

## Blog Proposal

*The is a blog proposal for [Ctrack](#), an Inseego company. The proposal includes basic web analysis and a custom blog for the purposes of review only. The following content remains under the rights of J Lim and jamiealim.com*

After some initial research, I discovered that Ctrack is ranked 29th for the keyword "trailer tracking." Compared to the other keywords in Ctrack's top five, "trailer tracking" has the lowest ranking difficulty, the highest search traffic, and the lowest cost per acquisition.

After looking at Ctrack's website, it appears as though you have four target personas, and that the term "trailer tracking" would most likely apply to SMB owners. FAQs associated with "trailer tracking" include:

- Is tracking done via satellite?
- Is tracking done in real-time?

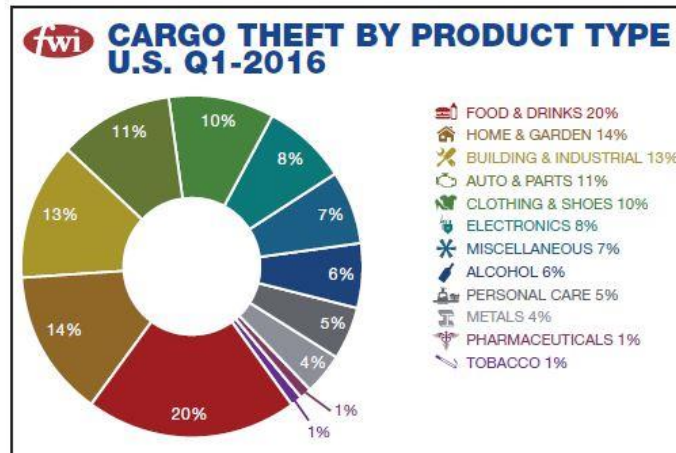
The goal of this blog is to discuss a trending topic in the trucking community (cargo theft) while addressing those two questions and incorporating the longtail keyword "GPS trailer tracking." Mentioning other telematics benefits, such as in-cab communication, prepares the reader to receive more information. Ideally, this blog would attach to a marketing asset on the types of telematics services that are right for the persona in question, like a guide or whitepaper that begins with a quiz. This combination of materials addresses an information gap that occurs early in the persona's buying cycle.

## Cargo Theft Has Businesses Looking Into Trailer Tracking



It's a typical scenario: a truck driver needs to make a stop. Before leaving the trailer, he double-checks the doors, air brake, and locks to ensure they are secure. But when he comes back the seal on one of the doors has been broken. It's not necessarily the driver's fault. He took every precaution, but a locked trailer won't stop cargo thieves.

In fact, thieves may have been following a transport company for months to determine route patterns. With [70% of the United State's goods](#) transported by trailer, cargo theft has a huge payoff for thieves. It isn't just the big-ticket items that attract attention either; even food and beverage cargo aren't safe [according to FreightWatch](#) International. Food and drinks were the most stolen product at the beginning of last year. Because, unlike electronics, foodstuff doesn't have a serial number that authorities can track.



It is a concern that has American business owners on edge. According to the [Federal Bureau of Investigations](#), cargo theft costs US businesses nearly \$30 billion each year. With the increase in governmental protection and the rise of the internet of things, however, this loss is getting smaller year by year.

### Every Thing is connected

The Internet of Things is a buzzword that's been around for a while, but it's a concept that is abstract enough that smaller businesses fail to realize how accessible it is. IoT connects things within a network so that the "things" in question inform one another to create a system that is more streamlined and efficient.

For example, consumers can control their thermostat from their smartphone and have their home systems learn their personal behaviors over time. The collection of data from seemingly mundane things and tasks can have immense cost and resource savings benefits. But it's when businesses apply telematics to the transport of goods that the Internet of Things can have the greatest impact.

### Trailer tracking for maximum security

With GPS tracking, the technology that has enabled every smartphone user to master the flow of traffic can help companies maintain communication with their fleet. The "things" in question here can be the trailers, the product, or even the drivers themselves. While a satellite integrated fleet can certainly avoid unnecessary hassle regarding route efficiency, GPS goes even further to ensure the safety of both the drivers and their cargo.

Real-time tracking services work with local authorities to location tracking and stolen vehicle response. More than that, however, GPS trailer tracking increases the communication between the driver and the company. With driver login capabilities, shipping companies and manufacturers have full visibility into driver behavior. They can even remind crew on the road to take breaks, and can even alert drivers when they are entering unsafe areas.

Telematic fleet management allows companies to be proactive in their anti-theft efforts. Is GPS trailer tracking right for you? Learn more about how to [ensure the security of your fleet](#).

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