



WORKSHEET

Episode to action log

Logistics Marketing Podcasts and Newsletters: 8 Active Resources (2026)

8 October 2026 · Vektor Group

Use one row per episode or post you want to act on. A tactic earns a test only when you can say who made the claim, what evidence they gave and whether it fits your business.

EXHIBIT 1

Field	What to write	Your answer
Resource and episode	Show or blog, episode title, date and link	
Speaker	Name, role and company, and whether that company sells to you or to your buyers	
Claim or tactic	One sentence, in your own words	
Evidence given	The speaker's own figures, a named client example, or opinion	
Fit	The business type, lanes or services it applies to in your company, and where it does not	
Test	What you will change, for how long, and the number you will watch: RFQs, qualified RFQs, replies or booked loads	
Owner and dates	Who runs the test, the start date and the review date	
Result	What happened against that number, and whether you keep the change	

