



Atlas Van Lines – Corporate Relocation Division

Industry: Transportation & Logistics (B2B)

Service Areas: Digital Strategy, Website Redesign,
Inbound Marketing, HubSpot + Salesforce Integration,
SEO, Paid Media, UX, Analytics

Challenge

Atlas's corporate relocation division relied heavily on cold outreach and long RFP cycles, with a website conversion rate below 0.6% and fewer than 50 marketing-qualified leads (MQLs) per month. With a highly competitive vendor environment and a long sales cycle, Atlas needed a digital approach that would increase visibility, deliver quality leads, and position them as a trusted partner for HR and procurement professionals.



Leap Group Solution

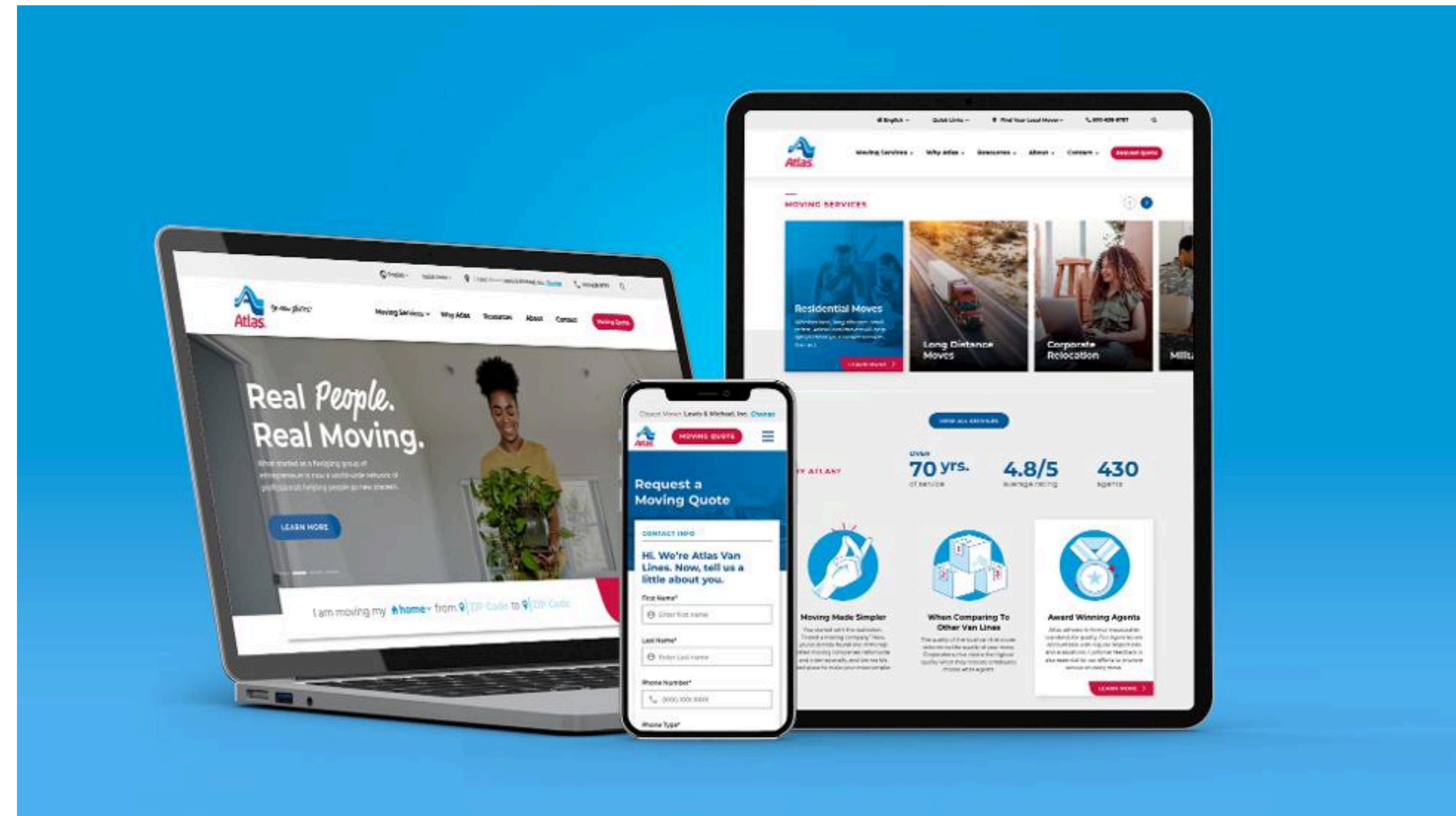
1. Persona-Driven Strategy

We started by identifying and profiling two key B2B personas:

- HR/Procurement Managers – highly selective, service-quality focused buyers
- Agent Network Members – relationship-driven decision-makers who rely on trust, reputation, and scorecards

2. Website + UX Overhaul

- Conducted user testing and stakeholder interviews to uncover pain points
- Streamlined the quote form and reduced friction in conversion paths
- Rebuilt the site architecture to support high-intent content (relocation calculators, cost estimators)
- Made mobile UX a priority, addressing a major source of drop-off

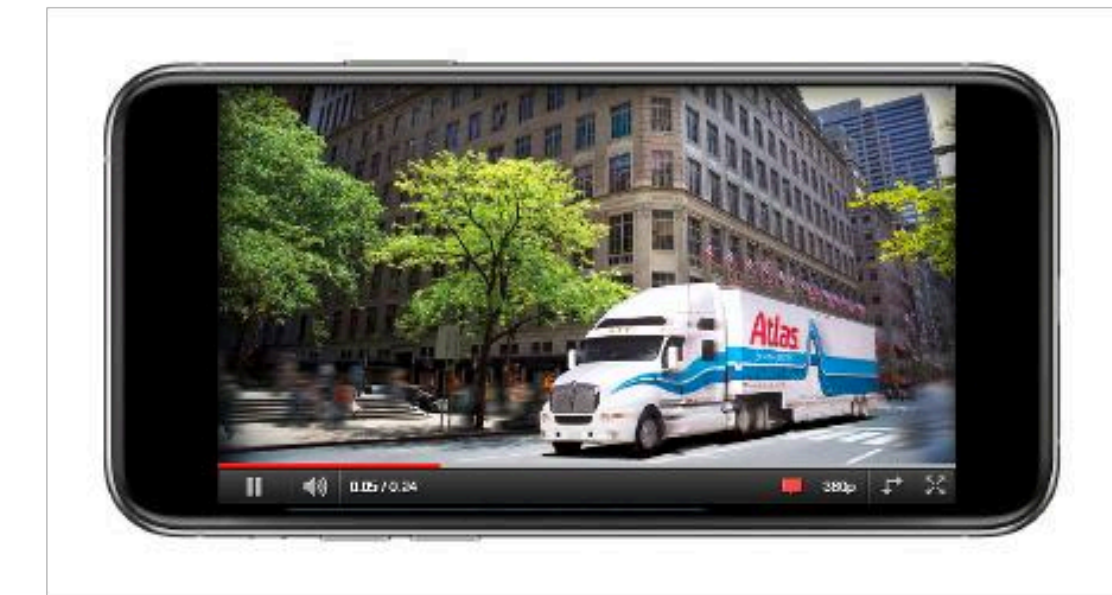
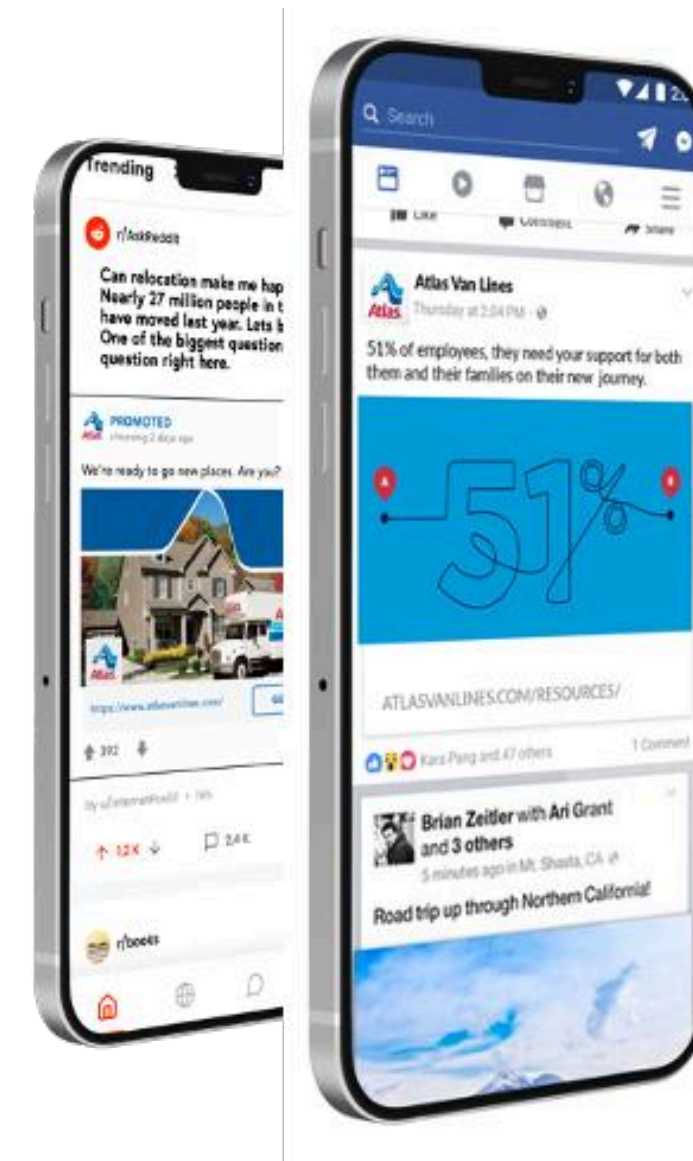


3. Marketing Automation & CRM Alignment

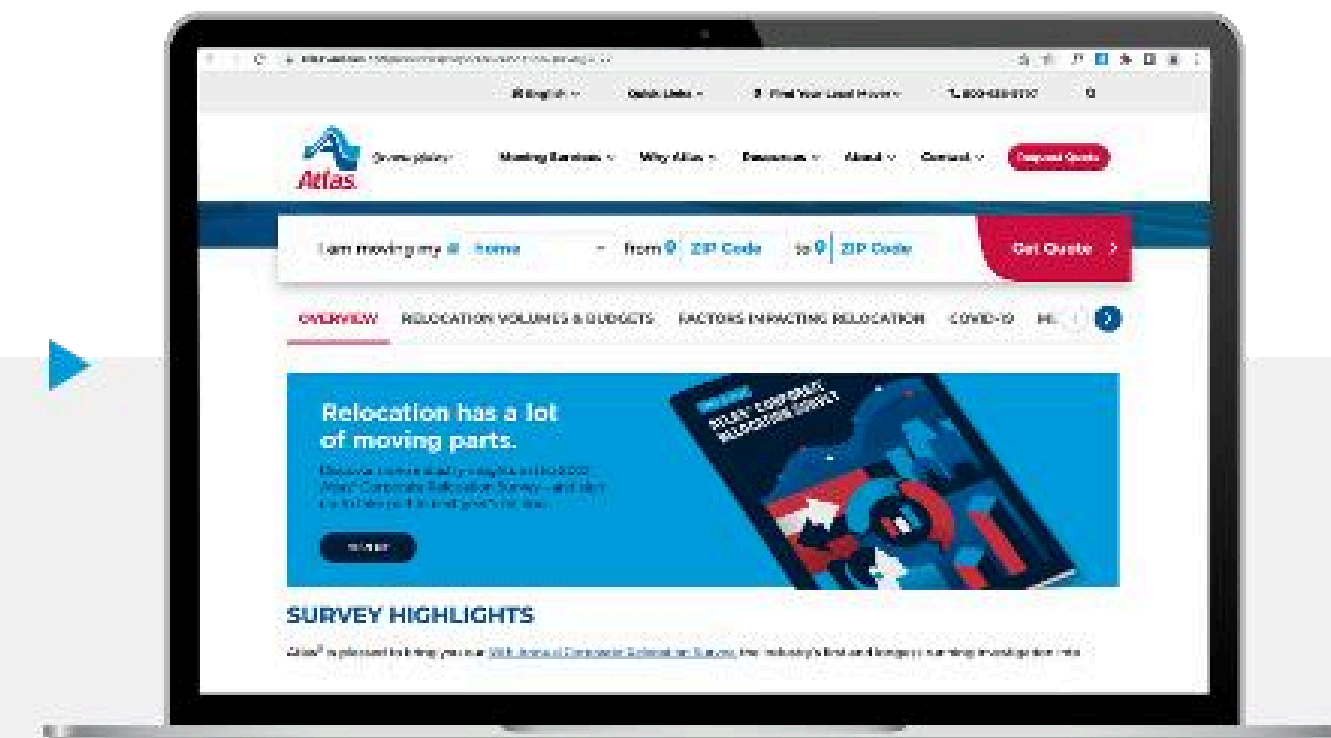
- Implemented HubSpot Marketing Hub and CMS for content management, lead scoring, chat, and nurturing
- Created multi-step workflows to deliver content to buyers over time
- Synced all lead behavior and actions to Salesforce, enabling real-time visibility for the sales team

4. Campaigns & Content Marketing

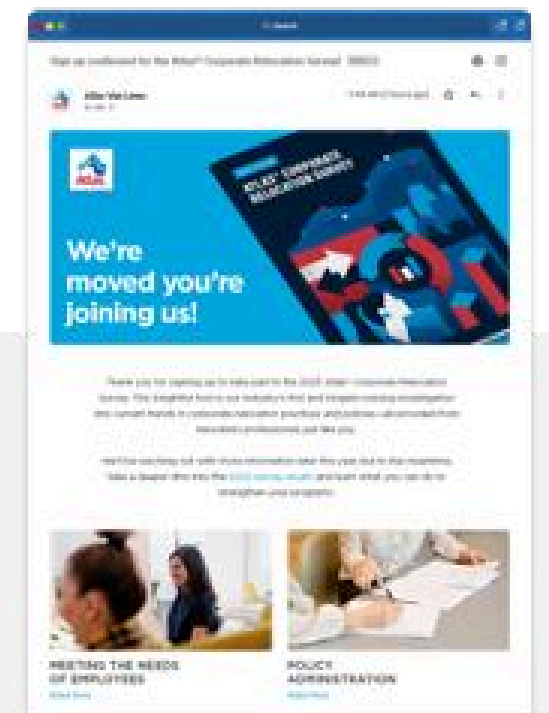
- Refreshed brand positioning (“Moving People, Not Boxes”) with a new tone and visual identity
- Developed and promoted Atlas’s Corporate Relocation Survey as a high-value gated lead magnet
- Deployed LinkedIn Matched Audiences, display ads, and email campaigns targeting HR and procurement titles
- Launched Atlas Amplifier, a branded content hub to build trust with the agent network



Social



Landing Page

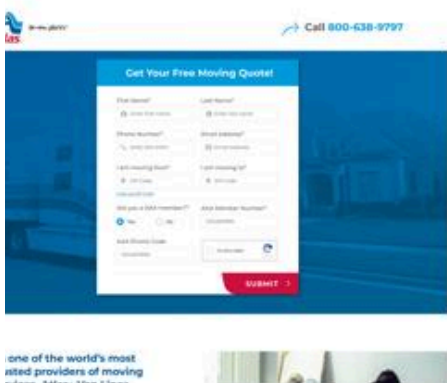





Email

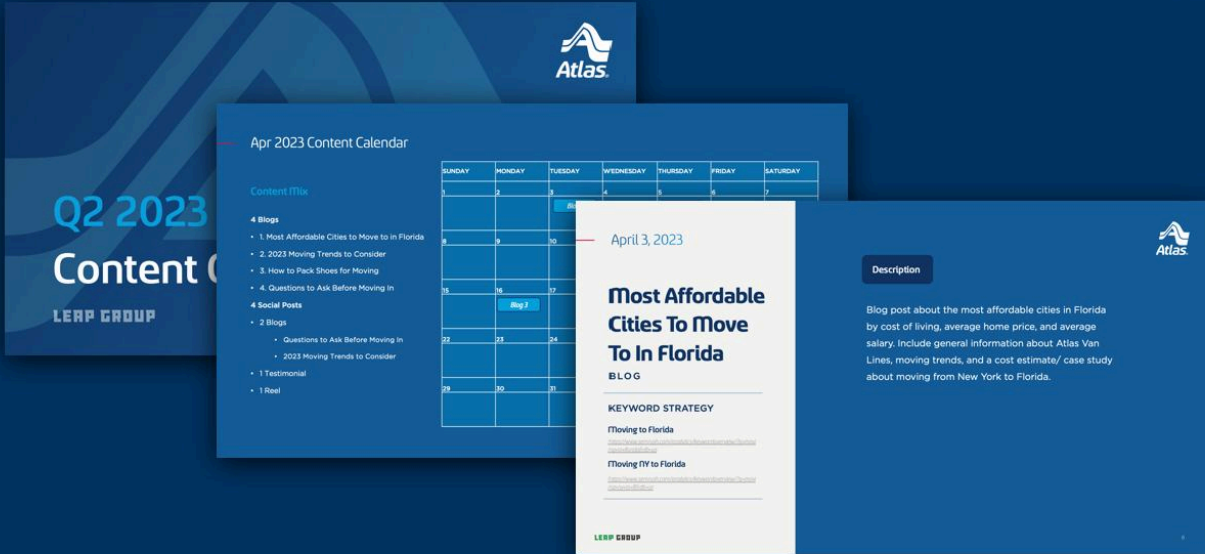
5. Search & Content Strategy

- Audit + Insights**
Conducted a full search audit across Atlas’s corporate site, agent sites, and competitor domains to identify structural gaps and ranking opportunities. Ran search intent surveys to uncover the language consumers actually use when searching for moving services.
- Alignment Workshops**
Partnered with Atlas’s marketing team to translate findings into core values, content themes, and priority topics. These workshops ensured alignment between brand positioning and the way real buyers search for relocation solutions.
- Content Roadmap**
Built a content calendar mapped to high-intent search terms and customer pain points, ensuring new content worked across both brand storytelling and performance marketing goals.
- Execution**
Reworked website copy during our site rebuild, embedding priority keywords and search-friendly structure into service pages, calculators, and lead-gen tools. Delivered a scalable framework for ongoing blog, landing page, and campaign content.

Content Themes

EASE	PARTNERSHIP	RESULTS	INSPIRATION
Communicates the ease of the process. It doesn't have to be complicated. We can efficiently communicate what we are going to do, what it takes, and what you need to do next.	Highlight Atlas' end-to-end relationship with customers, agents, and partners alike. More confident and thought leader than service provider.	Focus on the outcome. Tell the story through data.	Influence potential movers by leveraging partners in their sphere: realtors, peer influencers, and referral opportunities from previous customers.
			

Content Calendars



SEO and Social Content will be planned out every quarter.

2023 SEO Pillars: Experience

Strengthen Website Experience

- Crawl Accessibility: Ensure a solid technical foundation.
- Core Web Vitals: Pass Google's page experience test.
- Conversion Rate Optimization: Optimize the user's path to conversion.

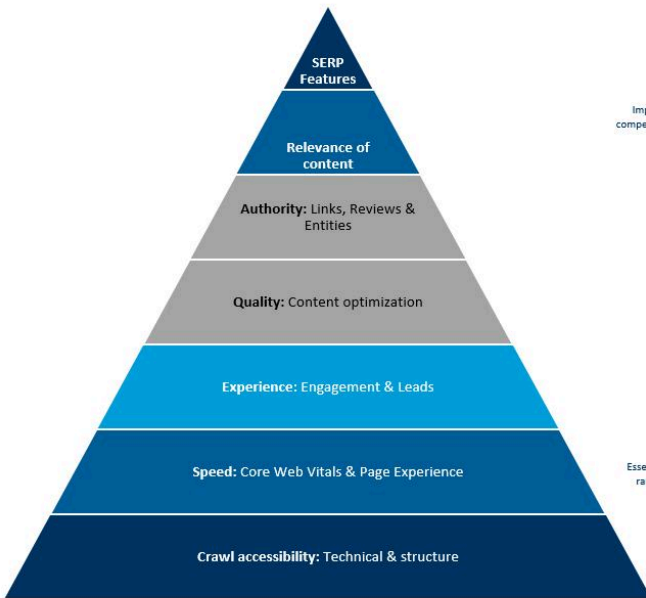
Expand Our Reach Into Search Engine Results Pages

SERP Features: Reviews, snippets, PAA, Images and video.

Skyscraper: Go head-to-head with competitor content on Google.

Support Overall Marketing Efforts

- Beyond blogging and text optimization.
- Cross-channel content calendarizing.
- Organic content push around peak seasonal promotions.
- Images, infographics, video, and beyond!



Improves competitiveness

Essential to ranking

VOLUME 79
SUMMER 2024

ATLASVANLINES.COM

amplifier



ATLAS INTELLIGENCE

VOLUME 78
WINTER 2023

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Atlas
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56TH ANNUAL

Atlas® Corporate Relocation Survey



2023



Results

- +316% MQL growth (from 42 to 175/month)
- \$5.4M in inbound-sourced revenue
- 31% MQL-to-SQL conversion rate
- Sales cycle shortened by 14 days
- +78% organic traffic, +52% time on site, +22% site conversion rate
- 1% decrease in ad spend despite increased output
- Lead volume forced a 30% spend reduction due to capacity limits

Why It Worked

We aligned strategy, creative, and technology to address real buyer behaviors and needs—building a program that didn't just generate leads, but delivered on long-cycle conversion outcomes. By prioritizing trust, content value, and user control, we helped Atlas Van Lines transition from cold calls to a demand engine built for scale.

