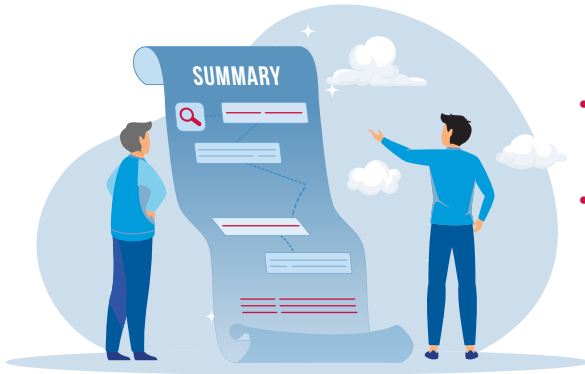


ATLAS DRIVE 2025 – DAY FOUR HIGHLIGHTS

MARKETING & INNOVATION SUMMARY



- Day Four wrapped the conference with a renewed focus on brand trust, agent connection, and purpose-driven growth.
- Marketing and innovation were positioned not just as tools—but as core strategies to future-proof Atlas and empower its agent network.

STRENGTHENING THE TRUSTED AGENT BRAND

- Reinforced the value of **co-branded messaging**: Atlas + Agent = stronger, trusted customer connection
- Continued focus on delivering a **consistent customer experience** across touchpoints
- Highlighted the importance of **marketing alignment** and agent storytelling to elevate visibility
- Agents are encouraged to use **shared branding tools** and **collateral kits** to drive trust and conversion



AGENT SPOTLIGHT SERIES: MOVIFIED



- 1 **The Atlas Agent Spotlight Series**, part of the Movified Podcast hosted by Mark Hirschi (Salmon's Moving & Storage), debuted during the conference
- 2 Features **agent voices from coast to coast**, sharing business strategies, industry insights, and community stories
- 3 Celebrates the power of the Atlas network and the importance of peer-to-peer learning
- 4 Designed to foster connection, collaboration, and a shared sense of purpose in a highly competitive market

“We may have taken different paths, but we’re on the same journey.”

DAY FOUR HIGHLIGHTS - CONTINUED

Every Move Counts: Purpose-Driven Partnerships



Trees Canada + Food Banks Canada partnerships support two causes with every move booked



Focus on community impact, sustainability, and brand alignment with customer values

Scan the **QR CODE** to see the Marketing Brochure



Agents are encouraged to promote the initiative in their own marketing to boost overall awareness.

ACE RELOCATION: HUBSPOT IN ACTION

Presentation: How HubSpot Helped Ace Scale Smarter



- Shared real-life implementation **insights** from an Atlas Agent perspective
- **Highlighted improvements in:**
 - Lead **tracking** and **segmentation**
 - Automated follow-ups and **email marketing**
 - Reporting dashboards that **deliver** transparency and accountability
- Provided tips on customizing **HubSpot** pipelines to match local
- Underscored the value of **centralized systems** for business scalability sales workflows



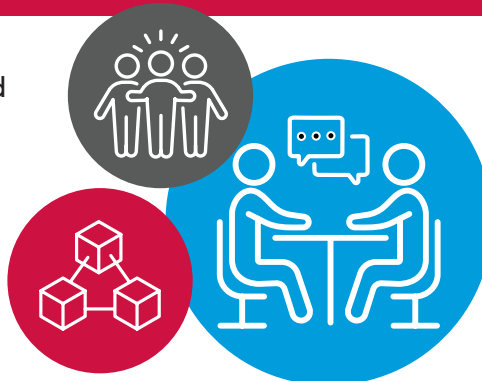
SLIDE DECK



FIRESIDE CHAT HIGHLIGHTS

Leadership reinforced that **feed-back loops, ongoing support, and clear communication** will remain central

Agents shared how they plan to activate what they've learned: from **HubSpot** rollouts to local branding efforts



SWOT themes from earlier in the week were revisited—progress already being made in addressing weak points through **shared solutions**

Discussion centered on **maintaining momentum post-conference**

“Together, we’re building a network that’s not only strong—but future-ready.”

If your team is interested in working with Food Banks Canada and/or Trees Canada, please contact Jackie at jmcculloch@atlasvanlines.ca. She can help coordinate a call and connect your agency with the teams behind these great programs.