab a phone number and ask for permission to text.

You can use a service like Infusionsoft, that comes with text marketing, or you can use something like active campaign or a customized program like Twilio that will allow you to mass text message customers. If this isn't something you're interested in, you can look beyond it, however I do think text messaging does work well for some advertisers if it's something you'd be open to. It's not necessary, just an option.

The email and text sequencing is advertising a customer receives to their inbox when they don't complete the sale sequence.

The options page lets the customer dive deeper into the quote form, giving an idea of things like what make/model they will be moving, and any other deeper personal information you want the customer to give in order to better customize their quote.

The booking page actually gives them options to book.

Finally, at the end, if the customer gets as far as the booking page and doesn't book, there needs to be something that will either try to collect the email address again, or let the customer know they are going to be missing a big deal if they click out. That big deal doesn't actually have to come to us from the lines we booked for themselves – we can simply tell the customer that there is an initial period of savings that they will miss out on if they don't claim.

Because I don't really know what your agreement is with the people who transport for you, I can't really say whether or not there should be some built-in price break or if it's just a supposed price break I'm recommending. I don't want to recommend you do

unethical marketing. But either way, letting people know if they book now there is a strong discount is a surefire way to get more bookings on the spot, especially if you're upfront about what the associated cancellation policies are. I think it's something we should explore.

Email marketing for funnel map (4-6 emails written out as part of your funnel)

I would recommend you start with four solid emails, and see how that feels. Any one of the emails I'm proposing copy for below could be broken down into a further sequence.

Email number one:

Subject: Did you forget something?

First name, did you forget to finish your quote?

It looks like you'll be moving on XXX, so make sure to secure your spot with us now so we can get your vehicle shipped securely, quickly and safely, without all the fuss!

In case you didn't know, we vet our shippers to ensure the highest quality customer satisfaction, insurance and experience are on the table. All our shippers have at least 10 years' experience shipping cars in the field, and are equipped to handle any make or model of vehicle. There also equipped to ship anywhere – so by finishing your booking today, we guarantee your car a safe journey – so you can concentrate on moving the rest of your belongings without the headache.

To finish your 100% customized booking quote, simply follow this link:

And if you have any questions, don't hesitate to call us at NUMBER.

Happy shipping,
-Sign off

Email number two, one day later

Subject: Your customized shipping quote is running out

Dear first name,

Your customized shipping quote will expire at midnight on Thursday! Because we want to make sure you lock in the lowest shipping rate possible, it's important you click here to finish your customized quote today:

Terry A of Baton Rouge, Louisiana had this to say about her shipping experience:

“”

John of Cincinnati had this to say:

“”

Remember, your shipping rate is completely customized, and will expire in just a few days – so make sure you get the maximum savings and select from one of our trusted providers by selecting this link: LINK

Hope to see you inside,
-Signoff

Email number three (one day later)

Subject: Have you checked out [[provider name]]?

Dear first name,

We wanted to alert you of a shipper that may be the perfect fit to ship your [[car year, make and model]]!

[[Insert shipper story and information here.]]

[[Insert average quote for make and model car here.]]

As a reminder, your customized shipping quote will run out at [[date]]. Make sure to click here to get your quote before times runs out, and you have to start the process all over again.

See you there,
Signoff

Email number four (FINAL)

Subject: Your customized shipping quote expires in two hours

First name,

This is your final reminder that your customized shipping quote with us will expire in two hours.

Once it expires, we can't guarantee you'll lock in the same savings waiting for you right now if you simply finish your quote. Shipping quotes vary based on the day of the week and time of the quote, as well as other factors such as the time of year. The sooner you get your quote in, the more savings we can get you – so it's important to lock in that quote as soon as possible and select the shipper that's right for you!

This is your final reminder to finish your shipping quote here: [link](#)

Thanks so much,
-Signoff

Remember, these email marketing touches need to be really short, really specific and get to the point. Your potential customers are already probably hearing from other quote providers, so make sure that you are concise and to the point and give the customer a very clear indication of what action you'd like for them to take next.

Proposed headlines for Opt in page (your search tool)

The most important thing to keep in mind about the headline for the opt in page is that it needs to contain some of your keywords. Whether these are keywords you're going after organically or in your click marketing, you want to make sure these are present so you can increase your quality score and your likelihood of ranking.

Some headlines to consider:

Save on car shipping with our ultimate comparison tool

Shipping your car? We are your number one trusted shipping provider.

Moving? We take the fuss out of auto ship.

Moving and looking for auto transport? Give us five minutes or less.

Looking for auto shipping? Give us five minutes, we give you the best quotes out there.

Looking to ship your car? We give you quotes in under 10 minutes.

Looking to ship your car? Quotes as low as 399.

These are just a few ideas, but ultimately the mixture of trust, availability, value and price as well as time-saving are things you can mix and match based on the customer's need.

Proposed copy for your search page

Looking for reasonably priced auto shipping? (I'm including this as the headline because it uses one of your keywords, and it also re-expresses what the customer is looking for.)

We are your number one trusted source for auto shipping in the industry. With over 10 years' experience shipping cars for those looking for car shipping for relocation purposes, military relocation, moving schools, moving jobs, or simply moving to enjoy warmer weather, we ship for anybody.

If you're a small car dealership looking for shipping, our auto relocation services will also help you get the cars you need to your dealership on time. (You may want to take this last paragraph and put it on a page made just for small car dealerships.)

We source quotes from over a dozen trusted auto transport companies who we consider the best in the business. We only include quotes from auto transport companies with a strong record of customer satisfaction, shipping success and high job completion with no incident. Our source shippers are the best of the best – the car shippers we work with need to know the ins and outs of the industry, and can help you with everything from insurance to arrival time to every aspect of moving your car.

If you have questions or concerns, or would like to read some of our excellent testimonials, please contact us at this email address or visit us here. We look forward to helping you ship your car, and we love seeing the smiling faces of customers to have one less thing to worry about during their relocation.

As I mentioned earlier, you can change this or any element of this and still retain the same effect. The most important thing is to make sure that you have your top keywords included here.

Marketing strategy for company/tool (3, 6, 9, 12 months plan)

As I mentioned earlier, your marketing efforts can be broken down into the six following categories:

Branding, Paid search, Sparse social, SEO, Outreach, and Email.

Branding

From the materials you showed me during our initial call, I think branding is definitely something you could work on a bit. My initial branding recommendation is to reconsider the actual colors of the brand and make sure you're using colors that really illustrate things people have come to expect in modern design. Lots of white space, and the colors themselves for the actual logo and branding materials could be blue and green, or some combination of those recommended colors. Pinks and purples tend to really signify something that's more along the lines of a fashion product or a beauty product, and anything too red gives customers the internal ideas of "stop" or "blood" – just overall bad.

If you're able to use branding materials that reflect trust and spending money, you can expect that kind of response from customers. I think it will really serve you to rethink some of the actual color of the website. Orange is also a nice, neutral color that you can look at using more of which will promote trust and suggest warmth.

Above, I recommended a few ways I think the landing page could be better laid out based on what your competitors are doing that seems to work. I also know you made this work with another business, but of course there's always room for testing, improvement and growth. So I would definitely take this opportunity to figure out some different experimentation with your landing page that could better serve you with a higher conversion rate as you go deeper into your marketing.

I would strive for the following timing goals:

Paid search

Based on the competitive information gathered above, this is really where your bread and butter is. You've already been able to do some of this via Google AdWords, but I think you really need to look at something like contextual marketing and try out both Facebook and Google display network.

My advice would be to immediately pixelate any new landing pages you create and make sure that your form submission has a defined thank you page that is easy to track a pixel on that, letting us track conversions throughout the entire process.

I would launch Facebook ads by doing a simple likes campaign to a very basic Facebook page without a lot of content on it.

I also think you should start a general lead form campaign in Facebook, as well as consider building out a chat bot that allows you to generate moving quotes and essentially fills out the form for the customer. We would have to figure out how to incorporate this with your current data intelligence - this might be something we would look at down the road.

Basic lead campaigns in both AdWords and Facebook ads make sense now, with the objective of getting a conversion. Just driving traffic to your different landing pages to see which converts the best is going to give you a good idea of how to proceed, and you can incorporate some of the same tactics and strategies from the Facebook audience into Google as well.

I think the ads themselves should be very specific – we want people who are specifically looking for car shipping and relocating. We simply want to send people who have this need from these various audiences we're testing to the landing page. I think it's best to start out with a different testing audience or add based on the avatar audiences specified above, and dig deep with seeing which converts better on which ads over time. The ad should be tailored to the avatar audiences by using a customized graphic for each ad that they can relate to – e.g., snowbirds may relate to a photo of older folks moving, laying by a beach, or driving a car somewhere together.

Retargeting needs to be a major part of your click ad scheme, in fact I would recommend that seriously retargeting people for at least a week after they sign up on the site or even retarget people who get the pixel is a smart thing to do, and based on the retargeted ads I saw, this is the type of thing your competitors are doing to get people who are in that research phase. To commit to finally asking for a quote. I would recommend this is where most of the marketing dollars are spent when it comes to click marketing.

Social content

When I first started this work, I anticipated you would end up having a ton of content and information you would need to put on your site. Now that I've taken a closer look at what your competitors are doing, I don't think you need a massive SEO strategy: I think you need to let your click advertising do most of the work for you, and create a few contextual pieces here and there to help your SEO and other basic parts of your social media along.

For instance, I would recommend posting on social just a few times a month, even if the posts don't originate from your site and are just interesting ideas or tips about traveling, etc. This is just for the sake of appearances and having something on your Facebook site. The only reason we really want to Facebook page is to do click marketing and Facebook advertising, and not really worry about driving too much traffic to the page.

The only reason I recommend Facebook likes campaign above the so we can use that audience to re-target ads for you as we go along.

SEO

It's always good to talk about SEO because there are plenty of opportunities out there for organic rankings.

As we've seen from your competitors, the best opportunity is to get into the game early and buy a domain that will quickly rank based on a specific key term. If you haven't already done the research, I would definitely look into TLD = alternative domain name buying that might give you a little more SEO leverage than your competitors. If the market isn't available to do that, it makes sense to just publish some back end content every few months or so to both send customers to if they need any type of question answered like an FAQ page, or it makes sense to send people to alternate content just to make sure you're updating your site and have something new there.

I don't think this should necessarily be a major part of your marketing strategy, but I do think that it would be a good idea to use something like Google Webmaster tools to find those low hanging fruit type keywords people are searching for, and then craft informative articles around those keywords. This will give you some low leverage, low hanging fruit you can use to get SEO clicks without having to feel like you're doing a ton of work on the front end.

Partnership opportunities

This one is important because social proof is everything. Whether you're just doing what was MoveMyCar does - disclosing the amount of partnerships you have with shippers or how many quotes you generated, giving the customer an idea of your social proof is incredibly important.

I would recommend reaching out to your shippers to ask them for testimonials you can use. You could also ask your own customers for feedback so we could begin generating testimonials this way. Social proof is super important so we don't want to ignore doing this for your brand.

I also believe it's vitally important for us to consider other business opportunities, reaching out to other relocation services such as moving companies, etc. to see if there's some marketing space we can use on an associated website. We don't necessarily have to look at the bigger guys like U-Haul, but there are definitely marketing opportunities out there that are part of the upsell process for some of these moving companies. We could pay for positioning on those sites, or we could give a percentage of commission to the larger referring site. These opportunities are ripe and

they are out there, and it is a missed opportunity for revenue if we're not looking at them.

Email marketing

I think this is perhaps one of the biggest missed opportunities out there for you. Implementing the simple email sequence I wrote above may be difficult because it relies on already generated customer data, and I understand that you may not want to do things this way-so the emails themselves are very customizable so if there isn't a way for you to repeat back to the customer their car make and model, or they didn't make it this far in the process, then they don't get that specific email.

Active campaign, Infusionsoft and other email marketing our automation software do all of this for you, but if it's going to be too difficult to make those things work with your current form process, we can always just make these emails more generic. Above, I've given you what I would like to see in an ideal world where we can send out whatever we'd like to the customer, so we can be discriminating about how were able to send those emails based on the technology available to us.

Marketing Tasks

Here's how I would break up the above into actionables for 30, 60, 90 day and 1 year periods:

30 days:

- ☐ Begin rethinking branding and color choices
- ☐ Create 3-4 different branding and color choices to test
- ☐ Launch with several different landing page design schemes, all which use the copy I wrote for you above
- ☐ Begin PPC marketing on both Facebook and Google
- ☐ Begin remarketing campaign 15-45 days after start
- ☐ Begin various ad audiences based on research above (follow campaign structure above)

- ☐ Begin posting 1-2 x a month basic social content
- ☐ Begin basic FB likes campaign
- ☐ Basic FB Lead ads campaign

60 days:

- ☐ Implement the emails/email marketing software to retain missed clients
- ☐ Begin outreach research for partner opportunities
- ☐ Begin creating basic SEO content
- ☐ Continue split testing ads
- ☐ Restart Google advertising
- ☐ Explore ManyChat bot construction

90 days:

- ☐ Begin contacting potential partner opportunities
- Begin intra-linking basic SEO content on site
- ☐ Run 1-2 Facebook promoted posts from time to time

1 year:

- ☐ Use the income and traffic results from Level 1 Partnerships to seek out better, higher ranking partners
- ☐ Become more robust with email targeting (pull in specific model names, etc. if you haven't already, and begin segmenting lists)
- ☐ Dynamic landing pages that populate data based on key terms searched in Google

This is a basic skeleton of the information presented above, and it's really simplifying things – I'm definitely happy to get more specific, so please don't hesitate to let me know if you need that.

This was a pleasure – thanks so much for allowing me to put it together for you!