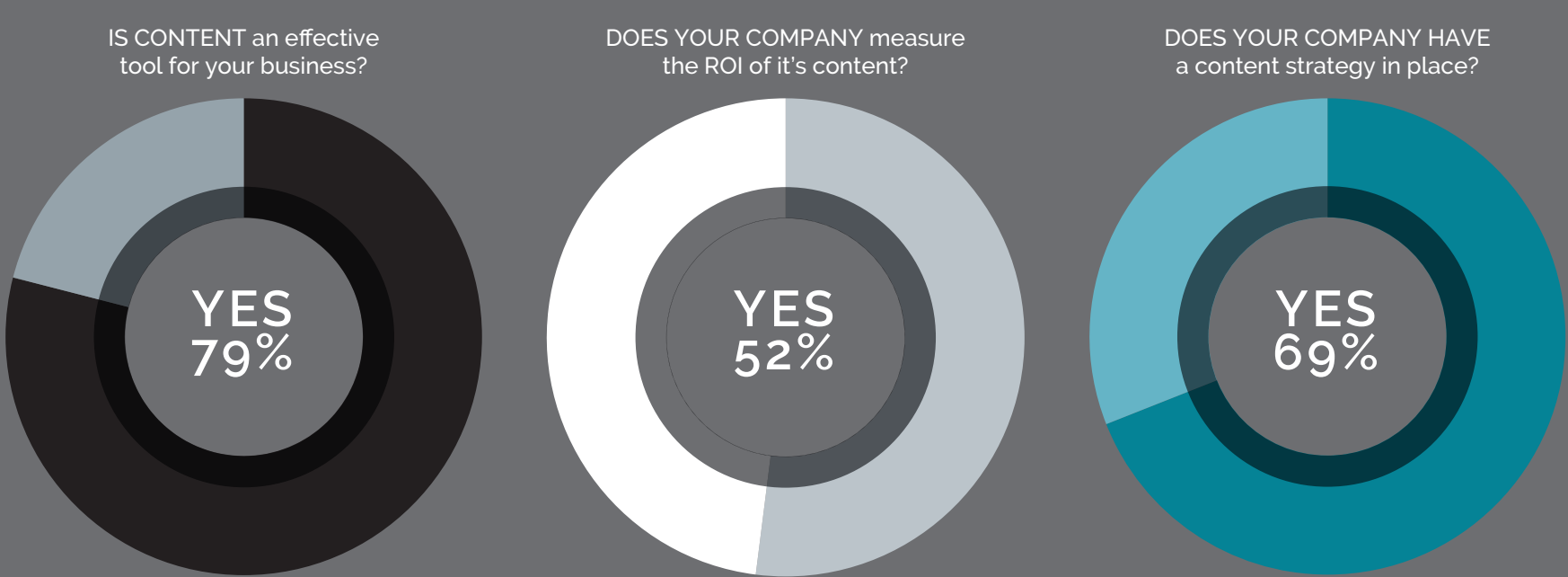


THE ROLE OF CONTENT IN THE LOGISTICS & SUPPLY CHAIN INDUSTRIES

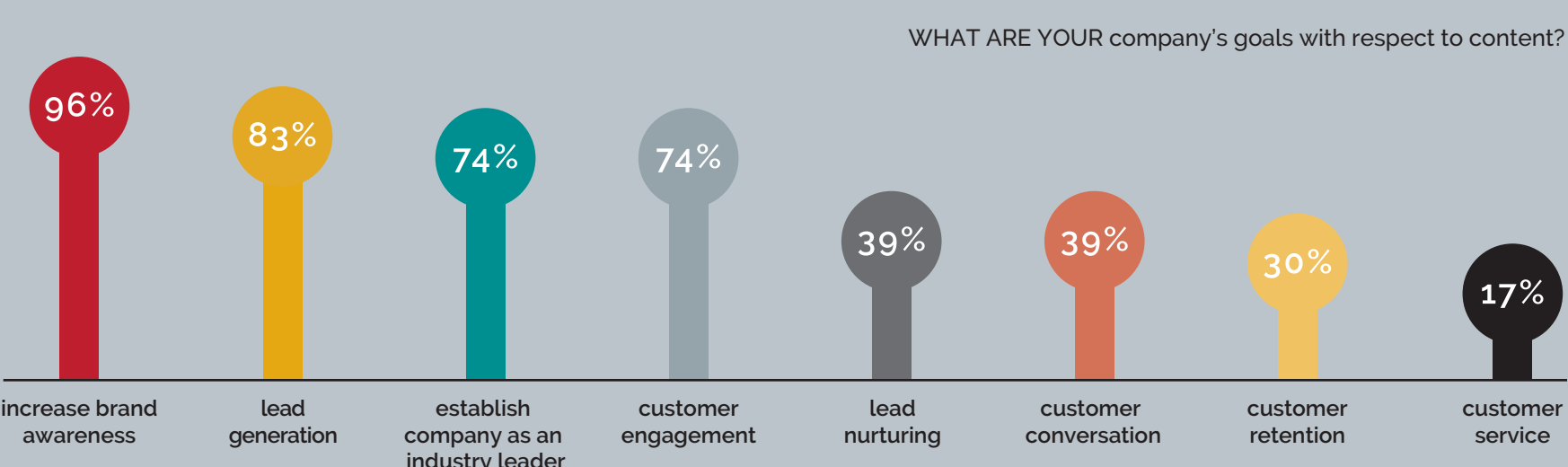
RECENT CULTURAL SHIFTS AND ADVANCES IN DIGITAL TECHNOLOGY HAVE PUSHED ASIDE TRADITIONAL METHODS OF COMMUNICATION AND GIVEN WAY TO THE RISE OF A NEW TYPE OF COMMUNICATION STRATEGY — ONE THAT PUTS CONTENT AT THE VERY CENTER.

FRONETICS CONDUCTED A SURVEY TO EXPLORE THE ROLE OF CONTENT MESSAGING WITHIN THE LOGISTICS AND SUPPLY CHAIN INDUSTRIES. SOME OF THE KEY FINDINGS ARE HIGHLIGHTED BELOW.

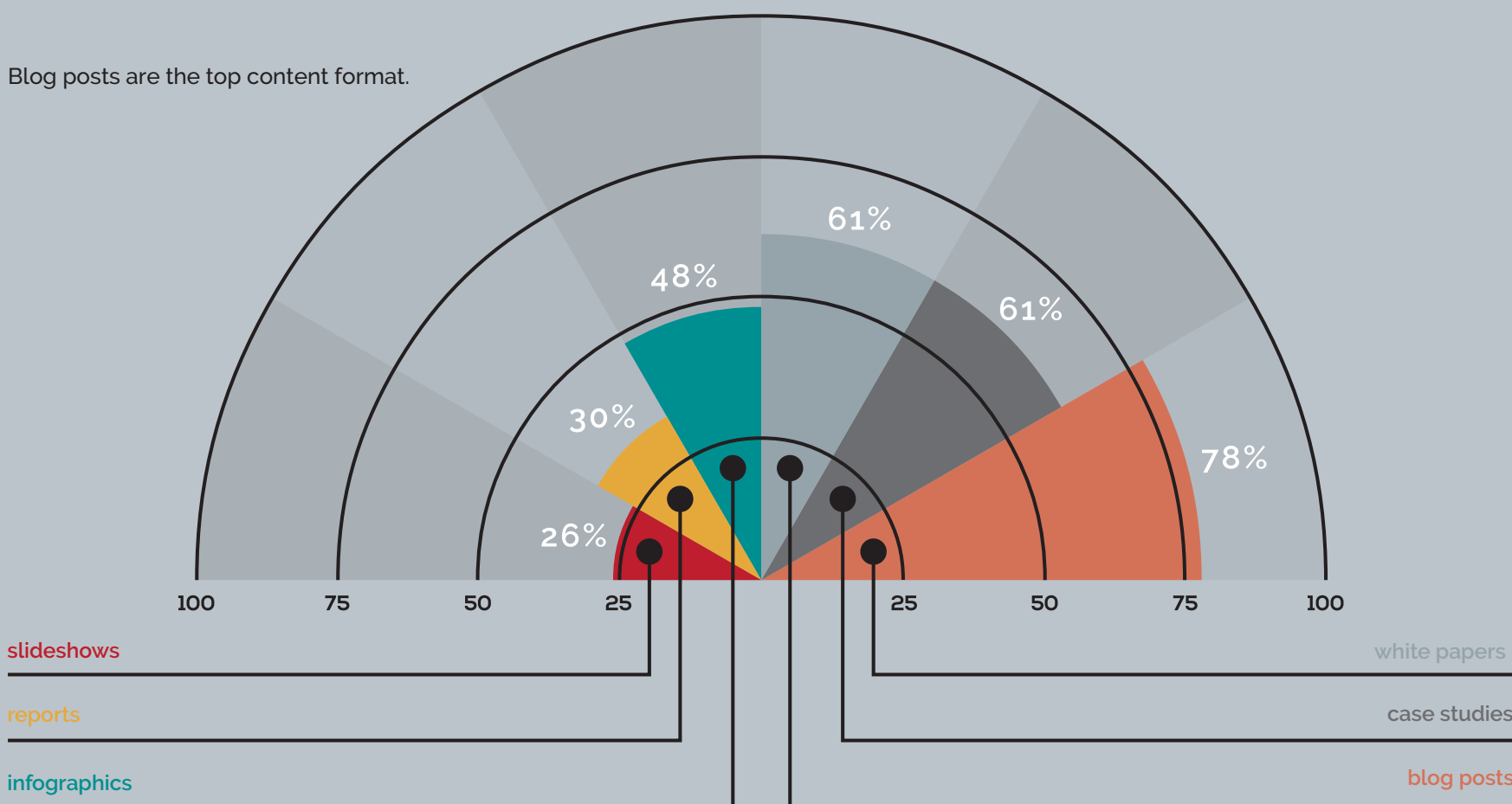
TOOLS AND STRATEGIES.



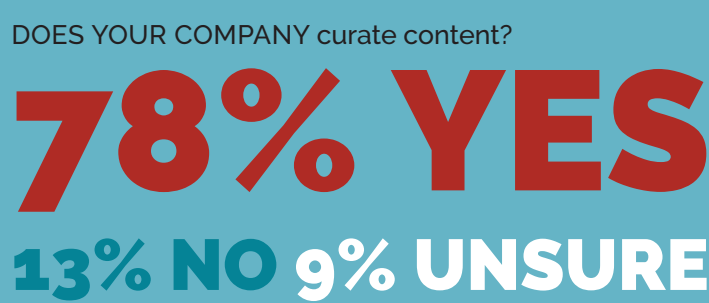
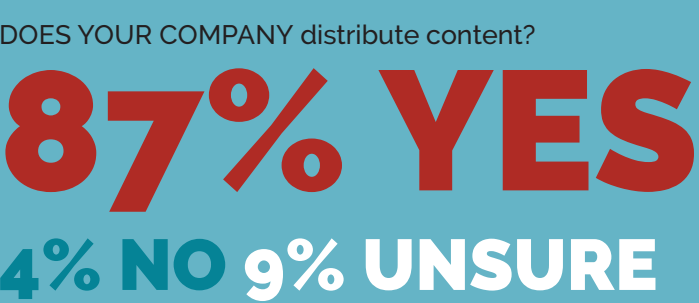
CONTENT GOALS AND FORMATS.



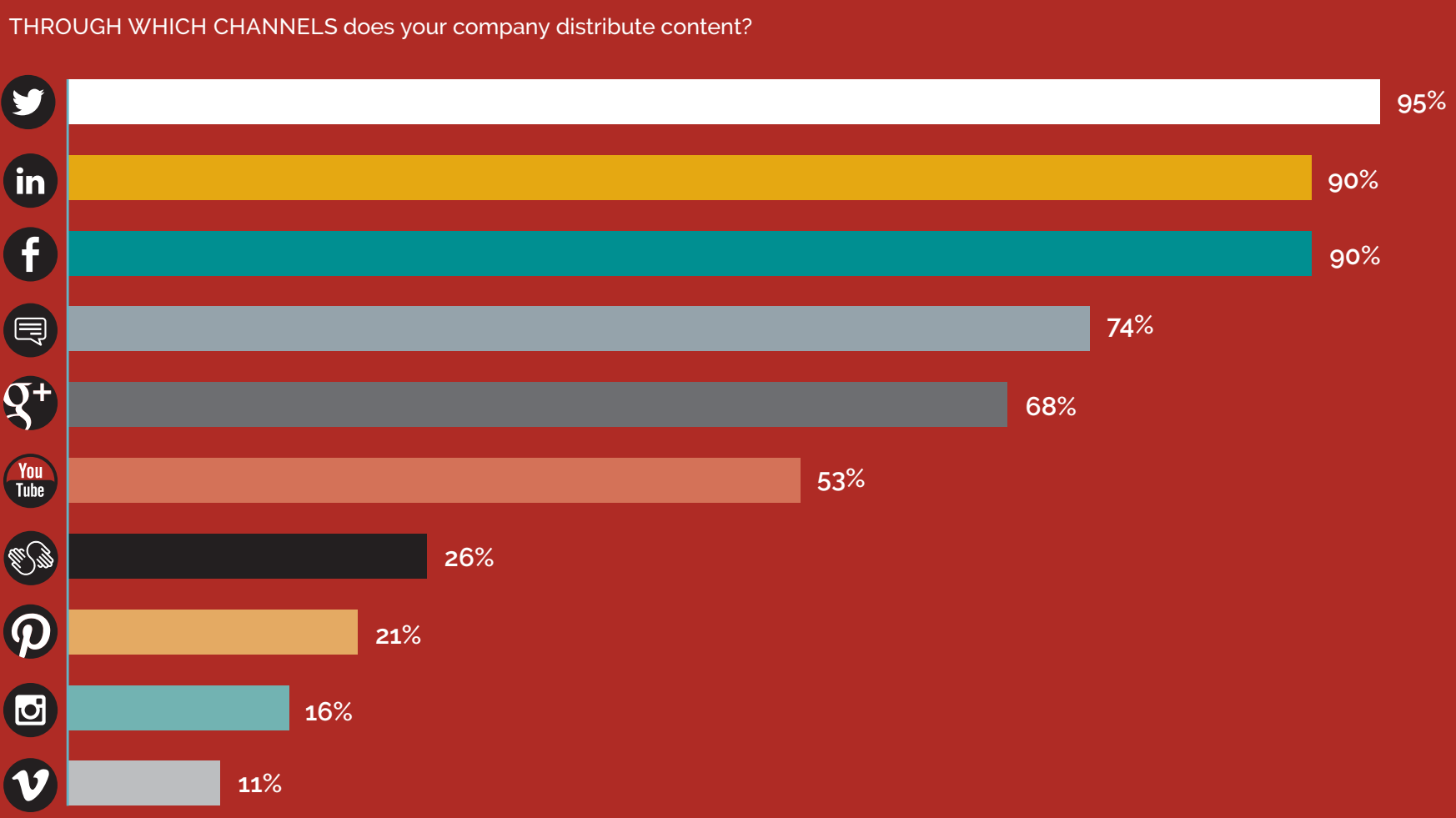
Blog posts are the top content format.



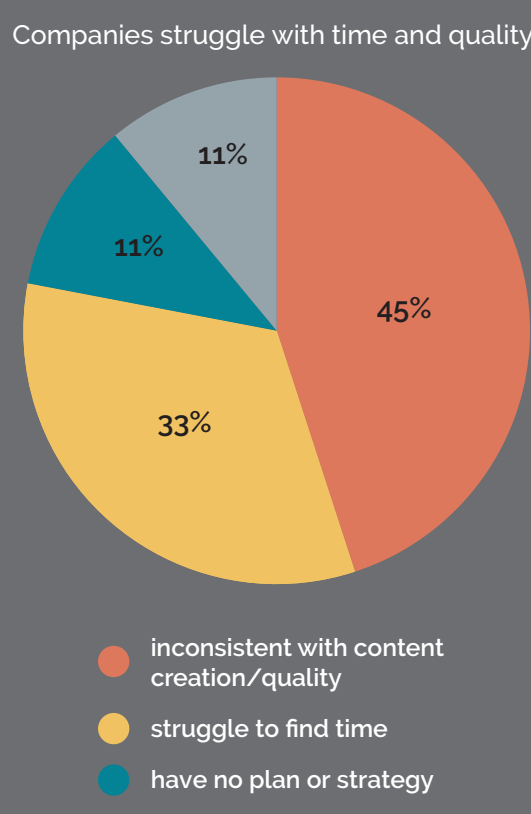
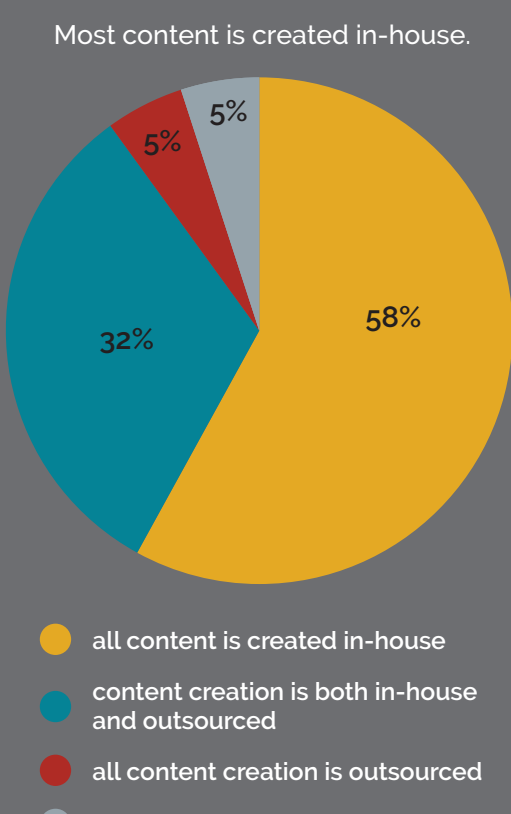
CONTENT DISTRIBUTION AND CURATION.



CONTENT DISTRIBUTION CHANNELS.



CONTENT CREATION & CHALLENGES.



References

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