

BUYER'S GUIDE

Logistics Content Marketing Agencies for Technical and Commercial Content

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Logistics content marketing agencies differ less in how well they write than in how they get the facts out of your operations team. Some interview your experts and turn the notes into finished pieces, some build research your buyers and the trade press can cite, and some write to a brief you supply.

Entry 1 is our own SEO service, which writes search pages rather than running content programmes.

Entries 2 to 11 are content and research firms, each set out by model, formats, evidence and any published price.

EXHIBIT 1

How the firms compare on expert input, research and distribution

Firm	Model	Logistics audience it names	Expert input and review	Research sources	Formats	Distribution	Case example
Vektor Group	Content as part of SEO; not a standalone content programme	Carriers, brokers, forwarders, specialist logistics	Written by a team that brokers road freight itself	Primary sources cited on our research pages	Reference pages, research and service pages	Search and AI answers	Our own research, listed by BAM among its dangerous goods links
Fronetics	Strategy, writing and distribution, mostly on retainer	Supply chain and logistics businesses	Lists interviews; says its content captures subject matter expertise	Lists industry trends research and reporting	Blogs, white papers, case studies, podcasts, webinars	Social media, email, content syndication	Unnamed logistics firm; testimonial from Stream Logistics
Virago	Full programme or fractional marketing team	Trucking and logistics; supply chain technology vendors	Not published	Its own 2023 survey of 108 supply chain marketers	Written, visual and multimedia content	Strategic distribution, SEO, social, PR	Magnus Technology Group, a TMS vendor
Logistics Marketing Advisors	One time content plan or custom programme	Logistics and supply chain only	Works with your experts to turn their knowledge into content	Its own biennial survey of logistics buyers since 2014	Blogs, eBooks, white papers, case studies, video scripts	Supply chain media, social, ads, newsletters	Not published

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SyncShow	Messaging workshop, then a monthly programme	Transportation, logistics, warehousing and distribution	Executive and client surveys in its messaging workshop	Not published	Thought leadership, website messaging, video	Client site and social channels	Mckinney Trailer Rentals; ODW Logistics; Matson Logistics
HERZIG	Brand, press and content agency	Freight companies, logistics service providers, transport companies	Not published	Not published	Sales texts, press work, trade press, sustainability reports	External press office, trade press, trade fairs	Alpensped sustainability reports; VTL press work
With Content	Strategy and editorial, priced in credits	Southeast Asian B2B brands; one logistics client	Former journalists prepare interview questions; internal editorial process	Research included in each piece; local trend monitoring in the logistics case	Thought leadership, case studies, pillar pages, reports, eBooks	Topic clusters on the client's blog; repurposing	Unnamed delivery company in the Philippines
LeadCoverage	PR and demand generation built on research	Supply chain, logistics and freight technology companies	Client's operations team compiles the data; LeadCoverage writes and deploys	Client operating data; its own quarterly Supply Chain Growth Index	Monthly index, landing pages, email, media pitches	Paid media, email, monthly publication with a CNBC reporter	ITS Logistics Port Rail Ramp Index
Ascend2	Survey research run for clients	B2B marketers in any sector; one freight broker study	Shapes the questionnaire with the client	Finds respondents and runs the survey	Branded report, charts, monthly pulse results	Media engagement offered	Denim Freight Broker Pulse Report
MarketSmiths	Writing to a brief, ghostwritten	Any sector; one final mile delivery client	Fortnightly calls with the client's subject experts	Not published	Thought leadership articles, white papers, web copy	The client publishes and reuses the pieces	USPack Logistics
Wittypen	Writing per piece, with an account manager	Logistics platforms and service providers	Writers with supply chain, freight or operations backgrounds; an editor reviews every piece	Not published	Explainers, glossaries, route pages, customs guides	Not published	Unnamed clients in India, Southeast Asia and the Middle East

EXHIBIT 2

Where to start

Your situation	Where to look
You need lane, cargo and customs procedure pages that bring RFQs from search and AI answers	Vektor (entry 1), as part of SEO rather than a content retainer
You want a monthly content programme from a team built around supply chain marketing	Fronetics (entry 2), or Virago (entry 3) if you sell freight software
You want a content plan from a logistics only agency, to run yourself or hand on	Logistics Marketing Advisors (entry 4)
Your messaging needs work before content can carry it	SyncShow (entry 5)
You need trade press articles, a press office or a sustainability report from a German logistics specialist	HERZIG (entry 6)
You sell in Southeast Asia and want journalists to interview your experts	With Content (entry 7)
You hold operating data that could become a regular index the media quotes	LeadCoverage (entry 8)
You want a survey of your buyers that content and PR can quote	Ascend2 (entry 9)
Your executives have views but no time to write	MarketSmiths (entry 10)
You need many explainers, glossary entries and route pages at a set price per piece	Wittypen (entry 11)

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