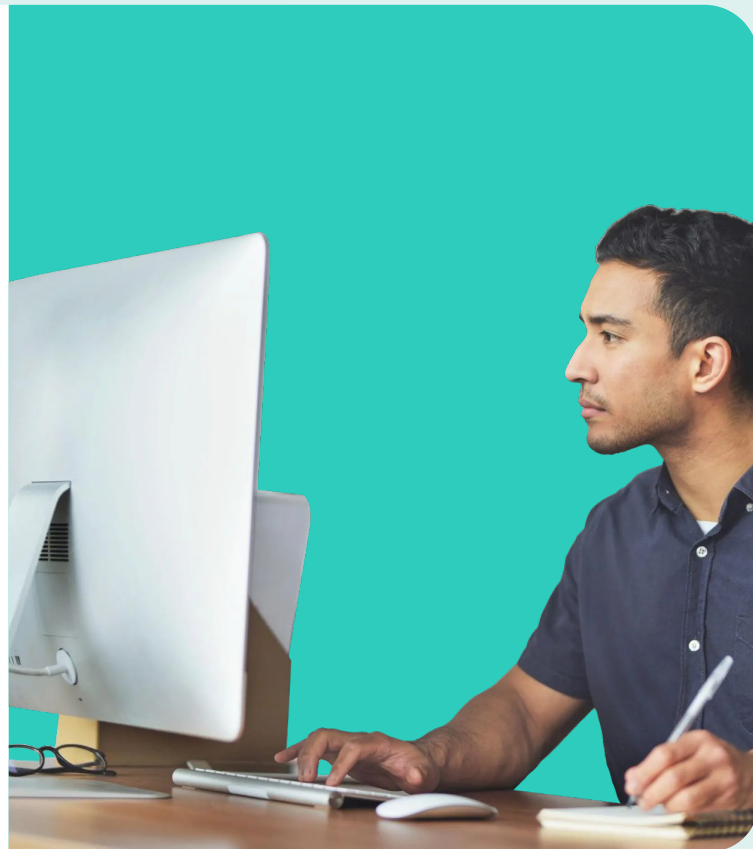


CUSTOMER ONBOARDING

# Marketing Readiness

Tools to kick-start awareness of your  
new customer experience platform

[Access Your Materials](#)



## SECTION I

# Create a Buzz for the Launch

Leverage your social and email channels to promote your new customer experience platform

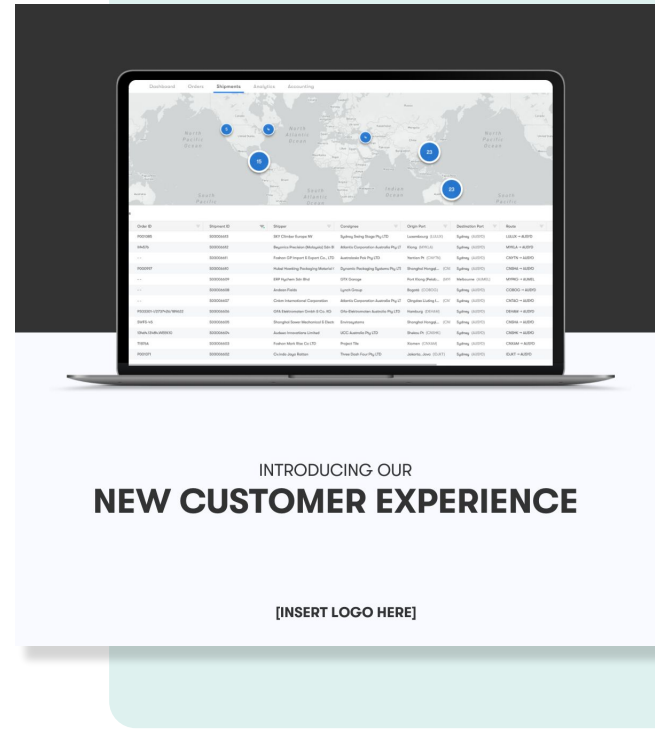


# Social Media Posts

Promote your new digital experience to all of your customers and prospects at once.

**How to use:** Customize design templates in Canva to add your own branding, and post on your social media channels.

[Find It Here](#)



# Email Visuals

Remind customers and contacts about your platform within every communication.

**How to use:** Customize a provided graphic to include your branding (or create your own) and distribute it to your team to add to their email signatures.

Can also use as visual headers in email templates.

[Find It Here](#)



**John Smith | Director of Sales**

[www.logisticsxpress.com](http://www.logisticsxpress.com)



**John Smith | Director of Sales**

[www.logisticsxpress.com](http://www.logisticsxpress.com)

## SECTION II

# Access for Your Customers

Give these resources to your customers to help them set up their account



# Search Widget

Gives your customers access to quickly find shipments anywhere anytime.

Note: If they're not signed in, they'll see a limited view to protect private data.

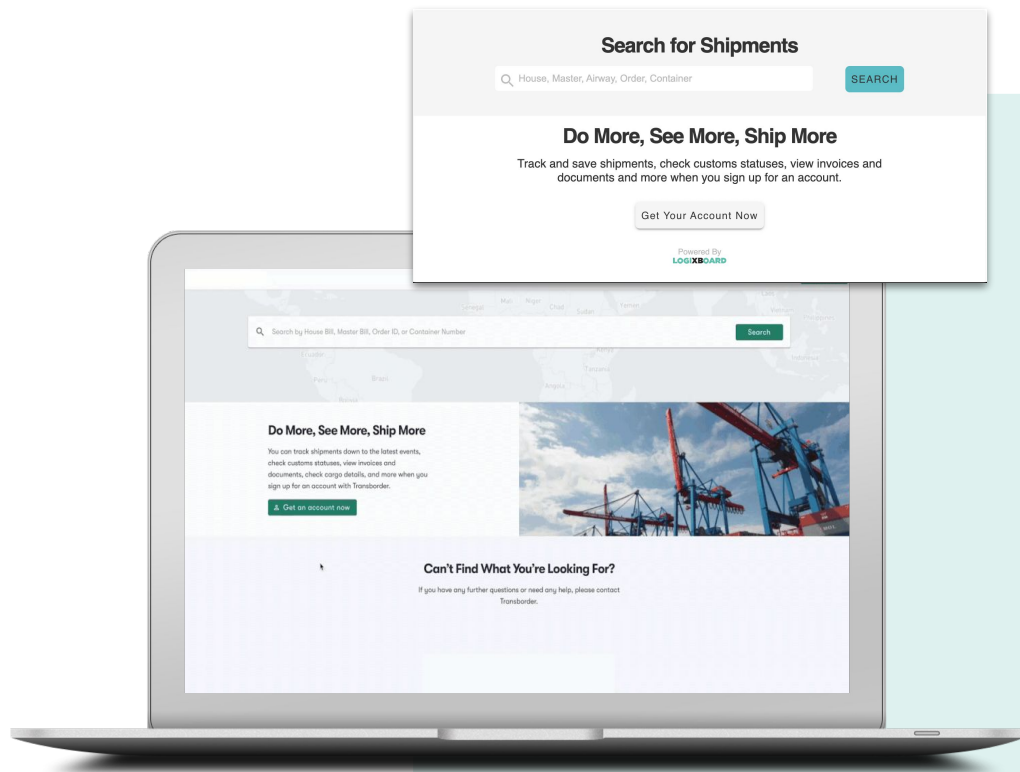
**How to use:** Hyperlink or embed the Search Widget onto your homepage to let your customers track-and-trace in seconds.

**Hot Tip:** This can also give potential customers a sneak peek into your platform when pitching your services.



## Learn More

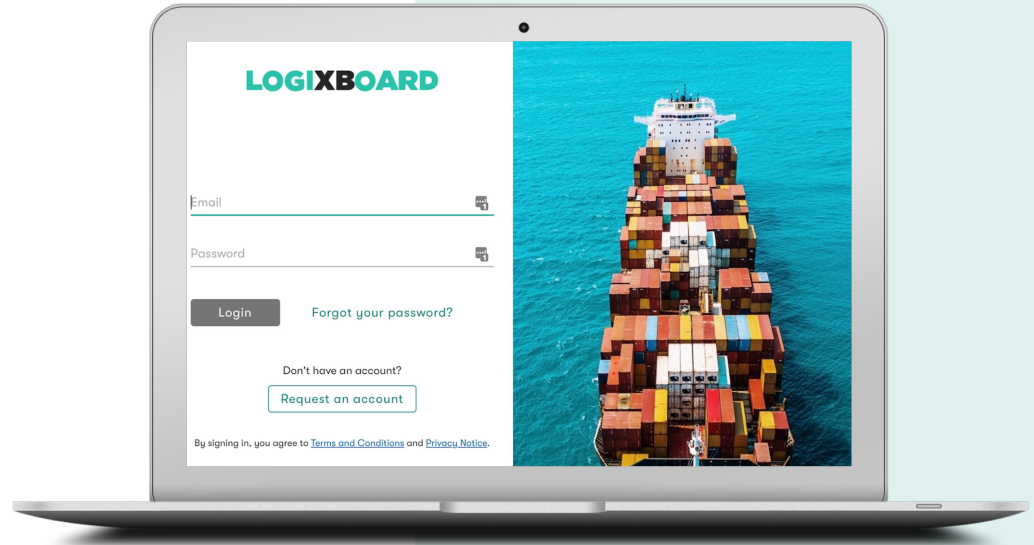
Check out the search widget documentation [here](#)



# Login Button

Provide your customers with easy access to your branded platform.

**How to use:** Add a login button to your website so your customers can easily navigate to your branded sign-in page.



### SECTION III

# Revenue Generating Tools

Share with potential customers to generate interest in working with you and with existing customers to drive adoption of the platform





# Marketing Video

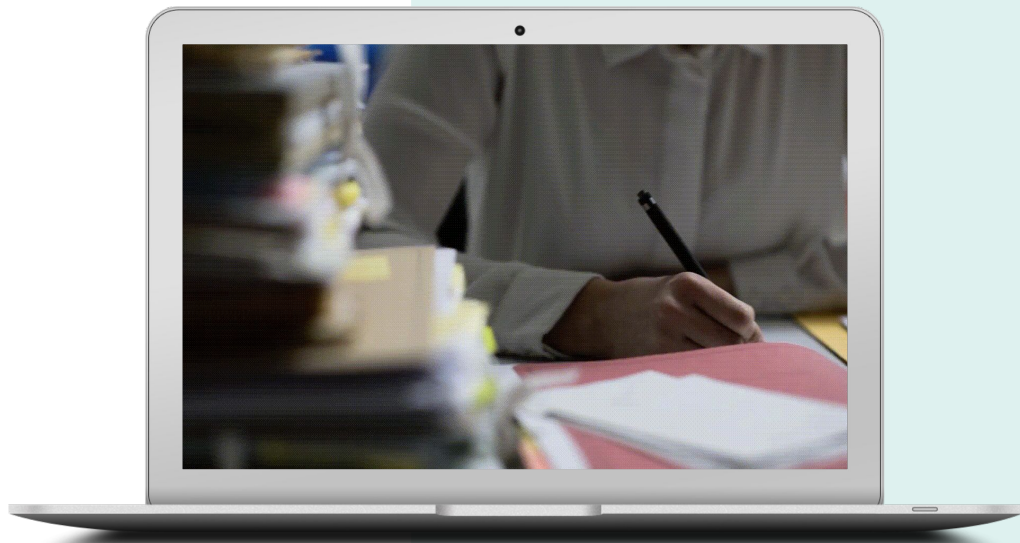
Show off your new platform with a one-minute branded marketing video. Available in two voiceover options: American or Australian.

To customize this asset, send your CSM:

- High resolution logo (min 400px)
- Corporate or sales phone + email

**How to use:** Share this video with potential customers to generate interest in working with you. Share with existing customers to drive adoption of the platform.

[See Example](#)



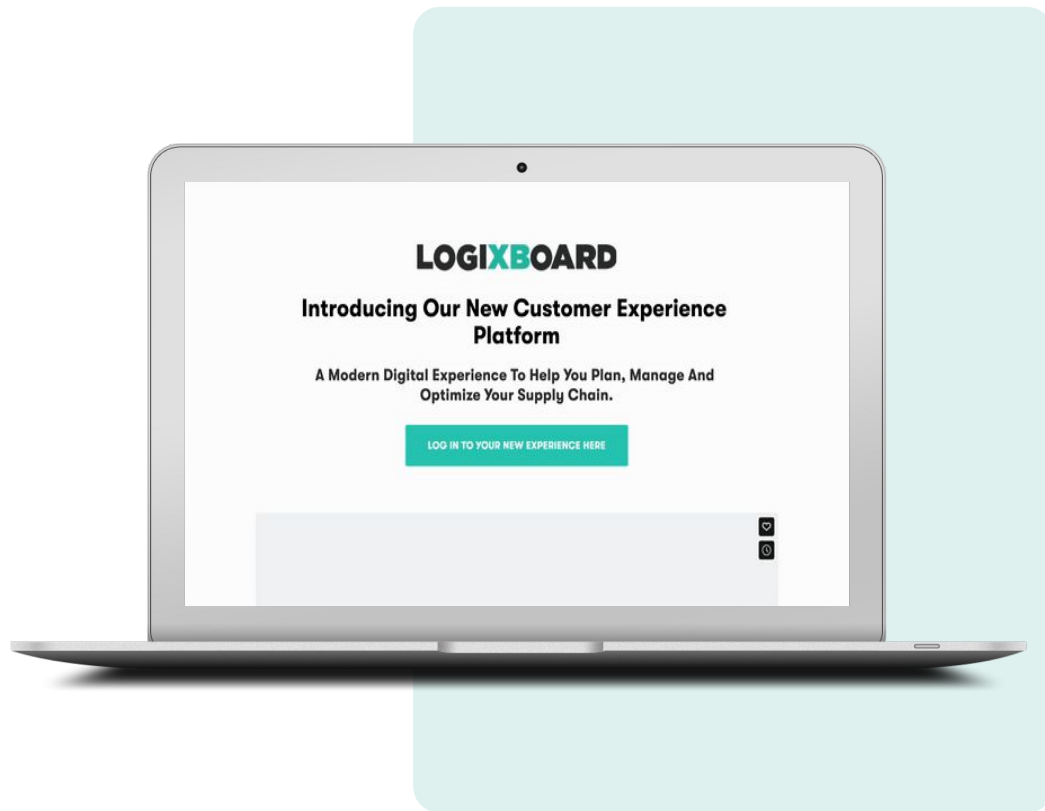
# Product Webpage

Highlight your customer platform with a customizable web page hosted by Logixboard (and branded to you).

## How to use:

- Add a link to this page on your website to show potential and existing customers your platform.
- Provide the link to potential new customers to show off your platform and existing customers to drive adoption
- Add to your team's email signatures

[See Example](#)



YOUR CUSTOM  
BRAND COLOR

# Product One Pager

Generate interest and drive adoption with this customizable flyer highlighting the major value points of your platform in downloadable form (vs. a web page).

## How to use:

- Print out for prospect visits
- Attach as a PDF in an email
- Post on LinkedIn
- Link on your website as a downloadable PDF

**See Different**  
Unrivaled shipment visibility to help you plan, manage and optimize your supply chain.

**Shipment Visibility Done Right**  
Everything you need to know about your shipment in one place!

**Analytics And Insights**  
Analyze and optimize your supply chain with easy-to-use reporting tools.

**Centralize Documents**  
Easily upload or download customs documents, waybills, invoices and more.

**LOGIXBOARD**

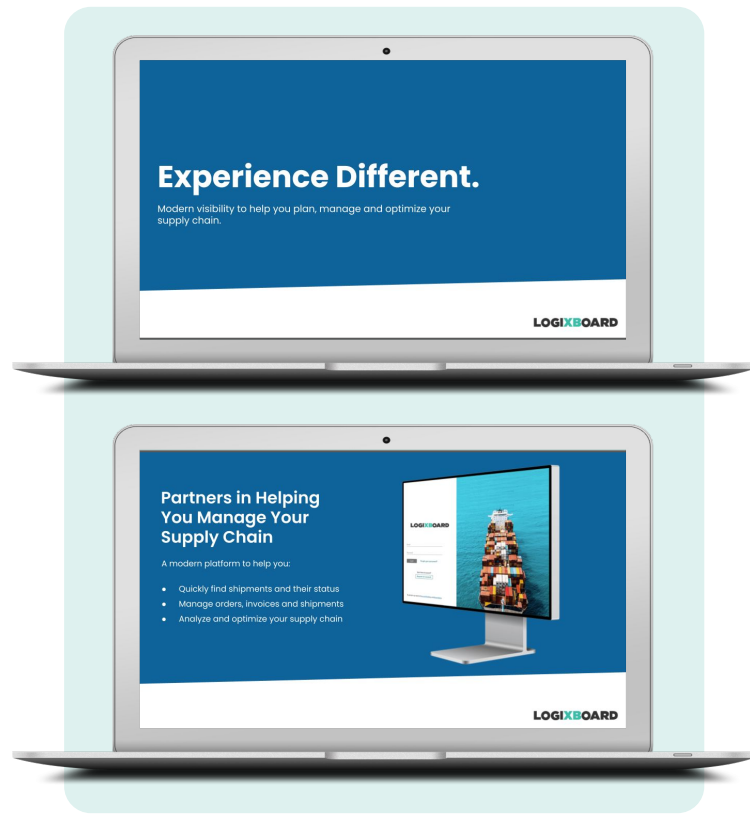
YOUR LOGO HERE

**LOGIXBOARD**

# Sales Presentation

Differentiate your services with this branded slide deck to demonstrate the value of the platform. Customize the presentation to include your contact information and fit your existing collateral.

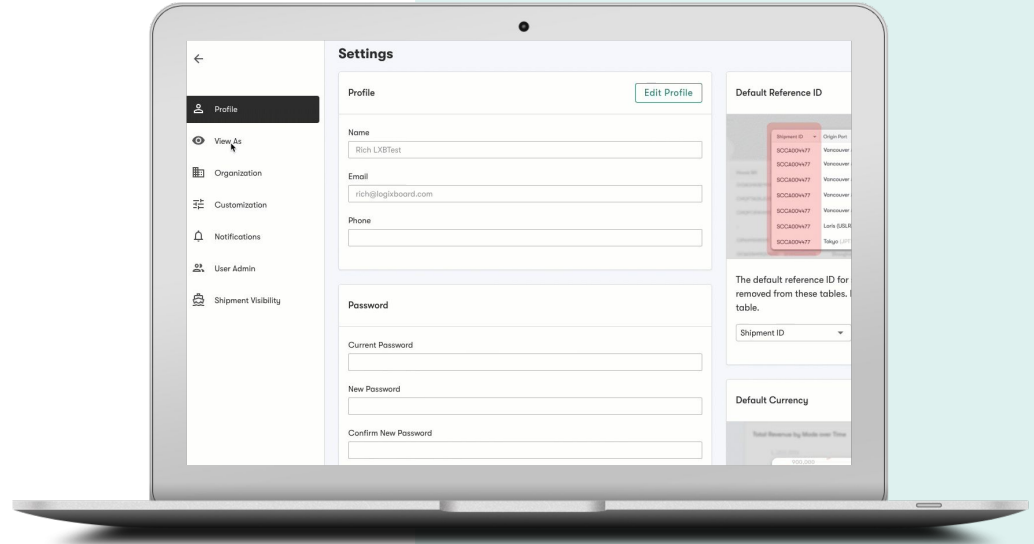
**How to use:** Distribute across your team to use in sales presentations with prospects. Share with customers that may need a push to adopt the solution (can help with customer retention)



# Demo Mode

Provide a demo to potential and existing customers using anonymized data.

**How to use:** Present to potential new customer through the demo to let them experience your platform. Present to existing customers to drive adoption and retention (in business review meetings).



#### SECTION IV

# Training Tools

Send to your customers to  
help them navigate their new  
software

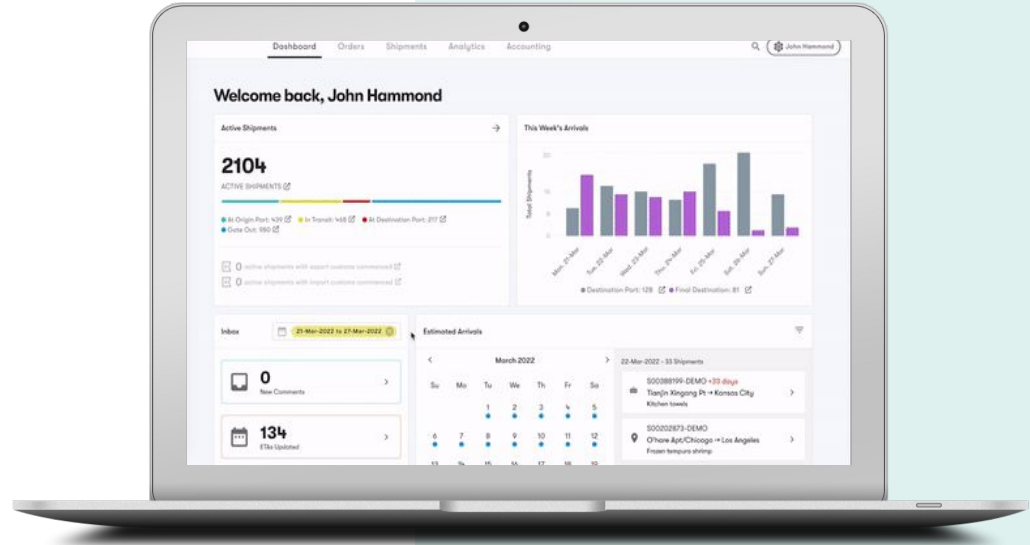


# Quick Start Training

Provide your customers with an introductory training session that they can watch and replay on-demand! This 5-minute video includes a walkthrough of how to navigate your platform and use each feature throughout the shipping process.

**How to use:** Attach or link within an onboarding sequence or activation email

[Find It Here](#)



## APPENDICES

# Ongoing Resources

- Product Updates
- Canva Templates
- Email Campaigns





# What's New & Upcoming

Product release notes and assets from the latest releases



By Imogen and 1 other • 10 articles

## Product Updates & Releases

Logixboard product updates and changes for CargoWise One users

Product Roadmap Index

## Product Roadmap

In-depth updates about new and upcoming features

---

Product Release Roadmap - June 2023

Product Release Roadmap August 2023

Product Release Roadmap July 2023

## New Content/Releases

Stay up-to-date on our latest product releases and training content with the [Logixboard Help Center](#).

Here, you'll find:

- New Features/Roadmaps
- Webinar Invitations
- LXB U Monthly Training
- Product Announcements

Bookmark these pages to see what's coming soon:

- [Product Updates & Releases](#)
- [Upcoming LXB U Webinars](#)

# Email Campaigns

We recommend setting up some new user email campaigns for your customers who sign up for access to the portal. This can help increase their engagement and highlight the value of the platform quickly.

Email sequences are easy to set up using tools like Hubspot or Outreach.

Ask your CSM for tips in finding the right cadence and subjects from the Help Center.



**Tip:**

Put the help articles linked above (or in the [Help Center](#)) through an AI tool to quickly make unique emails and brand them with content relevant to your services/team/company

## New User Campaign Ideas:

Email #1

Welcome to your platform

[Content Ideas Here](#)

Email #2

Signing up for Email Notifications

[Content Ideas Here](#)

Email #3

Setting up real-time reporting  
(Saved Views)

[Content Ideas Here](#)

Email #4

Using In-App Communication

[Content Ideas Here](#)

# Building a Marketing Strategy

## Create a Buzz

[Social Media Templates](#)  
[Marketing Video](#)

## Launch to Existing Customers

[Search Widget](#)  
[Login Button](#)  
[Email Campaign](#)  
[Quick-Start Training](#)

## New Customer Acquisition

[Marketing Video](#)  
[Demo Mode](#)  
[Product Webpage](#)  
[Product One Pager](#)  
[Sales Presentation](#)

## Ongoing Support (Adoption/Utilization)

[What's New & Upcoming](#)  
[Email Campaigns](#)  
[Email Signatures](#)

**Access Your Materials**

**LOGIXBOARD**