



## Delivering Demand Gen in Logistics and Transport

**The global logistics industry is changing rapidly, and that same pace of change holds true for the UK market.**

With increasing digitisation and automation, fuelled by advancements in AI, and ever more pressure to deliver sustainable solutions, UK logistics providers must adapt to an industry driven by expanding consumer ecommerce and more carrier choice.

Organisations looking for logistics solutions demand not only competitive pricing, but extreme reliability, end-to-end coverage (including the last mile), world class customer service—and commitment to sustainability.

But where there is change, there is opportunity. XPand Logistics is a leading UK transport & logistics solutions company. Privately owned, with ambitious plans for growth, and backed by a reputation for reliability and customer-first service,

XPand were perfectly positioned to grow across the UK and internationally. While they had experienced commercial and delivery teams, they had not yet developed an internal marketing function to drive demand and increase leads for the sales function.

With a new purpose-built Manchester warehouse opening, XPand embraced the opportunity to leverage digital demand and lead generation to ensure they met their sales targets.

“We knew that that our growth efforts needed to be underpinned by a best practice marketing strategy and delivery. We wanted to work with a partner with a demonstrated track record of demand generation, an understanding of our industry and the same ambitious approach to growth as we have. We found that partner in Sharp Ahead and could not be more pleased with what together we have achieved for XPand.”

**David Osborn, Director,  
XPand Logistics**



## Expanding the Opportunity

When the initial set of campaigns started to show results, we then expanded the activities to include brand awareness on LinkedIn, contextual display campaigns, and LinkedIn sponsored content.

We also focused on organic social to build up more top of the funnel, light touch awareness and kicked off an SEO strategy that eventually led to building a new, optimised website. The website project included fresh visuals that communicated XPand's commitment to personalised, customer-first service; and proven messaging and conversion features (taken in part from the learnings of the landing pages' performance).

We also began to work more closely with the sales teams to help optimise their own social media presences in order to amplify the content being provided at a company level.

## Results, Delivered on Time and on Budget

In a 12-month period of activity, the digital marketing strategy created sufficient demand to generate nearly 400 leads with a CPL of £51.

These leads included some significant contract wins from larger clients and the activity continues to drive demand and growth across the business, including XPand's growing presence in the northwest and expanded footprint in the southeast.

In addition, the organisation as a whole is embracing marketing and a growth mindset enabling a more connected and collaborative approach to sales and marketing.

## Moving Forward

Sharp Ahead and XPand will continue their partnership into 2025, growing the demand generation activity across new platforms and into new geographies to support the wider business objectives.

Specific activity includes leveraging the MS Ads platform, increased media spend, a geographic focus reflecting the business priorities and aligning the sales and marketing functions with more visibility on tracking overall demand, lead health, and return on investment.

"Working with Sharp Ahead day-to-day on our digital marketing strategy and delivery has been extremely rewarding for me and the wider team. Our partnership has delivered real results for the business, and we look forward to continuing long term success."

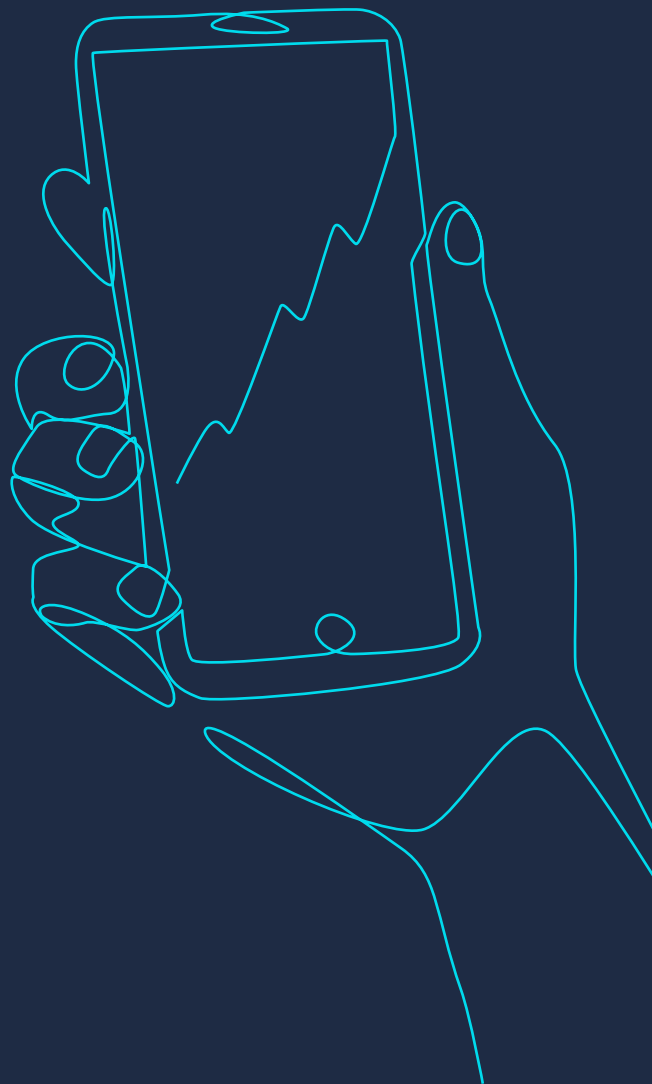
**Stephanie Hatch, Key Accounts Finance and Marketing, XPand Logistics**



# About Sharp Ahead

A full-service B2B digital marketing agency, with offices in Reading, Oxford and Manchester, Sharp Ahead is experienced at helping companies with complex products and services reach and stay connected with decision makers across the decision-making cycle.

Driving sales leads through website, search engine, and content marketing, we bring the latest tactics in B2C marketing to B2B organisations, helping them turn traffic into qualified sales leads through smart online marketing you can measure.



“The team at XPand have genuinely embraced digital marketing strategies to drive demand and increase their prospect pipeline. We have formed a closeknit partnership, founded on the shared desire to achieve excellence across the marketing mix. It has been a real pleasure watching the continued growth and success of XPand’s business across the UK.”

**Jennifer Esty, Managing Director, Sharp Ahead**



**Sharp Ahead**

B2B DIGITAL MARKETING

## Reading Office

The Curious Lounge,  
Pinnacle Building,  
20 Tudor Road,  
Reading, RG1 1NH

**0118 322 4395**

**[reading@sharpahead.com](mailto:reading@sharpahead.com)**

## Manchester Office

CORE,  
Brown Street,  
Manchester,  
M2 1DH

**01617 062 414**

**[info@sharpahead.com](mailto:info@sharpahead.com)**

## Oxford Office

Oxford Centre for Innovation,  
New Road,  
Oxford,  
OX1 1BY

**01865 479 625**

**[oxford@sharpahead.com](mailto:oxford@sharpahead.com)**

**[sharpahead.com](http://sharpahead.com)**

