

Kottke Trucking

Best Idea Session

Constant Contact

- Purchase Leads
- Put into Constant Contact
- Send out Monthly communications
 - Similar to internal Newsletter
- Build long term brand
- Build image of family, caring, safety, and right fit for potentials employees.

Sending News Items Like this



Buffalo Lake, MN * Eagan, MN * Wildwood, FL * Atlanta, GA

OUR FLEET IS GROWING.
WE WANT YOU TO JOIN OUR FAMILY.
CLICK THE BUTTON BELOW TO APPLY.

[APPLY NOW!](#)

POSITIONS OPEN RIGHT NOW.

COMPANY DRIVERS & OWNER OPERATORS WELCOME.

DON'T DELAY, APPLY TODAY.
QUESTIONS? CALL (800) 248-2623 Ext. 8

Results

Constant Contact Stats - Google Chrome

Secure | <https://mail.kottke-trucking.com/owa/#viewmodel=ItemAttachment&AttachmentItemID=AAMkAGJiMzdiMGZmLTEyYjltNDNjNC04ODQ3LTZIOTI5I>

[Preview](#)

EMAIL STATS


Open Rate

19.7%


Desktop 56.3% | Mobile 43.7%

Sent	2520
Bounces	55
Successful Deliveries	2465



FACEBOOK ADVERTISEMENT



Increase your open rate with an ad on Facebook.



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