

THE POWER OF SOCIAL MEDIA IN THE TRANSPORTATION INDUSTRY

Katie McPherson





Hi, I'm Katie.

Marketing Manager

Magnum Transportation

Fargo, North Dakota

Google



Google Search

I'm Feeling Lucky



>90%.

Google's search engine market share.

There are 246 million unique Google users in the U.S.

Facebook

LinkedIn

Twitter

TikTok

YouTube

Instagram

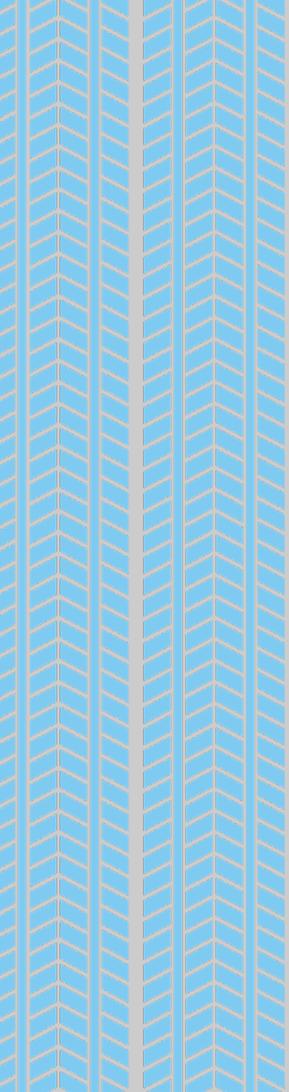
SemRush





SOCIAL MEDIA IS A POWERFUL TOOL

(More impactful than you know).



270 MILLION
SOCIAL NETWORK
USERS IN THE US

SOCIAL MEDIA INFLUENCES....

RECRUITING

BRAND AWARENESS

BUILDING A COMMUNITY

DRIVES SALES

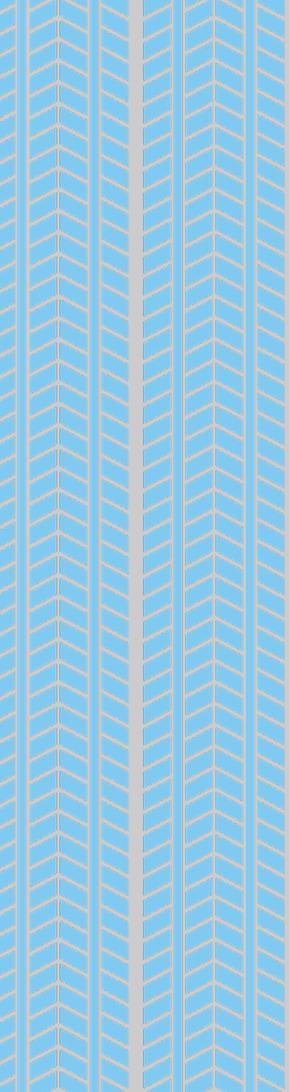
SHOWS BRAND AUTHENTICITY

PERSONABLE BRAND ENGAGEMENT

PROMOTES COMPANY CULTURE

BENEFITS RETENTION

COMMUNICATION



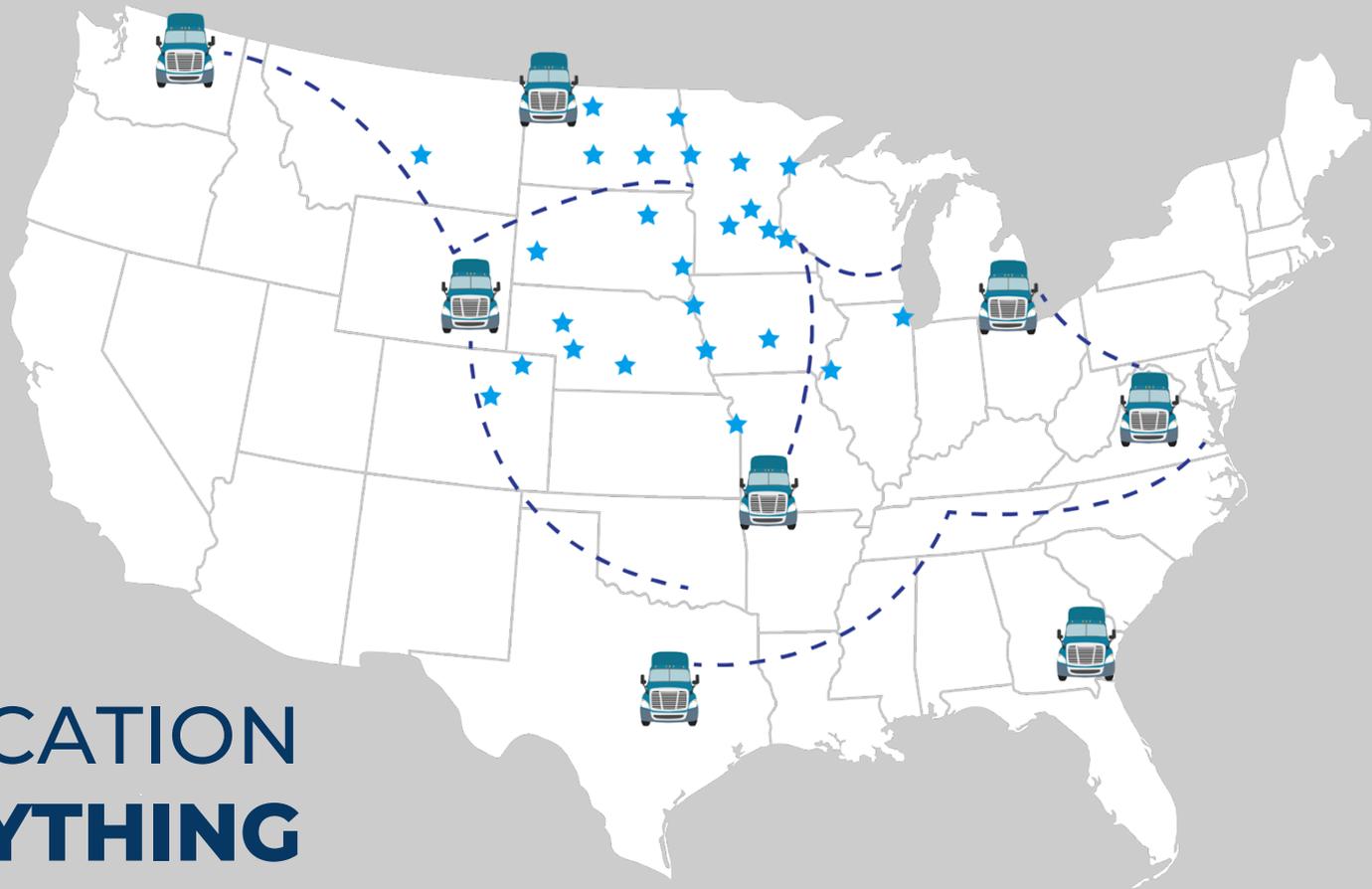
UNDERSTAND THE POTENTIAL SOCIAL
MEDIA CAN UNLOCK FOR YOUR COMPANY

UNDERSTAND DEMOGRAPHICS OF
AUDIENCES ON PLATFORMS

UNDERSTAND DIFFERENT TYPES OF
CONTENT



SOCIAL MEDIA COMMUNITY



COMMUNICATION
IS **EVERYTHING**



BUILDING CULTURE WITH YOUR EMPLOYEES

Kimberly Hanson (She/Her) • 1st
Director of Talent Acquisition at Magnum Transportation
1d • 🌐

Proud of my team and all they do!

Magnum Transportation
907 followers
1d • 🌐

Happy National Recruiter Day! We'd like to recognize our amazing recruiting team for all of their hard work and dedication to grow the Magnum team!
...see more



You and 4 others
1 comment

Like Comment Share Send

Kimberly Hanson (She/Her) • 1st
Director of Talent Acquisition at Magnum Transportation
1w • 🌐

I took a stroll through our Coon Rapids warehouse this morning. We have many opportunities in all of our Regions. Check them out at [see more](#)



You and 10 others
1 comment • 2 shares

Love Comment Share Send

Randy Andren • 2nd
Account Manager & Carrier Sales Lead.
1mo • 🌐

Magnum Transportation
900 followers
2mo • 🌐

March 6-12 is International Women's Week. Magnum is so fortunate to have such a strong core of women leaders on our team - from the driver's seat to the office chair, and everywhere in between. We celebrate equal opportunity for all, and are happy to be called home to some of the most talented women in the industry. #InternationalWomensWeek #WomenInTrucking



Like Comment Share Send

Comment as Magnum Transportation...

Christopher Krabbenhoft • 1st
Safety & Compliance Coordinator Magnum Companies
1mo • ***

Great company, equipment that's maintained and new, staff that's understanding, cares, and has empathy. That makes for a family feel not just another truck number. The best comment I hear from the drivers that have left and came back is always the same: "I wish I would have stayed, no other company has made me feel like they care about me like Magnum" #Magnumcares #DriveMagnum

Like Reply

Reply as Magnum Transportation...

Tara Veit, SPHR • 1st
Senior Benefits Manager
5d • 🌐

Magnum Transportation
900 followers
6d • 🌐

NEW TERMINAL ALERT

Ground has broken at our newest terminal-in-progress in Lakeville, Minnesota! This new 60-door terminal and shop has an estimated completion date of September 2022. We are beyond excited to see the upcoming progress as summer rolls along!



GIVEAWAYS

EMPLOYEE INTERACTION



VISA \$25
A Gift for You

MAGNUM

METAL
DIE-CAST PROMOTIONS 1:64 SCALE TRACTOR-TRAILER

MAGNUM
25 DAYS OF GIVING
DECEMBER 24

Magnum Transportation
Published by **Sarah** on December 24, 2021

It's Christmas Eve... don't forget to leave some cookies and milk out for Santa tonight!

To win this \$25 Visa gift card, Magnum tumbler, and Die-Cast Magnum truck, like and share this post. As always, make sure you like Magnum's Facebook page.

All winners for this week (December 20-25) will be randomly selected on Monday, December 27. Good luck, and safe travels to your destinations!

144 39 Comments 113 Shares

Like Comment Share

Most relevant

Monica Meier Copher
Merry Christmas die poolside

Like Reply Hide 21w

Lucy Dora
Thank you for the generous contest! Merry Christmas!

Like Reply Hide 21w

Sunshine McKenzie
David would love this, he's been wanting the little truck for years.

Like ReelV Hide 21w

Comment as Magnum...

Magnum Transportation
October 29, 2021

VOTING IS NOW CLOSED

Here are our Halloween Costume Contest participants – please help us decide our winner by liking the individual photo below of who you think should win!
Voting ends Sunday, October 31 at 5 p.m.



+12

EMPLOYEE FEATURES

Magnum Transportation
894 followers
5mo • Edited •

As promised, here are some photos of Jeanine Reinhard's journey delivering wreaths for **Wreaths Across America** in Colorado and Wyoming!

We are so proud of you, Jeanine!

#LiveTheirLegacy2021



0:28

1 comment • 1 share

Magnum Transportation
Published by Semrush @ - January 26 •

🎉 Congratulations, Michael!

We're excited to announce OTR Driver, Michael Wamhoff, as Magnum's 4th Quarter Safety Driver, along with 2021 OTR SAFETY DRIVER OF THE YEAR!

We are so proud of Michael for all he has accomplished this past year. Thank you, Michael, for your hard work and dedication to keeping America's highways safe. Please help us congratulate Michael on this amazing achievement! Well done!



3,423 People reached
438 Engagements
— Distribution score

Boost post

172
30 Comments 13 Shares

Like Comment Share

Magnum Transportation
Published by Semrush @ - January 5 •

Last week, we celebrated Paul Leeman's retirement! Paul worked at Magnum for 13 years. He began working in the Trailer Shop and in his last eight years, he worked in Vendor Repairs. Paul's favorite memory was learning and understanding the clean air engine system to make Vendor Repairs easier. Fun fact: Paul drove truck for 27 years – five of those years driving for the Army across Europe!

We wish Paul all the best for his retirement. Thank you for all you've done for Magnum... See more



3

CORPORATE SOCIAL RESPONSIBILITY

 **Magnum Transportation** ⋮

4mo • Edited • 

Magnum's Corporate office in Fargo, along with our Kearney terminal, joined the **U.S. Department of Homeland Security Blue Campaign** in wearing blue today to raise awareness for human trafficking!

To learn more about how you can help bring awareness to human trafficking and **#WearBlueDay**, visit <https://lnkd.in/gDZByCx>.

Truckers Against Trafficking



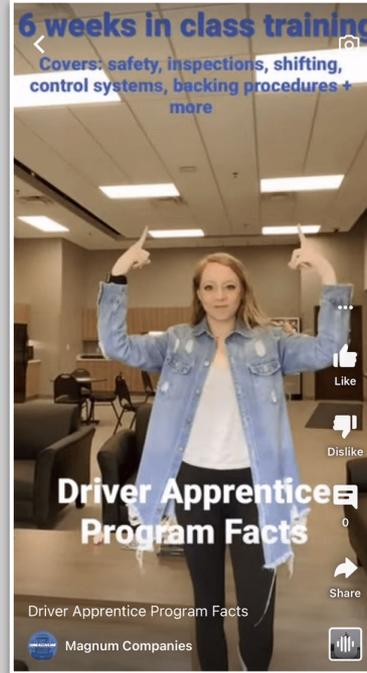


TYPES OF CONTENT MARKETING

VIDEO



TikTok



YouTube Short



Instagram Reels

INFOGRAPHIC

Magnum Transportation
Published by Sprout Social · September 14, 2021

Trucks move 72.5% of the nation's freight by weight. Ever wonder what America would look like without trucks?

Next time you see a truck driver, remember to thank them for all they do. Life would look a lot different without them! [❤️ #ThankATrucker](#)

Comment below to be entered into a random drawing for \$50 Magnum store credit! 🍷

<p>IN 24 HOURS...</p> <p>Delivery of medical supplies will cease. Hospitals will run out of common items, such as syringes. Service stations will start to run out of fuel. Food shortages will begin to develop. US Mail delivery will stop.</p> 	<p>AFTER 2-3 DAYS...</p> <p>Food shortages will escalate. Essential supplies, such as water will be in high demand. ATM's and banks will run out of cash. Fuel will run out. Garbage will pile up in urban areas.</p> 
<p>WITHIN ONE WEEK...</p> <p>Automobile travel will decrease, and eventually stop due to the lack of fuel for cars and trucks. Hospitals will exhaust their oxygen supplies, unable to provide basic service to patients.</p> 	<p>TWO WEEKS AND BEYOND...</p> <p>The entire nation will exhaust it's clean water supply. Illnesses will increase due to lack of access to medical supplies and increasing toxic waste, polluting the environment and residential areas.</p> 

CSR

Magnum Transportation
May 18 at 12:15 PM

On Tuesday, Magnum had the opportunity to participate at a Career Day Expo at a West Fargo Middle School!

We partnered with [North Dakota Motor Carriers Association](#) for this event by giving 7th and 8th Grader's a chance to sit in the driver's seat of a Magnum tractor-trailer. Before these young drivers get out on the road, we want them to truly understand the blind spots a truck driver experiences. The kids got to learn all about the No-Zone's and how important it is to be aware of them while navigating the roadways!

Needless to say, we're expecting perfect scores on the No-Zone section of their upcoming permit tests. Thanks for having us out!




TESTIMONIAL

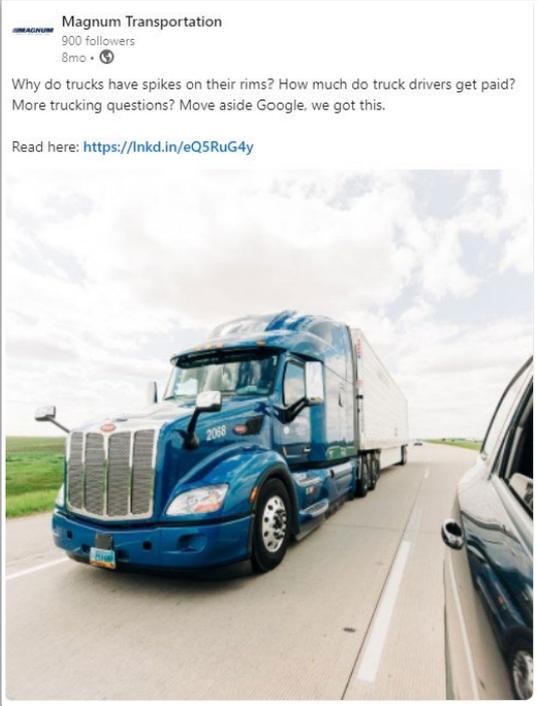
Brian – OTR Driver

I can honestly say this is a great company to drive for — the pay, miles, equipment, dispatch and shops. I personally have had good experiences with both our shops in Fargo and Coon Rapids. Jeff and Andy have always treated me well, and the techs I've interacted with have always been friendly and helpful when I've had questions. It would take a lot for me to consider driving elsewhere.




BLOGS

MEMES



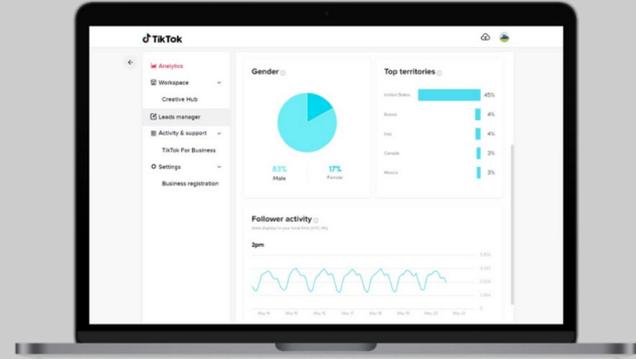
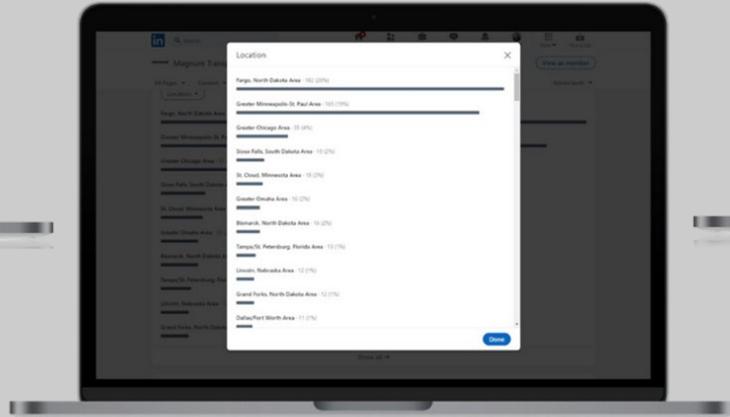
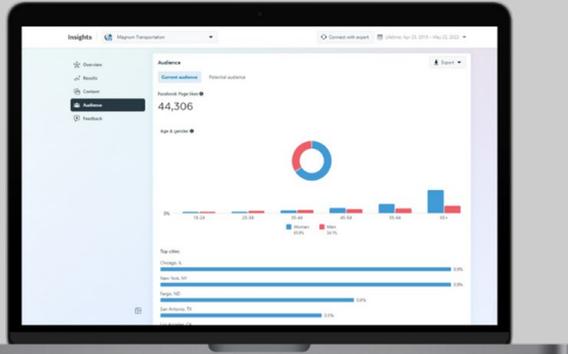


WRITING CONTENT

EMPLOYEE SHIFT



PLATFORM DEMOGRAPHICS



**FOUR GOALS
OF WRITING
CONTENT**

Teach

Entertain

Encourage

Understand



WHAT'S WORTH INTERACTING WITH? TRIVIA

 **Magnum Transportation**
January 4 · 🌐

In true National Trivia Day fashion... 🤖
What year was Magnum established?



  Katie McPherson and 35 others

15 Comments 1 Share

 **Tamara Prater**
1978 is great! That's when I graduated 🎓



Like Reply 20w

 Top fan
Mike Conley
1979

Like Reply 21w

Barry Chouinard
Which Magnum? All 5? 🤖

Like Reply 21w

Edna Moore
Thank you truckers bless you 🙏

Like Reply 21w

Kim Nuss Franco
1979

Like Reply 21w

Sanela Bachmann
1978

Like Reply 21w

Corey L Lease
1978 🙏

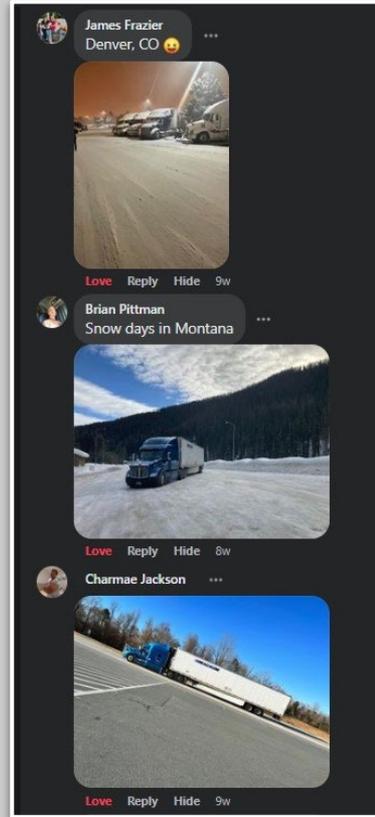
Like Reply 21w

Mickey Howley
82

Like Reply 21w

CALL TO ACTION

SHOW US YOUR TRUCKS!



GENERATE A PROMPT

#THANKATRUCKER

Magnum Transportation
November 2, 2021 · 🌐

As harvest season comes to an end and November rolls in...
If you eat today, thank a farmer;
If it's on your table, thank a trucker;
And if you eat in peace today, thank a veteran.

[#TruckerTuesday](#) [#ThankATrucker](#) [#ThankAVeteran](#) [#ThankAFarmer](#)



Katie McPherson, Ken Rheault and 741 others · 44 Comments · 127 Shares

Like Comment Share

Gail Absher Lemon
They All are Hero's.Thank You. God Bless you All. 🇺🇸

Like Reply 29w

Earl Weimer
Yes. 🇺🇸

Like Reply 29w

John L Miles
We can't live in peace without all of them 🇺🇸 🇺🇸 🇺🇸 4

Like Reply 29w

Helen Sanders
Amen 🇺🇸

Like Reply 29w

Toni Avena
God bless all of them & their families 🇺🇸 🇺🇸 🇺🇸 4

Like Reply 29w

Patty Gersdorf



Like Reply 29w

Dixie Weir
❤️ 🇺🇸 🇺🇸 2

Like Reply 30w

June Wood
Without them we would not be here. Thank you farmers,truckers and veterans for all that you do and have done! God bless you all!! 🇺🇸

Like Reply 29w

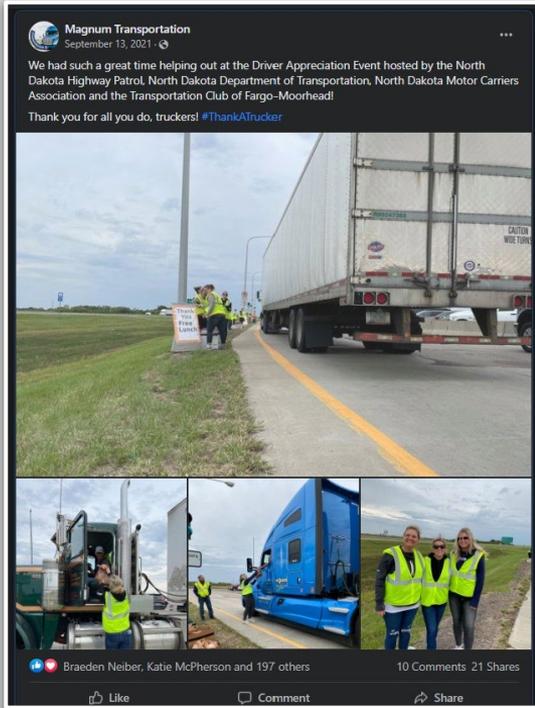
Deb Rubin
We love truckin for you! Ty vets and farmers. 🇺🇸 🇺🇸 3

Like Reply 30w

Gary Bickett
All great people 🇺🇸 🇺🇸 🇺🇸 3

Like Reply 30w

GOOD COMPANY DOING GOOD THINGS





SOCIAL MEDIA ADVERTISING

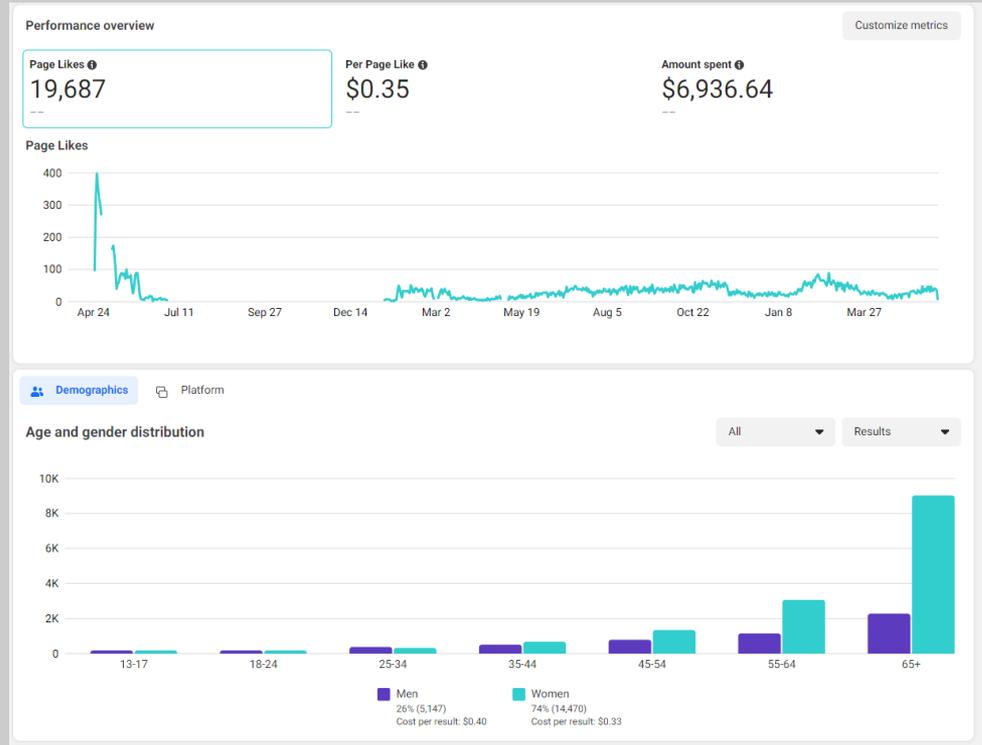
Facebook Ads

Magnum Transportation
Published by Katie McPherson · April 25, 2020 ·

Magnum is your source of delivering the essentials no matter what time of day, from cleaning supplies to food to medical supplies. We can't thank the transportation industry enough for all of the hard work they have put in recently, THANK YOU! #thankatrucker #truckinglife #truckdrivers

Magnum Transportation
Magnum is a stable and growing asset-based logistics company located in Fargo, ND. Over ...

41K · 5.7K Comments



Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking
19,687 Page Likes	485,183	889,316	\$0.35 Per Page Like	Above average	Average	Average

YouTube Ads

YouTube paid ads feed into Google ads campaigns

Studio

Search across your channel

Channel content

Video analytics ADVANCED MODE

Nov 19, 2021 – Jun 2, 2022
Since published

Overview Reach Engagement Audience

This video has gotten 320,865 views since it was published

Views 320.9K	Watch time (hours) 2.7K	Subscribers —
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[SEE MORE](#)

Realtime
Updating live

1,759
Views · Last 48 hours

Top traffic sources

YouTube advertising	99.5%
Suggested videos	0.3%
Browse features	0.1%
Channel pages	0.1%
YouTube search	0.1%

[SEE MORE](#)



Google Ads

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget	Status	↓ Optimizati scr	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversion:	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	Recruitment General	\$76.00/...	Eligible	90%	Search	27,625	1,412 clicks	5.11%	\$0.87	\$1,226.68	68.97	\$17.79
<input type="checkbox"/>	<input checked="" type="radio"/>	Recruitment OTR	\$50.00/...	Eligible	90%	Search	64,502	1,562 clicks	2.42%	\$0.97	\$1,520.00	1,043.06	\$1.46
<input type="checkbox"/>	<input checked="" type="radio"/>	Warehouse (Coon Rapids)	\$30.00/...	Eligible	90%	Search	21,782	3,446 clicks	15.82%	\$0.26	\$911.94	18.60	\$49.03
<input type="checkbox"/>	<input checked="" type="radio"/>	Warehouse (Sioux Falls)	\$10.00/...	Eligible	90%	Search	1,312	151 clicks	11.51%	\$1.82	\$275.13	33.48	\$8.22
<input type="checkbox"/>	<input checked="" type="radio"/>	LTL Sales Chicago Area	\$5.00/day	Eligible	90%	Search	263	93 clicks	35.36%	\$0.48	\$44.50	15.30	\$2.91
<input type="checkbox"/>	<input checked="" type="radio"/>	Dedicated	\$25.00/...	Eligible	90%	Search	25,192	2,596 clicks	10.30%	\$0.28	\$725.21	6.70	\$108.24
<input type="checkbox"/>	<input checked="" type="radio"/>	Warehouse (Lakeville)	\$15.00/...	Eligible	88.5%	Search	76	23 clicks	30.26%	\$0.47	\$10.80	3.00	\$3.60
<input type="checkbox"/>	<input checked="" type="radio"/>	LTL	\$15.00/...	Eligible	88.1%	Search	2,680	544 clicks	20.30%	\$0.44	\$237.28	118.40	\$2.00
<input type="checkbox"/>	<input checked="" type="radio"/>	OTR Recruitment Retargeting - Display	\$25.00/...	Eligible	86.7%	Display	69,337	1,536 clicks	2.22%	\$0.50	\$760.41	2,260.94	\$0.34
<input type="checkbox"/>	<input checked="" type="radio"/>	LTL Recruitment Banners - Display	\$5.00/day	Some ads disapproved	86.7%	Display	12,110	180 clicks, engagements	1.49%	\$0.85	\$153.13	4.74	\$32.33





In the end... what has worked for us

- Consistency
- Posting Internal & External News
- Tagging external sources
- Less is More Content wise
- Linking platforms and Google ties EVERYTHING together (more exposure)
- Interactions with followers

Questions?

