



# Innovative Digital Solutions for Logistics Companies

Prepared by

**Asset.Digital**



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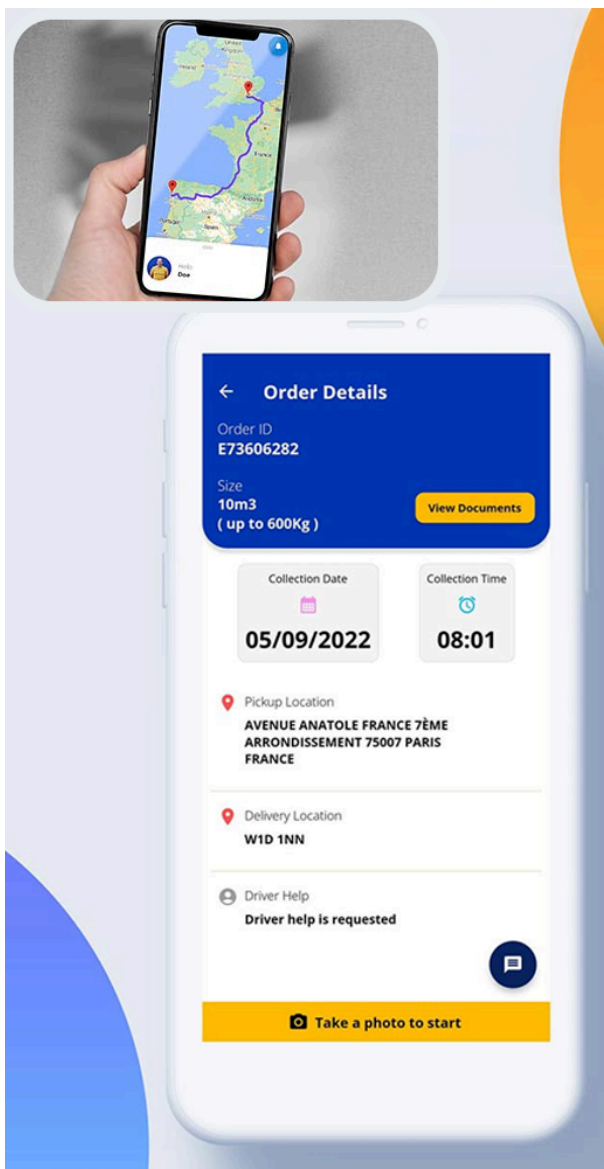


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# About Asset Digital

At Asset Digital, we specialise in providing tailored digital solutions to logistics companies across the UK, EU and Brazil. Our comprehensive services help logistics businesses enhance their online presence, generate high-quality leads, and automate operations with cutting-edge digital tools.

Our team of experts possesses a deep understanding of the logistics industry and offers customised solutions to address key challenges such as operational efficiency, fleet management, and lead generation.



## Why Choose Us for Your Logistics Business?

- **Industry-Specific Expertise:** We understand the unique challenges faced by logistics companies and provide tailored solutions to meet your business needs.
- **Proven Results:** Our strategies have successfully helped logistics businesses across the UK & EU improve their online visibility and attract more clients.
- **Cost-Effective Solutions:** We offer affordable, high-impact services designed to maximize your return on investment and support long-term growth.

# Team Expertise



**Michael Pawlicki**  
CEO & Strategy  
Manager



**Pawel Paliwoda**  
IT Security  
Consultant



**Rangana Prasad**  
Software  
Engineer



**Kusal Vimukthi**  
Lead UI/UX  
Engineer



**Lahiru Tharaka**  
SEO Specialist



**Alexandre Suzano**  
Partner and  
Solicitor



**Kaushalya Sapugoda**  
UX/UI  
Designer



**Prasadini Abhayasinghe**  
Administration  
Manager

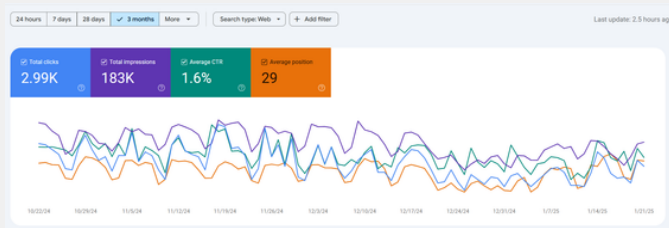
# Featured Projects **Europe Express**



## Challenge

Europe Express faced several operational and online challenges that impacted efficiency and customer experience:

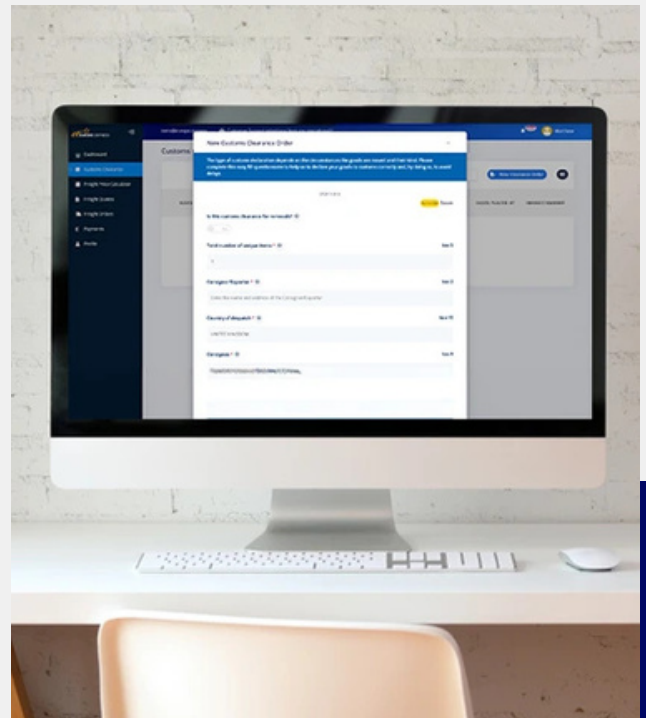
- **Delivery and Driver Management Issues:** Inefficient order and driver tracking affected service reliability
- **Inefficient Customs Clearance Processes:** Manual workflows and reliance on Excel sheets led to inefficiencies and delays.
- **Outdated Website:** The company's old website hindered online visibility and customer engagement.



Performance on search results

## Results

- **Operational Efficiency:** Reduced delays and improved logistics through mobile app integration.
- **Optimized Customs Clearance:** Faster processing times and resource optimization through automation.
- **Enhanced Digital Presence:** Increased customer engagement and strengthened brand competitiveness.
- **Google Search Results:** We are SERP 1 for ['european express road freight'](#), ['europe express transport'](#), ['express european freight'](#) and other European freight transport related keywords on Google search results page.

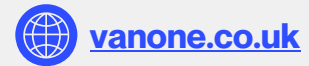


## Solution

Asset Digital executed a comprehensive digital transformation strategy, introducing an innovative mobile app and web-based system:

- **Mobile App for Delivery Management:** Streamlined operations with real-time tracking and updates, improving communication between drivers and customers.
- **Web-Based System for Customs Clearance:** Automated workflows and an instant quotation system for improved efficiency and accuracy.
- **Modern Website Design:** Enhanced usability and digital presence, aligning with industry standards.

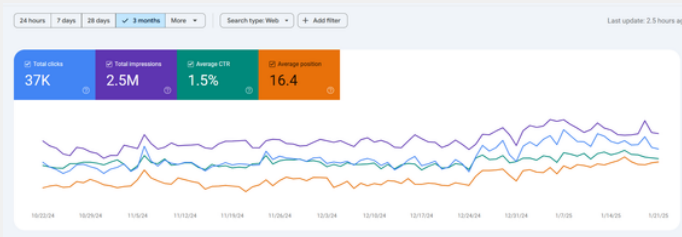
# Featured Projects **VanOne**



## Challenge

VanOne faced operational and online challenges that impacted growth and competitiveness:

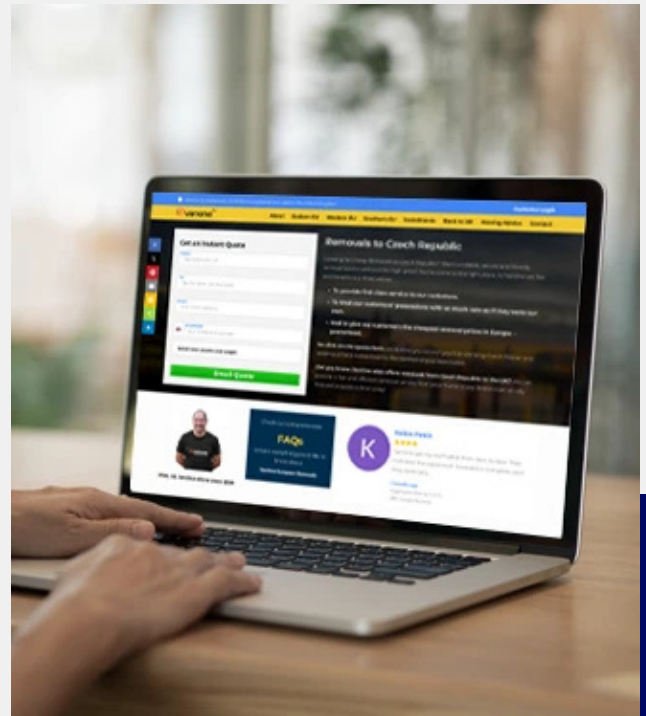
- **Driver Management Issues:** Difficulty in updating driver details and providing real-time updates.
- **Manual Process Inefficiencies:** Reliance on Excel sheets and manual workflows led to wasted time and resources.
- **Declining Organic Traffic:** Intense competition resulted in a significant drop in organic traffic in Q1 2024.
- **Reduced Sales:** Lower search engine rankings negatively affected sales.
- **Outdated Content:** Lack of fresh content and blog updates hindered online visibility.



Performance on search results

## Results

- **Efficient Operations:** Real-time updates improved driver management and reduced administrative overhead.
- **Traffic Recovery:** SEO efforts restored organic traffic to higher levels.
- **Higher SERP Rankings:** Improved visibility, generating more qualified leads.
- **Increased Engagement:** Regular content updates attracted more visitors and improved user engagement.
- **Google Search Results:** We are SERP 1 for '[removals to hungary](#)', SERP 2 for '[removals to brazil](#)', SERP 2 on mobile devices for '[removals to austria](#)' and other European removals-related keywords on the Google search results page.



## Solution

To address these challenges, Asset Digital implemented a comprehensive digital transformation strategy:

- **Mobile App for Drivers:** Streamlined operations with real-time updates and efficient tracking.
- **Web System Automation:** Automated removal service processes to replace manual workflows and enhance efficiency.
- **SEO and Backlink Strategy:** Improved rankings through targeted SEO and backlink campaigns.
- **Optimized Service Pages:** Enhanced service pages to drive targeted traffic.
- **Content Publishing Plan:** Consistent updates and new content to boost engagement and visibility.

# Our Services for Logistics Companies



## **Web Development**

We create modern, responsive websites specifically designed for logistics businesses. Our websites showcase your services, client testimonials, and tracking features to attract and retain customers.



## **Artificial Intelligence (AI) Solutions**

Leverage AI to automate fleet scheduling, customer support, and inventory management. Our AI solutions help you streamline operations and reduce administrative workload.



## **Lead Generation for Logistics Companies**

Our lead generation services focus on driving high-quality prospects to your logistics business through targeted online campaigns.



## **Search Engine Optimization (SEO)**

We optimise your website to rank higher in search results for logistics-related queries. Our SEO strategies enhance visibility and drive organic traffic.



### **Video Marketing for Logistics Services**

Showcase your expertise through engaging video content, including service demonstrations and customer testimonials to build trust and engagement.



### **Pay-Per-Click Advertising (PPC)**

Get instant visibility with our targeted PPC campaigns. We create ads that drive traffic to your logistics website and ensure the best return on investment.



### **Reputation Management for Logistics Businesses**

Maintain a positive online image by managing customer reviews and social media presence to build trust and credibility.



### **Mobile App Development for Logistics Services**

We design mobile apps that allow customers to track shipments, receive notifications, and make payments, improving the overall experience.



### **Digital Strategy Consulting**

Navigate the digital landscape with confidence. Our expert consulting services provide insights and strategies to help your logistics business achieve sustainable growth.

# The Digital Landscape for Logistics Companies

## 01. Importance of a Digital Presence

A strong digital presence:

- Builds credibility.
- Ensures accessibility anytime, anywhere.
- Drives local customer acquisition.

## 02. Trends in the Logistics Industry

- Mobile-friendly websites are essential for on-the-go tracking.
- AI-powered solutions enhance operational efficiency.
- Local SEO strategies drive more relevant traffic.

## 03. The Role of Technology

- AI chatbots improve customer interaction.
- Online booking systems save time for both customers and businesses.
- Data analytics helps refine logistics strategies.

## Customer Testimonials

**Lennart Lohmus, Europe Express**

*"Asset Digital has transformed our logistics operations. We have seen significant improvements in our efficiency and customer engagement."*



# HOW WE WORK

**STEP  
01**

**Comprehensive  
Consultation**

We analyse your logistics business, identify opportunities, and understand your goals to provide a strategic foundation for success.

**STEP  
02**

**Tailored Strategy  
Development**

Our team crafts a customised digital strategy incorporating web design, SEO, and lead generation tailored to your specific needs.

**STEP  
03**

**Seamless  
Implementation**

We execute each element of your strategy with precision, from building a professional website to launching targeted marketing campaigns.


**STEP  
04**

**Performance  
Monitoring &  
Optimization**

Our experts continuously track performance metrics, fine-tuning strategies to enhance lead generation, customer engagement, and overall ROI.


# How to Contact Us




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