

# SIMON

## National Carriers



We'll go where you want us to go

### ABOUT SIMON NATIONAL CARRIERS

CAPABILITIES  
DOCUMENTS

VIDEO  
PRODUCTION

SOCIAL  
MEDIA

As Simon National Carriers are specialists in transportation of the 'heavy, high, long and wide,' it was imperative in marketing their service that Evolve was able to capture a niche industry.

Beginning with their key capabilities, Simon's challenge was delivering their message to the right audience with a sleek and skilled approach. Simon's management team approached Evolve over 5 years ago with a number of long-term plans seeking support in the execution.



## FROM CREATIVE TO MARKETING EXPERTISE

Evolve Marketing and Simon National Carriers have now been in partnership for a number of years with intentions to continue our support for their team.

After developing their vital capabilities documents for the transport and warehousing departments and accompanying creative work. Evolve went on to develop a strategy for Simon National Carriers growth including the introduction of social media pages where we continue to construct and manage monthly targeted advertising via LinkedIn and Facebook – starting with the creation of original video content using animation, GoPro, drone and still images through to the strategic targeting of audiences. Furthermore, Evolve are responsible for the development of blogs, case studies and general copywriting for Simon's website, as well as dedicating our time to the research and interview process to achieve the highest standard possible in crafting this content.

Throughout Evolve's time working with Simon National Carriers, the partnership has progressed from being a marketing support to their business development to becoming an all-inclusive part of their hardworking team. Evolve have been responsible for the timely delivery of essential documents interstate, guidance on marketing tools for securing prospective clients and the general support of Simon's evolution as one of Australia's premier transport and warehousing providers.



## THE RESULT

Simon's position has improved vastly in the industry. Simon are able to mark their standpoint as a professional and proactive transport, warehousing and logistics supplier when approached by new clients.

Across three ads per month, Evolve have a proven record of creating social media advertising that achieves at least 10,000 impressions per ad, per month. Furthermore, Evolve are proud to have supported Simon in securing a number of high-end clients long term.

