



## WORKSHEET

# Forwarder marketing brief

Freight Forwarder Marketing Agencies: 6 Compared by Mode and Market (2026)

8 October 2026 · Vektor Group

One copy per product if your modes sell differently; send every agency the same version.

## EXHIBIT 1

| Field                            | What to write                                                                   | Your answer |
|----------------------------------|---------------------------------------------------------------------------------|-------------|
| <b>Products</b>                  | FCL, LCL, air consolidation, road FTL, groupage, customs clearance, warehousing |             |
| <b>Operated or subcontracted</b> | For each product: run, partnered or resold                                      |             |
| <b>Buyers</b>                    | Importers, exporters, manufacturers or forwarders, and who sends the request    |             |
| <b>Lanes wanted</b>              | Country or port pairs in priority order, with the reason                        |             |
| <b>Lanes refused</b>             | Pairs and cargo you will not quote                                              |             |
| <b>Markets and languages</b>     | Countries you sell into and the reply language each expects                     |             |
| <b>Language approver</b>         | Who signs off each language before publication                                  |             |
| <b>Compliance wording</b>        | Customs, dangerous goods or licence statements to check first                   |             |

| Field                   | What to write                                                          | Your answer                         |
|-------------------------|------------------------------------------------------------------------|-------------------------------------|
| Enquiry fields per mode | What your desk needs to price the same day                             | <div></div> <div></div> <div></div> |
| Where enquiries land    | Form, inbox, CRM and who answers                                       | <div></div> <div></div> <div></div> |
| Ownership               | Domain, content, ad accounts, analytics, email platform, contact lists | <div></div> <div></div> <div></div> |
| Measure                 | RFQs, qualified RFQs and booked shipments per mode each month          | <div></div> <div></div> <div></div> |

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