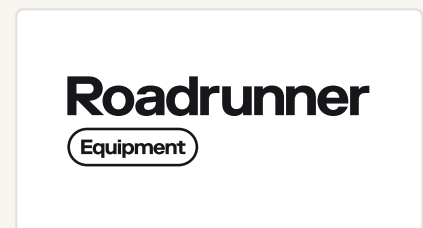
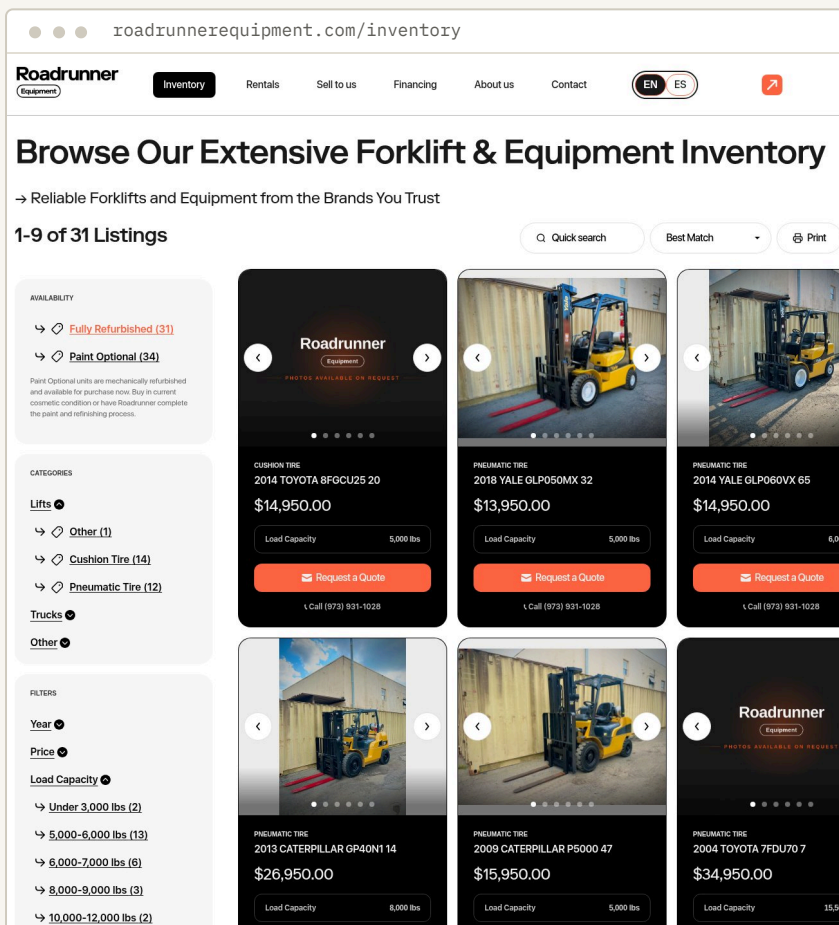


ROADRUNNER EQUIPMENT

A forklift dealer moved off Facebook Marketplace to a site business buyers take seriously.



One place

Quote requests, sell-to-us offers and financing requests all land in one dashboard.

CLIENT

Roadrunner Equipment

SECTOR

Used and refurbished forklifts, rentals, equipment buying

THE WORK

Custom website, Directus back office, tracking, hosting

LAUNCHED

2026

Give buyers the specs and price up front, and they arrive ready to talk.

THE PROBLEM

Roadrunner had no real website. Its forklifts lived on Facebook Marketplace, which doesn't look like an established dealer to a business buyer.

WHAT WE DID

Built a custom website around the inventory, and a back office (Directus) where the team manages its forklifts and every form on the site is saved.

WHAT CHANGED

Inquiries now arrive in one place, and buyers who reach out have already seen the specs and the price.

One place

Quote requests, sell-to-us offers and financing requests all land in one dashboard.

Since the site launched in 2026.

WHAT THIS MEANS FOR YOU

If your products only live on marketplaces, the marketplace owns your first impression. Your own site, with the full inventory, specs and prices, does the first round of selling for you.

p. 3

The problem

p. 4

What we did

p. 5

Results

p. 6

Your next step

A Marketplace listing can sell a forklift, but it doesn't sell the company.

Business buyers check out the seller before they call. Roadrunner had nowhere to send them.

Roadrunner buys used forklifts, refurbishes them to factory specifications and sells them to businesses. It also rents equipment and buys units from owners who want to sell.

Its forklifts were listed on Facebook Marketplace. That brings in plenty of eyes, but a warehouse manager or a fleet buyer spending five figures wants to see an established company first.

The goal: a site that shows the whole inventory with specs and prices, looks like the company Roadrunner is, and turns interest into inquiries the team can act on.

IN PLAIN WORDS

A backend is the back office of a website: a private dashboard where the team adds products, edits prices and reads messages. The public site shows whatever is in it.

WHAT SELLING ONLY THROUGH A MARKETPLACE COSTS A BUSINESS

01

Buyers doubt the seller

A marketplace profile looks the same for a one-person side hustle and an established dealer. Larger buyers notice.

02

The platform owns the buyer

The listing, the messages and the buyer's attention all sit on someone else's platform, next to competitors' listings.

03

The basics get asked again and again

When specs and prices aren't laid out clearly, the first conversation is spent answering them.

A site built around the inventory, with one back office for units and inquiries.

Three parts, built and launched together.

01

WEBSITE

A custom site where buyers find the right forklift themselves

Buyers filter by condition, category, year, price, load capacity, lift height, power type and make. Every unit has photos, specs, a price and a Request a Quote button. The site runs in English and Spanish.

Why it matters. Buyers can shop without calling first, so conversations start further along.

UNDER THE HOOD
Custom-built site
Filterable inventory · EN/ES

02

BACK OFFICE

The team manages units and inquiries in one dashboard

Staff add a forklift, upload photos, enter specs and price, and mark it sold. Quote requests, sell-to-us offers and financing and contact requests are saved in the same place.

Why it matters. Inventory and inquiries live in one place, and inquiries don't depend on someone remembering a message.

UNDER THE HOOD
Directus (headless CMS)
Forms saved to the database

03

MEASURE + RUN

Tracking from launch, hosting and upkeep handled

Analytics and conversion tracking were set up before launch. We host and maintain the site and the backend.

Why it matters. Form submissions are counted from day one, and Roadrunner doesn't have to manage servers or software updates.

UNDER THE HOOD
Analytics + conversion tracking
Hosting · maintenance

HOW AN INQUIRY REACHES THE TEAM



TERMS IN THIS CASE STUDY, IN PLAIN WORDS

Backend

The private side of a website, where the team manages content and reads submissions.

ROADRUNNER EQUIPMENT

Directus

The software running Roadrunner's back office: a dashboard on top of its database.

Filterable inventory

A product list buyers can narrow by the details they care about, like capacity or price.

LUX
MARKETING

Conversion tracking

Counting the actions that matter, like a quote request, and where they came from.

Inquiries in one place, from buyers who know the price.

One place

Every form on the site now saves to one dashboard, and buyers reach out after seeing the specs and the price.

Since the site launched in 2026.

Credible

A company site to send buyers to, instead of a marketplace profile.

Organized

Quote, sell-to-us and financing requests land in the same dashboard.

Qualified

Specs and prices on every listing answer the basic questions up front.

	BEFORE	AFTER
Where units are listed	Facebook Marketplace	Roadrunner's own site, with filters, specs and prices
Website	No real website	A custom site in English and Spanish
Inquiries	Wherever the buyer reached out	Saved in one Directus dashboard
First conversation	Often began with the basics	Starts further along

WHAT TO TAKE FROM THIS

Own your storefront

Marketplaces are good for reach, but your own site is where a business buyer decides you're real.

Put the answers on the page

Specs and prices up front save a round of questions on every inquiry.

Collect inquiries in one place

When every form lands in the same dashboard, nothing depends on someone checking their phone.

In 30 days, see which ads produce customers **and what to fix first.**

THREE QUESTIONS TO ASK ABOUT YOUR OWN MARKETING

- 01 If a business buyer searches for you, what do they find first?
- 02 Can a buyer see your full inventory, specs and prices without contacting you?
- 03 Do all your inquiries land in one place, or in several inboxes and phones?

If any of these is hard to answer, that's where the 30-Day Measurement Sprint starts.

30-Day Measurement Sprint

\$1,250 ONE TIME

An audit of the path from ad to sale, tracking that works, and a baseline report with a 90-day plan. Everything is built in your accounts, and you keep it. Your part is three calls and one person who can approve changes.

WEEK 1 · AUDIT

Kickoff call, then a review of your ads, analytics, forms or checkout and CRM. A “what’s broken” list by day 7.

WEEK 2 · FIX

Findings call to agree priorities, then your main conversions tracked correctly and sent back to Google and Meta.

WEEKS 3-4 · REPORT

Two weeks of clean data, then cost per lead and per sale by channel, a wasted-spend list and a 90-day plan.

DAY 30 · WALKTHROUGH

45 minutes on the findings, plus a recorded video you can share with your team.

Applying and the first call are free. The \$1,250 covers the 30-day Sprint, if you decide to start. Best for businesses advertising on Google or Meta (\$5,000+/mo in ad spend is recommended, not required). Fixed end date, and nothing renews automatically.

\$100K+

MONTHLY AD SPEND MANAGED

40+

ANALYTICS IMPLEMENTATIONS

50+

PIXEL & API IMPLEMENTATIONS

“I enthusiastically endorse him, hire him, he’ll help you succeed in more ways than you ask for.”

Rob Schwenker

Former client of 5 years

LinkedIn recommendation, May 2024

Apply for the Sprint →

luxmarketing.agency/apply

Details:

luxmarketing.agency/sprint



Julio Lopez

Founder & Head of Growth. Reviews every application personally.