



THE VOICE

JANUARY 2022

The Official HTA Newsletter

ISSUE NO. 26

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Get Inspired With These Creative Driver Recruiting Ideas



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Like recruiters across all industries, CDL driver recruiters have faced their fair share of setbacks this year. On top of the ongoing driver shortage, a widespread hunt for qualified labor has made finding and hiring drivers even more competitive. If you're looking for new ways to stand out from the crowd, here are some creative driver recruiting ideas to try out this year:

- **Get your current drivers involved.** Your current drivers can be one of your most powerful recruiting tools. Connect applicants with current drivers to ask questions and learn more about the actual life with your company. Highlight drivers on your website, social channels, and in recruiting materials.
- **Go multi-channel with your messaging.** Instead of posting paragraphs and pages online with your team and/or role details, use multiple channels! Post videos of the 'day in the life of a driver', use sound bites from team members, and include photos of your corporate culture.
- **Connect with applicants through thought leadership.** Looking for new channels to connect with drivers can be tricky, so why not leverage channels that you're already using? Set up an educational newsletter to engage drivers with thought leadership content - information valuable to them in their career.
- **Set up (or attend) virtual events and job fairs.** As virtual events are experiencing a true moment in the spotlight, recruiters can leverage this technology to connect with potential new drivers. Make sure you're attending any virtual job fairs that make sense with your team and even think about hosting one if you feel you have the pipeline to support it.
- **Leverage social media.** Social channels are exploding right now, and your team needs to have a consistent online presence to stay top-of-mind with drivers. Set up LinkedIn and Instagram accounts, and post frequently enough that drivers will check back in to see what's new with your team (and are notified when updates occur).
- **Leverage chatbots and AI technology.** To stay connected with applicants even during off-hours, set up an AI-powered chatbot on your website to keep in touch. By 'teaching' your chatbot how to answer questions, your team can engage with drivers at any time.

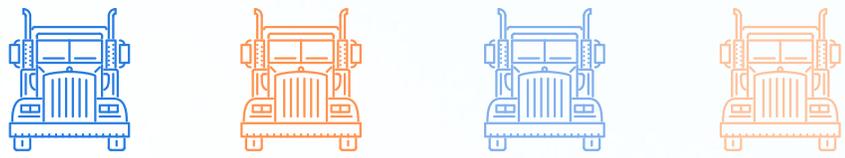
- **Build a steady referral pipeline.** Referrals can be an excellent way for your team to find qualified drivers, especially if your current drivers are happy and content. Building a solid referral program – with a good referral bonus attached – can ensure new drivers are always on tap for recruitment.
- **Work with recruiting networks.** CDL driver recruiters can also work strategically with different networks to find qualified applicants. Student organizations, veteran groups, and other specific networks like this are great for partnering to find new applicants.

Ready for a modern driver recruiting strategy?

DriverReach is the modern recruiting management platform for driver recruiting teams to deliver a best-in-class, driver-centric recruiting experience to applicants. From optimizing a seamless online application process to engaging with drivers where and when they want to connect, your team can leverage the DriverReach platform to build amazing recruiting experiences. Get started today to learn new, creative ways to leverage DriverReach! [Learn more now.](#)

Stay up to date on CDL trucking trends! Be sure to check out the [DriverReach](#) blog for other relevant articles and head over to our [webinars page](#) for an up-to-date list of upcoming events and on-demand recordings.

Interested in seeing DriverReach's modern Recruiting and Compliance Management System in action? [Request a demo!](#)





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Letting Truckers be Truckers

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So much has changed in our industry, and for many drayage companies, these additional administrative, equipment, and other challenges can be backbreaking. As a trucker, what do you need to be successful? At Cargomatic, we are on a mission to let truckers be truckers again by helping solve your issues and allow you to do what you do best... move freight!

There's no "one size fits all" answer to what truckers want and need. That said, there's one thing that we hear time and time again: Consistency is crucial. Predictable volume, with competitive rates and long-term work – as well as the freedom to choose lanes that fit your business model – allows you to focus on why you became a trucker in the first place. Cargomatic's marketplace can give you the support you need to do this.

Our Capacity team has the deep logistics expertise and shipper relationships needed to find you the lanes you want, when you want. They know all too well the challenges of building a business and retaining drivers relying on spot-freight and small volume customers. It's unpredictable, and can negatively impact your cash-flow and driver retention. That's why their job is to make sure you're doing work that is predictable enough to build a business around. Our charge is to connect carriers of all sizes to the freight you want.

At Cargomatic, size doesn't matter. Our new Carrier Success team is there to ensure that regardless of fleet size you receive the same level of service. Whether it is finding quick pay solutions, support services and help navigating the industry, or helping you grow your business in an existing or new market... we are here to make sure you have the tools and business opportunities you need to be successful.

Are you a small business looking for big opportunities? Then visit us at cargomatic.com to learn more about how our marketplace works. You can also complete our quick form and someone on our Carrier Success team will be in touch right away.

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Mark your calendar!

SoCal Membership Meeting
Sponsored by Port of Long Beach
February 16th, 2022
Shoreline Yacht Club

Please join us as POLB, POLA & PortCheck provide updates pertaining the Clean Truck Fee (CTF), which is set to begin April 1, 2022.

[> REGISTER NOW](#)

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