

 Cole International[®]

Marketing Update

October 2024





Overview

- LinkedIn Partnership Program
- Consumer Choice Awards
- New Downloadable Resources
- Misc. updates/reminders
- [Marketing Updates](#) Page

Marketing

- Internal Communications
- Logo Request
- **Marketing Updates**
- Online Store

LinkedIn Partnership Program (LPP)

Designed to **strengthen our brand awareness** and **improve our recruitment process**.

Brand Awareness:

- Showcase company culture and values through [LinkedIn's "Life" tab](#)
- Increase visibility to potential candidates and business partners

Recruiting Employees:

- ["Jobs" tab](#) automatically sync job postings from website (Careers page www.coleintl.com/careers) within 6 business hours
- Applicant submissions go directly to the hiring manager

Promote Jobs on LinkedIn:

- Two job slots available for urgent hires
- Direct [email outreach to qualified candidates](#) who are open to opportunities



LinkedIn Partnership Program (LPP)

Job Posts vs Job Descriptions – Important differences all managers should know:

- **Purpose:** A job posting is an advertisement to attract potential candidates, while a job description is an internal document that details an employee's duties and responsibilities.
- **Audience:** A job posting is public and aims to attract a wide range of candidates, whereas a job description is an internal guide.
- **Content:** A job posting is a marketing tool, while a job description is a detailed document.

The LinkedIn logo is displayed on a blue rectangular background. The word "LinkedIn" is written in white, with the "in" portion enclosed in a white square.

LPP - Recruitment Policy Change

- All job postings go exclusively on the company website (synced to LinkedIn)
- Require approval through Expenditure App for Agency use or posting on external job boards

Key Benefits of Policy Change

1. Increased control & cost savings

- LY - 139 new hires, only 48 of those were posted to our website, therefore...LinkedIn
- LinkedIn Partnership cost is a fraction of what Recruitment fees (\$\$\$,\$\$\$ vs \$\$,\$\$\$)

2. Improves SEO & brand exposure

- Posting directly on the website supports our SEO strategies and drives additional traffic

3. Creates a consistent recruitment experience

- Streamlined process with branded, pre-approved posts

Job Post Process – Simple!

- [Request a Job Post](#) on the Intranet under Quick Links
- Post is live within 24 business hours, then synced to LinkedIn within 6 hours
- All applications sent directly to the requesting manager
- Use [Remove a Job Post](#) link once the position is filled

**Recruitment Agency requests, submit Expenditure Request for approval before proceeding*



Quicklinks

Management

- Expenditure Request
- Recruitment and Hiring
- Job/Position Titles
- **Job Post Request**
- **Job Post Removal**
- New Employee Packages
- Order Business Cards (CA)
- Order Business Cards (US)
- Review Champions

Consumer Choice Awards

- CCA identifies the companies consumers trust, and value the most, in their respective fields.
- based on independent market research that captured unbiased feedback from online and social media platforms.

Nicole Gordon BBA

Manager, Marketing
Corporate Office

 Cole International®



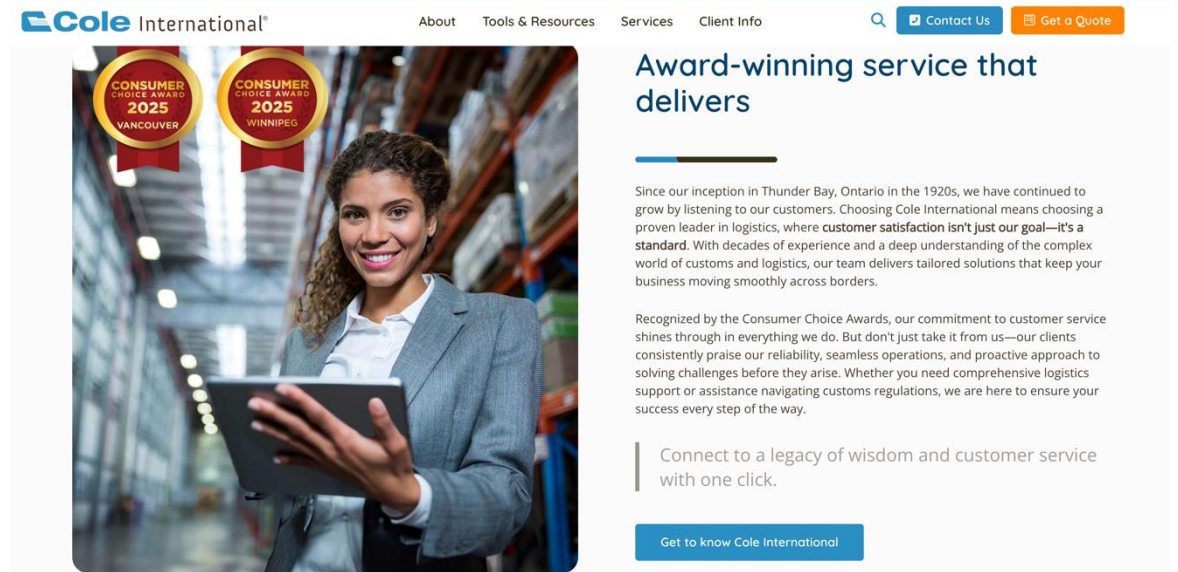
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Recognized by the Consumer Choice Awards, our commitment to customer service shines through in everything we do. But don't just take it from us—our clients consistently praise our reliability, seamless operations, and proactive approach to solving challenges before they arise. Whether you need comprehensive logistics support or assistance navigating customs regulations, we are here to ensure your success every step of the way.

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Consumer Choice Awards

CBSA's NEW Import Program

Starting October 2024

LEARN MORE

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Customs
Complexity

It's in our DNA.

PARTNER WITH US

Cole International®




Stranded goods?
Feeling left in the dark?

Not with us!



GET A QUOTE

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New Downloadable Resources



5 New Comprehensive eBooks (10-21 pages)

- targeted at our identified 5 Buying Personas (Executive, Influential Manager, Customs Coordinator, Logistics Coordinator, Small Business Owner)
- eBooks address their biggest logistic challenges and explain tips and tricks to help them overcome these and meet their goals.
- Promote these on blogs, website and social media

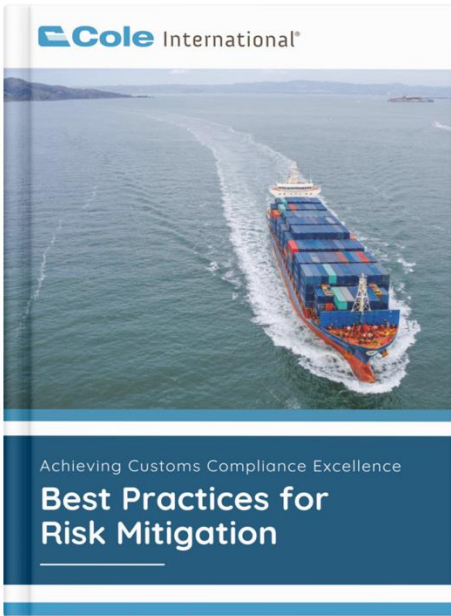


Cole International®

Your Comprehensive Guide to
**Seamless Customs
Coordination**

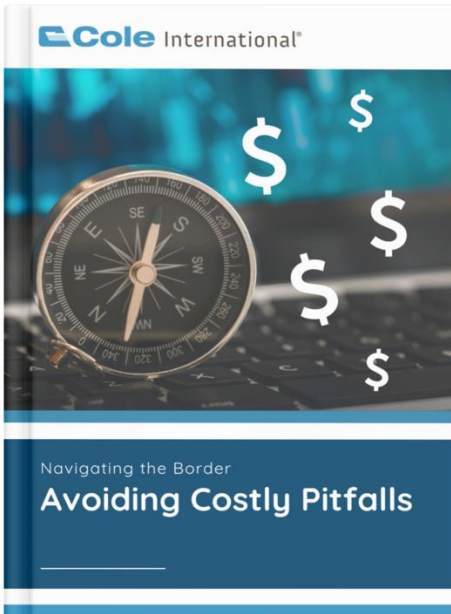
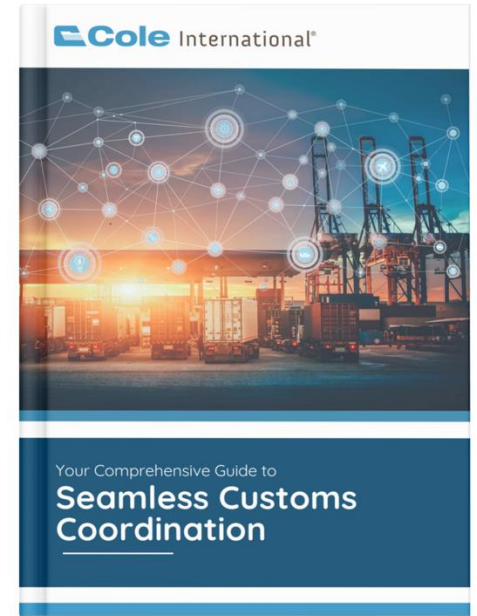
Download eBook

SHARING IS CARING!

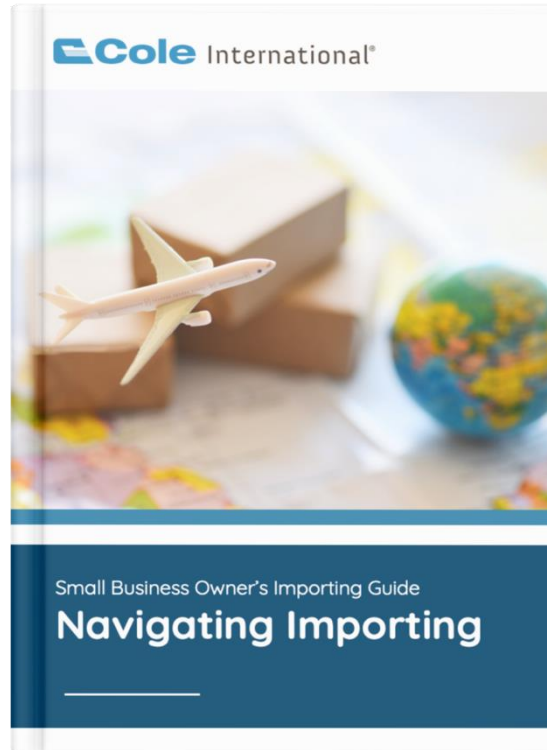


Executive

Customs
Coordinator

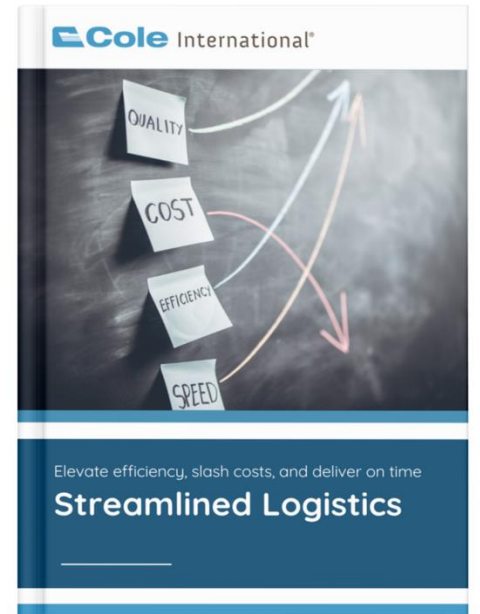


Manager



SBO

Logistics
Coordinator



New Downloadable Resources



- eGuides *in progress* - based off the 5 new Comprehensive eBooks. They will go into more detail on a singular subject matter touched on in the eBook. Will be a resource guide to send to prospects or customers to further explain a topic or as a take-away.
- 5 Additional eBooks *in progress*:
 1. Land Importing Essentials Guide: Successful Land Imports by Truck, Rail, and Pipeline
 2. Unlocking Duty Savings: A Trade Agreement Guide for Smart Importing
 3. Ocean Imports: A Step-by-Step Guide to Smooth Shipments by Sea
 4. Avoiding Costly Pitfalls When Importing into the U.S.
 5. Fast-Track Your Imports: Using Air Freight with Wheels-Up Clearance for Rapid U.S. Entry
- Downloadable Resources page - [Tools & Resources_Trade Knowledge Essentials](#)
Features our gated content.
 - 9 eBooks...(soon to be 14)
 - 10+ eGuides

Other items...

- [Coley AI](#) launched to create branded content. e.g., Technical Updates, Job Posts, emails, competitor analysis, etc. Reduces writing and research time, and keeps messaging on brand.

Can offer future training meetings if there is enough interest.

- Importance of LinkedIn
 - LPP, B2B platform
 - Marketing's playground
 - Recruiting environment
 - **TO DO:** Set-up personal account, preferred
- [Cole Blog](#) – Wednesdays at 9 am weekly (*since 2016*)
- [Trade News](#) – *Newish* – since April 2024 (*Real Time now*)
Email reminders Tues & Thursday at 9 am
- Launched new [Online Store](#) in September, no major changes other than it's look.



Digital Marketing is the future!

We need your HELP!

- Company **growth** is always our **priority**.
- **Employee Advocacy** is vital!
- We need all employees sharing/commenting on our social media content, our posts
- Employee Advocacy
  **Incentive Plan Goals**





Thank you.

Questions?