

# DHL SUPPLY CHAIN COPYWRITING TASK:

Campaign copywriting and LinkedIn post captions for 4x organic and 4x paid assets driving traffic to DHL Supply Chain's existing case studies (note: case studies not written by me).

A promotional graphic for a DHL case study. The left side features a yellow background with the DHL logo in red. Below the logo, the text reads 'CASE STUDY: PEAK VOLUMES AND INEXPERIENCED STAFF' in bold red letters. Underneath, it says 'DHL empowered a global e-commerce client to conquer these obstacles.' and a red button with the text 'Discover how'. The right side of the graphic is a photograph of two people in a warehouse setting. A woman in a blue safety vest and glasses is looking at a tablet held by a man in a yellow safety vest. They are standing in front of red industrial shelving units.

**DHL**

CASE STUDY:  
**PEAK VOLUMES AND  
INEXPERIENCED STAFF**

DHL empowered a global e-commerce client to conquer these obstacles.

[Discover how](#)

LINKEDIN POST CAPTION: What happens when a business faces soaring customer demands but lacks staffing or warehouse strategies? It risks a precarious house of cards-like collapse. Discover how DHL Supply Chain transformed a global e-commerce client's rapid-growth chaos into streamlined peak-period success by implementing a people-first approach.



CASE STUDY:  
**DHL'S ON-GROUND  
SOLUTIONS  
SUPERCHARGE  
E-COMMERCE CLIENT'S  
PEAK-SEASON GROWTH**

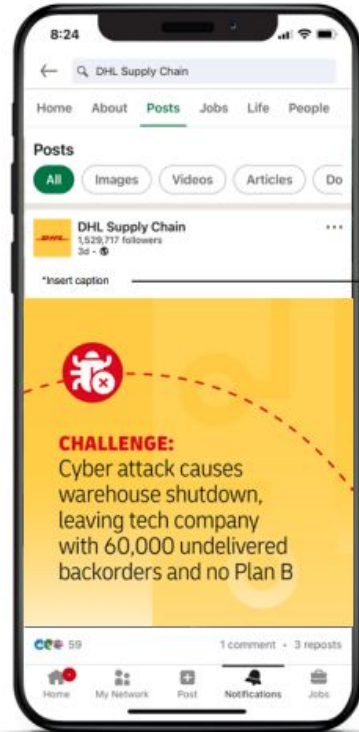
**Discover how**



LINKEDIN POST CAPTION: Amidst the whirlwind of campaign chaos and high-volume same-day customer demands, a global e-commerce client turned to DHL Supply Chain for swift solutions. The result? Remarkable warehouse efficiencies, optimized resource sharing, and a zero-accident safety culture. Dive into our case study to discover how we achieved this.

<https://okt.to/mMaDvh> [LinkedIN post here](#)

## ORGANIC / CAROUSEL



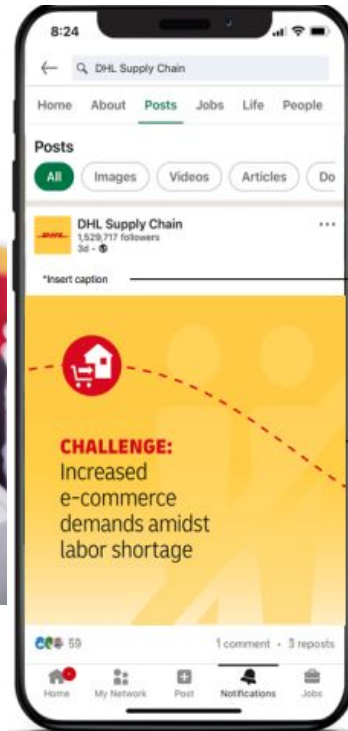
Picture a cyber attack shutting down your warehouse, leaving you with 60,000 backorders and no clear path forward. Your worst nightmare, right? Learn how DHL Supply Chain's swift and strategic response transformed a tech company's logistics crisis into a tale of continuity success in just 48 hours. See our case study for the full story.



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## ORGANIC / CAROUSEL

CASE STUDY:  
**DHL RESOLVES  
 GLOBAL FASHION  
 CUSTOMER'S  
 LABOR CRISIS**

Don't let a labor shortage stall your business. Discover how DHL Supply Chain helped Gap Japan overcome staffing challenges with smart solutions, achieving incredible results. See our case study for the full story.

#DHLSUPPLYCHAIN

**DHL'S SOLUTION:**  
 implement  
 innovative smart  
 devices and  
 multi-order  
 picking methods



**OUTCOME:**  
 reduced costs, 20% boost  
 in productivity, 99.8%  
 picking accuracy, faster  
 fulfilment and increased  
 customer satisfaction

LINKEDIN POST CAPTION: Don't let a labor shortage stall your business. Discover how DHL Supply Chain helped Gap Japan overcome staffing challenges with smart solutions, achieving incredible results. Read the full story here:  
<https://lnkd.in/gp48mpty> [LinkedIN post here](#)



**DHL**

**WHEN THE UNEXPECTED HAPPENS, WE'VE GOT YOU**

DHL's business continuity plan and smart warehouse solutions helped a tech giant soar through a major crisis

[Discover how](#)

VIRUS ALERT  
WARNING: GREAT DETECTED

LINKEDIN POST CAPTION: As Black Friday, festive shopping and Boxing Day sales approach, a reliable warehouse logistics team is crucial. But what if a sudden crisis disrupts incoming and outgoing orders? Learn how a leading global tech company hit by a devastating cyber attack found swift solutions with DHL Supply Chain. Explore our case study for the full story.



**DHL**

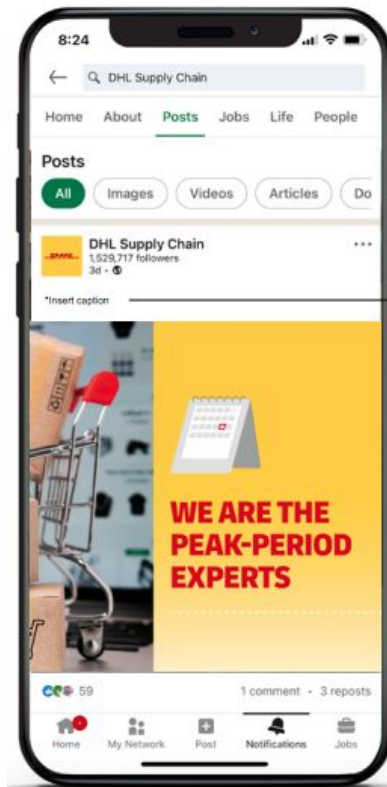
## SOAR THROUGH EOY DEMANDS WITH DHL

Our smart warehouse strategies helped one of the world's largest e-commerce companies with peak-period preparation

[Discover how](#)

LINKEDIN POST CAPTION: As high-demand seasons approach, businesses must adapt swiftly to avoid collapse. Ensuring your staff can handle volume fluctuations is just as vital as optimizing production and fulfillment capabilities. Discover how DHL Supply Chain empowered a global e-commerce client to convert rapid-growth chaos into peak-period success with a transformational people-first strategy. Explore our case study for the full story.

## PAID / CAROUSEL



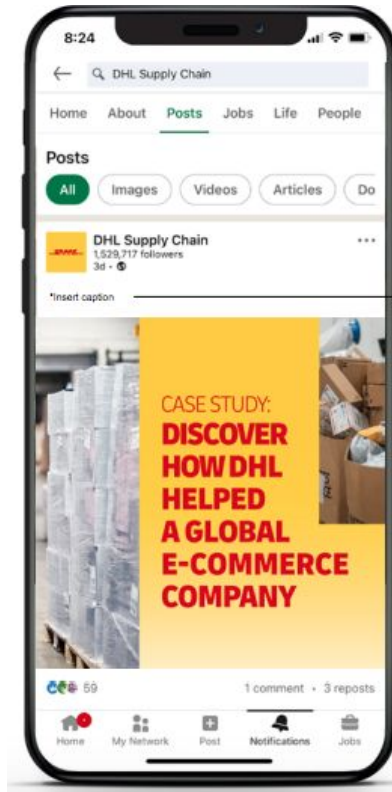
Are you ready for Black Friday's high-volume demands? Having the right team beside you to think critically in a crisis is crucial. When Gap Japan faced labor shortage challenges that impacted warehouse production, they turned to DHL Supply Chain. Read our inspiring case study to discover how our smart solutions yielded incredible results.

#DHLSUPPLYCHAIN #BLACKFRIDAY #INNOVATION #STRATEGY #PRODUCTIVITY #TIPS

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## PAID / CAROUSEL



As peak-period shopping season approaches, ask yourself: is your business prepared for expected and unexpected demands? Discover how DHL Supply Chain's expertise helped a global e-commerce company navigate campaign chaos to achieve warehouse efficiencies, meet same-day fulfillment, optimize resources, and foster a zero-accident safety culture. Explore our case study for the full story.

\*Insert caption

#DHLSUPPLYCHAIN #BLACKFRIDAY #INNOVATION #STRATEGY #PRODUCTIVITY #TIPS



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THE END