

CASE STUDY

Helping a Nationwide Logistics Brand Close More Deals, Faster

the growth challenge

With an increasing amount of qualified website traffic and leads entering their pipeline, Titan Worldwide was looking for a way to shorten its traditionally long sales cycle. When leads came in, their sales team lacked the necessary resources to send to prospects that would help them see Titan as the preferred option in the ultra-competitive 3PL market.

They turned to Sitemap for help creating an entirely new suite of sales assets that not only looked better but would help their team close more deals faster.



Website: titanww.com

Profile: Titan WorldWide is a 3PL logistics company that specializes in transporting heavy haul machinery across the USA.

customized solutions

ICP Targeting

Sitemap worked with Titan's marketing and sales team to identify their ICP and then crafted the sales enablement asset to hit on common objections and questions uncovered through market research

Sales Enablement

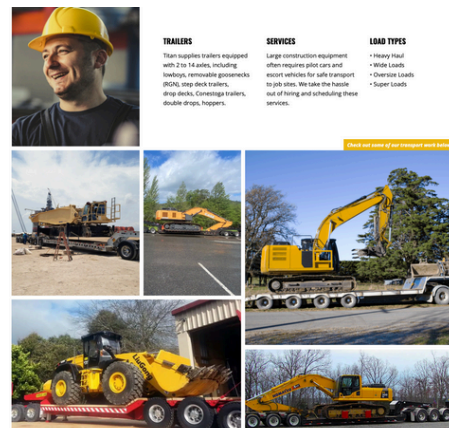
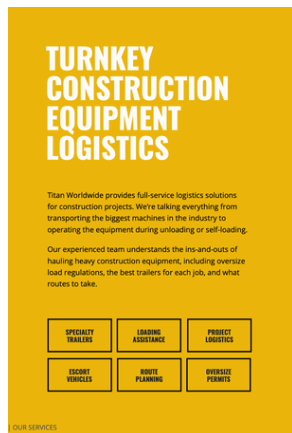
With the data and industry knowledge, our marketing and design team then set out to create a powerful set of assets including a case study, sales brochure and one-pager to be used by the sales team

Hubspot Email Marketing

The final step was designing, writing, and creating an email funnel that qualified prospects would enter when they requested additional information about Titan's heavy haul services

measurable outcomes

The sales team and Titan's leadership were thrilled with the outcome. The assets were put to use immediately by the sales and marketing team. Initial results showed a positive impact in shortening the sales cycle.



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