

Two audiences, one calendar: *shippers who book* and *drivers who stay*

Kestrel sells to logistics managers at mid-size food, packaging and building-materials firms within 250 km of Venlo and Duisburg, and it needs 18 new C+E drivers this year. Both groups read the same channels, so we run one calendar with two clearly separated voices. Everything below is sized for one in-house marketer (0.6 FTE) plus Techsy producing the proof pieces from Kestrel Dispatch data.

Four pillarsWHAT EVERY PIECE HANGS ON

PILLAR 1 • SHIPPERS

On time, shown not said

Monthly on-time figures straight from Kestrel Dispatch, live tracking screenshots, "what happened on the A61 at 06:40" stories.

Audience logistics managers, buyers

PILLAR 2 • SHIPPERS

Cross-border without surprises

NL to DE in practice: Maut, cabotage rules, ADR paperwork, what the shipper portal shows you before you phone.

Audience first-time cross-border shippers

PILLAR 3 • DRIVERS

Home every night

Fixed regional routes, 2024-plate trucks, pay bands published, the app that ends the 19:00 phone calls. Driver voices, filmed in the yard.

Audience C+E drivers in Limburg + NRW

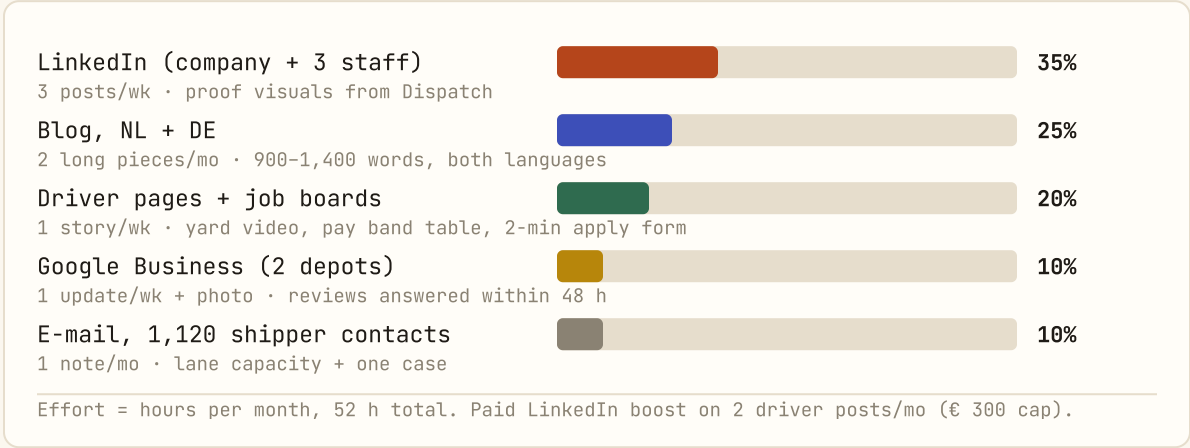
PILLAR 4 • BOTH

Dispatch, explained

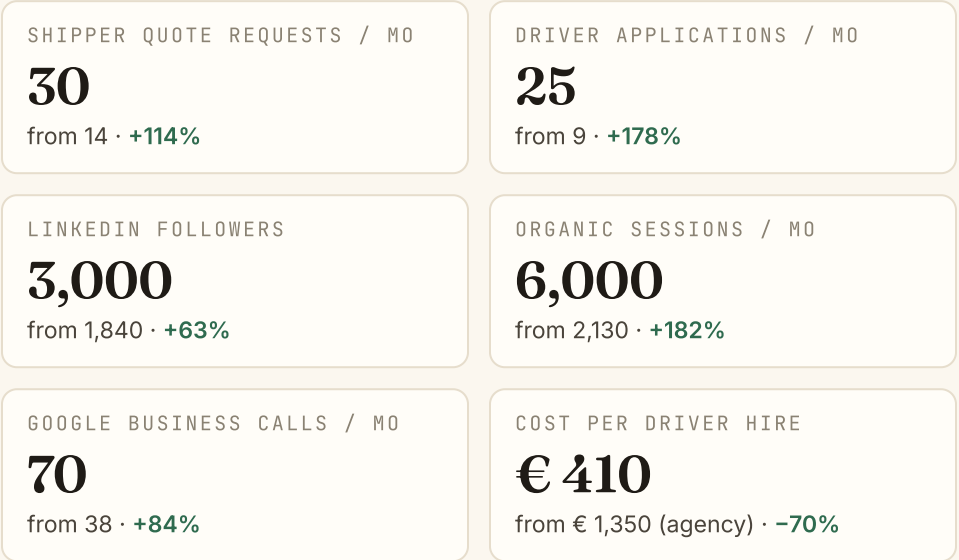
Short product pieces: how a load is planned, what the AI assistant drafts and what a human still signs off, security and data handling.

Audience both, plus search engines

Channel mixSHARE OF MONTHLY EFFORT



KPI targetsEND OF Q1 VS DEC 2026 BASELINE



Four-week publishing calendarJANUARY 2027, REPEATS WITH NEW TOPICS IN FEB AND MAR

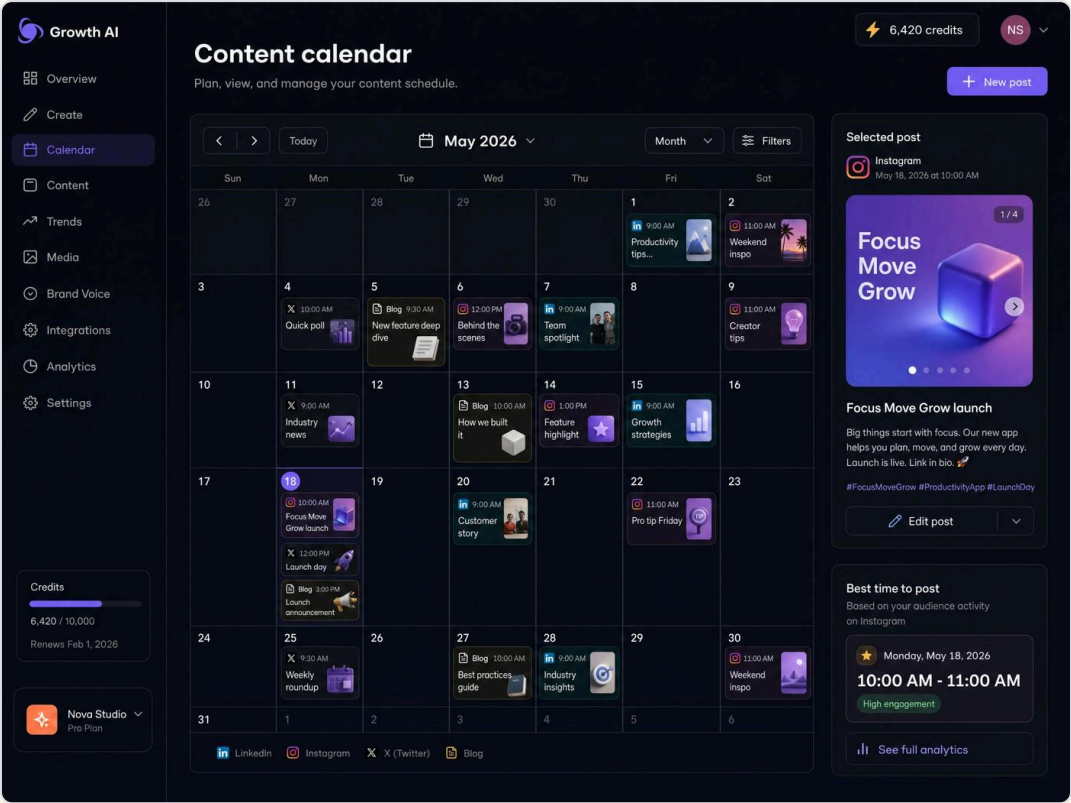
WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
W1 4 – 8 Jan	<div>LINKEDIN • PROOF December on-time: 96.8% of 9,412 stops</div> <div>GOOGLE BUSINESS Venlo depot: new opening hours</div>	<div>DRIVER PAGE Pay bands 2027 published (NL + DE)</div>	<div>BLOG • NL/DE Maut 2027: what changes for shippers</div>	<div>LINKEDIN • DRIVER Yard video: "Why I left long-haul"</div>	<div>EMAIL • SHIPPERS Q1 lane capacity note</div>
W2 11 – 15 Jan	<div>GOOGLE BUSINESS Duisburg: photo, new trailer fleet</div>	<div>LINKEDIN • STORY A61 closure at 06:40: how 14 loads were re-planned</div>	<div>JOB BOARDS Repost 6 openings, Venlo + Duisburg</div>	<div>LINKEDIN • PRODUCT What the AI assistant drafts, what a planner signs</div>	<div>DRIVER PAGE "A week on the Venlo-Köln loop"</div>
W3 18 – 22 Jan	<div>LINKEDIN • PROOF Tracking screenshot: one pallet, 11 events</div> <div>GOOGLE BUSINESS Answer 4 reviews</div>	<div>BLOG • NL/DE ADR paperwork checklist for first-time shippers</div>	<div>LINKEDIN • DRIVER "Home by 18:10": shift data from 142 drivers</div>	<div>LINKEDIN • CASE Rotterdam food wholesaler: 3 depots, 1 portal</div>	<div>GOOGLE BUSINESS Weekend contact hours</div>
W4 25 – 29 Jan	<div>DRIVER PAGE Referral bonus: € 750 after 6 months</div>	<div>LINKEDIN • PROOF January on-time, first 3 weeks</div>	<div>LINKEDIN • PRODUCT Where driver location data goes (and when it stops)</div>	<div>LINKEDIN • DRIVER Yard video: Duisburg night shift lead</div>	<div>BLOG • NL/DE Monthly: what we learned from 9,412 stops</div> <div>GOOGLE BUSINESS Month recap post</div>

■ Shipper (7 posts) ■ Driver recruitment (7) ■ Cross-border + product (3) ■ Google Business + local (6)

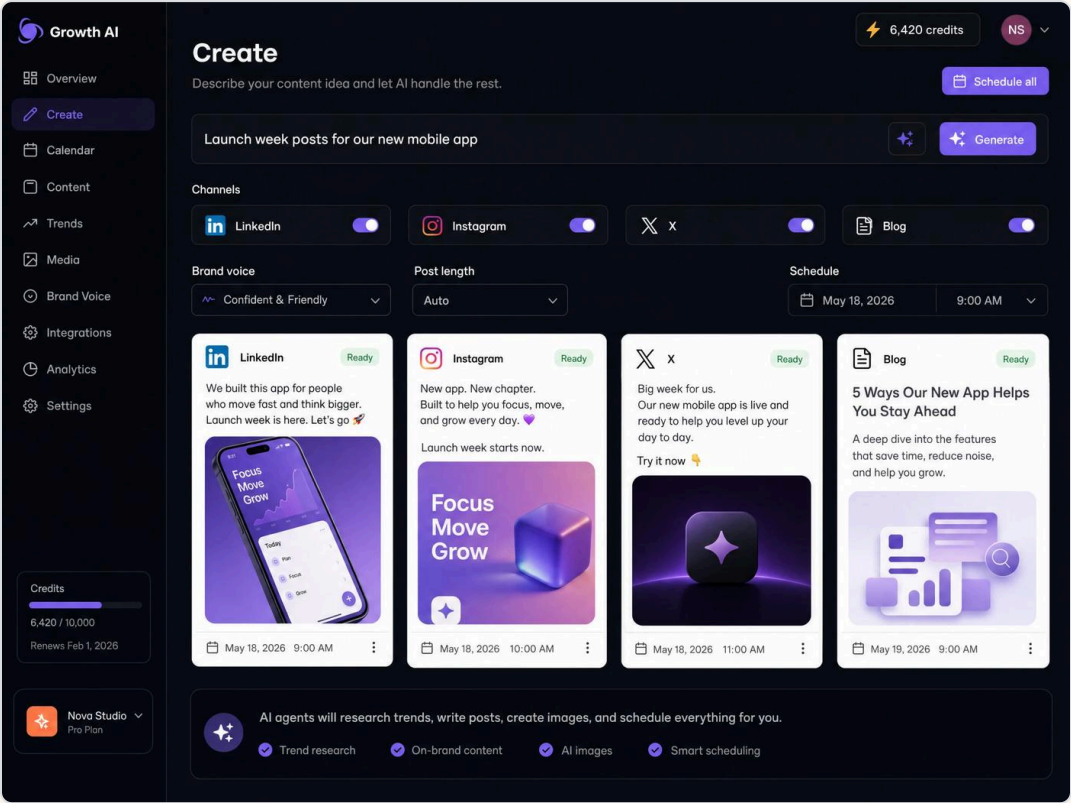
KEYWORD	INTENT	VOLUME / MO	DIFFICULTY	TARGET PAGE	PILLAR
DE lkw fahrer jobs duisburg	Recruit	2,400	<div><div></div></div> 31	/de/fahrer/duisburg	DRIVERS
DE ladungssicherung vorschriften	Learn	1,900	<div><div></div></div> 48	/de/blog/ladungssicherung	CROSS-BORDER
DE spedition duisburg	Buy	1,300	<div><div></div></div> 42	/de/standorte/duisburg	SHIPPERS
NL chauffeur ce vacature limburg	Recruit	880	<div><div></div></div> 24	/chauffeurs/limburg	DRIVERS
NL transportbedrijf limburg	Buy	720	<div><div></div></div> 36	/transport/limburg	SHIPPERS
NL vrachtwagenchauffeur venlo	Recruit	590	<div><div></div></div> 21	/chauffeurs/venlo	DRIVERS
NL transport venlo duitsland	Buy	390	<div><div></div></div> 28	/transport/nederland-duitsland	SHIPPERS
DE maut 2027 änderungen lkw	Learn	170	<div><div></div></div> 18	/de/blog/maut-2027	CROSS-BORDER

REFERENCE · THE PLAN INSIDE A CONTENT CALENDAR

Once approved, every row of this plan becomes a scheduled post. Two screens from Growth AI, another Techsy project:



Growth AI · content calendar. Example screen from a Techsy project, not Kestrel Freight’s product.



Growth AI · drafts per channel. Example screen from a Techsy project, not Kestrel Freight’s product.