



BUYER'S GUIDE

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

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Logistics marketing podcasts, newsletters and blogs are a small field once general freight news is set aside. These eight cover marketing or selling in freight, logistics and supply chain, and each has published since July 2026.

Each entry names the publisher, who it is for, the date of its latest episode or post, how to access it and one representative episode or post.

EXHIBIT 1

The eight resources side by side

Resource	Publisher	Format	Focus	Latest episode or post	Access	Representative episode or post
Vektor buyer guides	Vektor Group	Written agency comparisons	Choosing a logistics marketing agency by service	Updated October 2026	Free, no sign up	Logistics marketing agencies compared
FR8 Marketing Gurus	Virago Marketing	Audio podcast	Marketing in trucking, logistics and freight tech	20 July 2026	Free	Quality vs Quantity: Finding the Balance in MQLs and SQLs (13 July 2026)
Everything is Logistics, Marketing & Sales	Everything is Logistics	Podcast and video, newsletter	Marketing strategy, cold outreach, personal brand, TMSA research	Marketing episode 1 September 2026; show 8 October 2026	Free; newsletter by email sign up	Everyone Has the Same Marketing Tools (1 September 2026)
TMSA On the Move	Transportation Marketing and Sales Association	Live video, then podcast; blog	Transportation sales and marketing	30 September 2026	Free podcast and blog	People-First AI: Smarter Marketing Without Losing the Human Element (2 September 2026)
The Supply Chain Marketing Show	SupplyChainBrain Media	Video podcast, monthly	Lead generation, brand, content, SEO, earned media	6 October 2026 (episode 26)	Free	Stop Tagging Like It's 2018 (5 May 2026)

Resource	Publisher	Format	Focus	Latest episode or post	Access	Representative episode or post
Freight 360	Freight 360	Podcast, weekly newsletter	Freight broker sales and operations	6 October 2026	Free podcast; paid coaching and courses	How Freight Brokers Find Customers (episode 348, 3 July 2026)
Freight Sales Content	Salesdash CRM	Audio podcast and short clips	Sales management at freight brokerages	6 October 2026	Free	Why Freight Sales Teams Struggle (25 August 2026)
Drop & Hook blog and newsletter	Drop & Hook	Blog, monthly newsletter	How to guides for transport and logistics marketers	9 September 2026	Free blog; newsletter and calendar by form	Paid Ads on a Shoestring Budget (1 July 2026)

EXHIBIT 2

Where to start

Your situation	Where to look
You market a carrier, broker or 3PL and want ideas from other logistics marketers	FR8 Marketing Gurus (entry 2) or TMSA On the Move (entry 4)
You want marketing and sales episodes inside a wider freight and supply chain show	Everything is Logistics (entry 3)
You market supply chain services or software and work on brand, content and social	The Supply Chain Marketing Show (entry 5)
You sell for a freight brokerage and want prospecting and follow up habits	Freight 360 (entry 6) or Freight Sales Content (entry 7)
You prefer written how to guides and a monthly email	Drop & Hook (entry 8)
You are about to hire an agency for SEO, Google Ads or email	Vektor buyer guides (entry 1)

Sources

Vektor Group, Marketing Buyer Guides <https://vektorgroup.eu/marketing/resources>

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