

BUYER'S GUIDE

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

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Logistics marketing agencies are only useful if they know how your buyer chooses. A shipper picking a carrier, an importer picking a forwarder and a fleet picking a TMS ask different questions, and these twelve agencies are built around different ones.

Each entry sets out who the agency says it serves, what it lists, what evidence it publishes, any price it publishes and what to confirm before you sign.

EXHIBIT 1

How the twelve agencies compare

Agency	Business types it names	Services it lists	Public evidence	Base, markets and languages	Engagement and published price	Confirm before signing
Vektor Group	Carriers, hauliers, brokers, forwarders, specialist logistics services, logistics technology	SEO, Google Ads, email marketing	Our own brokerage: inbound requests up from about 5 to 82+ a month in 53 days (76+ freight, 6 carriers), 18 August to 10 October 2026	Tallinn, Estonia; Europe, in English, German and Dutch	Each service proposed, priced and reported on its own; fee quoted per scope, media paid to Google directly	Which RFQs count as qualified, and the monthly report
Spiral	3PLs, forwarders, brokers, warehousing, carriers, driver hiring	SEO, content, search ads, Meta ads, LinkedIn and email outbound, AI visibility	Service page; testimonials with a first name and initial only	Toronto head office, Houston office; markets and languages not published	Named programmes with weekly updates and a Slack channel; LogSEO from \$4,500 a month on a pricing page its menu does not link	How cost per lead is counted, who runs the account and whether the price is current
Unbound	Brokers, 3PLs, carriers, warehousing; pages for flatbed, FTL, LTL and drayage	Logistics marketing, Google Ads, SEO, websites, AI search visibility, freight lead generation	Unnamed client cases with results it reports; named team	Not published; its cases describe US firms	Maps demand and the sales path first; Google Ads management from \$495 a month, no contract	The client names behind its cases, and where the team works

Agency	Business types it names	Services it lists	Public evidence	Base, markets and languages	Engagement and published price	Confirm before signing
Logistix	Trucking, freight brokers, dispatch agencies, moving and trailer firms	SEO, Google Ads, websites, reviews, video, outreach, AI broker and dispatch automation	Service page; award and Google Partner claims are its own	Coconut Creek, Florida; US firms, by its own description	Not published	Who owns the AI tools and data if the contract ends
F5 Marketing	Forwarders and NVOCCs, 3PLs, brokers, customs brokers, trucking and drayage, ocean shipping, supply chain software	SEO, GEO and AI search, paid ads, outbound, inbound, websites	Named project, Interworld Freight, with results it reports; a named CargoTrans testimonial	Miami office; United States, Latin America and Europe, in English and Spanish	Two week diagnosis, then build and monthly reporting; quoted after an audit and a call	Which European clients it has run work for, if your lanes are in Europe
Outventure	Forwarders, 3PLs, carriers, customs brokers, logistics technology	Lifecycle and RFQ follow-up email, automation, CRM reporting; says it also does SEO and paid search	Named clients Globy and Global Forwarding, with results it reports	Amsterdam, the Netherlands; markets not published	Weekly email report and a monthly review call; SEO from \$1,500 a month, ads \$650 a month per channel, email setup from \$1,000	Which CRM it connects to and which domain sends the email
Fuse	3PLs, freight brokers, freight tech, warehousing, fulfilment, cold chain, last mile, manufacturing tech	Performance marketing, SEO and AEO, demand generation, ABM, CRM and RevOps, sales enablement, websites	Service page and public prices; one named client quote with a figure it publishes	Not published	Sprints from \$10,000 for two to four weeks; monthly retainer from \$5,000, three month minimum	Which carrier or broker clients the team has run, and what the retainer covers
Straight North	Logistics providers and supply chain technology companies	SEO and GEO, paid advertising, websites, content, email, creative	Named freight project, GoShip, with results it reports	United States, by its own description	SEO and GEO from \$1,500 a month; paid search \$1,000 a month or 15% of media, whichever is greater, plus setup	Who on the team has run freight accounts, since it serves many industries
Blu Mint	Carriers, 3PLs, supply chain software, forwarders	SEO, AI search, content, Google Ads, web design, social	Service page only; no named logistics client	Tallinn, with remote teams; markets not published	Google Ads at 20% of ad spend; no SEO price published	Which logistics clients the team has worked for

Agency	Business types it names	Services it lists	Public evidence	Base, markets and languages	Engagement and published price	Confirm before signing
Digilari	3PLs, forwarders, warehousing, transport tech, supply chain consultants	SEO, paid media, content, LinkedIn campaigns, email automation, ABM, brand positioning	Service page and public prices; no named logistics project	Brisbane and Melbourne; mainly Australia and New Zealand	Partner programme \$1,800 to \$4,900+ GST a month, 10 hour minimum; single channels from \$1,980	Which logistics clients it has worked for, by name
HERZIG	Freight companies, logistics service providers, transport companies	Strategy, brand, PR, sales communication, ESG; online marketing (SEO and SEA) as one line	Undated references naming DHL Global Forwarding, Logwin and Rhenus, mostly events and PR; working since 1994 by its own account	Cologne, with a Munich back office; site in German and English	Strategy workshops and advisory; no price published	Who runs search, ads and email day to day
Virago	Supply chain and logistics technology firms; also warehousing and logistics services	Strategy, outsourced execution, email, marketing technology, ABM, PR, content and social	Named project, Magnus Technology Group, with results the agency and client report	Not published	Fractional CMO and team, or strategy and content support; no price published	Whether it has run work for freight operators, not only software

EXHIBIT 2

Where to start

Your situation	Where to look
You are a carrier or broker and want shipper RFQs from search and Google Ads	Vektor (entry 1), Spiral (entry 2) or Unbound (entry 3)
You run ADR, tank or temperature controlled work and need pages by cargo and lane	Vektor (entry 1)
You are a US trucking firm or dispatcher and also want AI tools for broker work	Logistix (entry 4)
You are a forwarder, NVOCC or customs broker and want quote requests from search, in English or Spanish	F5 (entry 5)
You are a forwarder whose contacts go quiet after the first quote	Outventure (entry 6); Vektor (entry 1) also runs quote follow-up by email
You run a 3PL or sell freight technology and want a fractional team at a published price	Fuse (entry 7)

Your situation	Where to look
You want a multi-industry US agency with a logistics page and published SEO prices	Straight North (entry 8)
You want SEO and AI search content from an agency that works across industries	Blu Mint (entry 9)
You are a logistics firm in Australia or New Zealand	Digilari (entry 10)
You are a German speaking logistics SME and need brand strategy and communications	HERZIG (entry 11)
You sell software to logistics teams and want an outsourced marketing and PR team	Virago (entry 12); Fuse (entry 7) also names freight tech; Vektor (entry 1) takes software clients for search and email but has no published software case

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