

AG NEEDS INC. REACHES DRIVER CAPACITY WITH MERAMEC SOLUTIONS

How does it feel to operate a fleet with zero trucks on the fence? Ask AG Needs Inc.

AT A GLANCE

Snapshot:

- AG Needs Inc
- Refrigerated, Flatbed, and LTL freight
- Customized driver recruiting campaign

Results:

- Reached 100% company driver capacity
- Reached 100% owner operator capacity
- 5 different positions filled



“Meramec Solutions and their team are top notch! They are honest and are in it to help their clients! They take the time to follow up with us regularly and adjust as our needs change. We are lifelong customers of Meramec!”

“Our needs vary from month to month drastically and when we need to find drivers and are in a pinch, we get results from Meramec. They truly deliver in every way.”

Austin Maurer
AG Needs Inc

FLATBED DRIVERS
EARN \$70,000+ PER YEAR
BE HOME ON WEEKENDS

APPLY NOW!

AG NEEDS INC.

The advertisement features a blue and white flatbed truck parked on a road at sunset. The text is overlaid on the image in bold, white and yellow fonts. A red button with white text says 'APPLY NOW!'. The AG Needs Inc. logo is in the bottom right corner.

THE PROBLEM

Based out of Richmond Utah, AG Needs runs a full service brokerage as well as the 30+ Trucks in operation.

As AG Needs Inc continued to grow, they struggled to find a recruiting agency that was trustworthy. AG Needs Inc needed a partner.

Working with the wrong agency would be a waste of resources, and it would hurt the strong brand that AG Needs had built within the driver community.

“We had reached out to multiple agencies for assistance and there was always a gimmick. Nothing felt right. It never felt like a partnership.”

THE SOLUTION

AG Needs Inc reached out to Meramec Solutions after engaging with Meramec’s free educational content.

AG Needs felt that if Meramec was willing to train carriers for free, then they must have their clients’ best interest at heart.

“They are truly in it for their clients and not to make a quick buck.”

AG Needs Inc decided to run month-to-month Facebook and Instagram recruiting campaigns that target their positions of need. The month-to-month structure allowed AG Needs to switch who they targeted as hiring needs changed. AG Needs Inc is never locked into paying for ads that they do not need and pauses when they reach capacity.

THE RESULTS

AG Needs’ asset brokerage partnered with its maximum number of owner operators.

On four separate occasions, over the course of a year, AG Needs Inc paused active campaigns because they reached their capacity of company drivers.

AG Needs Inc has been able to grow their business since partnering with Meramec Solutions without having to pay for any unnecessary recruiting costs.