

BIG BLUE NEWS

MARKETING

MORE TO MARKETING

HAPPY NEW YEAR! We're excited to see what 2023 brings to Magnum!

As we continue on into the new year, Marketing is working on a variety of projects – website upgrades, data and analytics, blogs, in-house marketing materials, advertisements, videos, content creation, photography, and more! In 2022, we had the opportunity to visit a few terminals, and we're excited and hopeful to see the rest of you in 2023!

2022 ANALYTICS SUMMARY



Marketing hit many goals in 2022, and we're excited to share some exciting numbers regarding Magnum's exposure on Google and our social media platforms!

- Over 250,000 individual users visited the website
- www.magnumlog.com had 1.9 million page views
- Magnum's Facebook hit over 50,000 likes
- TikTok has almost 25,000 followers
- 54% of our website viewers are female
- Top 3 visited pages are:
Track Shipment, OTR Recruitment, and LTL
- At any given time during the work day, there are at least 13 people visiting our website

MAGNUM CLOTHING STORE

Moving forward in 2023 – for questions regarding orders, account balances, anniversaries, and any other inquiries regarding our Magnum store, please email rambow@magnumlog.com.

BEST FLEETS TO DRIVE FOR



The Magnum Truckload division was nominated as a **Finalist** for Best Fleets to Drive For with the Truckload Carrier's Association (TCA) and Carrier's Edge! The announcement of the 2023 Top 20 Best Fleets to Drive for is scheduled for January 31st – **STAY TUNED!**

SOCIAL MEDIA

Magnum continues to build a following along all social media platforms – **80,000 followers, to be exact!**

In 2022, we began incorporating more informational and entertaining video content to TikTok, YouTube and Instagram. Magnum's LinkedIn has made strides, highlighting the exciting business progress that we continue to achieve, and our Facebook is filled with employee highlights, giveaways, and celebrations!

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