



WORKSHEET

One-page agency brief

Best Logistics Marketing Agencies: 12 Compared by Business Type (2026)

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Fill this in once and send the same page to every agency you speak to. Answers you can lay side by side are worth more than a round of sales calls, and an agency that cannot answer it has told you something too.

EXHIBIT 1

Field	What to write	Your answer
Company and contact	Legal name, website, and the person who will own the agency relationship	
Business type	Carrier, broker, forwarder, customs broker, warehouse or 3PL, logistics software, or a mix, and which part earns the margin	
Service	The services you want to sell more of, and what you will not quote	
Geography	Countries and lanes you want more of, the languages your buyers use, and markets you will not serve	
Lanes, equipment or product workflow	For freight, the lanes, equipment, cargo types and permits such as ADR; for software, the workflow it replaces and the systems it connects to	
Customer type	Who buys: manufacturers, distributors, importers, retailers, forwarders or fleets; their job titles; a typical shipment or contract size	
Capacity	How much more work you can take each month without hiring or subcontracting	

Field	What to write	Your answer
Commercial objective	The number you will judge the agency on: RFQs, qualified RFQs, booked loads, signed carriers, tender invitations or demos, at month 6 and month 12	
A good enquiry	The details that make an enquiry worth answering the same day, such as cargo, lane, equipment, dates and recurring volume	
Proof you need	What you expect before signing: a named client in your business type and country, a reference call, and how any result figure was measured	
Reporting	What arrives each month, in which format and from which system, and who in your team reads it	
Current channels	What runs now (website, search ads, email, LinkedIn, freight exchanges, sales calls) and what each brings in	
Follow-up	Who answers enquiries, how fast, and in which CRM or inbox	
Budget	Monthly fee range, with media spend listed separately	
Ownership	Who owns the ad accounts, analytics, content and contact lists if the contract ends	
Conflicts	Competitors or freight businesses the agency also works for, and how your leads are kept apart	

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