

Randall-Reilly Revamps Their Pro Trucker Online Website

/EINPresswire.com/ Randall-Reilly, a publishing leader in the trucking industry, revamps their interactive recruiting website, Pro Trucker Online, as part of the overall rebranding campaign for the entire company.

Randall-Reilly, the leading publishing company for the trucking industry, announced that they have launched a completely revamped version of their interactive recruiting website ProTruckerOnline.com. The new look for Pro Trucker Online is part of an overall rebranding campaign that is transforming the trucking publication giant from "magazine guys" to a comprehensive multi-media, solutions-based business that can better serve the demands of everyone in the trucking business.

In commenting on initiating the company rebranding campaign, Brent Reilly, President of Randall-Reilly said, "Instead of waiting on the audience to come to us, we go where they are and offer our clients cross-channel marketing solutions." The rebranding efforts of Randall-Reilly started with the decision to change the entire look and structure of the business. A top to bottom approach was used including changes to company logos as well as the taglines associated with them. Salespeople who once offered ads in magazines are now account managers able to offer customized data and media solutions. The whole company is taking a comprehensive approach and consolidating itself to present a more unified brand.

Pro Trucker Online is an interactive recruiting website for Randall-Reilly, and as such, it was given an exciting new facelift that reflects the company's overall rebranding campaign. From its earliest version as Pro Trucker magazine, the publication has been one of the industry's premier references, used by highly rated trucking companies to connect qualified drivers to available [trucking jobs](#). The online version of Pro Trucker has performed the same function for several years. However, Randall-Reilly managers believe that these new changes to the website will boost its effectiveness immeasurably by helping truck drivers navigate the flood of industry news and job openings available to them.

The new-look version of ProTruckerOnline.com takes in all of the latest elements in sleek, efficient website design. Drivers and trucking companies will find improved navigation and consolidated industry news specifically designed with them in mind. Pro Trucker Online provides free access to the best companies in the trucking industry through a premier application system that is completely secure. And while it may seem short, it captures all of a trucker's pertinent

information to direct them to the best truck driving jobs currently available.

The entire trucking industry will have a much better sense of the overall changes that have taken place at Randall-Reilly after visiting the new Pro Trucker Online. This re-energized recruiting website is a fitting reflection of the success of the Randall-Reilly rebranding efforts and their transition from "magazine guys" to a technology and data driven company.

For more information about Pro Trucker Online and Randall-Reilly call 800-633-5953 or visit their websites.

About Randall-Reilly: Randall-Reilly has been a leader in publications for the trucking industry for more than 75 years. Based in Tuscaloosa, Alabama, the company has grown from a magazine originally created to better the lives of truckers by providing them with valuable information, to a nationally recognized brand and solutions-based multi-media company. Their business includes industry trade shows, award winning publications, and recruiting websites, such as ProTruckerOnline.com, to better serve every area of the trucking industry. Randall-Reilly continues to live by four core principles that have guided them throughout their history: to be a business of open communication, adaptive solutions, innovative ideas, and effective products.

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<http://www.protruckeronline.com>

Press release courtesy of Online PR Media: <http://bit.ly/13N18rx>

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