

2023

MEDIA KIT



**TRUCK
DRIVERS
U.S.A.**

Ready for more qualified driver leads?
Connect with us today.
501-992-8117 | lori@truckdriversus.com

 <https://www.linkedin.com/company/truck-drivers-usa/>

 [Facebook.com/Truck.Drivers.Fan](https://www.facebook.com/Truck.Drivers.Fan)

 truckdriversus.com



**TRUCK
DRIVERS
USA**

**YOU NEED MORE LEADS.
WE HAVE THE NETWORK TO DELIVER THEM.**

OVER 7M

SOCIAL COMMUNITY MEMBERS

130M

MONTHLY POST IMPRESSIONS



5 OR LESS

AVERAGE # OF COMPANIES
MATCHED PER LEAD

25%

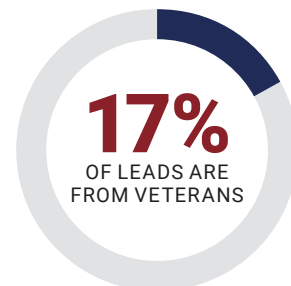
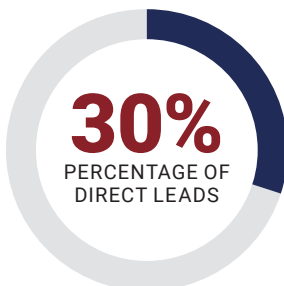
GROWTH OF UNIQUE APPLICATIONS
MONTH OVER MONTH

10M

POST ENGAGEMENTS
EACH MONTH

36HR

OR LESS AGE OF
LEADS SENT



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WHO'S LEADING THE LARGEST ONLINE TRUCK DRIVER COMMUNITY? GLAD YOU ASKED.

Lori Furnell brings over 30 years in driver recruiting to the Truck Drivers USA team as the organization's leader. She has decades of experience working with carriers in driver recruiting, driver recruitment advertising, and developing successful driver recruiting processes and teams.

If you're a driver recruiter or recruitment leader in your organization, Lori understands your challenges, as she has been in your shoes. She has experience working for some of the largest trucking brands in the industry as their driver recruiting leader, and Truck Drivers USA is reaping the rewards of her industry knowledge and leadership.

She knows how to inspire brands, drive innovation, and think differently when it comes to driver recruiting.

Don't take our word for it, connect with Lori today!



"Truck Drivers USA is the largest untapped online driver community in the industry, and we're providing some exciting offerings for carriers to reach drivers and show up in the moments that count for driver recruiting."

– Lori Furnell, President, Truck Drivers USA



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THERE'S A BETTER WAY TO RECRUIT DRIVERS.

Truck Drivers USA is building the largest online driver community, while helping carriers connect with qualified drivers right where they are. The Truck Drivers USA platform offers:

LEAD GENERATION

Inspiring and capturing interest in your company is where Truck Drivers USA shines! We can help you attract and convert more leads, more quickly than any other platform.

MATCHED LEAD GENERATION

Lead Match System

The lead match platform is TDUSA's core product. Each driver lead has the potential to yield 10 matches, so you can be sure the lead isn't being sent to hundreds of carriers.

Driver Network Leads

Purchase quality driver leads that fit your current needs. Identify what geographic locations, experience level and other qualifications, and the TDUSA team will provide you with leads that match the drivers you need.

DIRECT LEAD GENERATION

Social Advertising

The TDUSA team connects your brand to its huge audience of drivers in your geo targets to drive traffic back to your application.

Text, call and email campaigns

These direct marketing solutions are natural compliments to a lead gen campaign, driving direct leads to you efficiently and effectively.

Events Marketing

Get more attendance and engagement when you promote your hiring events through TDUSA's network of drivers.



THERE'S A BETTER WAY TO RECRUIT DRIVERS.

BRANDING

Brand Development

By promoting your brand to Truck Drivers USA's broad audience, you'll increase your brand equity, brand recognition and results through consistent exposure to drivers nationwide.

Landing Page Development

Let us help you develop a landing page focused on helping you grow! Through our landing pages, Truck Drivers USA helps you drive traffic, convert leads, manage jobs and engage with your target markets.

Featured Jobs

Highlight your job opportunities in our featured job section. This drives traffic straight to your application to capture the lead.

Sponsored Content

Highlighting companies on the TDUSA news site and promoting posts through social channels will assist in branding the company and will drive traffic back to the lead gen site as well as your carrier's landing page.

AFFILIATE MARKETING

Affiliate marketing is a key strategy for generating leads. Working in tandem with other complementary brands, affiliate marketing such gives you a unique channel that leverages a strategic third party (aka affiliates) to generate content, traffic, and conversions.

Web Banner Campaigns

Banner ads, also known as display ads or image ads, are image-based advertisements that are a cost-effective way to showcase your brand online across an array of websites.

Website Sponsorships

This solution is ideal for any brand seeking exposure to truck drivers on a large scale. Leverage our community of drivers and create brand preference among the largest online driver audience in the industry.



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DELIVERING QUALITY TRUCK DRIVER LEADS DIRECTLY INTO YOUR ATS.

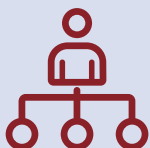
Engaging with over seven million truck drivers each month, Truck Drivers USA offers motor carriers a suite of driver recruiting solutions developed to support quality lead generation through a network of channels.



Drivers enter the TDUSA Community through a network of channels



TDUSA creates a customized plan for carriers to maximize results within their budget



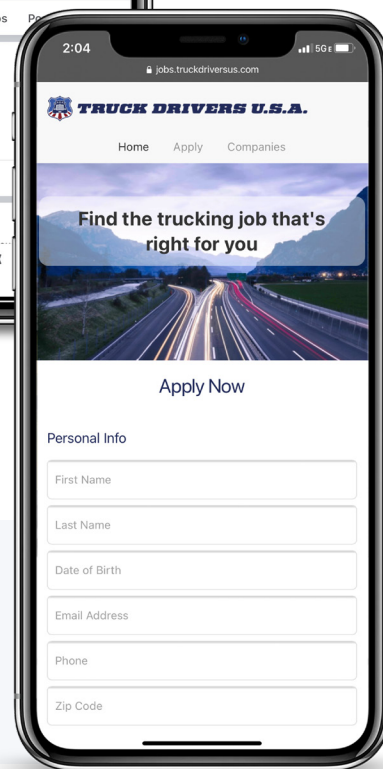
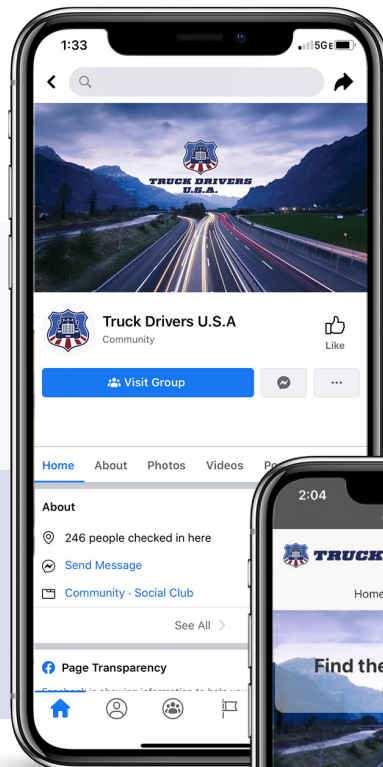
Companies and drivers are matched based on criteria and need



Companies are connected to drivers through their preferred ATS



Improve conversions by utilizing the Truck Drivers USA network to brand your company and nurture your leads





TRUCK DRIVERS USA



LEAD 2 HIRE USA

THERE'S A BETTER WAY TO RECRUIT DRIVERS.



Lead2HireUSA from Truck Drivers USA helps you manage and grow your leads while engaging with potential drivers where they are and when they ready to respond.

With Lead2HireUSA, your recruiters will save time and increase effectiveness by having multiple opportunities for nurturing leads and marketing to your database. It can also automate frequently asked questions to offer instant answers to job seekers.

Three Lead2HireUSA packages

are available to meet your needs and your budget while maximizing results! Lead2HireUSA Standard and Premium options allow you to use Facebook Messenger only or incorporate a customizable text bot to connect potential hires to your recruiters immediately.

Option 1: Facebook Messenger Lead Nurturing

Option 1 is a custom chat bot utilizing the newest AI technology to nurture your leads using Facebook Messenger. Your recruiters will benefit from live chat capabilities as well as automated features such as Learn More, FAQ and Apply Now.

Option 2: Email and Text Message Lead Nurturing

Nurture your leads automatically via email or text message using Option 2. Text or email your pre-qualified candidates instantly after a short form is completed. Encourages qualified drivers to submit a full application with a follow-up text 48 hours after the short form is submitted.

Option 3: Lead2HireUSA Premium

Lead2HireUSA Premium gives your recruiters the most robust option for a complete AI lead nurturing experience by combining all features from Options 1 and 2 plus access to instantly ping your Lead2Hire driver database.



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TRUCK DRIVER.jobs



Truckdriver.jobs connects drivers to final-mile opportunities with trucking companies.

- You have final-mile delivery opportunities – Truckdriver.jobs has the driver connections to fill them!
- From lead generation and nurturing to social advertising and conversions, Truckdriver.jobs helps your company find and engage your target audience.
- Truckdriver.jobs wants to help you take control of recruiting success with tools and support to reach the drivers you need.

It's time to get your opportunities for final-mile jobs in front of millions of truck drivers with Truckdriver.jobs!



Truckdriver.jobs features:



Lead Gen platform:

Get leads of drivers based on hiring area and requirements.



Social advertising:

Leverage your social audience to target drivers who meet your specific needs.



Direct marketing:

Boost engagement with SMS and email marketing.



Lead Nurturing platform:

Nurture your leads and drive them to a full application..

