



**CHOCOLATE
CAKE MEDIA**



5 COSTLY MISTAKES LOGISTICS COMPANIES MAKE WITH VIDEO

WHY YOU SHOULD CARE?

If you're in logistics, you already know how fast-paced, complex, and competitive the industry is. But what you might not realise is how much your video content could be holding you back from recruitment to safety, from training to brand visibility.

This guide breaks down five common mistakes logistics companies make with video and how to avoid them. Whether you're struggling with staff retention, safety compliance, or just being seen in a crowded market, this could save you serious time and money.



RECRUITMENT VIDEOS THAT DON'T REFLECT REALITY

Too often, recruitment videos for logistics roles are created with a polished, overly corporate tone, shiny warehouses, stock footage of smiling people, and vague messages about “team culture.” The result? They attract the wrong candidates or leave new hires disappointed when the job doesn’t match what they saw on screen.

In a sector where transparency, physical working conditions, and shift expectations matter, glossing over the day-to-day realities leads to early leavers, poor morale, and increased recruitment costs. Candidates need clarity, not corporate hype

HEALTH & SAFETY VIDEOS THAT PEOPLE IGNORE

Health & Safety is non-negotiable, yet many videos are outdated, overlong, or treated as a box-ticking exercise. If employees are zoning out before the halfway mark or can’t relate to the scenarios shown, the content fails to do its job.

This isn’t just an engagement issue, it’s a risk. Poorly communicated safety procedures can lead to accidents, equipment damage, or non-compliance. And in high-turnover roles like warehouse ops or transport, fresh staff can easily miss critical steps if the content isn’t accessible and relevant.

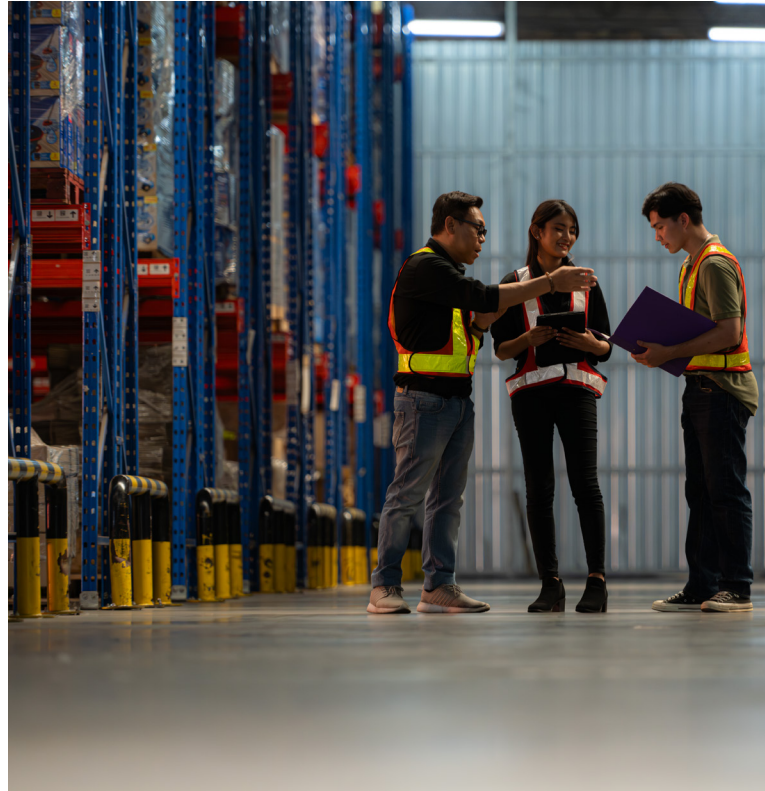
EXPLAINING REGULATIONS AND PROCESSES POORLY

Warehousing and logistics operations are built on detail from scan points and shift handovers to temperature control, customs, and driver hours.

Yet many companies fall into the trap of explaining complex processes using dense manuals, static documents, or unclear video content.

When regulations shift and they often do, companies scramble to update messaging but may still rely on legacy explainer videos that no longer reflect the current standards.

This leads to confusion, costly errors, or regulatory breaches that damage reputation and profitability



TRAINING VIDEOS THAT TRY TO COVER EVERYTHING AT ONCE

One of the biggest missteps in logistics training is the “everything in one video” approach. A 25-minute catch-all video for multiple roles, drivers, warehouse staff, supervisors rarely hits the mark for anyone. These videos are often hard to search, hard to revisit, and quickly become irrelevant as roles or systems evolve.

Frontline workers and agency staff often have minimal onboarding time, and a one-size-fits-all video doesn't provide the clarity they need.

Without role-specific, practical video training, companies risk inefficiencies, slow onboarding, and avoidable mistakes on the floor or on the road.



LACK OF BRAND AWARENESS IN A CROWDED MARKET

In a sector dominated by big names and multinationals, smaller logistics firms often assume video isn't worth the investment or worse, that they have nothing "flashy" to show.

Without any presence, these businesses become invisible to new clients, potential hires and even local partners.

This invisibility makes it harder to compete for contracts, stand out in procurement pipelines, or build long-term client relationships.

When the competition is louder and more visible, even if not better, perception wins and video is often the most powerful tool not being used.

- The best logistics videos don't just "look nice."
- They make recruitment easier.
- They reduce accidents.
- They improve compliance.
- They get you noticed.
- And they save you time/ Money — if done right.

At Chocolate Cake Media, we help logistics companies create video that's strategic, useful, and human. Let's make yours work harder.



LET'S TALK STRATEGY

Not sure if your videos are doing the job?

Let's fix that — with a free, no-pressure strategy call.





WHAT'S IN IT FOR YOU?

Here's what we'll cover:

- Clearer messaging your team and customers actually understand
- Proven ideas that boost recruitment, training, and brand impact
- Next steps tailored to your goals — no jargon, no hard sell

Just smart advice that could save you time, money, and headaches

Book Your Free Strategy Call Now

If your video content isn't driving results, it's time to change

Chocolate Cake Media
Let's get logistics moving.



CHOCOLATE
CAKE MEDIA

01509 276 223

hello@chocolatecakemedia.co.uk

www.chocolatecakemedia.co.uk

5 Beaumont Court, Loughborough, Leicestershire. LE11 5DA