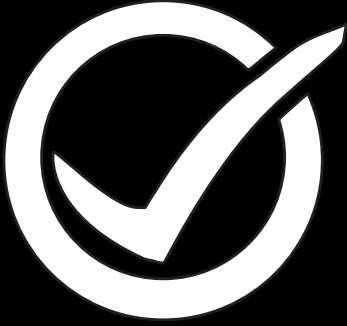




CREATIVE ADVERTISING

ONGOING DRIVER RECRUITMENT SOLUTION

CUT THROUGH THE NOISE



CDL truck drivers are continually becoming more difficult to attract and hire. The demand for drivers is at an all-time high.

Because of the competitive nature of the CDL hiring world, traditional recruitment marketing efforts get lost in the monotony of thousands of similar ads. The need to use a fresh, new approach is apparent.

ENTER DRIVER OUTCOMES

UNIQUE

Our plan uses a team of advertising-industry experts who specialize in recruitment marketing to create unique digital display ads that stand out from all the others that flood drivers' feeds. These are not your standard "we're hiring" ads. Through a conversational interview process, the Driver Outcomes team will help unlock the unique qualities and perks that we think set your company apart from the rest.

YOUR LEADS

We'll also develop compelling copy and landing pages to showcase your company. Paired with our distinctive digital artwork, these pages will show prospective drivers why you are the carrier for them. They will also allow you to capture high-quality leads who are truly interested in working for you – and only you. Stop wasting your time with multi-carrier leads that go nowhere.

TESTIMONIALS

We also provide the option for your company to create driver testimonial videos that can be used in other ways – think organic social posts and reels, TikTok, on your website, etc. They're great for building your brand and creating relationships and trust with your potential future employees.

**PRICING STRUCTURES ARE
PERSONALIZED AND VARY
DEPENDING ON YOUR HIRING
NEEDS, GEOGRAPHY, AND
BUDGET.**

Contact us today to get started.

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