

New marketing and coordination strategy essay sample

[Business](#), [Company](#)



Marketing strategy can be described as an organization's long term process that is designed to ensure effective allocation of the organization's scarce resources such as human capital, monetary capital, technology and time in providing brilliant customer experiences and promoting stakeholders' interests (Ferrel, 1999).

J. B. Hunt Transport Services, Inc (<http://www.jbhunt.com/>) is one of the major transportation logistics firms in the USA that has effectively made use of new marketing and coordination strategy to promote its growth. The company's focus on intermodal and dedicated transportation which involves movement of goods using more than one mode has seen it produce successful financial results. The company's Intermodal section has added the number of containers and its private drayage fleets as a way of attaining a wide client base. To support its intermodal growth, the company embarked on transferring contents of 20 and 40 feet containers into 53 foot intermodal containers in order to increase the volume of goods transported at any one time. Although intermodal transportation was once considered an outside-the-box idea by the founder, its focused commitment to customers' needs and superior customer service has seen it become the most preferred carrier of choice.

In order to reach many and improve customer experience, the Dedicated section of the company has also specialized in offering supply chain solutions that support almost all transport networks. This has been attractive to customers because of the guaranteed customized capacity, finest competence, industry leading service delivery and cost savings. Owing to

these, the company has managed to position itself to clients as the carrier of choice and this marketing strategy has seen it rake in huge profits.

References

Ferrell, O. (1999). Marketing strategy. Fort Worth, TX: Dryden Press.