

Telling Your Story to Manage Your Brand

BUILDING TRUST, RECRUITING TALENT,
AND STANDING OUT IN TRANSPORTATION



Branding vs Marketing

KNOW THE DIFFERENCE

Branding

- Identity
- Story
- Reputation
- Perception
- Promise

Marketing

- Communication
- Tactics
- Campaigns
- Messaging



THE LEADER IN FOOD INGREDIENT TRANSPORTATION

As a family owned and operated company since 1966, Oakley Transport offers superior care for the food and ingredient transportation services in the United States, Canada, and Mexico with contemporary logistic services, the pride of ownership being a transportation leader in quality, safety, and driver appreciation.



Let that be the "Oakley Way."

"The execution of our quality customer care initiative allows us not only to meet our customer's expectations but to exceed them."

-Thomas E. Oakley
President & CEO

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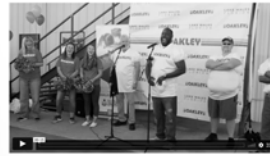
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DRIVERS

Oakley Transport offers best-in-class pay, benefits, equipment, and better flexibility. Join our Family today and better your career and quality of life.

CURRENT OPPORTUNITIES



CUSTOMERS

Oakley Transport, Inc. is a full-service, dedicated food grade carrier with real-time shipment tracking.

SERVICES



DRIVERS

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SERVICES

CONTACT US

Headquartered in Irving, Texas, Oakley Transport is a family owned and operated company since 1966.

CONTACT US

Oakley Transport, Inc.
107 Oakley Blvd.
Irving, Texas 75039
Tel: 972.258.8833
Fax: 972.258.8838



Thomas E. Oakley, President & CEO | Bob Oakley, CEO

OAKLEY ABOUT CUSTOMERS DRIVERS NEW DRIVERS CAREERS NEWS BLOG CONTACT US REQUEST A QUOTE

CUSTOMERS

SERVICES

Oakley Transport is a full-service, dedicated food ingredient carrier serving the United States, Canada, Mexico, and the Caribbean. We are large enough to be a significant presence in the food grade industry but small enough to connect with our customers in a personal way.

At Oakley Transport, Inc., customer satisfaction is at the core of our business model. We offer exemplary service while maintaining a strong dedication to achieve excellence in all that we do. We have continuous process improvement in all we do with numerous certifications for quality and awards.

We operate carrier yards with ISO 9001 food grade carrier equipment with in-house fleet support and address your needs. Our fleet consists of modern equipment to transport general food grade products. Our fleet is available for your use. We also provide on-site support. We also provide emergency services and operate in dedicated projects to serve our partners.

DEDICATED SOLUTIONS

Choose to replace your fleet with an Oakley Dedicated fleet of modern equipment serving your needs and needs to accommodate growth or surge in demand for your products.

Our logistics experts will help you maximize efficiency and savings through our network modeling, optimization, scheduling, and process analysis to deliver real savings from your transportation network.

With our industry leading technology, we exceed customer expectations daily with our Regional Relay System (RRS) tracking all units, Canada, and Mexico in real time. We take pride in our customer and client relationships based on a foundation of integrity, respect, and quality. We call that the "Oakley Way."

LEARN MORE

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A smartphone mockup displaying a sponsored job listing for Oakley Transport. The listing includes the company name, a 'Sponsored' label, and a unique ID. It features a list of benefits and requirements, a video thumbnail showing a woman in a red shirt standing next to a truck, and a call-to-action button.

Oakley Transport
Sponsored
ID: 711020787354763

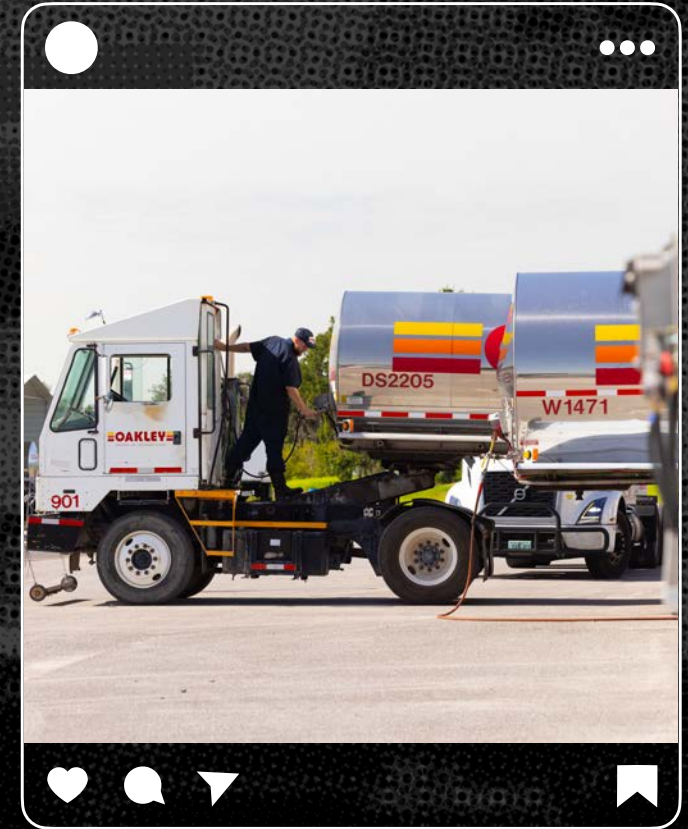
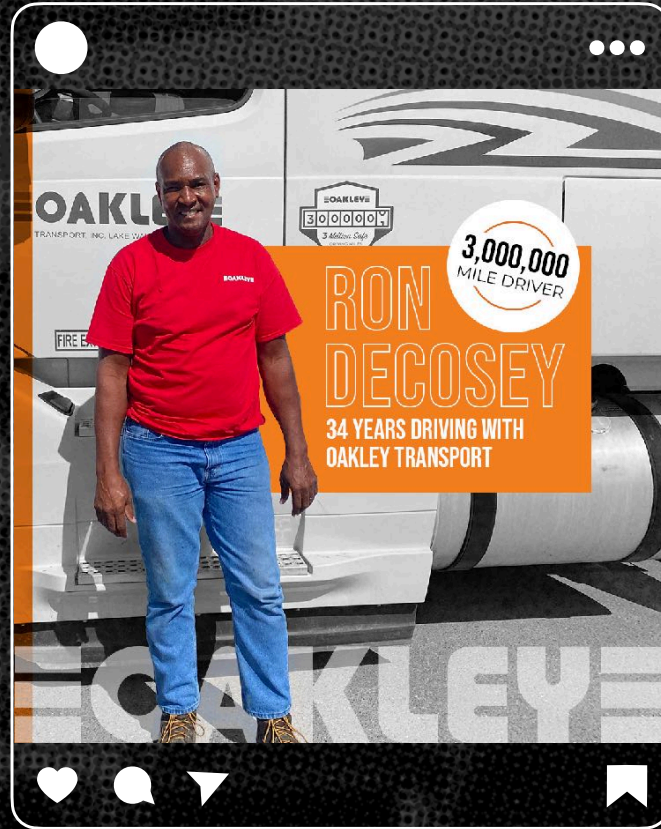
- Excellent pay packages!
- Up to \$400 per day / \$2,200 per week
- Safe Driving Performance program up to .06 cpm
- \$300 orientation incentive + paid orientation

Clean driving record with 1 year of verifiable experience in the last 5 years...

4140
KLEY
P81 110 lbs

OAKLEYTRANSPORT.COM
Highest Tanker Pay Ever!
Be one of America's hauling heroes with the Oakley Transport team.

Apply Now



The Components of a Compelling Story

1. Character (Customer)
2. Problem / Pain
3. Guide (You)
4. Plan (How you help)
5. Call to Action
6. Stakes: Success vs failure



The Components of a Compelling Story

When you see this, who comes to mind?



The Components of a Compelling Story

When you see this, who comes to mind?



Your Guide, who provided a real solution.



Story Telling

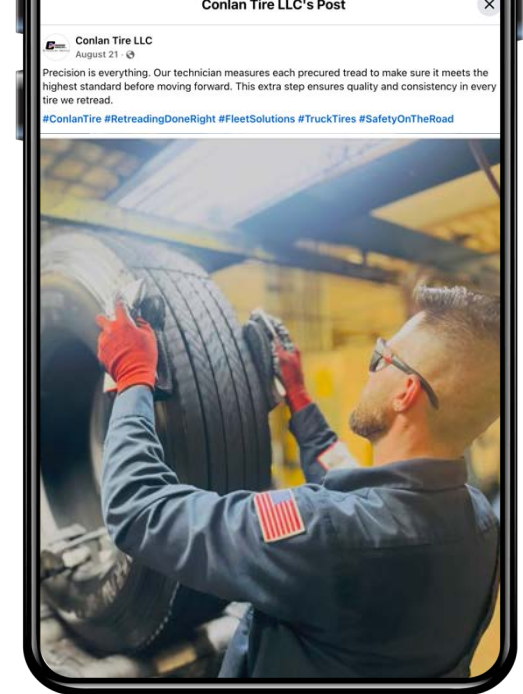
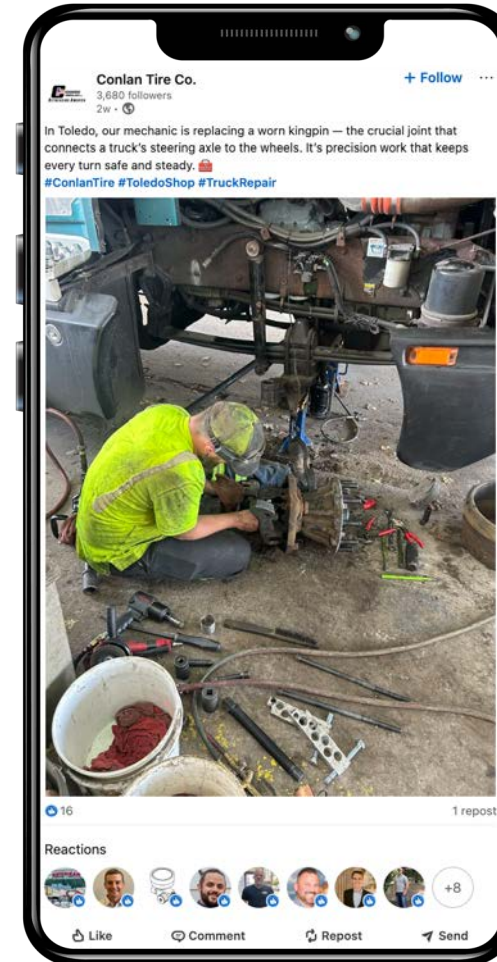
NOT JUST FOR CONSUMER BRANDS

Traditional B2B Content

- Features
- Facts
- Credentials
- Stats
- Industry Jargon

Storytelling

- Focuses on the Customer Journey
- Shows Why Your Work Matters
- What is at Stake if Nothing Changes
- Creates Emotional Connection
- Enhances Retention
- Clarity in Decision Making





**Your Content is
Already Waiting**

Branding + Content Based Recruiting

USE STORYTELLING TO BRING IN THE RIGHT TALENT



Quality of Life



Company Culture & Values



Part of the Bigger Picture / Value



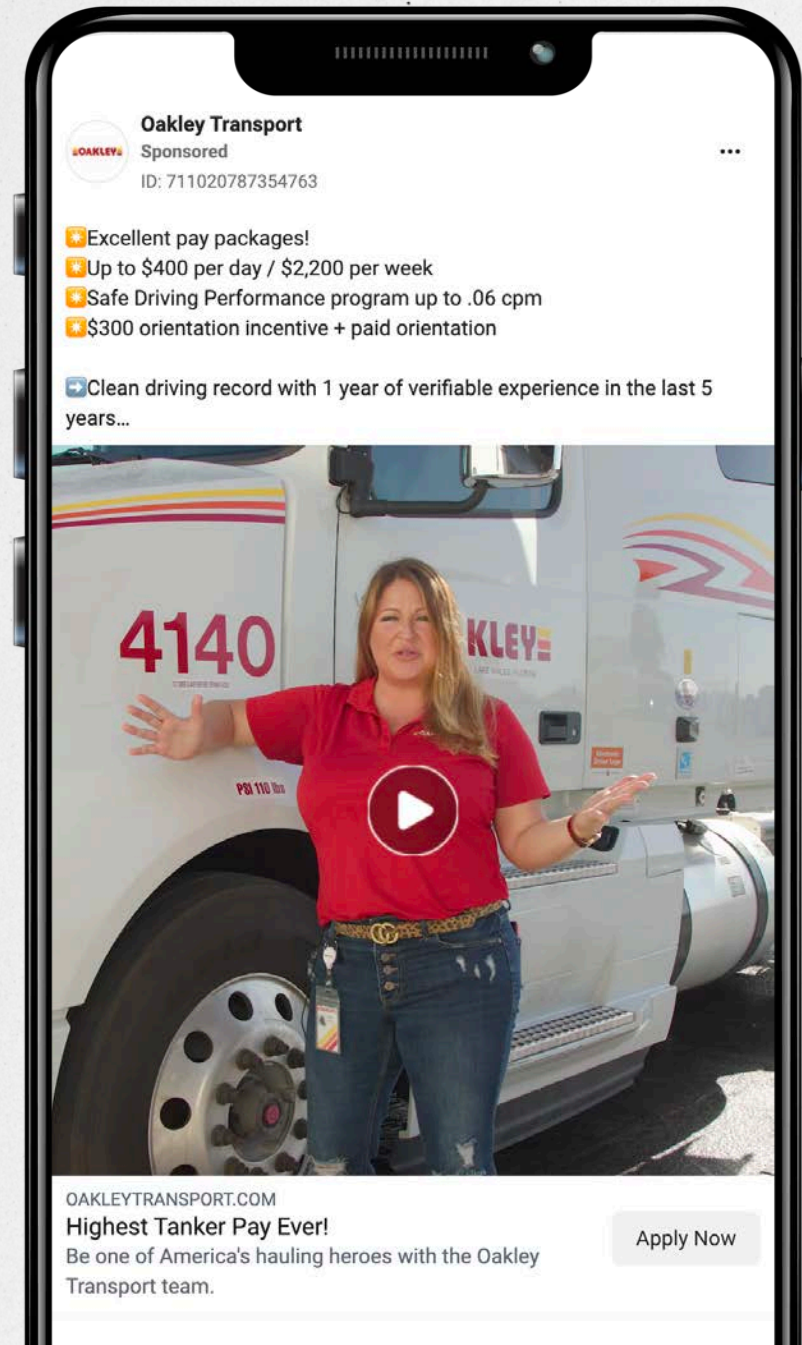
Envision Joining the Team



Platform Strategy: Where to Show Your Story

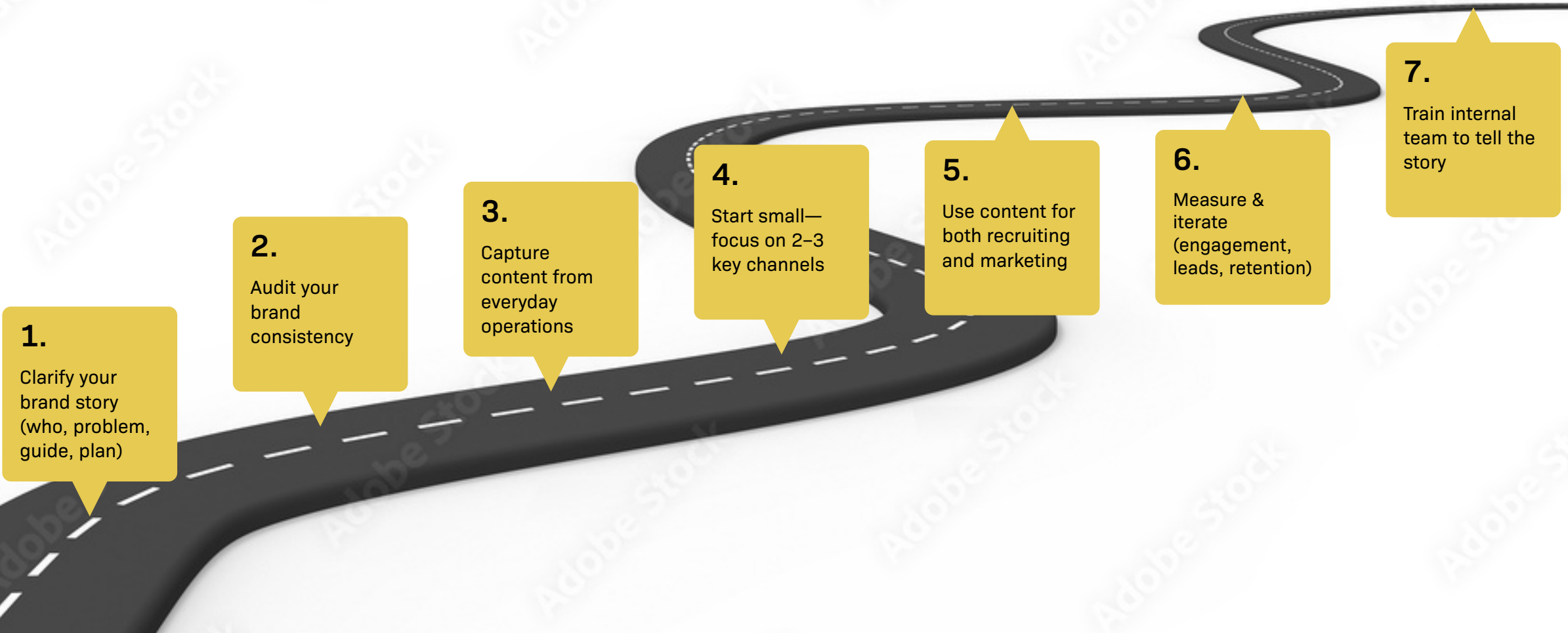
CONSISTENCY ACROSS YOUR CHANNELS + STRATEGY

1. **Website:** Your "Home Base"
2. **LinkedIn:** B2B, Clients, Logistics Partners, Recruiting
3. **Facebook/Instagram:** Engagement, Culture, People, Recruiting
4. **YouTube/Video:** Brand Story, Educational Content, Establish/ Reinforce Credibility
5. **Blog:** Brand Story, Educational Content, Establish/Reinforce Credibility
6. **Paid Channels:** Google Ads, Social Ads, etc.



Your Roadmap to Telling Your Story

ACTIONABLE ITEMS



1

Diagnose your brand story

2

Pick a channel to start

3

Capture real content

4

**Reach out—we'd love
to help you build it**

