

BUYER'S GUIDE

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

8 October 2026 · Vektor Group

Freight forwarder marketing agencies differ most in what they can be briefed on. A forwarder sells sea, air and road products on set lanes in several languages, and each changes the pages, campaigns and enquiry forms the work needs.

The six below are compared on forwarder work, channels, modes and markets, with a matrix and a blank brief you can send to each.

EXHIBIT 1

How the agencies compare for a forwarder

Agency	Forwarder audience	Channels	Mode coverage	Market and language	Public work	Ask in the proposal
Vektor Group	Forwarders and brokers whose lanes run through European road freight	SEO, Google Ads, email	Road and ADR are what we broker; air and sea forwarders are marketing clients	Europe; our own site in English, German and Dutch	Our own road brokerage and research pages	Which modes and lanes the RFQs should name
Outventure	Names forwarders and customs brokers	Email automation, Google Ads, LinkedIn, SEO	Separate campaigns for road, ocean and air	Amsterdam; languages not stated	Global Forwarding email; Limco Logistics FCL/LCL search ads	Which modes get separate campaigns?
Blu Mint	A forwarding and international trade section	SEO, content, AI search, Google Ads	Customs, tariffs and country pairs, not modes	Tallinn; USA, EU, MENA; languages not stated	No logistics client named	Which country pairs first, in which languages?
Spiral	Forwarders among named audiences	SEO, Google Ads, Meta, outbound, content	Not stated	Toronto and Houston; languages not stated	Anonymised forwarder testimonial	How do you qualify leads outside North America?

Agency	Forwarder audience	Channels	Mode coverage	Market and language	Public work	Ask in the proposal
HERZIG	Forwarders and 2 to 4PL providers	Brand, sales and CRM, PR, events; SEO/SEA listed	Rhenus Air & Ocean, Logwin Air + Ocean, DHL Global Forwarding	Cologne and Munich; site in German and English	Named references; dated ones run 2011 to 2020	Which forwarder work is current?
Sentily	Forwarders, GSAs, GSSAs, airfreight wholesalers	LinkedIn, email design, branding	Not stated	UK and Europe; languages not stated	LinkedIn posts for logistics clients	Who sends the emails and answers replies?

EXHIBIT 2

Where to start

Your situation	Where to look
Search, Google Ads and email from a team that quotes freight itself	Vektor (entry 1); we market any mode and broker road and ADR freight only
Separate campaigns and email flows for sea, air and road	Outventure (entry 2)
Buyers research customs, tariffs and country pairs first	Blu Mint (entry 3)
Most customers are in the United States or Canada	Spiral (entry 4)
A brand, a sales story and PR in Germany	HERZIG (entry 5)
A quiet LinkedIn page, and you can send your own emails	Sentily (entry 6)
Someone to move your air or sea cargo	None of these; they market forwarders, and a freight quotation is a separate request

Sources

Vektor Group, Marketing for businesses in logistics <https://vektorgroup.eu/marketing>

Outventure, Email marketing agency for logistics companies <https://outventure.io/industry/logistics/service/email-marketing/>

Outventure, Logistics industry page <https://outventure.io/industry/logistics/>

Blu Mint, Logistics and supply chain <https://blumint.co/industries/logistics-supply-chain>

Blu Mint, About us <https://blumint.co/about-us>

Blu Mint, Portfolio <https://blumint.co/portfolio>

Spiral, Logistics marketing agency homepage <https://www.logisticsbyspiral.com/>

Spiral, About <https://www.logisticsbyspiral.com/about>

HERZIG, The agency <https://www.herzigmarketing.de/en/the-agency/>

HERZIG, Services <https://www.herzigmarketing.de/en/services/>

HERZIG, References <https://www.herzigmarketing.de/en/references/>

Sentily, About us <https://sentily.com/about-us/>

Meridian Land Ventures LLC, trading as Vektor Group, Tallinn, Estonia