

QUARTERLY NEWSLETTER

Q2/2017

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LOGISTICS NETWORK**
2ND YEAR RUNNING

▶ MEMBERS
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BUSINESS
TOO GOOD
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GUIDE TO
**DIGITAL
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PLUS

NETWORK MOVES
AND NEWS

- ELITE
- PROJECTS
- CRITICAL



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From our graphic designers to our
writers and our social media managers
X2 Global Media is dedicated to
communicating your brand message.

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X2 Global Media
CREATIVE DIGITAL AGENCY

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MESSAGE FROM

RICHARD OVERTON

Dear All X2 Colleagues,

Welcome to the 2nd issue of 2017 for the X2 Quarterly Newsletter! We are now 7 months into the year and for many of you around the world enjoying some summer breaks with family and friends. Q1 and Q2 have allowed us to further understand the areas needed for improvement of the group and also the multitude of opportunity that we see moving into Q3. It's been 5 months since we all came together for our 4th Annual X2 Conference in February and I am delighted and excited to let you all know that we have finally found the perfect location for our 5th anniversary and celebration for X2's next annual conference. For more details on this event please take a look at www.x2conference.com or [read more in the blog](#). We are really throwing everything at this next conference and I am confident that you will be happy! Not only will it be a very professional meeting space it will also allow for family holidays on the beach and new experiences for all! Any questions please take a look at <http://x2conference.com/faq/>.

The theme will be "Rising Above"!

Further to hosting the 4th Annual Conference we also held our 3rd X2 Europe meeting in Antwerp in April and we have now re-arranged our 1st X2 SEA regional meet up to be on October 4th during the FIATA congress week in Kuala Lumpur. Our aim is to maintain that vibe and spirit of the group whenever possible post and pre annual conference! As we have mentioned to our members many times, our aim is to ensure that all members work together and we assist and support you when you do so. But all of this would never happen if the members do not have the same goals and attitude.



This Q2 X2 Newsletter issue continues to support and highlight members news and celebrates many of our members business anniversaries as well as reinforcing how much we do as a team to get you our members into the global press and into the eyes of social media.

New developments to watch out for in the upcoming months are ...X2 Freight our new online rates system ...X2 Platinum rewards for conference delegates ...the official announcement of X2 Premier and many other new items that will be implemented prior to year end.

I would like to finish off by reiterating my belief in X2 and its members by reminding you all once again that "X2 isn't just any network. It's not just a platform. It is a community. It is a culture." One that we have developed together globally. One that cannot be replicated.

Please remember that "Networking is not just about collecting contacts ...it's about planting relations"

Thank you to all of you and hope to see many of you in KL for our 1st X2 SEA meet up during FIATA Congress week!

Warm Regards,

Richard Overton
CEO of X2 Logistics Networks

A different class of Freight Forwarder



INTRODUCING

X2
PREMIER

TOP TIER X2 MEMBERS

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www.x2premier.com



X2 GROUP HOSTS SUCCESSFUL 2ND ANNUAL X2 EUROPE EVENT

X2 Europe 2017 attracted some solid X2 agents from many countries throughout Europe & around the World.

The event was hosted at the Ramada Plaza Antwerp, Belgium on the 24th of April. X2 Europe took place during Break Bulk Europe 2017.





“X2 isn't just any network... it's not just a platform... it is a community ...it is a culture.” One that we have developed together globally. One that cannot be replicated.”

Richard Overton



BEST GLOBAL LOGISTICS NETWORK, 2ND YEAR RUNNING

X2 Group was set up as a business platform for independent freight forwarders from around the world. We caught up with CEO and Founder Richard Overton to find out more about how the firm has evolved since inception to become the success it is today.

Founded in 2012 by Richard Overton, X2 Group had its beginnings with X2 Logistics Networks and within three short years has developed and found itself presented with the opportunity to expand into sectors outside of the logistics networking industry. With the X2 Group's 260 square meter main office located in Bangkok's central business district, the company is positioned to grow and expand in order to fulfill its goals as an organization. Richard discusses the firm's history in more detail.

logistics networking approach to the industry. We launched the company in 2012 and from the first quarter of 2013 we started to develop a good foundation of global coverage for the network, with 1:1 Meetings, team-building and social engagement.

Since then we have expanded, and we now offer services that allow for small-to-medium size freight forwarders to compete with multinationals in both capability and presentation. We provide



“The original concept of X2 Group was to create a more dynamic and professional

marketing, public relations and social media services for members at discounted



rates. We also host an Annual Members Conference. As part of our offering we provide personalized services and we also identify our members by name and not by membership registration number. We contact people personally to better understand their experience within the group and also learn what it is we can improve to provide current and future members with the best logistics networking experience possible.”



Technology must be at the core of any successful logistics network that wants to exist in the future.



What truly sets the firm apart is this focus on networking and ensuring that members receive the very highest standards of support and service, as Richard outlines.

“For a freight forwarder considering joining a logistics network, it is wise to consider the infrastructure of the network. It is critical to business success and your ability to reduce risks. X2 Logistics

Networks differentiates itself from the industry through smart investment in the infrastructure. Also trust and reliability as a network are key factors. This is a relationship based business and our focus on the success of members, providing communication tools and professionalism further distinguish the X2 Networks from competitors.”

Moving forward, Richard believes that technology will play a vital part in the success of his firm, as he is eager to outline in his concluding comments.

“Ultimately, technology must be at the core of any successful logistics network that wants to exist in the near future. Admittedly, it can be difficult for those in the freight forwarding industry to grasp some new ideas and concepts, especially for those who are very traditional in their thinking. We provide our members with new technology- based options not available with other networks, and we are also exploring additional new possibilities, including mobile apps.”

The Freight Forwarders

Guide to

Digital Marketing



There is a lot of information in the World. And most of that information can be found on the Internet. The internet is ripe with information, but for some reason the Logistics / Freight-Forwarding industry is hesitant to enter into the World Wide Web. The Logistics Industry is the perfect industry for Digital Marketing because of following 2 reasons:

- **Customer Relationships rely solely on trust. Digital Marketing helps you build said trust**
- **This industry has immense competition, digital marketing allows you to set yourself above the competition by providing a portal to become a thought leader and providing information / facts your followers would appreciate.**

But let us talk a little more about Digital Marketing.

What exactly is Digital Marketing?

Digital Marketing is a term used to define the marketing campaigns that are run online. There are numerous tactics that fall under Digital Marketing, some of them are:

Tactics:

**Search Engine Optimization (SEO)
Content Marketing
Inbound Marketing
Social Media Marketing
Pay-Per-Click (PPC)
Affiliate Marketing
Native Advertising
Marketing Automation
Email Marketing
Online PR**



Planning is the most important aspect of marketing. This is because the Marketing goals must be aligned with the company's corporate goals. Once the marketing goal is set, the digital marketing goal can be planned out.

While the marketing goal is completely aligned with the corporate goal, the digital marketing goals will be aligned with both while using new tools to achieve these goals. Essentially the tools one can use to achieve their digital marketing goals are:

- Set up a user-friendly website that includes a blog, a page to showcase your previous shipments / case studies.
- Identify which social media channels are best for your industry. This can be done by researching where your target market is most active in. X2 has done this research and the results showed that the target audience for the Freight-Forwarding industry are mostly active on LinkedIn.
- Set up respective Social Media accounts and stay active, by sharing blogs from your website, Industry news & case studies.

Below we will discuss some of the most important tactics that will help create your Digital Marketing Strategy and in turn help in achieving your Digital Marketing goals.

Search Engine Optimization (S.E.O) is the process of making your website appear in the first page of all Search Engines. This is based upon certain key phrases that potential clients enter in the search engine. For example if a company specializes in sea freight, their key words would be "Sea Freight", Barge etc. Use Google keyword finder to determine what keywords suit your company best. To make your website SEO friendly, make sure that your keywords are filled in your website. Another method to jump up the ranks on Search engines would be by continuously blogging via your website.



Content Marketing:

Content marketing is an extremely useful tool that can be used to attract leads/ customers and in turn growing your business. This step is extremely crucial in developing a marketing strategy, as it helps you understand important criteria that will work towards your Marketing goals. You can understand buyer personas, keyword development, content creating etc.

Content marketing basically involves the creation, and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.

Social Media Marketing:

Social Media Marketing is fairly new, but every company worth its salt takes social media marketing seriously. There are many reasons for Social Media Marketing being so popular, one of them is that it is one of the most cost effective methods of marketing and helps precisely targets the audience you want to reach. Social Media Marketing allows you to gain a competitive edge, broadcast delays in shipments, weather forecasts, etc.

Email Marketing:

Email Marketing is more traditional (when compared to social media marketing) but it is still an extremely effective tool that can be used to boost your marketing efforts.





This step should be started when you have collected enough leads using the above steps. Once you have an E-Mailing list, you can create commercial posts about your company/brand. This will essentially send your brand name to the inboxes of potential clients who are aware of your brand.

These are only a few methods you can use to help create & achieve your digital marketing goals. Once you get into it, you will find out what works best for your company. And then you can start strategizing around those methods.

Digital Marketing is an absolute must for the B2C industry, but it still hasn't made its mark on the B2B industry. But in less than 5 years the industry is going to change and the crowd will be moving towards digital marketing. It is best to become a first mover in this aspect and by the time it

becomes the norm, you can be a thought leader in the subject.

Still have questions?!?

X2 Global Media is a team of experts that have immense knowledge on Digital Marketing in the logistics industry. Contact us if you have any further questions:

Visit us at www.x2globalmedia.com

Mail us at contact@x2globalmedia.com



MEMBER ANNIVERSARIES



X2 Member **Partner Logistics Peru** celebrate 8 year Anniversary.

X2 Elite & Projects member Partner Logistics Peru recently celebrated their 8 year Anniversary. Managing Director Raul Bravo Yuli had this to say

“8 years of constant work and effort from the whole Partners Logistics Peru team to get to where we are now, and we know

that we will do even better the following years with even more effort and hard work.

This is our first year in X2 Elite & X2 Projects, and I can personally tell you that we are very happy to be part of this professional group and we will do our best with all the X2 members to develop our business.

Thank you for your trust”



X2 Cold Chain Member **JET8** celebrated their 8 Year Anniversary.

THIS QUARTER



X2 Member **Plane 2 Sea International** Celebrating their 6 year anniversary.



X2 Member **Ten Group** celebrating their 9 year anniversary.



10 YEAR ANNIVERSARY

2007 - 2017



X2 Member **American Worldwide Agencies** celebrate 5 year anniversary.

X2 Elite Member AWA recently celebrating

their 5 year anniversary. All the managers from all of their 9 offices in the USA met in Hawaii to celebrate, team build, learn and coordinate future plans and growth.

Mathez Freight

Mathez Freight **Ship a Beautiful Bugatti Veyron**



X2 Elite Member Mathez Freight recently shipped a gorgeous Blue Bugatti Veyron from Nice, France to Singapore.

The supercar was transported using Cargolux Airlines, Europe's biggest all-cargo airline with a fleet of modern Boeing 747-400 and 747-8 freighters.

X2 Elite Member



The Bugatti Veyron EB 16.4 is a mid-engined sports car. With a top speed of 407 km/h, it is the fastest street legal production car in the world. It was named Car of the Decade and won the best car award by Top Gear. The Veyron is designed and developed in Germany by the Volkswagen Group.

Fleet Line Shipping

End to End Logistics Solutions for Oil and Gas Cargo Provided by X2 Member Fleet Line Shipping

Dubai and Iraq based Fleet Line Shipping has recently executed a project shipment comprising of Oil and Gas equipments from customers warehouse in Jebel Ali and have them delivered at the project site in Kuwait.



X2 Elite Member



Equipments were carried in FLS own special equipments of 12x40' Flat Rack and 5x40' Open Top containers. FLS in-house crew have performed loading and lashing.



V. Alexander

V. Alexander **Move a** Hitachi EX800 from **Netherlands to Pakistan**



X2 Elite Member V. Alexander recently moved a Hitachi EX 800 tracked excavator from the Netherlands to Pakistan this included dismantling, cleaning & container stuffing as well as sea freight transport.

X2 Elite Member



V.Alexander are now offering the transport of new and used self-propelled and towable heavy machinery as well as spare parts for the mining, construction, drilling, earthmoving and agricultural industry.





ALTIUS

Altius Thyssenkrupp Project



X2 Elite, Projects, Cold Chain & Critical Member ALTIUS successfully completed the offshore and onshore logistics of tunnel walkways from the THYSSENKRUPP facilities in Spain to its final destination in Bolivia.

X2 Projects Member



This project was done for the expansions of two of the most important international airports in Bolivia: “El Alto International Airport” and “Jorge Wilstermann International Airport.”

Complying with the schedule, the last pieces were unloaded, totaling the 910.00 m³ of heavy lift cargo imported by SABSA - Bolivian Airport Services.





Global Shipping Services

Global Shipping Services Handle Massive Move of 167 Pieces



The Global Shipping Services team, were recently contracted to handle the off-loading, staging and delivery for a total of 167 pieces of the following cargo.

- 2 Compressors at 218,000kgs each
- 1 Booster Unit at 56,700kgs
- 164 Misc. crates ranging from 200kgs to 50,000kgs each

X2 Projects Member

The transport trucks and trailers had been pre staged by the GSS team so they could begin receiving and transporting the cargo to the local plant immediately. All the cargo discharged each day had to be delivered to the plant on the same day as no storage was allowed on the dock. The rigging crew was ready with



cranes & a 4 point Hydraulic Gantry system was set up to receive the loads. Mobile lights were used towards the end of the day to enable the team to unload late into the evening.

The first piece of cargo that was discharged weighed a massive 218,000 kgs via an 18 axel SPMT. The SPMT took 3.5 hours to reach the plant that was 5 miles away.

Overall the operation went perfectly with no delays at any stage of the transportation planning. Everyone came together to provide excellent service and excellent communication.



EAS international

EAS Deliver **15 Tons** from **France to Morocco**



X2 Critical Member EAS International operated an Antonov 12 from France to Morocco with 15 tons of Automotive components.



X2 Critical Member



The Antonov 12 is a four-engine turboprop transport aircraft designed in the Soviet Union. It is the military version of the Antonov An-10 and has many variants



These experts completed the Door to Door operation in 12 hours.

As a leading freight forwarder, EAS International has a proven expertise in logistics and transport services, always providing and designing the best suitable solution according to your specific needs and requirements. For more than 25 years, they have specialized in time critical deliveries services all over the world.



QualitAir&Sea

QualitAir&Sea Turkey AOG Operation



X2 Critical Member QualitAir&Sea Turkey recently arranged an AOG operation where they moved an aircraft engine (IAE V2500) a little over 7000 Miles from Tucson to Turkey-IST.

The IAE V2500 is a two-shaft high-bypass turbofan engine which powers the Airbus A320 family (A320, A321, A319 and the Airbus Corporate Jet), the McDonnell Douglas MD-90, and the Embraer KC-390.

The Engine had the following dimensions: 381x244x244 cm.

X2 Critical Member



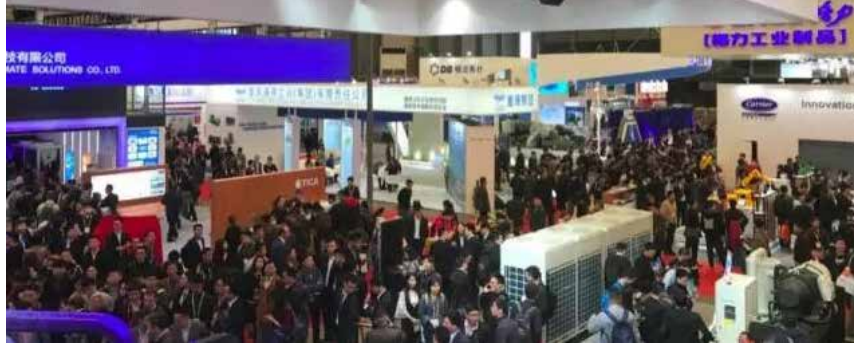
A major challenge faced during the operation was that the QualitAir&Sea team had to handle the engine with a freighter within a limited time, where they arranged a part charter.

But these experts conducted a flawless operation & delivered the cargo within the requested time frame





X2 @



Asia COLD CHAIN SHOW 2017 | BANGKOK

What is the Asia Cold Chain Show?

Asia Cold Chain Show (ACCS) is an International exhibition & conference on cold chain, cold logistics, temperature controlling, refrigeration, storage, distribution and cold supply chain sectors. It aims to bring Decision makers and buyers from every aspect of the user industry to find the very latest solutions and technologies. In its 2016 edition in Bangkok, the event featured 80 exhibiting companies showcasing over 250+ solutions and about 5,814 attendees from 34 countries visited the event. At X2 it is one of the top priorities to keep up with the global trends. To be aware of all the industry changes. This then allows us to inform all our members and keep them in the loop.

The show garnered contribution from leading associations including Warehouse Silo and Cold Storage Business Association. Cold Chain Association of Indonesia, Federation of Cold Storage Association of India, Agriculture and Food Marketing Association for Asia also





contributed. The Pacific, Hong Kong Logistics Association, Thai Airfreight Forwarders Association, Federation of Malaysian Freight Forwarders and Supply Chain & Logistics Association of Australia are some of the other noted contributors. Many topics were covered during the 3 day Conference. ✓





If you want to
go **FAST**, go
ALONE.

If you want to
go **FAR**, go with
OTHERS.

WWW.X2GROUP.COM

PRESS RELEASES

THIS QUARTER



Among the many benefits of having an X2 Membership is the Free P.R & Marketing services X2 offers all its members. Not all companies have the resources or the time to spend on Marketing their brand, which is why X2 makes it a point to do it for them.

Apart from all the efforts X2 takes on a number of social media channels, we also write press releases for stories sent to us by our members. Below are the few criteria we ask members to fulfill while sending us a story:

1. 3-5 High Quality Images of the Shipment (1024 x 768 pixels)
2. Details of the shipment (Size, Dimensions, challenges faced, POL,POD etc.) 150-300 words.
3. Quote / testimonial from the client (Optional)

In this section please find the members who saw their stories published in multiple industry publications & magazines.

If you are interested in getting your story published, please send your story to ram@x2globalmedia.com.



PRESS RELEASES

THIS QUARTER



X2 Member Double Ace Cargo Seals the Fate of the Furious

X2 Elite Member Double Ace Cargo handled all the Logistics for the shooting of the latest installment of The Fast and the Furious Franchise in Cuba.

Double Ace Cargo handled all the logistics for the event, which comprehended of a plane with crew and camera equipment and gear, a ship with all the cars, trailers and mobile units, a plane with all the pyrotechnics and a plane with food supplies.

They chartered the Höegh Inchon which is an exclusive RoRo ship that they used to move all the cars, trailers & the massive special effects equipment. They also chartered a Saab 340 (IBC - N661BC) to deliver food supplies for the crew members.





As the carrier the Double Ace Cargo team needed to have a special License from BIS in order to take a ship to Cuba and be allowed to dock in the United States (Based on the previous regulations). They worked very closely with the studios preferred vendors as well with Cuba customs authority to get all the cargo cleared and delivered to the deployment site.

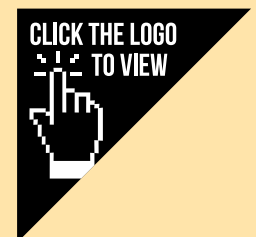
Another major challenge faced was that they had to return all the equipment back to the U.S on time as the crew still had to continue their shoot in the States & were under a very tight schedule.



shipping company that was capable of the impossible, I found them in Double Ace Cargo. They made the experience easy. No task that we requested was too hard or unreasonable. They met every request with a solution. I could not have asked for more.”



Needless to say, Team Double Ace Cargo pulled through with astounding results. Production Manager Carla Rajj had this to say “I went looking for a



PRESS RELEASES

THIS QUARTER



X2 Member SMART LOGISTICS Move Steel Treatment Plant a WHOPPING 9000 Kms.

X2 Projects Member Smart Logistics handled the move of a steel treatment plant from Madrid to Mexico.

Smart Logistics Group recently completed a project where they moved 4 huge pieces on a break bulk service of 25 40' Open Top containers (20 IG and 5 OOG).

First their planning and pricing team did an in-depth analysis, comparing

different modes of transport. After much discussion, they decided to move the break-bulk cargo through the Port of Bilbao and the Open Top containers via Port of Valencia.

The biggest pieces among the lot were 4 machine beds or platforms that were used for cutting and folding steel bars. With 17.5 meters length, 2.6 meters width and 2.2 meters height.

In order to move the shipment from Madrid to Bilbao, the project required special transport vehicles, clearances and escorting at all times. Upon arrival in Bilbao, the pieces were carefully packaged and secured on vessel to prevent any damage caused by maritime transport and weather conditions.

The 40' Open Top container required very strong coordination between the operations team and the shipping lines





to keep bookings of the equipment and ensure availability of space on the vessel.

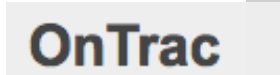
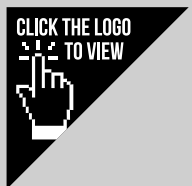
On the first shipment 10 OTIG and 2 OOG containers departed whilst the other 10 OTIG and 3 OOG containers departed on the second shipment.

The break-bulk shipment arrived at the Port of Veracruz from Bilbao after 22

days without any delays or any kind of damage. The shipment was unloaded at the port and delivered to the warehouse in Veracruz.

The second shipment arrived a few days later, which meant that the Smart Logistics team delivered this project 7 days earlier than the date indicated by the client on the original application.

CLICK THE LOGO TO VIEW



PRESS RELEASES

THIS QUARTER



X2 Projects Member Team up with Hyundai Heavy Industry for Massive Move.

X2 Projects member Turk Logistics & Turk Heavy transport recently provided the complete port-to-door logistics solutions which included barge & road permissions, escort arrangements and road-works along the route to make the passage of trucks possible.

Turk Logistics & Turk Heavy Transport are currently very involved in an ongoing assignment of Hyundai Heavy Industries for their project to Electricity and Water Authority in the Kingdom of Bahrain.

The Cargo had a total of 8 Units of transformers with different capacity, the biggest were the 3 x 200 Ton capacity (400 Kva)

All the transformers were received on a 4 file Nicolas Hydraulic lowbed at the KBS port in the Kingdom of Bahrain & were placed in temporary storage Turk Logistics & Turk Heavy transport.





The transformers were reloaded onto a barge, Ro/Ro and shipped to a private Jetty at a later date. They were then offloaded and transported to the destination. The unloading operations

were performed using a jack-and-skidding system.

A total of 4 trips of barge / RO-RO were undertaken to complete the operations.



Breakbulk EVENTS & MEDIA
PROJECT LOGS, REPORTS & NEWS COVERAGE

power transformer news

AJOT
American Journal of Transportation

HEAVYLIFT NEWS

Transformers



PRESS RELEASES

THIS QUARTER

X2
ELITE

X2
CRITICAL

A Peachy Shipment of 7,982 Miles

X2 Elite & Critical Member QualitAir&Sea Chartered a B777-200F to move 40 Tons of frozen Peaches from China to Mexico.

March 28, 2017– X2 member QualitAir&Sea recently chartered a B777-200F cargo aircraft to move 40 tons of frozen peaches from China to Mexico over a rough distance of 7,982 miles. The “Triple Seven” Aircraft is the world's

largest twinjet and has a range of 5,240 to 8,555 nautical miles.



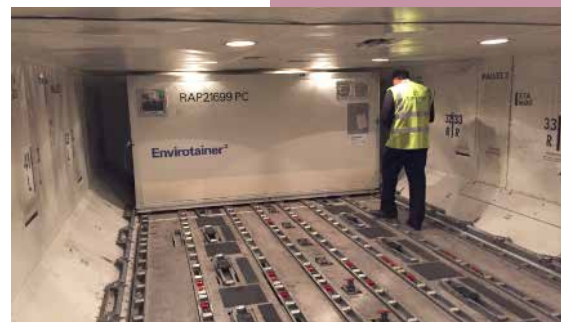
The reason for the move was that the peaches are used as ingredients to make some delicious Ice tea in Mexico. A very interesting part of this move was that the peaches were transported using Envirotainers which were filled with dry Ice



until they reached the final destination. Envirotainers are temperature controlled containers that are used to transport pharmaceuticals and other perishables. The only time the dry ice was re-arranged was during a technical stop at Dubai. This was one of the longest charter routes operated with such perishable cargo.

X2 CEO Richard Overton commented on this shipment saying "It makes me proud to see such advancement in the X2 Eco-System. Energy and passion and has been implemented to push the growth and development of business between all members of X2 and deliver better results for all involved."

QualitAir&Sea have been proud members of X2 Logistics Networks since June 2015. They are members of 2 specialty networks namely X2 Elite & X2 Critical. The logistics experts at QualitAir&Sea provide a wide range of Logistical solutions from Aeronautical-AOG to Pharma-Log.



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TO VIEW



WINGS JOURNAL
AIRPLANES AND AVIATION NEWS

aircargonews



IS YOUR BUSINESS *TOO GOOD* FOR SOCIAL MEDIA?

by **Shane Hebzynski**

Social media is now a basic fact of doing business. Yet, for some reason there are still many individuals or businesses (often solopreneurs) who have convinced themselves that social media is a waste of time or simply not needed because it doesn't influence the current or future state of their operation. One thing I don't think these people realize is that in nearly all global markets individual consumers are using at least one social media platform.



If you are someone who believes your business is above all those other businesses using social media to communicate their brand message and engage with both potential and actual customers, I urge you to continue reading. Please note that I'll be kind and limit this writing to a short 4 reasons. After all, many of us are pressed for time and attention spans have decreased. But, hey that's why you got 6 seconds to communicate your message and spend a couple hours on the Facespace,

or, whatever the kids are looking at on their phones and not seeing the highway billboard advertisement you paid for last month.

1. Your Customers Almost Certainly Use Social Media

If you know almost all of your customers are in the same location and you can have their immediate attention, you'd certainly be advertising your product or service there,



wouldn't you? Maybe you know better than myself or the multiple studies that provide statistics like [nearly 80% of the U.S. population uses at least one social media site](#). Of that 80%, [over 50% are Facebook users](#). Doesn't that sound like some place your brand should be? I think so.

2. Social Media Influences Purchasing Decisions

Wouldn't a series of TV ads be great for getting a lot of new customers for your product or service? If only airtime wasn't so expensive, then you could have tens of thousands of eyeballs on your brand, maybe even more!

Did you know social media gives your brand exposure at lower "per eyeball" rate?

If you still don't believe what you're reading, it's time to play catch up. As recently as late 2015 studies have started to show that [TV's influence has decreased and social media's has increased](#).



But hey, if you actually decide to get on that ol' social media bandwagon you can reach more people with less money. Did you need to read that again? Yep, for a TV advertisement you need funding for a creative team, a production crew, and to pay for the advertising airtime. [That bill runs up quick and varies greatly](#).

What is that? You want to know about social media's cost? Well, assuming you outsource your social media management, you can expect to pay \$2,500-\$5,000 USD per month. But, if you do it yourself, the average cost per advertisement click is \$0.27. A few hundred dollars here and there can get you started. Oh yeah, and social media platforms will provide analytic data so you can accurately measure your marketing performance.

3. Customer Service Through Social Media Is A Thing

Social media provides a publicly visible channel for your brand to demonstrate its

commitment to customers and ensuring that your customers are treated respectfully and fairly. Yes, there will always be trolls and some might leave negative comments, but if people see 60 happy customers with posts of praise and 1 ugly poster who is there to troll your page, people will notice and go with the praise. There are actually a few statistics about this. [57% of consumers say that seeing positive comments and praise influences their opinion of a business](#) and about [40% have chosen a competitor](#) based solely on customer service reputation.

4. BTW, Your Competition Is Already There

OK, not ALL of your competitors are there, [just 96% of them](#). I guess if you're happy with your competitors' marketing outshining your own, that's cool, but I also guess you don't want to really have a business.



It's good to see a lot of businesses are using social media to engage with customers, communicate their brand message to create connections that drive traffic and sales to their website. Although, it's too bad that it's your competitors building relationships and not you.

In the end, by not having a social media presence you're missing valuable feedback, both positive and negative.

Admittedly, this was written in a sarcastic way to add a little bit of humor to the reading of what can sometimes be a rather mundane topic today. However, there will always be those who need an extra nudge to get started or that voice telling them to change direction, which is something we here at [X2 Global Media](#) sometimes find ourselves doing.

If you haven't yet entered into the social media fray, sit back, take a deep breath, and make a plan before creating profile pages. Oh, and don't be afraid to ask for help from people like us.

We won't tease you, in fact, we'll do our best to help you realize the benefits of social media marketing.✔



Global Media

CREATIVE DIGITAL AGENCY

The **X2 Platinum Card**



**The only logistics network
reward card**

Superior Member Privileges

X2 Platinum Card holders are eligible
for a growing list of privileges

Ever expanding uses & experiences
Membership Renewal

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“

NETWORKING
is not collecting
CONTACTS!

NETWORKING
is about planting
RELATIONS.

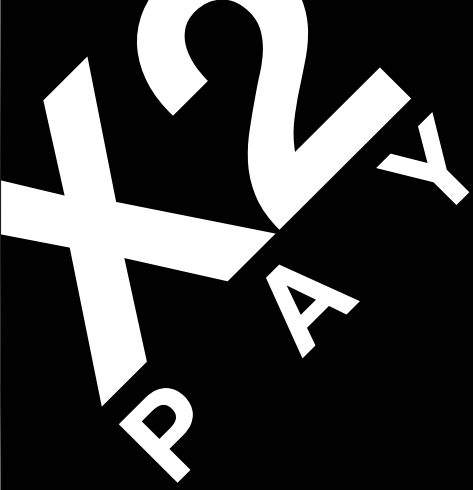
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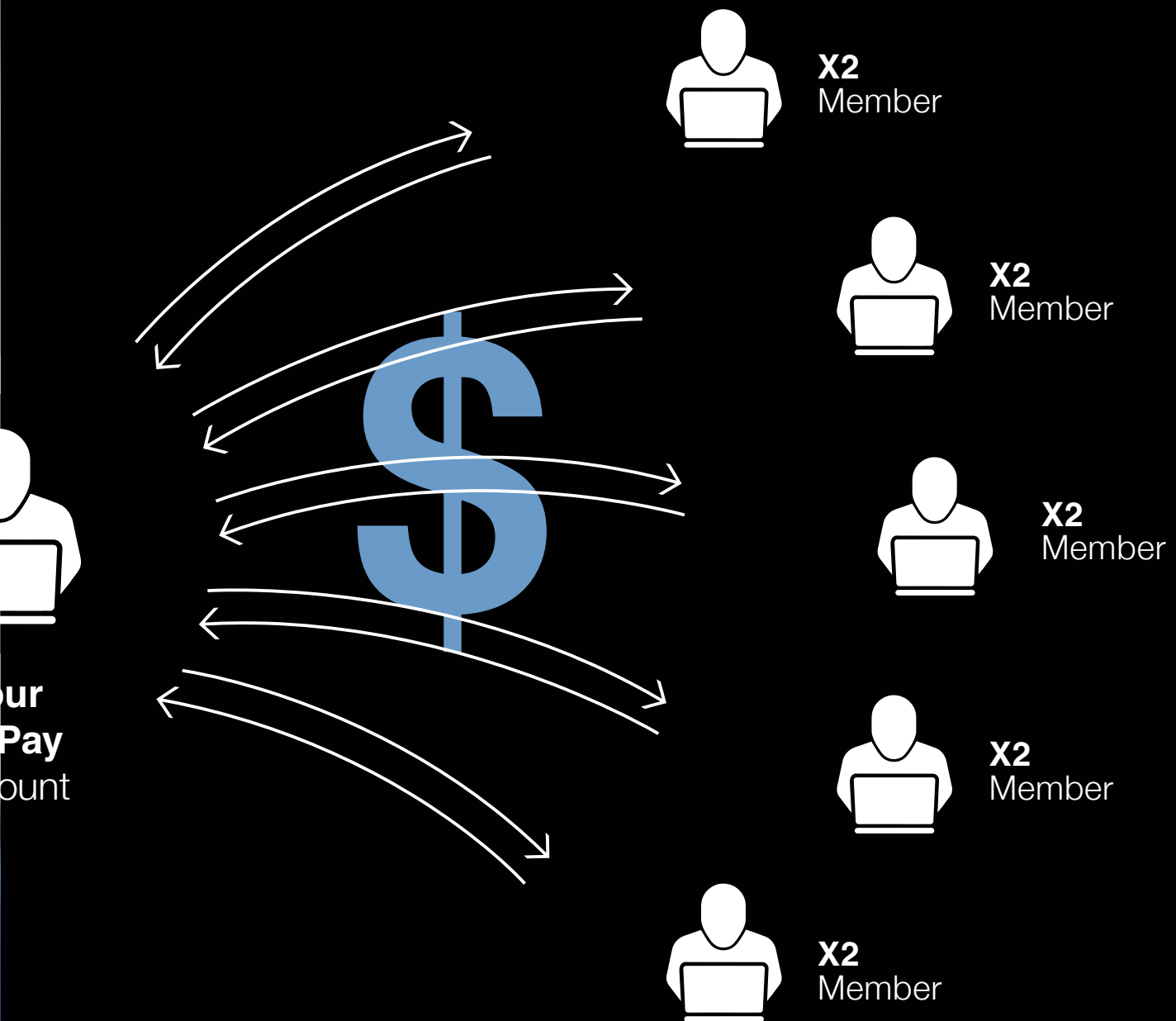
How it works:



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in rea



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