

Flock Freight

THE NARRATIVE DEBT

Flock had built a category. Pooled, optimized less-than-truckload freight at unicorn-scale ambition. The product worked. The story did not. **Outbound was the only oxygen**, because no founder, investor, or shipper could repeat what Flock did in a single sentence. Velocity beat narrative. Awareness stalled. The pipeline ran on calls, not on category.

THE WORK

Pay down the debt. Build the category.

- **Category narrative.** Named the pooled-freight category and built the language to claim it.
- **Website as lead engine.** Rebuilt for inbound, not for show. SEO content. Landing pages. A/B tests.
- **Acquisition programs.** Launched the first paid and organic engines tied to revenue.
- **CRM and automation.** Implemented the marketing tech that turned attention into pipeline.
- **Brand and visual system.** Complete redesign. New mission, vision, identity, voice.
- **Persona and ICP work.** Defined who buys, why, and what proof they need to move.
- **PR and press.** Onboarded a PR firm. Earned WSJ and category-defining coverage.

THE RESULTS

From quiet challenger to \$1B unicorn.

\$300M+

Company revenue, up from a fraction of that

619%

Increase in MQLs, driving over 30% of revenue (up from <5%)

400%+

Website traffic increase

\$375M+

Raised in new outside investments

Unicorn outcome. Flock Freight valued at over \$1 billion after the latest funding round.

