

## Marketing IT Outline and History

This is an outline of the work I want you to do. There are several projects I want you to focus on. Each one is important for different reasons and have practical applications that will ultimately affect TXS's bottom-line. Remember that information technology is essential for marketing effectively and accurately. The reality of this aspect of this specialized marketing tool is that the application and utilization of your work will not in most cases be noticeably obvious or applicable at the beginning of your efforts but in reality, as time goes by will become essential for getting the information to the right decision makers we need to reach.

You are working for a small but dynamic business that has literally invented an industry in the transportation market. When I started this business I had one location and a dream. I realized at the time that if there is a market for my "one" location then there would be a market for any and all locations across the land. My ideas proved accurate and extremely welcomed by the transportation industry it was designed to service.

In addition, the fragmented and independent facilities also had a need for a corporate/national marketing provider to help them reach the fleet managers who needed this service.

Since this is an entirely new industry and never been done before I have been writing the rules as I have been going along. Even though there are several "copycat" outfits mimicking my model now competing with us they are all very far back in the pack but are growing and finding their niche. Keeping these competitor's market shares at a minimum is one of the important and conclusive ways we will be able to continue this reality.

## Objectives

The IT position that you are filling has several objectives that I want to develop and utilize for different goals and results.

One: Over-the-road, truckload-for hire carriers.

Organizing and updating the "database" listing every and all contacts email address and names in the Top 2000 "for hire, truckload fleet carriers in the United States and Canada. This database will allow us to reach-out and inform the people who have a need to use us the most the most recently added locations and reinforcement of "brand" recognition.

### Two: Intermodal carriers

The same effort will follow with the intermodal carriers and terminals who utilize services as well. This is a separate sub-industry in the transportation field. Intermodal involves carriers who support the rail and port transportation of "containers" to and from the shipping ports to the distributors who distribute to the long-haul carriers for delivery to the retail warehouses and their distribution Centers.

### Three: Press releases.

Press releases is another marketing tool that "IT applicable. My IT marketing division will be responsible for sending out press releases for a variety of events. Such as:

1. New Yards being added to the Network.

2. Significant new parking agreements between TXS and the customer (carrier). (Large fleets, multiple locations, etc.)
3. Periodic updating of the company's growth and/or expansion.

#### Four: Commercial Real Estate businesses.

Starting a new effort to collect and organize emails addresses and contact names with National and local Real Estate Brokerages who have a commercial and industrial division which services the transportation industry.

Trailer parking services is a specialized and very detailed and cumbersome market to service and has a low commission return for these people but they inevitably "must" service as part of the duties involved with buying, selling and leasing these type of properties.

#### Five: Daily tasks

Publishing marketing emails daily up to 300 per day to established data-base and editing any "removes" or wrong address. This will include phoning these contacts and ascertaining the correct names and departments that we wish to reach-out too.

#### Six: Template library

Creating and updating TXS flyers listing any new locations or a specific location for emailing to potential customers. Building a specific "flyer" for different reasons. 1. Locations. 2. Service available. 3. Special deals. 4. Future openings.

#### Seven: Research and development of public and private sources of information

Searching and seeking out databases that might have information pointing-out possible new potential locations for us to reach-out too and "draft" into joining the TXS Network. City or county licensing agencies, Local Chamber of

There will be more tasks assigned to you for special projects in addition to the outline above.

I will be requiring periodic reports outlining what progress and you are making with these various tasks for review for comment and make suggestions or advise on protocols.

Basically, you will be working with very minimum supervision and I will be relying on you to have a very serious "work ethic" and be responsible and professional. This position that you have is very important and essential for my companies continued growth and I am counting on you to *be everything you can be* and prosper.

JP Harwood

June 12<sup>th</sup> 2016

Terminal Exchange Services, Inc.

### Addendum

#### Eight: Social Networking:

Starting with LinkedIn, put together a strategy on how to use this service to promote TXS's services as it applies to the receiver's occupation. I.E.: transportation specialist, Real Estate Broker, transportation insurance underwriters, large transportation distribution centers and developers.

I need you to research this program completely and recommend how best to use it for TXS benefit.

June 13<sup>th</sup> 2016

### Addendum II

#### Nine: Organizing TXS locations and Yard information database in-house and confidential.

Task includes gathering all information in regards to facility locations of ALL network outlets in the TXS roster.

Upgrade yard info format used in a questionnaire sent to yard management that is compatible with overall software.

In addition, establish where important related transportation related "operations" are physically to this yard's location *Example: Distribution Centers, Sea Ports or inner-ports, railheads, fueling, scales, and other vendor services that support tractor/trailer fleets.*

Plan is to establish an internal software tool that allows easy and accurate data about each locations features and benefits, contacts and contact information, personnel, detail rates and yards physical attributes including capacity and infrastructure, security features and protocols.

This is to be a fast and accurate in-house tool that allows easy user-friendly use and is accessible and easily updated with a universal server (cloud?) allowing all new information to be posted on each staff member's station simultaneously.

The type of software programming has yet to be determined. (excel, word, or ???)

The objective is for TXS staffers will have immediate and detailed information at their fingertips to quickly facilitate requests for our services at that location. It will also allow for the same personnel to be able to update any new information and details. Details such as rates, security, and additional services available at that location.

NOTE: I want a system that can adopt to our eventual plans to offer "daily parking reservation" via wireless protocols (See: [www.securetrailerparkingnetwork.com](http://www.securetrailerparkingnetwork.com) ). Additional note: I have considered that we begin the daily reservation plan by FIRST starting with a call center that would work in-place of a completely "Hi-tech" method of making reservations.

This project has the highest priority of all in regards to being built and completed.

June 16 2016

