

anthonyBarnum:

Logistics and Transportation Software Campaign Snapshot

The Client



GPS Insight, a fleet management and field services company, provides mission-critical insights needed to make physical operations on the road and in the field, simpler and safer to do.

The Campaign

anthonyBarnum was tasked with dramatically increasing the visibility of the company to its target audiences. The team initiated the campaign with a series of announcements to support pressing visibility needs, including the launch of a new product. Efforts shifted quickly to move the company toward a focused, recurring product-based thought leadership campaign across a number of fleet and vertical trade media environments. Key objectives of the campaign were geared toward supporting the marketing team with increased Share of Voice to drive top of funnel leads.

The Results

In the first 3 months of the campaign, more than a dozen news and thought leadership pieces were secured and published, dramatically increasing the company's visibility to target audiences. Within a couple of months of representation, pieces in Tier 1 business media Forbes and Industry Today were also published. At the 6-month mark, the campaign had generated 24 earned media placements.

The Placements

Rough Notes

[Introducing dash cams to your commercial trucking clients](#)



[Smart strategies for introducing dash cams to fleet drivers](#)



[Right-sizing can ensure safety, reliability, and low costs in the long term](#)

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