

TRANSPORTATION INDUSTRY INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- How much do you know about your local public transport system?
- See how many Road Signs you can name!
- Can you identify these different types of airplanes?

LINKS TO LIVE INDUSTRY EXAMPLES

- [Traffic & road sign tests](#)
- [Assess the benefits and costs of Commuter Choice programs](#)
- [Can you identify these 11 aircrafts?](#)
- [Can you identify the transport system from these destinations?](#)



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- What mode of transport suits you the most based on your job profile?
- What car suits your personality the best?
- What should be your holiday destination according to your travel budget?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- How much would it cost you to ship your product to different countries?
- Import duty on petrol in different countries.
- How much would it cost you to distribute your product through a truckload system?

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much do you need to save every month to buy your dream car?
- How much money do you save by using public transport?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Which is a better travel option for working professionals - the subway or a car?
- How can our trucking services help you deliver your goods faster and cheaper?
- How environmentally friendly is your transportation system?



GROWING **MQL**