



Jodi Navta, VP Marketing and Communications

www.coyote.com

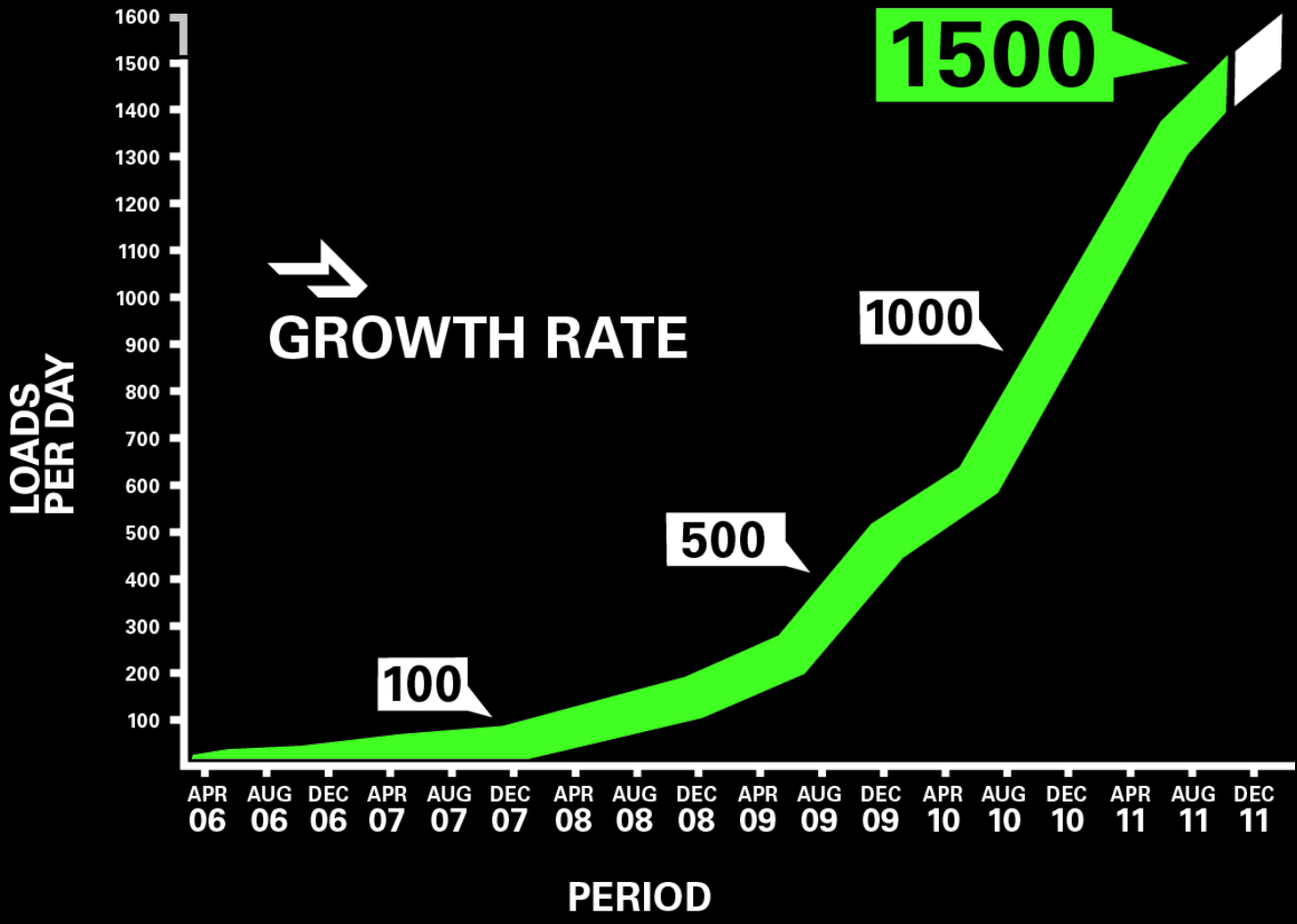
jodi.navta@coyote.com

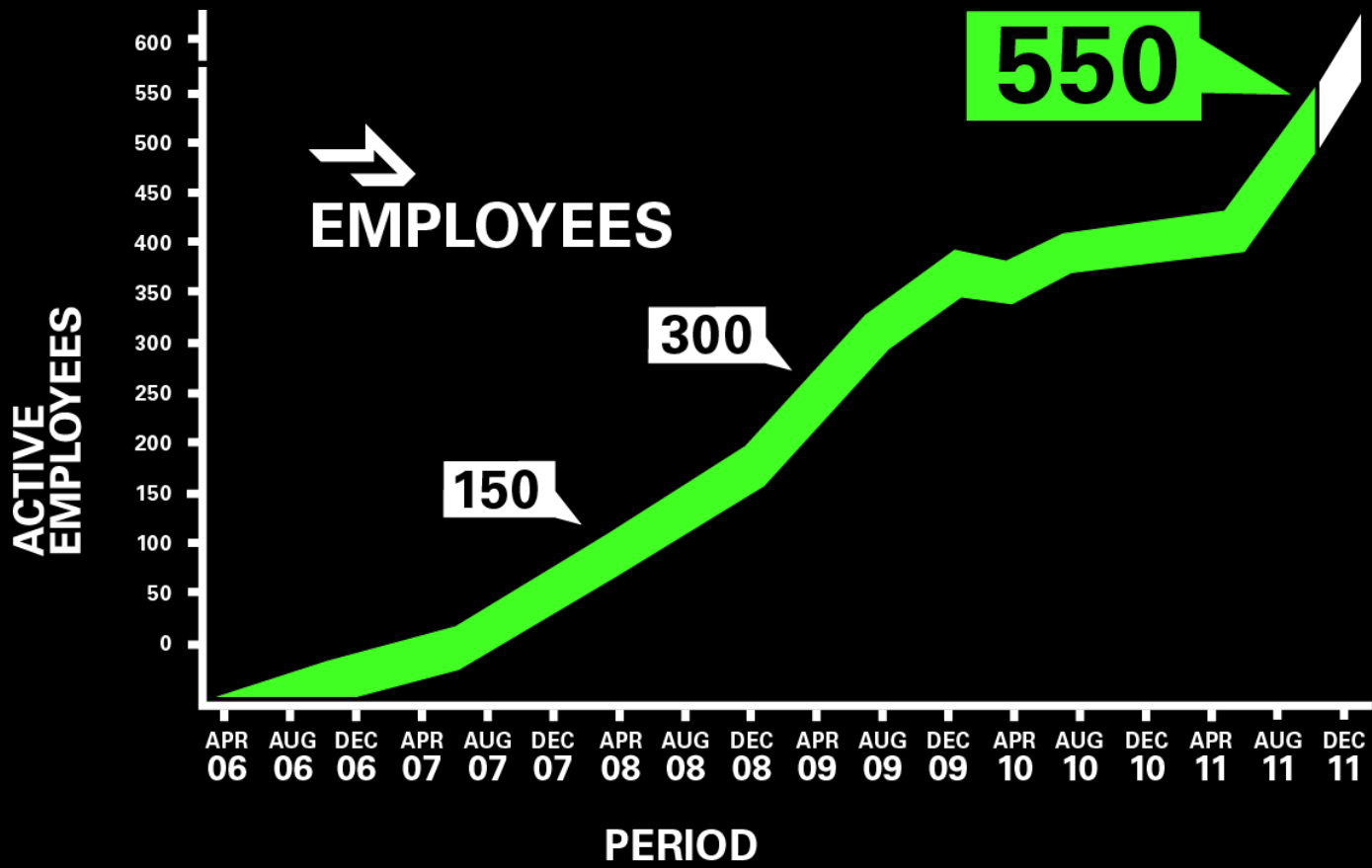
NUTC Presentation

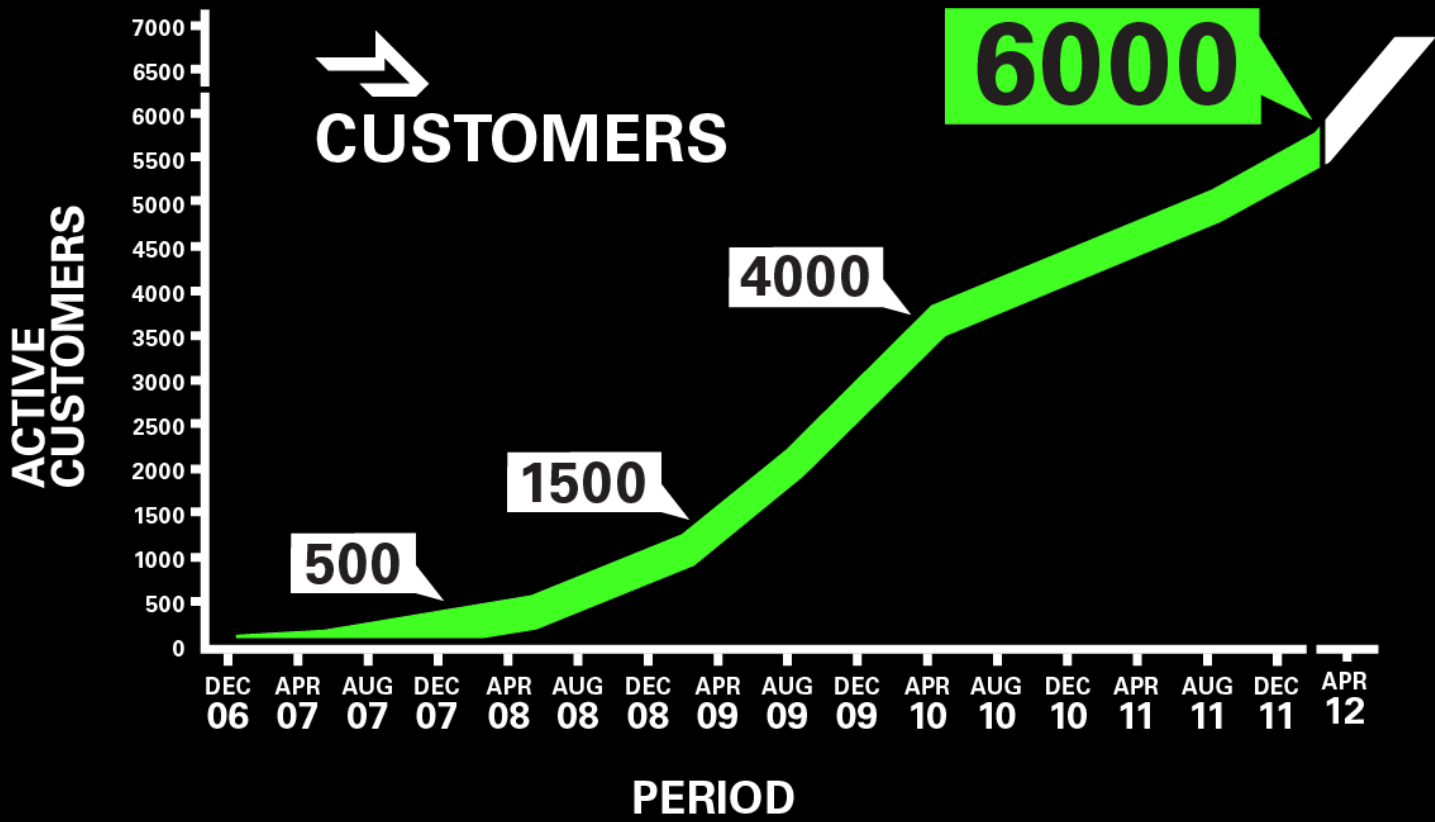
10/31/2012



COYOTE







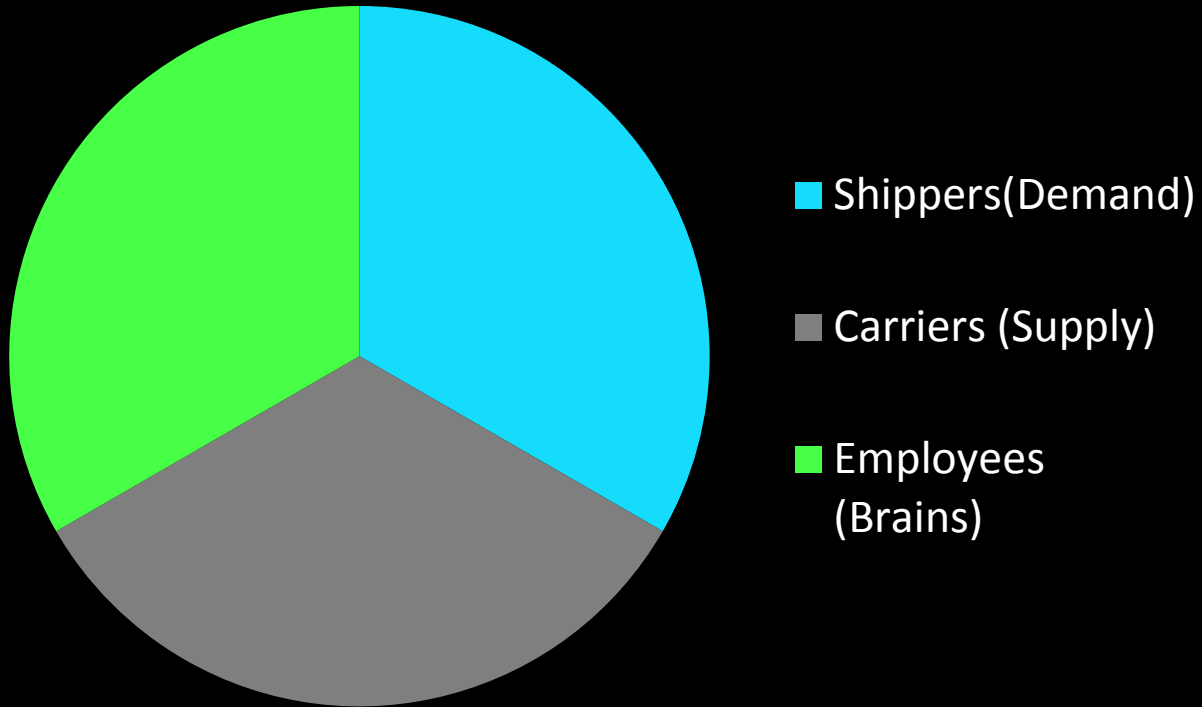
DAY 1



Stories

Understand Your Audience

Coyote Audience





CRAIN'S
CHICAGO BUSINESS.

Bloomberg

Inc.
500

Chicago
Tribune

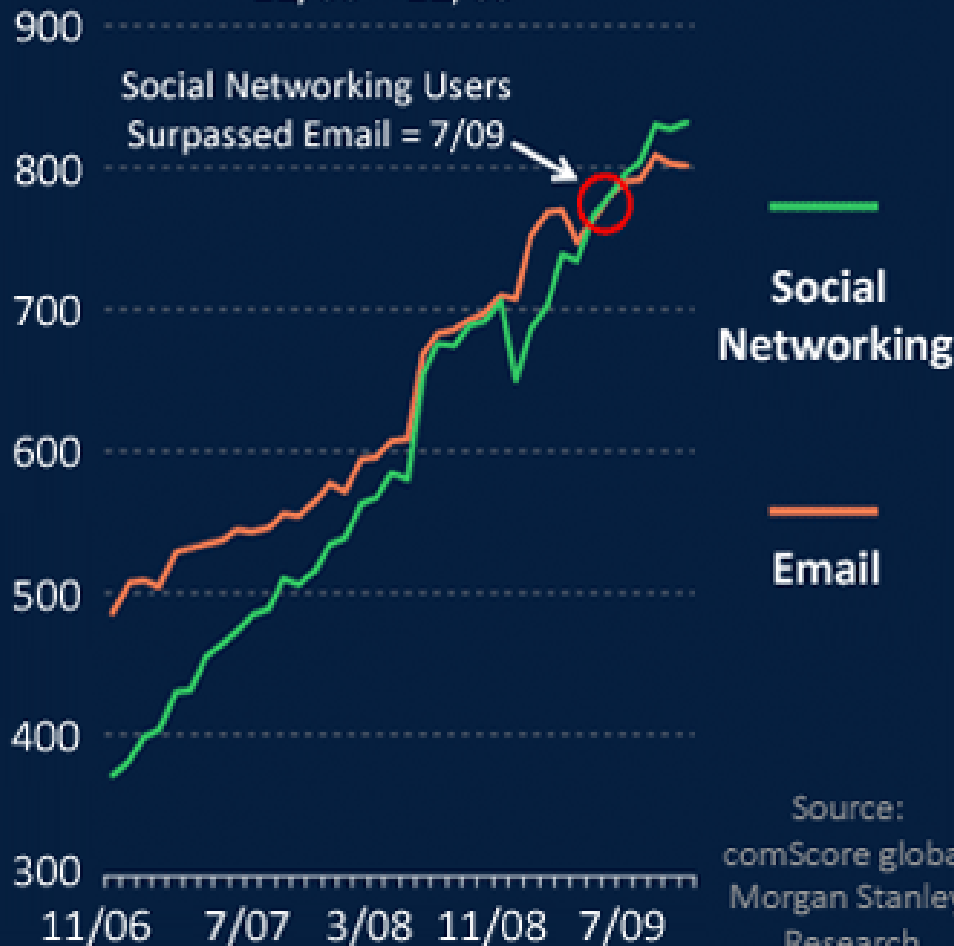
Tribal → **Social**
Tenacious → **Always On**
True → **Honest**
Smart → **Our Technology**



Communications – Social Networking > Email Usage...

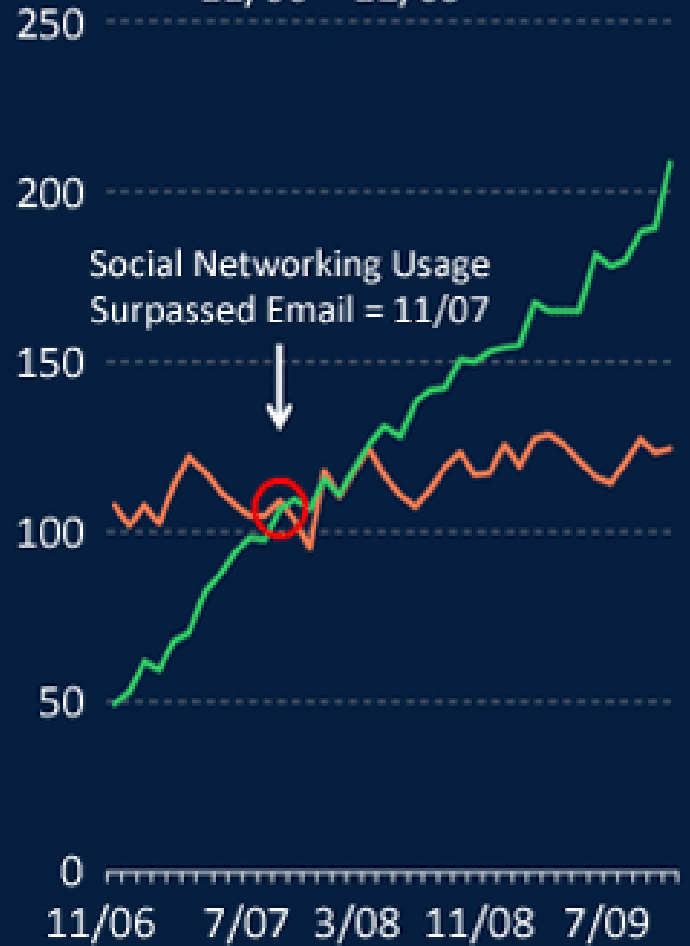
Number of Global Users (MM)

11/06 – 12/09



Global Minutes Spent per Month (B)

11/06 – 12/09



Source:
comScore global;
Morgan Stanley
Research

**Social media
helps people relate
to what we do,
not what we sell.**



NO EXCUSES

Lesson 1:

Let your talent speak for you.



sjfiler46

Oct 08, 8:51pm via Instagram

Officially a coyote!!! @CoyoteLogistics
[instagr.am/p/QizK-Evs2t/](https://www.instagram.com/p/QizK-Evs2t/) +



sjfiler46 ·





CoyoteLogistics

Oct 08, 7:30am via HootSuite

Welcome to the Pack! - Ari RT

@KevinMcElmurry: First day at the new job tomorrow. Hello @CoyoteLogistics see you in the morning



CoyoteLogistics

Oct 09, 7:42am via HootSuite

Wonderful! :) - Ari RT @AMartinDavis: Had a fun first day at @CoyoteLogistics. Now, time to get back to that map.



Luci Lambert

This video sums up the blast of a summer that I've had thus far. Such an awesome company to be working for.. GO COYOTE!!!

<http://www.coyote.com/shippers/>



Shippers | Coyote

www.coyote.com

- Just about any carrier/broker can get a load from here to there. The difference with you is communication.– Coyote Customer
- I've dealt with a million carriers over...

Like · Comment · Share · June 11 at 8:53pm

Megan O'Leary-Wohlgamuth, Madeleine Shaw and 2 others like this.



Coyote Logistics So glad you're enjoying it! We love having you here! - Ari

June 12 at 9:56am · Like



Bob Williams

Want to just say thanks to Coyote for being so supportive of my son. The company certainly goes out of it's way to make employees happy and comfortable. Thanks again to a class organization!

Like · Comment · Share · January 6 at 3:14pm via mobile



Janet Trebilcock Williams likes this.



Coyote Logistics Your son is an amazing asset to Coyote! Thank you for bringing us such a wonderful businessman! 😊 =>Bro

January 6 at 4:38pm · Like



Bob Williams Thank you for the kind words. We are very proud of him!

January 6 at 6:19pm · Like



Kat Stone

I just wanted to give a shout out to all the amazing people in the Alpharetta office! I just finished training and I absolutely could not be more impressed with the people and the welcoming we had! I have never worked for a company that makes me as content as Coyote has in these short past three weeks. I cannot wait to continue to support this growing company and all that it stands for. They mean it when they say it's composed of tenacious, tribal, true, and smart people! Oh and special shout out goes to Kristin McConnell because she trained us and she is AWESOME! ♥ I love being a Coyote! Love, Kat Stone (DS13)

Like · Comment · August 24 at 10:18pm near Kennesaw, GA



Meredith Giannoni, Anita Benavides, Andrew Redmon and 6 others like this.



Coyote Logistics And we love having you as a new member of our pack! That is great to hear! Welcome! - Ari

August 26 at 4:45pm · Like



miamicareers

Sep 20, 11:19am via My Photobucket

@CoyoteLogistics Absolutely! We LOVE your new brand - TOP NOTCH! But wait, let me show you rather than tell yo...

pbckt.com/pB.QM0kPy

1 retweets

miamicareers's album / Career Fair 2012



Like



Share

Viewing 50 of 50

Previous

Next





IUCareers

Sep 21, 9:27am via Web

@CoyoteLogistics We loved having you all here! See you in October!

[Hide conversation](#)



CoyoteLogistics: Our recruiters had a blast yesterday giving a presentation at @IUBloomington's @KelleySchool and @IUCareers! <http://t.co/VIVGXFyU> - Ari
9:25am, Sep 21 from HootSuite



IUCareers: @CoyoteLogistics We loved having you all here! See you in October!
9:27am, Sep 21 from Web



PurdueCCO

Sep 21, 9:14am via HootSuite

RT @brianwacnik: @PurdueCCO This fast growing Chicago based company gets things done. Check out @CoyoteLogistics for career opportunities!

Lesson 2:

Out-love the competition.



Erikka Stapleton Knight

My faithful custy Patrick Hogan sporting our Knight & Son Transportation hat :)



Like · Comment · Share · July 25 at 4:31pm near Troy, AL



Bigwrench Truck

One of the best brokers i have worked with in the past year Ryan takes great care of us at Big Wrench

Like · Comment · February 16 at 7:45pm



Coyote Logistics Thanks so much! Glad your experience has been so great! Thanks for being one our awesome carriers! => Pep
February 17 at 8:52am · Like



Scott Moore

Samantha Banks is our favorite .

Unlike · Comment · September 14, 2011 at 5:47pm

Lesson 3:

Customers are all over
the social space.



Win Fisher @wsfisher4

16h

Notified at 0830 that my driver did not report this morning. 30 minutes later @coyotelogistics had a truck under the pickups. Impressive.

Expand



Win Fisher @wsfisher4

28m

I am obsessed with @CoyoteLogistics customer service level. My rep makes me feel like I am their only customer. #3PLDomination

Collapse ← Reply ↻ Retweet ★ Favorite


Return On Investment

1 Customer + Twitter = \$46,000

Lesson 4:

Do more than sell your products and services.

itslala6 ·



1

itslala6 6d
#picstitch @coyotelogistics #chilicookoff
#forthekids @stjudes


coyotelogistics 6d
Love it! Great job, Coyotes! - Ari

1

 **CoyoteLogistics**
Oct 19, 1:06pm via HootSuite

Love it! Great job, Coyotes! - Ari @itsLALA6:
#picstitch @CoyoteLogistics #chilicookoff
#forthekids @stjudes [instagr.am/p/Q-FxeFdRd/](https://www.instagram.com/p/Q-FxeFdRd/) +

1 retweets

 **CoyoteLogistics**
Oct 18, 3:46pm via HootSuite

Uh oh! #fundraising for @StJude! RT
@itsLALA6: Itssss pie throwing time here at
@CoyoteLogistics ! Stay tuned for pictures!!
#forthekids

2 retweets

PRESS COVERAGE




6/17-6/23

26

Articles & Blogs
About Coyote

GROUP STATISTICS

6/17-6/23

New Twitter Followers	49	▲ 88%	
New Facebook Fans	34	▲ 167%	
Incoming Messages	296	▲ 2350%	

TOP TRAFFIC SOURCES

6/17-6/23

Source	Visits	
Traffic Totals	14,035	
	# of Visitors from Source	% of Total
Direct Traffic	7,327	52%
Google	4,439	32%
Bing	456	3%

MENTIONS FROM NOTABLE FOLLOWERS

Cheryl Hyman, *Chancellor of City Colleges of Chicago*



Chancellor Hyman @Chancellor_CCC 19 Jun
Dr. Jill Biden, Second Lady of the United States and Chancellor Cheryl Hyman of @ChiCityColleges - @CoyoteLogistics
<pic.twitter.com/ha62eKdn>
[View photo](#)

White House and White House Blog (Front Page of the Blog)



White House Blog @WhiteHouse_Blog 21 Jun
Community Colleges Are Changing the Way We Think About Workforce Development: Dr. Biden meets Jackie ... 1.usa.gov/O0eXj
[Expand](#)

ICIC



ICIC @icicorg 21 Jun
Second Lady Dr. Jill Biden visited #Chicago last week. Here's why - ht.ly/bJgM @ChiCityColleges @CoyoteLogistics @RahmEmanuel
[Expand](#)

Melanie Fonderkaye, *Communication Director for Dr. Biden*



melaniefonderkaye @mfonderkaye 19 Jun
Jill Biden checks out Chicago's college-to-career program: couriernews.suntimes.com/news/13290929-... @CoyoteLogistics @ChiCityColleges
[Expand](#)

Gregg Simon, *Metro Atlanta Chamber*



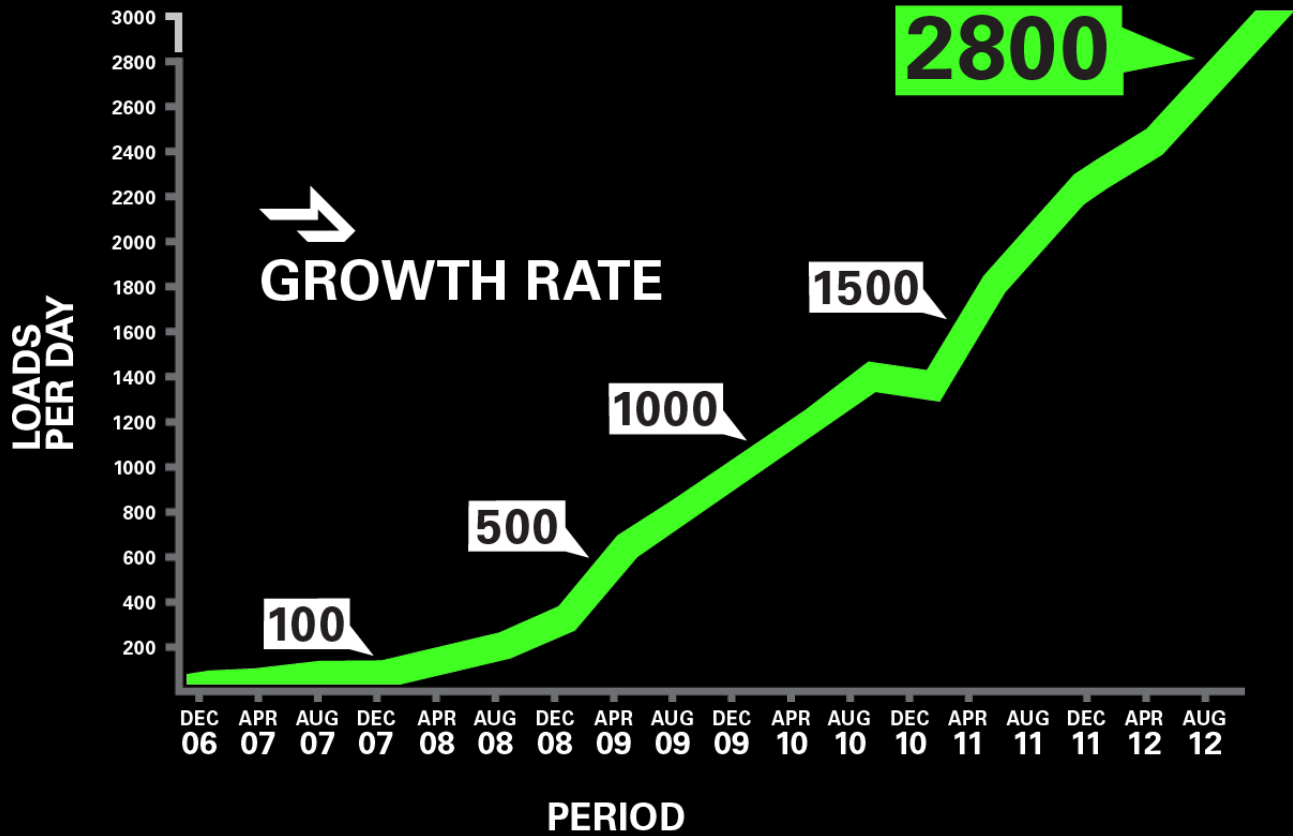
Gregg Simon @greggsimon 21 Jun
Happy they have 200 people in Atlanta! MT @MaryEDuggan: @CoyoteLogistics, the Firm in America Invests in Its Workforce shar.es/sC2s6
[Expand](#)

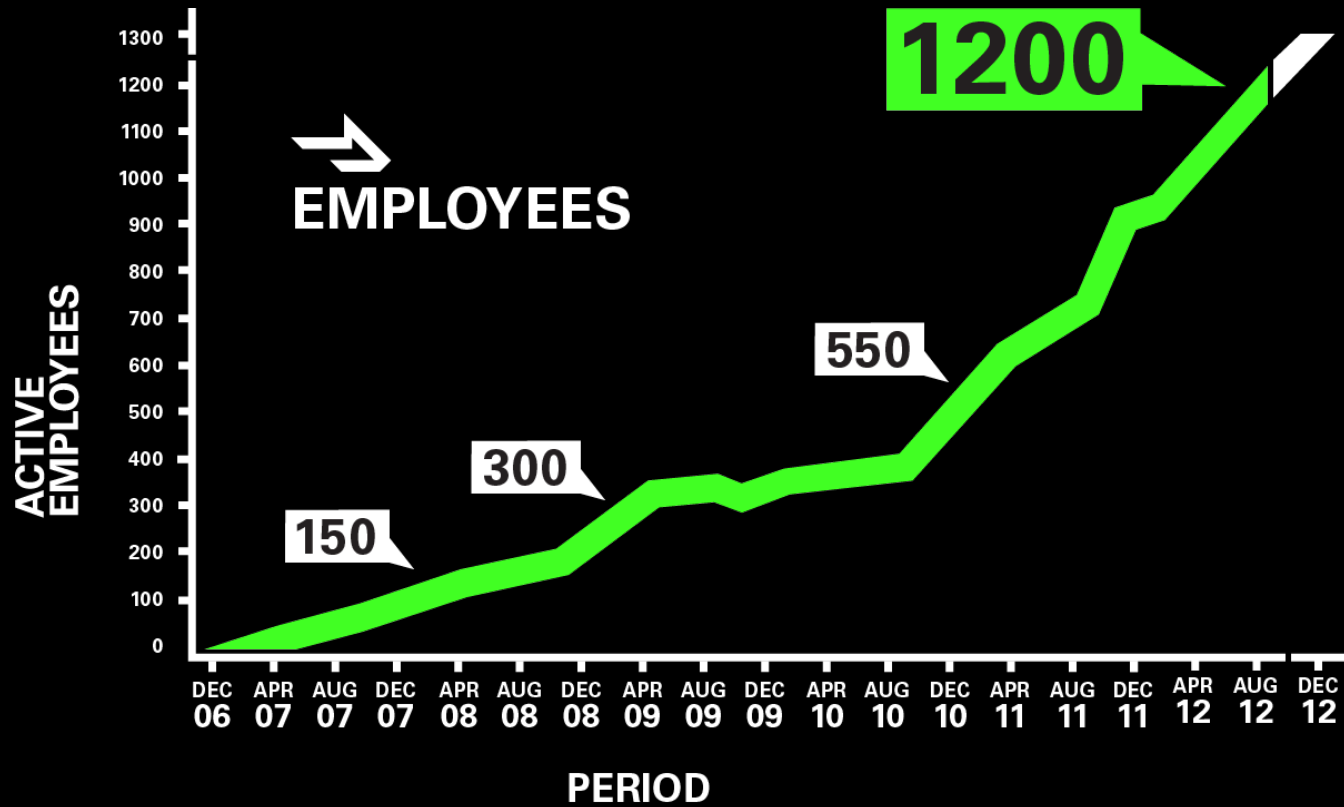
Jonathan Greenblatt, *Director of the White House Office of Social Innovation*

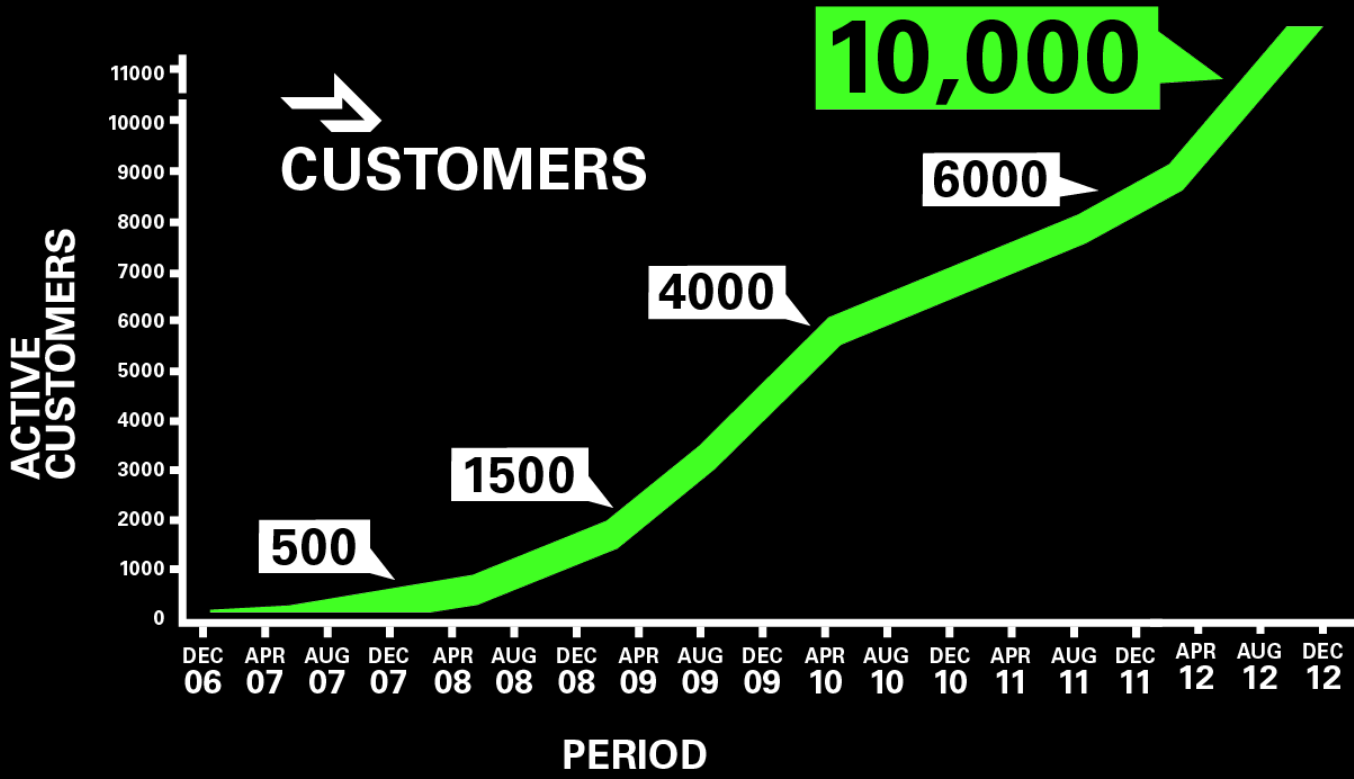


Jonathan Greenblatt @JONATHAN_G 20 Jun
Tx for informative day! Keep up good work! @CoyoteLogistics @gxcicago @ShannonDowney @GreenChoiceBank
[View conversation](#)

Today







WEBSITE

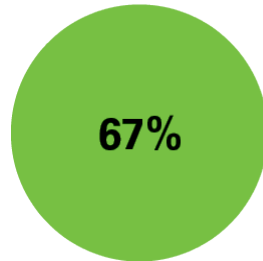


675,822 Visits by **289,049** Visitors

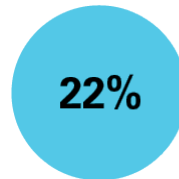
37,930 Visits via Social Referral

Top Social Sources

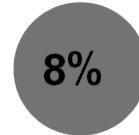
Facebook



LinkedIn



Twitter





1.8 K New Fans



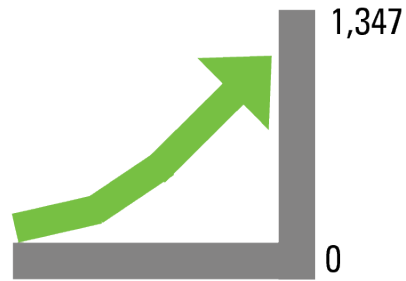
2.1 M Page Impressions



6.9 K Stories Created



1,347 New Followers



IN 2012




1.3 K Mentions



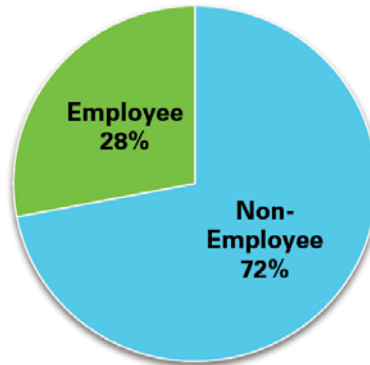
465 Retweets



 Follow **2,998** Followers

 **823** Employees on LinkedIn

Follower Demographics





23,376
Views

42,376
Minutes Watched

2013



Newsroom

Coyote Audience

