

Randall-Reilly Revamps Their Pro Trucker Online Website

Randall-Reilly launches revamped Pro Trucker Online as part of sweeping company-wide branding overhaul for the trucking industry publishing leader.

May 1, 2013 (FPRC) -- Tuscaloosa, Alabama - Randall-Reilly, considered one of the leading publishing companies for the trucking industry for more than seven decades, has launched a completely revamped version of its interactive recruiting website, ProTruckerOnline.com, part of its sweeping rebranding campaign aimed at transforming the trucking publication giant from "magazine guys" to a comprehensive multi-media, solutions-based company.

The rebranding campaign for Randall-Reilly began with changes to the company's logos and taglines, as well as retraining for sales personnel so that they may now serve as account managers, equipped offer customized data and media solutions for its users. The top-bottom-approach, said Randall-Reilly President Brent Reilly, encompasses a comprehensive approach for the company toward consolidating its suite of services under one unified brand though streamlined solutions and products.

Pro Trucker Online is an interactive recruiting website for Randall-Reilly. 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 openings for jobs for truckers.

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.

"Instead of waiting on the audience to come to us, we go where they are and offer our clients cross-channel marketing solutions," Reilly said.

The revamped ProTruckerOnline.com incorporates the most up-to-date elements of sleek, efficient website design, said Reilly. Drivers and trucking companies alike 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, while capturing all of a job searcher's pertinent information to direct them to the best truck driving openings 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," said Reilly. He added that the re-energized recruiting website is the capstone to his company's highly successful rebranding efforts and will elevate Randall-Reilly from magazine publishing house to an industry leader offering comprehensive technology and data driven services and products.

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 transitioned from industry magazine publisher to a nationally recognized brand and solutions-based multi-media company for the industry and those seeking jobs as truckers. Randall-Reilly's suite of services and products includes trade shows, award winning publications and its recruiting site, ProTruckerOnline.com. Its core mission is to be a business of open communication, adaptive solutions, innovative ideas and effective products.

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Keywords

[jobs for truckers](#)

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