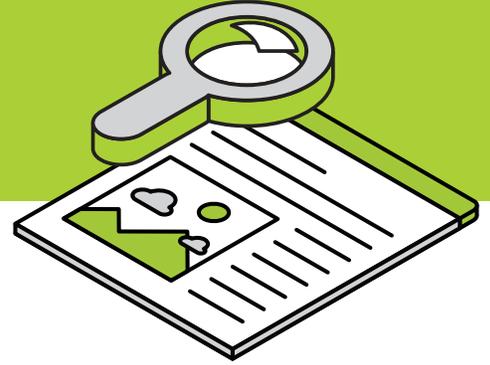




case study

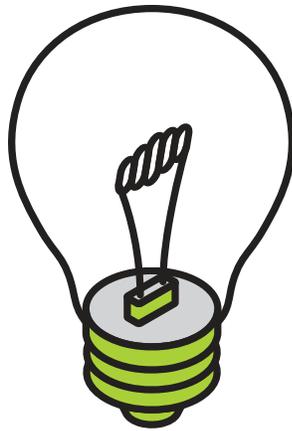


Aventis Systems Sees Growth of Social Media Presence and Engagement



Aventis Systems is a growing business that offers custom IT solutions to SMBs, government agencies and educational institutions in the USA and internationally. While they had a healthy social reach, they were unsatisfied with the results they saw from social media. Hoping to increase their following, audience engagement, site visitors from social and transactions from social, Aventis Systems turned to madison/miles media.

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about Aventis Systems

Aventis Systems offers comprehensive IT solutions with tailored configurations, cloud and virtualization services and personalized support. Founded in 2008, the company is based in Atlanta, Georgia.

marketing challenges

Before madison/miles, Aventis' posting frequency was inconsistent and social image quality was low. Their following was mostly disengaged and rarely interacted with Aventis content. Additionally, Aventis' target audience is multi-faceted and highly technical, requiring separate approaches for each segment. The IT industry is vast, with many similar businesses vying for the attention of the very overwrought and underfunded IT buyers whom Aventis targets.

With all this in mind, madison/miles had their work cut out for them in making Aventis Systems' message stand out from its competitors and creating social content that was worthy of this audience's time and attention.



how madison/miles helped

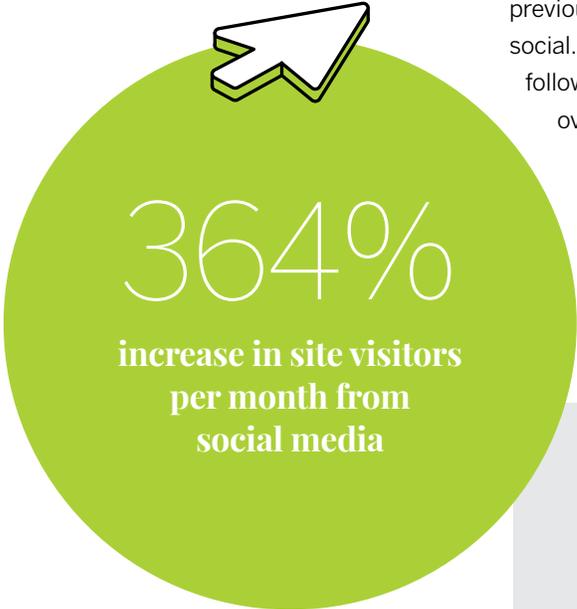
madison/miles hit the ground running by establishing a consistent and frequent publishing schedule, monitoring social activity daily and conducting thorough research to get to know Aventis' unique audience inside and out. We evaluated and revamped Aventis' social profiles on Facebook, LinkedIn, Twitter, Instagram and Pinterest, providing recommendations that brought these pages to the forefront of their audience's social feeds. Since then, we have used channel-specific strategies to grow Aventis' presence and audience engagement on each platform.

In addition, madison/miles produced quarterly content offers, including in-depth and well-designed whitepapers on some of the hottest topics in IT, to deliver quality and timely resources to Aventis' followers. We complemented these offers and our most successful organic content with carefully strategized and targeted ad campaigns, contests and special deals.

the results — so far

Seven months into our tenure as managers of Aventis Systems' social media, Aventis had already seen triple the transactions from social compared to the previous year, with a combined value of more than 10 times total revenue from social. Their total social following has jumped by 43%, or almost 4,000 new followers. Due to several strategically managed engagement campaigns and the overall improvement in content quality and delivery, average monthly visitors to AventisSystems.com from social media channels has increased 364%.

Further, Aventis Systems' social profiles now see an average of almost 200 engagements per month, an exponential increase compared to the previous year.

A large green circle with a white mouse cursor icon pointing at the top. Inside the circle, the text '364%' is written in white.

364%

increase in site visitors
per month from
social media

“As a small business, every marketing dollar must be focused on revenue-driven, quantifiable outcomes. madison/miles is our ideal digital partner for accomplishing these objectives.”

— Tiffany Bloomer
Aventis Systems



Are you considering a digital marketing strategy to boost your revenue?

Call us at (817) 908-7827 for a free consultation.

info@madisonmilesmedia.com • madisonmilesmedia.com

