



## Fleet Industry Forecast for 2016: Turbulence

### Your Secret Weapon? Smart Content Marketing



You probably know that **we're all about fleet** here at Fleet Management Weekly (FMW) -- after all, our audience is comprised of nothing but professionals who focus on fleet. But did you know that we are also all about **Content Marketing**?

In fact, we see time and time again that Content Marketing (via articles and video) is the best way to get our readers fully engaged with our clients' messaging.

#### Key Benefits to Content Marketing in FMW:

- We are a **trusted third-party resource** with an **entirely fleet-focused audience**.
- We get your message in front of the right people: our industry-standard [e-newsletter](#) goes out to 8,000+ people every Tuesday - and sees Open Rates that average 20%.
- Your content lives on, on our [website](#). The content is search-engine optimized, and easily found - today, next week, next year, and beyond -- on a custom page that is branded with your ad banners.
- Beyond the clear value of having your content featured in our e-newsletter and living on our site, we also strongly recommend that you leverage the content we publish for use on your own website, in your own newsletters and blogs, and in your marketing and sales pieces -- giving you the added gravitas of being able to point out that content about your company has been featured in a trusted industry resource!

**Our newly revamped website** -- [FleetManagementWeekly.com](http://FleetManagementWeekly.com) -- is a premium site that's all about fleet. A lively, engaging repository of Articles, Videos, and Thought Leadership pieces that we've published throughout the last decade -- content on the website is easily searched and found.

Contact Ted Roberts today at [ted@automotivedigest.com](mailto:ted@automotivedigest.com) or (415) 269-8415 to learn more about Content Marketing in Fleet Management Weekly.

## Target Fleet Professionals with 100% Accuracy & Win Them Over

Why are we so certain that Fleet Management Weekly delivers 100% accuracy when targeting fleet professionals?



Take a look at our numbers:

- Our readership of over 8,000 is entirely composed of fleet-focused professionals, and those readers are highly engaged.
- 61% of our readers are charged with managing fleets, directly or indirectly.
- 42% of our readers directly manage fleets. Readers managing fleets span both Corporate and Government fleets (approximately 52% Corporate, and 48% Government).
- Nearly one-fifth (19%) of our readers are VP level or above, ensuring your content and advertising are reaching key decision-makers.

Want to know more about what FMW can do for you? Check out our updated [Media Kit](#).

Contact Ted Roberts today at [ted@automotivedigest.com](mailto:ted@automotivedigest.com) or (415) 269-8415 to learn more about targeting the highly engaged fleet-only audience of Fleet Management Weekly.

## Thought Leadership Attracts & Engages Your Audience

If your audience is fleet professionals, then our audience = your audience.

And one of the best ways to reach and engage your audience is with excellent Thought Leadership content, a key component of every single issue of our Fleet Management Weekly e-newsletter.



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At FMW, we feature Thought Leadership columns on topics including Fleet Marketing, Global Fleets, Sustainability, The Fleet Customer Experience, Accident Management, and more - and there are still sponsorship opportunities available.

For a good example of FMW's Thought Leadership content, check out this timely Customer Experience column from Jeof Bean:

**Big Data Improves Customer Experience and Your Business**  
*by Jeof Bean, Customer Experience Expert and Author*

"Big data" is one of the latest buzz phrases in business today. Cheaper computer storage and faster processing times let you analyze vast amounts of data more efficiently and more effectively than in the past.

Google has enormous data that it uses in a myriad of ways. It uses its GPS data to measure and improve traffic routes. From the data gained through search results, Google can make amazing predictions of where the next flu outbreak will occur. It uses millions of voice interactions in its creation of speech recognition software.

But not just Internet-based companies use big data to fine-tune their customer experience. Weather Channel (The Weather Company), Coca Cola, UPS, and Big Lots are some of the businesses that make use of big data from their own experience as well as purchased data to refresh their value and experience.

You can make your own big data portfolio from data from multiple sources. It can be industry data, data about how your customers use the Internet, data about businesses trends, challenges and lives of your existing and potential customers. [READ MORE](#)

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## Make FMW a Key Part of Your 2016 Marketing Budget -- We're Ready to Deliver!



Ready to set up a customized, impactful Content Marketing and Advertising program that gets your message in front of the right fleet industry decision-makers -- and moves the bar?

You'll be pleasantly surprised at the affordability of FMW's offerings. **But we think you're going to be even happier with the results we deliver!**

Contact Ted Roberts today at [ted@automotivedigest.com](mailto:ted@automotivedigest.com) or (415) 269-8415 to find out more.

FMW wants to be your secret weapon when it comes to effectively, economically targeting fleet managers.

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