



# HIRSCHBACH DRIVES ON WITH FAYE



Some eat steak.  
We eat software.

*Hirschbach*

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SOFTWARE

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# HIRSCHBACH'S MARKETING EFFORTS DON'T JUST CATER TO CUSTOMERS, BUT TO DRIVERS AS WELL.

Hirschbach's primary markets extend from the Midwest to and from the South, Southeast and Northeast.

Getting the proper messaging out to customers, prospects and drivers can be a challenge, especially for small marketing teams. Like many one-person departments, Bianca Sanchez, marketing and social media manager at Hirschbach, wears many hats. Not only is she tasked with executing the marketing strategy, she also works with the company's recruiting, HR and operations teams to produce marketing communications materials.

She also produces the company's podcast. A large feat for any one person.

When she was given a second team member, she was able to start executing her marketing strategy. Then when that second person left a few months after joining the team, Sanchez was in a lurch on how to keep up creating social media and blogs posts, and managing them in HubSpot.





# CHALLENGES

Hirschbach is a privately-owned carrier that offers experienced, refrigerated truckload services to 48 states, so there is a lot of marketing effort needed to properly promote its services and find the qualified drivers to transport shipments.

After Sanchez was back to being a one-person marketing team, she found it challenging to execute items on her marketing strategic plan and keep up with daily content needs.

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**“BEING A ONE-PERSON TEAM, I WAS STRUGGLING TO DEVELOP AND CREATE CONTENT, ESPECIALLY FOR SOCIAL MEDIA,” SANCHEZ SAID.**

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Sanchez knew her content and social media distribution was lagging and she needed a lot of help.

“Social media can’t just be funny memes that you see floating around on social media,” Sanchez said. “It needs to have a purpose. It needs to be delivering something.”

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**“I NEEDED SOMEONE TO HELP THAT UNDERSTOOD,” SANCHEZ SAID.**

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# SOLUTIONS

With no budget to hire another marketing professional, Sanchez needed options.

While attending an industry tradeshow, she found her solution.

After hearing about the marketing services Faye had to offer, she knew the Marketing U-Pick Plan was exactly what she was looking to find. Faye was a company that both understood marketing and the trucking industry that had flexibility in services, with no long-term commitment.

The fact that Faye is a HubSpot partner and could easily manage content services inside the platform was a huge bonus.

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**“WORKING WITH FAYE, IT WAS JUST GREAT FOR ME.”**

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“You already understood what would take time for me to teach someone else. This is your niche. You understand marketing, so it was a win-win for me,” Sanchez said.



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# RESULTS

Sanchez found the support she needed for her content needs. Economically speaking, it was less expensive to outsource social media management and some content writing to Faye than it would be to hire on another staff member.

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**“I DEFINITELY COULDN’T GET ALL THE STUFF I WANTED TO GET DONE WITHOUT FAYE’S HELP.”**

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“I don’t have the budget to be approved to have an extra staff member,” Sanchez said. “This was a fantastic opportunity for me to take advantage, get some assistance and start delivering on content.”

Prior to teaming up with Faye, Hirschbach’s social media posts were sporadic and the blog activity was little to none.

Now, there’s a consistent posting schedule, with a mix of content ranging from driver spotlights, wellness tips for drivers on the road, curated content about industry information and inspirational posts.

Hirschbach is seeing a lot more interactions on social media than before and it’s consistent.

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**“IF YOU’RE STRAPPED FOR TIME AND YOU NEED HELP, DON’T HESITATE TO LOOK INTO THIS. I HAVE NOT SECOND-GUESSED MY DECISION TO WORK WITH FAYE FOR ONE MOMENT.”**

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At Faye, we love software. We eat it, breathe it, and build it. Our mission is to make the best software in the world even better by helping clients lead the way with software strategy, deployments, integrations and technical support.

With us is better than without us. As an Inc. 5000 award winner 7 years in a row, we help mid-market and enterprise clients globally achieve up to 10x productivity returns by leveraging the hidden potential within Zendesk, SugarCRM, Salesforce, HubSpot, and more.

There is no ceiling to what we can achieve with a lot of caffeine and an uncompromising commitment to make software better. We are intensely passionate about eating your software complexity and challenges, so that you don't have to.

Our flagship offering, AXIA by Faye™ bundles our IP, capabilities and pre-built software enhancements into one monthly or annual subscription. The result - A partnership that drives lasting value and optimization even as you grow.

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