

Motorcity Systems Transforms Brand Awareness with Virago Marketing

As an early-stage company with limited brand awareness and online presence, Motorcity Systems embarked on a transformative partnership with Virago Marketing to increase digital engagement and drive demand generation.



Challenge

Motorcity Systems set out to engage its target market of enterprise carriers despite, as a start-up, having little prior marketing or an established marketing engine. Email lists and social media presence were limited. Website traffic to the Motorcity site was just starting.

Motorcity Systems has the technology and industry experts to solve pressing industry challenges. However, it struggled to find the time and expertise to effectively market its solution set to grow brand awareness and create fertile ground for demand generation.

When achieving milestones like securing new partnerships or acquiring new customers, the company needed to communicate momentum and successes to its target audience effectively.

"The Virago team's experience in marketing and transportation helped Motorcity establish our brand and grow awareness among our target audience," said Ken Van Heel, CEO of Motorcity Systems. "Virago's understanding of our industry and their network of relationships positioned Motorcity for growth."

MCS turned to Virago Marketing to help promote and publicize its partnerships, build consistent and informative brand assets, and expand its market reach to build a sales pipeline.



Motorcity Systems

Motorcity Systems is a team of transportation industry professionals and seasoned technology and integration experts focused on solving problems and filling the gaps created by legacy platforms. The company helps motor carriers move from traditional, single-sourced technologies to a varied portfolio of solutions that better fit their organization's needs while saving time and reducing costs.

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Ken Van Heel
CEO of Motorcity Systems



Solution

Motorcity Systems collaborated with Virago Marketing to address marketing challenges by developing a comprehensive long-term strategy for crafting consistent and engaging content, delivering it through multiple channels, and optimizing customer journeys and audience engagement by implementing the HubSpot marketing platform.

Virago produced content with expertise in the logistics and supply chain industry, from thought-provoking blogs to impactful case studies and attention-getting press releases announcing new customers and technology partnerships. The case studies and partnership announcements emerged as the most successful content types for engaging potential customers and driving traffic.

Additionally, Virago Marketing conducted regular website maintenance and optimizations to improve SEO and overall website performance.



Results

After partnering with Virago Marketing, Motorcity Systems saw repeated monthly increases in demand generation. Key indicators, such as website traffic, LinkedIn followers, and email engagement, grew substantially year over year. Brand awareness has improved significantly by communicating the value of Motorcity's solutions to potential customers – enterprise fleets and technology partners.

Virago's fast turnaround for partnership announcements and customer case studies dramatically improved brand awareness and generated interest in

Motorcity from the enterprise fleet audience. Virago set up the HubSpot marketing platform, enabling Motorcity Systems to maintain automated and consistent communications. Press releases and media pitches from case studies consistently receive attention from the industry's media organizations.

With Virago driving its marketing efforts, Motorcity Systems boosted demand generation, allowing the Motorcity team to focus on streamlining operations and technology development.

About Virago Marketing

Virago Marketing is a full-service marketing firm exclusively serving supply chain technology companies that sell into the trucking, logistics, and supply chain verticals. The firm was founded in 2013 as Torque Marketing Group but rebranded in May 2021 to Virago Marketing, reflecting its growth and expansion of services. Today, the firm provides marketing strategy development, outsourcing execution, digital and email marketing, marketing technology stack implementation, integrated and ABM campaigns, public relations, and content/social strategies.

For more information, visit: viragomarketing.com