BUZZLEAD

Go-To-Market Strategy

GoFreight

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Executive Summary

GoFreight is repositioning from a stalled enterprise push back down into the mid-market - the “corporate band” of freight forwarders running 6–10 licensed users. That segment is roughly 1,300 companies in the US, representing an estimated $30M in reachable ARR, and GoFreight has touched only about 4% of it.

The current outbound engine is two BDRs running manual calls and manual email. Output today is 2–4 booked meetings per BDR per month against a stated target of 15–20. Gage was direct about the diagnosis: the team can get the data, but they don't trust it, and the segment is new enough that no one has systematically mapped who to target or why now.

That is an infrastructure and targeting problem, not a headcount problem. This strategy lays out how BuzzLead builds the outbound engine - domain infrastructure, full TAM mapping of the corporate band, signal-based targeting to replace low-confidence ZoomInfo auto-enrich, and tested multi-channel campaigns - to move GoFreight from 2–4 meetings per rep toward the 15–20 target without adding BDR headcount.

Understanding the Opportunity

~1,300	~$30M	96%	2–4
Companies in the corporate band TAM	Estimated reachable ARR	Of the band untouched by GoFreight	Meetings/BDR/month today

GoFreight's own team built this TAM figure from the public freight-forwarder license registry - anyone operating as a licensed forwarder in the US has to be on it. That list is a real asset: it's the one dataset in this whole conversation that isn't a ZoomInfo guess. GoFreight's CEO estimates the registry itself captures about 80% of the true addressable pool, a measure of the list's completeness, distinct from the 96% untouched figure above, which measures GoFreight's own outreach. That means the real corporate-band count is likely higher, closer to 1,600 companies once Canada and off-registry forwarders are factored in.

Independent confirmation the segment is real: the Federal Maritime Commission's public OTI registry currently lists 3,273 licensed Ocean Freight Forwarders based in the US, the same class of public licensing data GoFreight's own TAM is built from.

GoFreight has already proven it can win in this market - the company has raised $23M in Series A funding (Flex Capital and Headline co-leading, alongside FX Venture Partners, Palm Drive Capital, Mucker Capital, Cornerstone Ventures, and Red Building Capital) and built a cloud-native platform that TechCrunch described as the “Shopify of freight forwarding.” The prior push into enterprise outran the product; the mid-market band is where GoFreight's actual product-market fit lives today.

Deal Economics

Recommended tier: Minimum or Pro, sized to the corporate-band volume rather than the prior enterprise motion

Implementation: $1,500–$2,000 one-time

Retainer: Begins once campaigns go live, roughly 2 weeks after kickoff

Projected volume: 10–20 qualified meetings/month in the ramp phase, scaling to 15–25/month thereafter

That target range lines up almost exactly with what Gage said he needs from the current BDR team (15–20 per rep) - the difference is this volume comes from a built system rather than two reps working ZoomInfo lists manually.

Phase I: Core ICP Campaigns

Three campaigns sized to fill GoFreight's sending capacity out of the gate, covering the corporate-band core, the competitive-displacement angle, and the growth pipeline feeding into the corporate band.

ICP #1 - Corporate-Band Ops Decision-Makers

"The Core Target"

PROFILE	Titles: President/Owner, COO, VP of Operations, Director of Operations Companies: Independent ocean/air freight forwarders with 6–10 licensed users, US-based, on the public forwarder license registry Industries: Ocean freight forwarding, air freight forwarding, NVOCC
PAIN POINTS	• Running the back office on spreadsheets, email threads, and disconnected point tools instead of one system • Losing quoting speed to larger, better-tooled competitors • Manually reconciling spot and contract rates across carriers, which slows down sales response time • Adding headcount just to keep pace with document and task volume
WHY THEY'LL RESPOND	*This is exactly the segment GoFreight is under-served in today. These owners watch larger forwarders out-tool them and are actively looking for a system that lets a lean team compete - which is the whole premise behind GoFreight's platform.*
TRIGGER EVENTS	• New freight forwarder license registrations or renewals (public registry) • Job postings for operations, dispatch, or documentation roles • New office or branch openings • New COO/VP Ops hires signaling a modernization push

ICP #2 - Forwarders Actively Evaluating a TMS Switch

"The Competitive Displacement Play"

PROFILE	Titles: Owner/President, COO, IT/Operations Lead Companies: Mid-market forwarders currently running CargoWise, another legacy on-prem TMS, or homegrown spreadsheets Industries: Ocean/air freight forwarding
PAIN POINTS	• Paying enterprise CargoWise-level pricing and complexity for a fraction of the functionality they actually use • On-prem systems that don't support distributed back-office teams working across countries and time zones • IT overhead maintaining local installs and VPNs across multiple offices
WHY THEY'LL RESPOND	*GoFreight's cloud-native, cross-border architecture is a direct answer to the pain of legacy on-prem systems. Forwarders already complaining publicly about an incumbent are primed for a "there's a better way" message.*

TRIGGER EVENTS	• G2/Capterra reviews or complaints about CargoWise, Magaya, or other incumbent TMS platforms • Job postings referencing CargoWise or a TMS migration • New office expansion into Southeast Asia, Greater China, or Latin America

ICP #3 - Growth-Stage SMB Forwarders Outgrowing Their Setup

"The Feeder Segment"

PROFILE	Titles: Owner/Founder, President Companies: 1–5 user forwarders showing growth signals - headcount, new offices, or volume growth - that are trending toward the corporate band Industries: Ocean/air freight forwarding
PAIN POINTS	• Outgrowing the manual processes that worked fine at 1–2 users • No real visibility across a growing back office • Risk of losing customers to slower quote turnaround as shipment volume climbs
WHY THEY'LL RESPOND	*These are the forwarders about to become GoFreight's ideal corporate-band customer. Catching them at the inflection point - before they standardize on a competitor or outgrow the current sales motion - is cheaper than winning them back later.*
TRIGGER EVENTS	• Headcount growth signals (LinkedIn hiring activity, job board postings) • New office or branch openings • Volume or rate growth mentioned in trade press or local coverage

Phase II: Additional ICPs

Once Phase I campaigns are message-tested and the corporate-band system is proven, these expand reach without rebuilding the engine:

- Southeast Asia / Greater China Cross-Border Forwarders - built on GoFreight's stated strength across Vietnam, Indonesia, Malaysia, Thailand, Cambodia, China, Hong Kong, and Taiwan
- Customs Brokers Adding TMS Capability - an adjacent buyer given GoFreight's customs management product line
- Air-Freight-Specific Forwarders - narrower vertical messaging around air import/export workflows

High-Intent Signal Plays

Featured Play: Forwarder License Registry Monitoring

The public forwarder license registry is literally how GoFreight defines its own TAM. Turning that same list into a live monitoring feed - flagging new registrations and renewal activity - converts a static target list into a trigger-event system, using data GoFreight's own team already trusts.

Additional Plays

- Ops/dispatch/documentation job postings - headcount-strain signal
- G2/Capterra review monitoring for CargoWise, Magaya, and Cargoes complaints
- New office/branch announcements
- Leadership hire tracking - new COO, VP Ops, or Head of IT
- Funding or M&A activity among mid-market forwarders

How We'll Know This Is Working

GoFreight has never run a systematic push into the mid-market before. That's exactly why 96% of the corporate band is still untouched, but it also means there's no existing benchmark to promise a number against on day one. Any partner who guarantees a specific meeting count in a vertical they've never targeted isn't telling you something you should trust.

Weeks 3–6 are a message-market test, not a full launch. All three Phase I ICPs run in parallel with distinct messaging, so we're measuring which motion works against a small, cheap sample before committing the full mid-market push to any one direction.

What Gets Measured

Reply / positive-reply rate by ICP	Which segment (corporate-band core, TMS-switch, growth-stage feeder) is actually responsive, not which one sounded best in a strategy meeting
Which trigger events correlate with replies	Whether the license-registry signal, job postings, or leadership hires are worth prioritizing, versus noise
Meeting show rate by ICP	The metric that matters most given what you told us: current show rates are rough because BDRs have been booking meetings the product can't close. A strong show rate here is a real product-market fit signal, not just a volume signal

At the Week 6 checkpoint, any ICP underperforming on reply rate or show rate gets deprioritized and reallocated into a stronger-performing segment, rather than propped up on the theory that more volume fixes it. You'll see this in real time through the customer portal, plus weekly CSM updates and a mid-cycle call to walk through what the data is actually saying, not just what we hoped it would say.

Timeline

Weeks 1–2	Onboarding form, infrastructure buildout (domains/mailboxes), TAM mapping refined against GoFreight's existing license-list methodology
Weeks 3–6	Campaign launch, message/market testing across the three Phase I ICPs
Weeks 7–12	Scale spend into winning segments, layer in signal-based plays
Week 13+	Steady-state 15–25 meetings/month; evaluate Phase II ICP expansion

Next Steps

- Reconvene Thursday, 12:30 PM ET (45 min) - Gage, Emily, Troy, Nick - to walk through this strategy in full
- Troy/Nick to send the Lumion case study (100 positive replies, 51 meetings booked in the first 31 days) ahead of Thursday's call
- Gage/Emily to confirm segment priority and flag any existing customers or active deals to exclude from the target list
- BuzzLead to finalize the onboarding form and infrastructure buildout timeline pending a signed agreement