



Ready to Ride: FreightFacts Got a New Look & Messaging to Take on the LTL Industry Thanks to Virago Marketing

Equipped with expert industry knowledge, Virago was the right partner to help FreightFacts create its brand.



Challenge

FreightFacts is a brand-new company that is ready to enter the logistics world as a promising solution set to revolutionize the less-than-truckload (LTL) industry and help it operate more efficiently and effectively. However, FreightFacts faced the critical challenge of establishing a compelling brand identity, one with the right look and messaging.

No stranger to entrepreneurship or the industry, co-founder and CEO Lance Healy has been through the complex branding process before. And because of that experience, he also knew he needed help from marketing experts.

"I know enough to know where you need to pull in professionals; therefore, marketing and development were my first two outsourced partners," Healy noted.



FreightFacts provides unprecedented visibility into the key operational metrics and network dynamics that drive LTL excellence. By gathering hard shipping data and converting it into digestible KPIs and focused scorecards, we help carriers, 3PLs, and shippers improve decision-making that, ultimately, enables the entire industry to operate more effectively.

Discover more at freightfacts.io.



Solution

FreightFacts engaged Virago Marketing for their specialized expertise in branding, messaging, and a deep understanding of the LTL and freight landscape. Unlike other potential partners, Virago's grasp of industry nuances meant there was no time wasted on basic industry education. Instead, they could immediately understand FreightFacts' vision and what it needed to present its message to industry professionals.

"With Virago, I didn't have to tell them how to spell LTL," Healy joked. "They already know the space very well, so as we were going through customer profiles and value propositions, they understand it deeply because they've lived in the space, and that's just invaluable."

Virago's approach involved comprehensive collaboration, focusing on key elements like logo design, content development, ideal customer profiles, and website creation. They adeptly translated FreightFacts' complex features, benefits, and value propositions into concise, compelling messaging. Through iterative discussions and feedback loops, Virago ensured alignment with FreightFacts' goals, capturing the essence of the brand's identity accurately.

"Virago's initial logo design was awesome, and then they were able to quickly help us with the content, messaging to the customers, customer voices, and then actually being able to put it together into a comprehensive, cohesive, and good-looking website. So, really, they put together all of the critical things that enable us to say, 'hello world; here we are,'" Healy stated.



Results

The partnership between FreightFacts and Virago Marketing is already seeing some encouraging results:

- 1. Strong Brand Identity:** FreightFacts is receiving acclaim for its logo design, which effectively encapsulates the company's mission and uniqueness.
- 2. Effective Messaging:** Virago's expertise in crafting messaging resulted in building a website with the target audience in mind. So far, visitors have received the website positively.
- 3. Timely Delivery and Professionalism:** Virago consistently delivered high-quality work within set timelines, demonstrating professionalism and reliability throughout the engagement.
- 4. Strategic Value:** Virago provided strategic insights and guidance beyond delivering on initial requirements, enhancing FreightFacts' overall marketing efforts and positioning.

"I have received a ton of compliments on the logos and website. Everything has been very effective," Healy stated. "It really encapsulates what we're doing in a cool, concise, and unique enough way that people are able to say 'oh yeah, I get it. You're like a credit score, but for freight.'"

Through collaboration with Virago Marketing, FreightFacts successfully overcame the challenge of establishing a compelling brand identity and messaging, and it is well suited to launch itself as an expert solution in the LTL industry. The partnership not only achieved its immediate goals but also laid a solid foundation for future marketing endeavors, promising continued success as FreightFacts moves forward in commercializing and hitting the market.

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