



How to Market Your 3PL Warehouse

A Comprehensive Guide



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Introduction

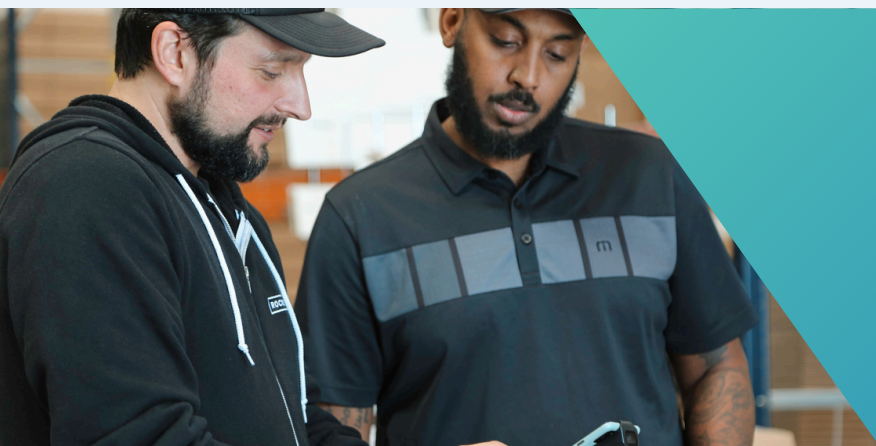
Unlock Growth with 3PL Marketing



You have a 3PL warehouse and a gap in the market — but what now? Find out how to attract the right customers to grow your business today.

Explore low-effort, high impact marketing tactics to help you attract the right customers, and put your business ahead of the competitions!

Whether you're looking to refine your strategy or start fresh, you'll find easy-to-follow tips and actionable steps to grow your 3PL warehouse, and win new customers.



UNLOCK GROWTH WITH 3PL MARKETING

In this eBook, you'll learn how to:

- **Define Your Market:** Discover who your ideal customers are and what they need.
- **Set Yourself Above the Competition:** Clearly communicate the unique value you bring to the table, from core offerings to value-added features.
- **Get Your Brand Seen:** Optimize your website for SEO (search engine optimization), establish a Google Business profile, and create engaging social media content to boost visibility.
- **Crash Course in Paid Ads:** Drive inquiries and grow your brand with targeted Google Ads and social media ads.
- **Networking and Customer Referrals:** Tap into the power of industry connections and satisfied customers to generate new business opportunities.
- **Leverage Technology to Attract New Customers:** Highlight the benefits of your CartonCloud WMS/TMS to attract and retain customers while unlocking new revenue streams.

Each section includes practical advice, step by step guides, and actionable tips that you can start using immediately!
Let's dive in.

Chapter 1

Defining Your Market. Increase Profit with Targeted Marketing



It's important to know who is the best customer fit for your operations. This let's you clearly define your services and market yourself to the most profitable customer profile for your business.

“Defining your market” simply means knowing who will benefit best from your business services.

This is called your “Ideal Customer Profile” (ICP).

With a clearly defined market segment, you can tailor your operations and services to that customer profile, to offer repeatable services without costly overheads or time-consuming set-up.



This chapter will walk you through **identifying your target audience** and **defining the unique value** your 3PL warehouse offers. With this, you can develop consistent messaging across each of your marketing channels, from your website, to social media platforms.

Identifying & Understanding Your ICP

Identifying your ideal customer profile is the first and most essential step in building a successful marketing strategy for your 3PL warehouse. This will be used throughout the rest of your marketing efforts, whether it's SEO (search engine optimization), social media, or paid ads—for greater direction and impact.

Example 3PL positioning for common ICPs:



E-Commerce Customers

These clients demand fast fulfillment, omnichannel delivery, and seamless integrations with platforms like Shopify. To tailor your offerings to these customers, you want to tell them you can deliver seamless storefront integrations and order tracking, and may include providing services like white-glove delivery, FMCG picking, or flexible seasonal storage options.



Bulk Goods

Customers in this segment require efficient processes like cross-docking, container de-stuffing, and pallet-based workflows. They prioritize speed and reliability, so demonstrating how you can ensure they deliver on time is critical to earning their trust.



Food and Beverage

Precision and customer service is key in this industry. Temperature control, strict handling protocols, and a focus on food safety ensure you can meet these customers' high standards and maintain product integrity for their branded goods as they are distributed is essential.



Serialized Goods

These clients value detailed inventory tracking and traceability for item items like electronics, luxury products, or pharmaceuticals. Your ability to provide precise tracking throughout the supply chain can make you a preferred 3PL partner.

With your ICP in mind, you can confidently communicate your value and effectively promote your services to the right audience—ensuring your marketing efforts are targeted, impactful, and primed to attract new business.

Set Yourself Above the Competition: Defining & Delivering Value for Your Customers

Now you know who you want to attract, you can stand out by showing your unique 3PL services. You need to clearly outline your services, and why you do it best!

Tip: Seeing exactly how your services fit into their supply chain, will help build trust and ensure potential customers see you as the go-to solution for their logistics needs.

STARTING WITH YOUR CORE SERVICES

Clearly outline what you provide and where your responsibilities begin and end.

Here are some examples:

- **Freight Handling:** *"We'll efficiently manage your incoming shipments to ensure they're processed seamlessly, giving your supply chain a smooth start."*
- **Last-Mile Delivery:** *"Count on us to deliver your packages promptly and accurately, ensuring they reach their final destination on time, every time."*
- **Inventory Management:** *"We'll keep your stock secure, well-organized, and tracked in real-time, so you always have full visibility and control."*
- **Cross-Docking:** *"Let us streamline your operations by quickly transferring goods from arrival to dispatch, reducing storage time and speeding up deliveries."*

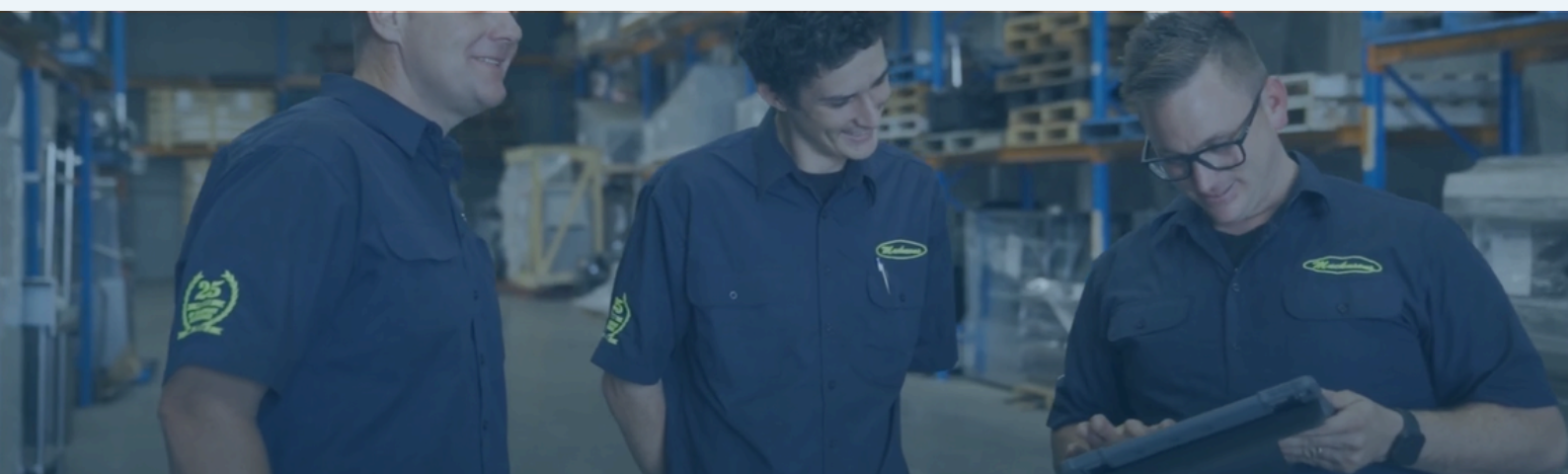
SECTION TAKE AWAYS:

Defining your market is about understanding your customers needs, addressing their pain points, and positioning your services as the best solution. By targeting the right audience, offering a comprehensive range of core and value-added services, your 3PL warehouse can stand out in a competitive landscape.



✓ CHECKLIST

- **Create an Ideal Customer Profile (ICP)** based on factors like industry, business size, and specific operational requirements.
- **Match your services to your customers' needs!** Take your strengths and align them with industries that depend on these services.
- **Use market trends to target emerging or underserved customer segments** based on logistics trends like e-commerce growth or sustainability demands.
- **Define your core offerings:** Clearly outline what you provide, from freight handling to cross-docking, and where your services start and stop.
- **Highlight your unique value:** Showcase extras like real-time tracking, customer portal, or custom packaging to differentiate yourself.
- **Explain how you will execute:** Emphasize tools like your WMS/TMS and adaptability to meet client-specific needs.
- **Create targeted messaging:** Use your customer insights to tailor consistent, solution-focused messaging across your website, ads, and social media.



Chapter 2

Get Your Brand Seen! SEO & Social Media



Ok, so you know who you want to attract, but how do you make sure they know about you? Establishing a strong online presence is vital for any 3PL warehouse looking to grow and reach new customers.

Your website, Google Business listing, and social media profiles are key pillars of your digital strategy, enabling you to connect with potential customers and make it easy for customers to find you online.

In this chapter we will walk through a few simple steps to tips to take your online presence from zero to hero.



How to make a great 3PL website

Your website is the cornerstone of your online presence—and more often than not, will be the first impression of your 3PL warehouse.

Creating a professional, user-friendly, and a search engine optimized website is easier than you think!

We've broken down how to build a website that attracts customers, communicates your unique value, and drives inquiries—without the headache.

BUILD YOUR WEBSITE IN 3 SIMPLE STEPS!

1 First, choose a website platform to create your site

Beginner friendly platforms like [Wix](#), [Squarespace](#), and [WordPress](#) make it simple to build a website without any coding knowledge. These platforms offer 'drag-and-drop' designers and customizable templates, which allow you to simply select the design you like, and add your company's personal information. Next, you can purchase a 'domain' which is your website's URL.

2 Now, select a unique Domain Name

Select a domain name that's simple, memorable, and reflects your business. "YourCompanyName.com" or "YourCompany3PL.com" ensures your brand is easily recognized and searchable online.

**Tip: Many platforms like Wix...etc will also offer bundles to purchase and renew your website and domain at once.*

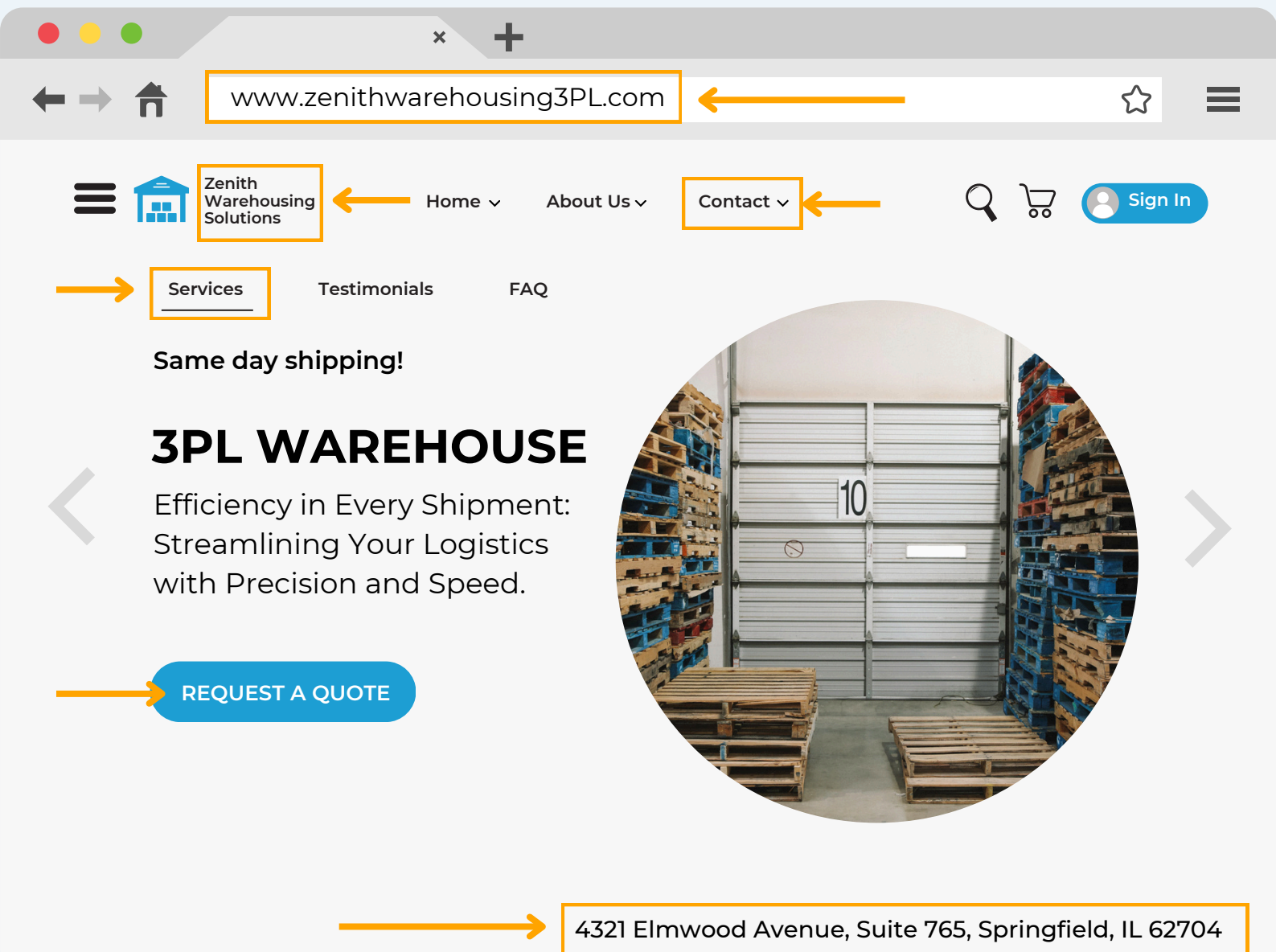
3

Outline your services and set yourself ahead of the competition

Using the template you've selected, create a few core web pages that clearly show customers what services you offer, and why your company does this best.

Each page should be easily found from the top menu. Use images of your space or team as well where possible (stock images can look less trustworthy), and ensure you include an easy way for customers to contact you to learn more!

An online contact form is a great way to simplify inquiries.



TOP 5 PAGES TO INCLUDE ON YOUR WEBSITE

1. Home - An overview of who you are, what you do, and why visitors should choose your services.

2. About Us - Information about your company's history, mission, values, and team.

3. Services - Make it easy for visitors to understand who you are, what you do, and why you're the best choice. (use the information you defined in the previous chapter for this!)

4. Contact Us - Includes multiple ways to get in touch, such as a phone number, email, address, and an inquiry form so your potential customers can request a quote or schedule a consultation.

5. FAQ - Answer common questions about your services, processes, capabilities and pricing estimates. (This can help to make customer decision-making easier and choose you for their fulfillment needs!)

Other Key Features to Include:

- **Book Now (or another call to action):** Display clear and actionable buttons like "Request a Quote," or "Contact Us," on every page to guide visitors toward the next step in the sales funnel.
- **Testimonials:** Build trust by showcasing customer testimonials that highlight how your services have delivered results.



GET FOUND ONLINE WITH SIMPLE SEO TIPS

SEO, or *Search Engine Optimization*, is a fancy term for making your website more visible on search engines like Google, which is important in helping potential customers find you quickly.

Any time your ideal customer is searching for your services, you want to be at the top of the Google results! Here's how.

- **Use 'Keywords':** Add commonly searched phrases like "3PL warehouse" or "logistics services" to your page titles, headings, and descriptions.
- **Add Your Location:** Include terms like "3PL Warehouse in [Your City]" to show up in local searches and attract nearby businesses.
- **Keep Page Loading Fast:** A slow website can hurt your rankings. Use simple tools like [Google PageSpeed Insights](#) to check your site's speed and fix issues. *(Make sure you don't have very large files like videos on your website, as that will slow the page load speed. Instead, host videos on YouTube and embed the share link instead!)*
- **Make Your Site Mobile-Friendly:** Ensure your website looks great and works well on smartphones. *(Most website builders handle this automatically.)*
- **Update Content Regularly:** At least every few months, you should be sure to post new blogs or service updates to keep your site fresh and engaging for search engines!
- **Link to Trusted Websites:** Including links to helpful, relevant resources or partner sites (and encouraging them to link back to you) helps to build credibility with search engines. Why not start by linking to your software partner or your customers sites?



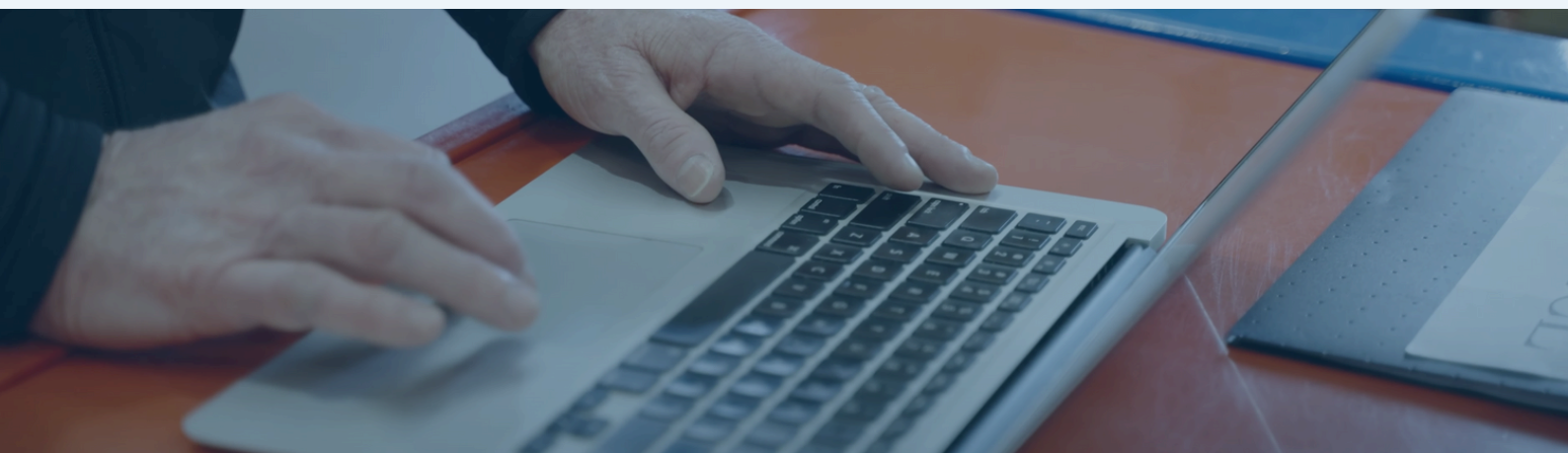
Rob Te Hau-Fergusson,
SEO Specialist

CartonCloud Team Tip!

Did you know the keyword “3PL warehouse” is searched over **7,000 times each month**? Incorporating it in your website can help ensure your site appears in potential customers search results!

✓ CHECKLIST

- Use beginner-friendly tools like Wix or Squarespace to create a professional, easy-to-navigate site.
- Choose a reliable hosting service (e.g., SiteGround or Bluehost).
- Select a memorable domain name that reflects your business.
- Ensure your website has these 5 pages (Home, About Us, Services, Contact Us, FAQ)
- Use targeted and location-based keywords throughout your site. You can use this [free tool](#) to help you do keyword research.



How to List Your Business on Google

Having your website is a great first step, but another essential part to being found online is having a solid presence on Google. A [Google My Business](#) listing ensures potential customers in your area can easily discover and connect with your services.

**Google Business Listings are often shown at the far right side of search results on Google, with a map, and customer reviews.*

- **Set Up Your Google My Business Listing for free:** [Using this link](#), you can add your business details to Google to be reviewed and listed. Include your warehouse address, phone number, operating hours, and a brief description of your services. Add photos of your facilities and team to make your listing more engaging!
- **Encourage Reviews:** Once your listing is live, reach out to your customers and industry partners to share some reviews that show others what you do! Positive Google reviews boost your credibility and improve your ranking in local search results.
- **Locality is key!:** Many prospective clients search for terms like “3PL near me.” Include specific location information on your website and in your Google listing to make sure people can find you.

CHECKLIST

- **Regularly update your Google My Business** profile with new photos and posts.
- **Respond to reviews** to show your commitment to customer satisfaction.

How to connect with your ideal customers

'Knowing what to post' on your website, or what to share with your customers is a common question that many small businesses ask, but the answer is simple!

You don't need to learn a dance or write an essay—simply share your expert knowledge with your community. As a 3PL provider, you can talk about how to plan inventory ahead of sales season, the benefits of having white glove services (or other niche services you provide), and many other day to day topics that you know like the back of your hand!

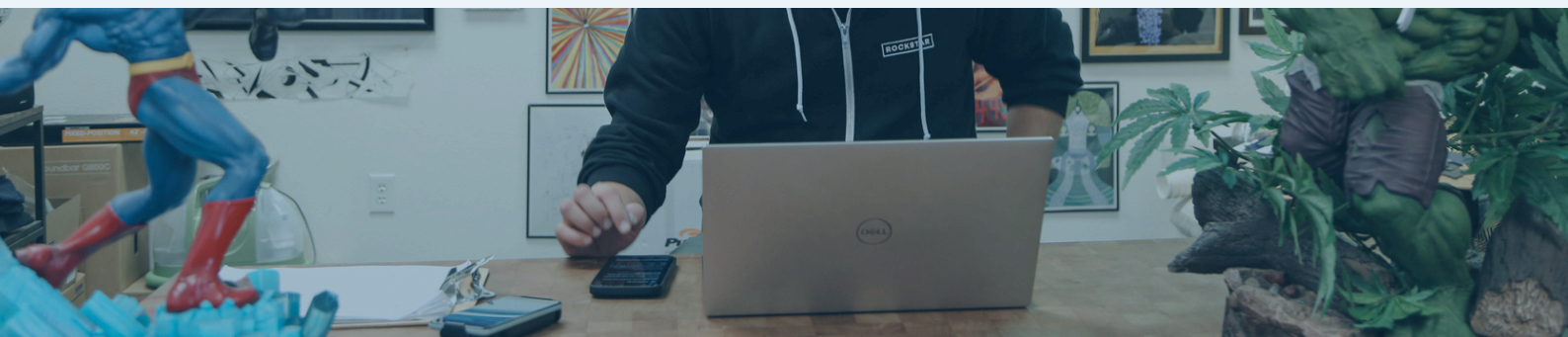
By creating high-value, relevant content, you not only attract organic traffic but also engage your audience, build trust, and establish long-term customer loyalty.

BLOG POSTS

A blog post is like a digital story or article that lives on your website, designed to share ideas, solve problems, or spark interest about a specific topic. Think of it as your website's way of saying, "Hey, we've got something valuable to share!"

Here are a couple examples of blog topics you can include on your website.

- Logistics trends, such as *"Top 5 Trends in Warehousing for 2024."*
- Success stories, such as *"How Our Warehouse Streamlined Fulfillment for an E-Commerce Business."*





Jess Saxton,
Marketing Manager

CartonCloud Team Tip!

Don't stress about being a pro copywriter—there are tools that can do some of the heavy lifting for you! Platforms like ChatGPT can help you beat writer's block by generating some interesting ideas or outlines. Be sure to always double-check facts and edit to re-write in your own words. Remember, you're the expert on your business!

Pro Tip: Aim for at least 500 words, write in your own voice, and add real-world photos or stories to make it even more engaging and authentic!

EMAIL MARKETING

Email marketing is a simple and effective way to connect directly with your audience by sending updates, promotions, and valuable content straight to their inboxes. It helps you stay top-of-mind, nurture leads, and build lasting relationships with your customers.

You can leverage easy-to-use tools like [Mailchimp](#) or [HubSpot](#), to easily create, personalize, and automate emails to be mass sent to your contact list, to build loyalty and encourage action.

Here are 5 email content ideas you can use to engage your contacts:

1. Monthly Newsletters - Share industry updates or new services.

- Example: *"Top Logistics Trends This Month + How We're Helping Businesses Stay Ahead."*

2. Service Updates - Announce new offerings like cross-docking, or integrations with platforms like Shopify.

- Example: *"We're Now Offering Real-Time Inventory Tracking!"*

3. Case Studies or Success Stories - Highlight how your services solved a customer challenge to build trust.

- Example: *"How We Helped this Client Streamline Fulfillment."*


4. Special Promotions - Offer discounts or limited-time deals to encourage inquiries or bookings.


- Example: *“Get 10% Off Gift-Wrapping Services This Month Only!”*


5. Seasonal or Event Updates - Provide insights on holiday logistics prep or of your updated business hours.


- Example: *“Ready for the Holiday Rush? Let Us Help You Handle Increased Demand.”*

CHECKLIST

 **Engaging Posts** - Focus on topics like industry trends, success stories, or tips to solve common logistics challenges.

 **Develop Email Campaigns** - Share newsletters, service updates, and special promotions to stay connected with your audience.

 **Be Authentic** - Always write from your own expertise and experience, in your own words to build trust with your customers.

 **Incorporate Visuals** - Enhance your content with graphs, images, or videos to improve readability and engagement.



Guide to Simplifying Social Media

How often should I post? What do I post? Who will see it? Are all common questions small businesses ask when starting their own marketing. Let us help to simplify things, with the social media essentials.

Social media is a powerful tool for reaching potential clients, building relationships with your existing customer base, showcase your expertise, and create an approachable brand image for your 3PL.

Start by choosing the social media platforms that align with your target audience to deliver the most value!

Here's a breakdown of the most popular social platforms:

LinkedIn: This is where you can share industry insights, case studies, and thought leadership content to position your 3PL as an expert in the logistics space.

Instagram*: This is a great platform for showcasing behind-the-scenes visuals of your warehouse operations, team highlights, or even success stories in a visual format.

X: Great for quick updates, sharing industry news, and participating in logistics-related discussions through relevant hashtags.

Facebook*: Ideal for building a community feel and engaging with current and prospective customers.

TikTok: Tap into this growing platform by using short videos to demonstrate your services, highlight team culture, or join in on the trends in a fun way!

**We highly recommend starting with these platforms!*



Kristina Mustenikov,
Marketing Coordinator

CartonCloud Team Tip!

Make your social media profiles pop with these 6 must-haves!

Remember, make it fun, informative, and easy for customers to connect with you—and let your profile do the talking!



1 Name & Logo:

Use your full business name and logo for instant recognition.

2 Business Basics:

Share who you are, what you do, and why customers should choose you—plus a clear call-to-action like “Get a free quote today!”

3 Contact Info:

Add your phone, email, and website link to make reaching you easy.

4 Location:

Let people know where you are or the areas you serve.

5 Visuals That Shine:

Post high-quality pics and videos of your warehouse, team, and operations.

6 Customer Love:

Share testimonials to build trust and show off your happy clients.

Pro Tip: Try out these free [testimonial templates](#) on Canva to make your content creation a breeze! You can customize each graphic to be consistent with your brand font and colors to make your profile look seamless and professional!



Example Social Reel

✓ CHECKLIST

- Use a consistent posting schedule to stay active and visible. You can plan out your content using a calendar like [Google Calendar](#).
- To save even more time, you can create a few posts at once and then schedule your Facebook and Instagram posts for free using [Meta Business Suite](#).
- Not a professional graphic designer or video editor? No problem! Free online tools like [Canva](#) and [CapCut](#) make it easy to create professional-looking graphics and videos in minutes, with their ready-to-use templates.
- If you need help with creating engaging captions for your social posts, give AI a try! [Chat GPT](#) and [Gemini](#) are a great way to whip up a caption in just seconds.
- Be sure to engage with your followers by responding to their comments and messages promptly!

SECTION TAKE AWAYS:

Make sure you can reach your ICP by setting up your website, Google Business listing, and social platforms.

Your website information and service listings make it easy for customers to see your unique qualities and contact you!

Remember to keep it simple. Clearly show your services and how new customers can inquire or book your services.

Chapter 3

Crash Course in Paid Ads



Paid ads are a powerful way to drive traffic, generate leads, and let your business be seen by prospective customers—and it doesn't have to cost you an arm or a leg!

Platforms like Google Ads and social media channels like Facebook and Instagram offer advanced targeting options to help you reach the right audience. Plus, it's simple to set up!

In this chapter, we'll give you a crash course into paid ads, covering all the basics so you can create successful ads on Google and social media.



Google Ads for Small Businesses

Google Ads allows you to capture intent by targeting customers actively searching for solutions like “3PL warehouse near me”.

[Google Ads](#) provides a measurable and cost-effective way to grow your business and ensure customers find you. Here’s a quick breakdown of how to create your first impactful Google ad!

1. Navigate to the Ads section of your ‘Google My Business’ profile

2. Choose Your Campaign Type

- **Search:** Show text ads in Google search results when users search for your targeted keywords.
- **Display:** Use banner ads that appear on relevant websites, apps, or YouTube to build brand awareness.
- **Local:** Promote your business to local customers by highlighting your address, phone number, and services in Google Maps or search results.

3. Select Keywords

Use Google’s [Keyword Planner](#) to find relevant terms customers are searching for. Be sure to choose a mix of **broad match** (*captures similar terms to increase reach*) and **exact match** (*targets specific searches for higher intent*).

4. Keep your ad simple and informative

Your ad text should highlight the benefits of your services with an impactful headline, description, and a clear CTA.

5. Set a Budget and Bidding Strategy

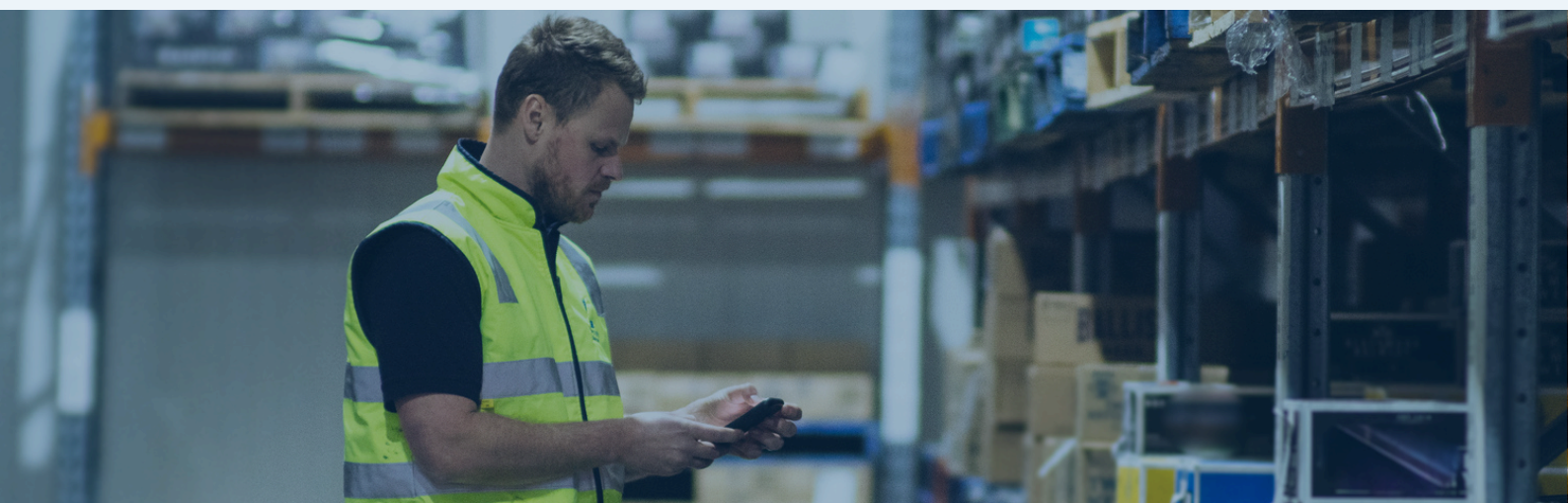
Start small with a daily budget to test performance (e.g., \$200/month). Use cost-per-click (CPC) bidding to pay only when users click your ad.

Get more views with Boosted Posts

If you're new to paid ads, 'boosting' social media posts is one of the simplest ways to start promoting your 3PL warehouse. Boosting allows you to take an existing post—whether it's a video, image, or update—and turn it into an ad with just a few clicks. Here's how:

- 1. Use an existing post:** Choose one of your top-performing posts, hit the "Boost" button, and customize your audience and budget.
- 2. Target your audience:** Target based on location, job title (e.g., logistics managers), or interests like "e-commerce".
- 3. Choose your budget:** Start with as little as \$10 to test your boosted post's effectiveness. Adjust your budget based on the results you see, making it easy to manage costs.
- 4. Track performance:** Most platforms provide analytics for boosted posts. Monitor metrics like reach, clicks, and engagement to see what works and use those insights for future ads.

Pro Tip: Boost posts that already have good engagement or showcase high-value content like customer testimonials, team highlights, or new services. A little boost can amplify your message and help you attract new leads with minimal effort!



Easy & Effective Social Media Ads

Platforms like Facebook and Instagram provide a variety of opportunities to connect with your audience using eye-catching visuals and precise targeting options. Let's take a look at what kind of ads you can create on these platforms.

Facebook & Instagram Ads

- **Image Ads:** Highlight a single service with an engaging photo and strong CTA (Call to action).
- **Carousel Ads:** Show multiple images or videos to feature your range of services.
- **Video Ads:** Create short clips of your operations or customer testimonials.

Try this video ad in your next campaign!

A 15-second video showcasing your warehouse in action. Include shots of team members preparing shipments, the technology in use (e.g., scanning barcodes with your CartonCloud mobile app), and packages leaving the warehouse.

Headline: "Effortless Logistics Solutions for E-Commerce & Beyond"

Description: "Streamline your supply chain with real-time tracking, fast fulfillment, and tailored solutions for your business. Discover why 3PL businesses trust us for reliable logistics support."

Call-to-Action (CTA): "Learn More Today"

Targeting Options:

- **Demographics:** Business owners/logistics managers aged 25-50.
- **Interests:** "E-commerce," "supply chain solutions," "fulfillment services."
- **Location:** Within a 50-mile radius of your warehouse.



Landon Coffelt,
Growth Marketing Specialist

CartonCloud Team Tip!

If you want to kick start your campaign, begin with a daily budget of **\$20-\$50** and let your campaign run for **2-4 weeks, and then reduce the budget**. This gives you time to see what's working, tweak your ads, and make smarter decisions—all without breaking the bank!

SECTION TAKE AWAYS:

Paid ads offer a range of powerful tools to get your 3PL warehouse in front of the right audience. Whether you're boosting a Facebook post, or setting up a Google ad, paid campaigns help you target specific customers actively looking for your logistics solutions.

Start simple by boosting high-performing posts to extend your reach. For those ready to take it up a notch, Google Ads allows you to capture intent by targeting keywords like "3PL warehouse near me." Remember to keep your ad copy clear, highlight the benefits of your services, and always include a strong call-to-action.

✎ CHECKLIST

- **Set clear goals** for your campaigns.
- **Choose your platform** based on your target audience (e.g., Google for search intent, LinkedIn for professionals).
- **Create targeted ads** with engaging visuals and benefit-focused copy.
- **Track results and adjust** your strategy based on performance insights.

Chapter 4

Networking & Customer Referrals



While having a strong online presence and effective marketing campaigns is essential, building meaningful relationships within your industry and tapping into satisfied customers can create an equally powerful path to new opportunities.

Engaging with industry peers, learning from experts, and connecting with potential clients, can position your 3PL warehouse as a trusted partner in the logistics world—boosting your reputation and helping your business stand out.

In this chapter, we'll dive into strategies for networking effectively and creating a structured referral program to attract new clients.



The Power of Networking

Connecting with industry professionals through associations, events, and online communities is a smart way to grow your 3PL business. Let's take a look how.

Associations and Trade Groups

Membership in organizations like:

- [Warehousing Education and Research Council](#)
- [Supply Chain & Logistics Association of Australia](#)
- [The Chartered Institute of Logistics and Transport in New Zealand](#);
- or [International Warehouse Logistics Association](#) can help you stay updated on industry trends and best practices. Many groups offer networking events, certifications, and exclusive resources that add value to your business.

Networking Events

Attending logistics-focused conferences, trade shows, and expos provides direct access to industry decision-makers. Events like the [IWLA Annual Convention & Expo](#), [MEGATRANS](#), or [CeMAT Australia](#) are excellent platforms for showcasing your services and forging new partnerships.

Pro tip: Be prepared with a concise pitch, professional business cards, and a plan to follow up by engaging in conversations and maintaining connections post-event.

Online Communities

Join LinkedIn or Facebook groups and logistics forums to connect with other professionals online. Share your insights, answer questions, or spark discussions about logistics trends to showcase your expertise and build your reputation as a go-to expert in the industry.

Tips for Collecting and Using Customer Referrals

Word of mouth is still one of the biggest drivers in new customers for many businesses — and happy customers are your best advocates.

A well-designed referral program encourages them to share their positive experiences, driving new business while rewarding loyalty. Here's how to do it:

1. Ask at the Right Time

Request referrals after a successful project, milestone, or positive feedback. Timing is key!

2. Choose the Best Method

- **Email:** Send a thank-you note and include a referral **request**.
- **In-Person or Calls:** Ask directly during conversations with satisfied customers.
 - Make sure to refer your customers to your Google listing to leave a review!

3. Keep It Simple and Personal

Address customers by name, reference specific successes, and provide easy steps to leave a review or referral.

4. Incentivize Referrals (Optional)

Offer rewards like discounts, gift cards, or service upgrades for successful referrals.

5. Use Testimonials Effectively

Share your testimonials on your website, social media, and sales presentations.

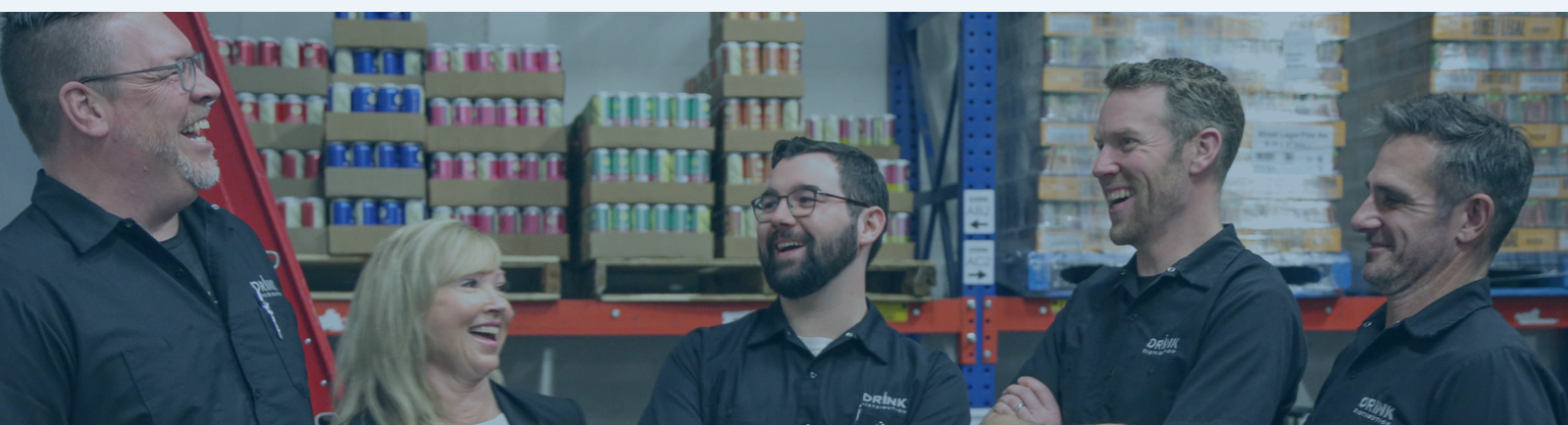
SECTION TAKE AWAYS:

Tapping into your network and leveraging customer referrals can open doors to new growth opportunities for your business. This chapter highlighted the importance of building connections through partnerships and events to establish your warehouse as a trusted logistics partner.

By encouraging word-of-mouth recommendations, implementing a straightforward referral program, and showcasing testimonials you can strengthen your reputation and draw in new clients.

✓ CHECKLIST

- **Join Industry Groups:** Sign up for organizations to connect with industry leaders and stay informed on trends.
- **Attend Events:** Showcase your services at trade shows and follow up with new contacts.
- **Engage Online:** Join LinkedIn or Facebook logistics groups, share insights, and answer questions to build your reputation.
- **Launch a Referral Program:** Reward customers for referrals with discounts or service upgrades to drive new business.
- **Leverage Testimonials:** Feature customer reviews on your website, social media, and marketing materials to build trust.



Chapter 5

Leverage Technology to Attract New Customers



It's one thing to make sure people can find you—but another area of marketing is to ensure your product or service is hitting the mark. You want to have a website that brags about your services and customer testimonials that sing from the hills how your 3PL outdoes the competition, so you need to ensure you have the tools to do so.

Here's where we can help. Your CartonCloud WMS/TMS system isn't just a tool for streamlining your operations—it's a powerhouse for diversifying your revenue streams and setting your business apart from competitors.

CartonCloud equips you with everything needed to deliver exceptional service while adapting to your customers' evolving needs—and gives you more value to pass onto your customers!

Let's explore how to make your tech a central part of your growth strategy.



Diversify Your Revenue Streams to Attract Even More Customers

As your customers' needs evolve, offering a diverse range of services enables you to meet their expectations while also attracting new clients across various markets. By diversifying your revenue streams, you can adapt to market demands, tap into new customer segments, and deliver even greater value to your existing clients. Plus, with the support of an integrated WMS/TMS like CartonCloud, expanding your service offerings has never been easier!



“By providing 3PLs with easy-to-use and easy-to-implement software, we can help them to diversify revenue streams and maximize storage space, resources or market share that they already have.” - **CartonCloud**
CEO, Shaun Hagen

WHY DIVERSIFY?

Diversification isn't just a buzzword; it's a proven strategy to grow your business and attract new customers. Here's how it can work for you:

Meet Customer Expectations: As businesses look to outsource more of their logistics needs, they're seeking partners who can handle everything under one roof. Offering additional services positions your warehouse as their go-to provider.

Expand Your Reach: By catering to different industries or service needs, like B2B and B2C customers, you open your business up to a wider audience.

Adapt to Trends: Trends like omnichannel logistics and sustainability require new solutions. Offering eco-friendly packaging, e-commerce fulfillment, or temperature-controlled storage can set you apart.

HOW CARTONCLOUD HELPS YOU DIVERSIFY

CartonCloud's integrated [WMS](#) and [TMS](#) systems provide the tools you need to unlock new revenue streams with ease. Here's how:

- **Seamless Integrations:** CartonCloud connects directly with platforms like [Shopify](#), WooCommerce, [Xero](#), and [QuickBooks](#), allowing you to streamline processes for e-commerce and retail clients.
- **Offer Additional Services:** Expand into services like [cross-docking](#), pick-and-pack for e-commerce orders, or temporary freight storage, all managed seamlessly through the same platform with easy workflows and features to help you manage new services.
- **Track and Report with Ease:** Use automated reporting and real-time tracking to offer value-added features like inventory insights or performance [dashboards](#), which customers love.
- **Scalability Made Simple:** Whether you're taking on new seasonal storage clients or launching a subscription-based logistics service, CartonCloud's scalable technology grows with your business.



Set Yourself Apart with Your WMS

Today's customers value transparency, speed, and precision more than ever. By highlighting the benefits of your CartonCloud system, you can clearly show how your 3PL warehouse not only meets these high expectations but also helps your clients stay ahead of the competition.

With powerful features like trackability, real-time reporting, and a focus on speed and reliability, you can demonstrate the value you bring to their operations—driving their success and opening the door to even more opportunities. Don't forget, communicating these benefits effectively is key to showing customers why you're the right choice!

TRACK-ABILITY: SETTING A NEW STANDARD FOR TRANSPARENCY

Modern supply chains thrive on visibility. Whether it's tracking a shipment in transit, monitoring stock levels, or reviewing movement reports, CartonCloud's track-ability features offer real-time insights that customers can rely on.

- **Build Trust:** Provide customers with access to shipment statuses and delivery updates, ensuring they stay informed and reassured.
- **Enhance Planning:** Help customers make proactive decisions with accurate, up-to-date tracking data.
- **Streamline Communication:** Use features like [electronic Proof of Delivery \(ePOD\)](#) to simplify documentation and eliminate uncertainty.

As order tracking becomes a standard expectation across industries, showcasing how you deliver this capability will help your clients gain a competitive edge.



“The ability to pull up any consignment and instantly see who it has been allocated to, if it’s in transit, and exactly when it is delivered is paramount to having a scalable transport operation,” - **Scott Murray, CartonCloud Vice President of Operations**

REPORTING: TURNING DATA INTO ACTIONABLE INSIGHTS

Detailed, real-time reporting is a powerful tool for customers aiming to optimize their supply chain. CartonCloud empowers you to deliver your customers with insights that drive smarter decisions and better outcomes.

Customized Dashboards: Create intuitive reports that highlight order statuses, inventory levels, and [stock movements](#), tailored to individual client needs.

Data-Driven Efficiency: Help customers identify trends, minimize delays, and reduce costs by providing clear, actionable analytics.

Demonstrate Value: Use reporting tools to show customers how your services positively impact their bottom line, building loyalty and trust.

SPEED AND RELIABILITY: CONSISTENCY CUSTOMERS CAN COUNT ON

When it comes to logistics, reliability and speed are essential. CartonCloud’s automation features and mobile app enable your team to provide faster and more consistent results.

Real-Time Inventory Updates: Empower customers to access accurate stock levels on demand.

Faster Fulfillment: Streamline workflows like order picking and dispatching to reduce turnaround times.

Operational Precision: Minimize errors with automated processes and seamless data integration.

SECTION TAKE AWAYS:

Harness the power of CartonCloud's WMS/TMS system to deliver unmatched value to your customers while attracting new business. With tools like real-time tracking, seamless integrations, and precise reporting, you can meet customer needs and adapt to a changing market with ease.

The secret to success is sharing these benefits clearly. Use your website, social media, and email campaigns to show how your services simplify operations and drive results for your clients. By making your technology part of the conversation, you'll not only strengthen customer trust but also open the door to new opportunities.

📌 CHECKLIST

- **Showcase Your Integration Capabilities:** Make it clear in your marketing materials that you can connect with customer systems for smoother operations.
- **Customize Where Needed:** Offer tailored integrations to meet specific customer needs, ensuring they feel supported and valued.
- **Communicate Benefits:** Regularly share updates on how integrations improve efficiency, accuracy, and transparency in their supply chain.



Conclusion

Start Winning New Customers Today!



That's it, we told you it was simple! You're all set to get to work on your website, Google listings, customer referral program and more.

Not only can you now win more customers—you can use happy customer reviews to set yourself ahead of the competition and win even more business.

What's more, it's so simple that you can do it all in a day's work, while running your 3PL. With CartonCloud's powerful automation and optimized workflows you can save hours each day, and give your customers even more to love.

Now is the time to put these strategies into action and transform your 3PL warehouse into a powerhouse of growth and customer satisfaction.



WANT MORE EXPERT ADVICE?

Book a **FREE** demo with our friendly team to see how our WMS can take your operations to the next level!

[Book Your Free Demo ↗](#)