



case study



Technical White Paper Helps **Aventis Systems** Drive Traffic and Generate Leads

Aventis Systems is a growing business that offers custom IT solutions to SMBs, government agencies and educational institutions in the USA and internationally. Hoping to engage their following and generate leads, Aventis Systems turned to madison/miles media to create a technical white paper and associated content marketing campaign.

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.



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marketing challenges

IT professionals tend to be relatively disengaged online and reluctant to download content offers. In order to create a white paper that would entice this audience, we had to focus on their pain points to develop a resource that would have practical value.

IT professionals in all of Aventis Systems' three audience verticals are challenged to maintain airtight data security on extremely limited budgets while catering to the needs of end-users at their government agencies, educational institutions or businesses. While they most often trust peer reviews of products to determine their purchases, they are also interested in exciting new solutions to these constant problems and often seek out guidance on how to get the biggest bang for their buck.



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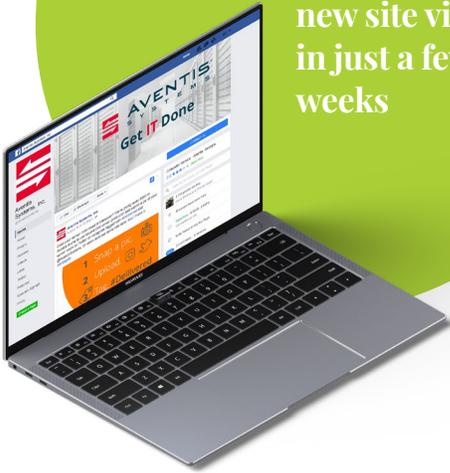
AVENTIS
SYSTEMS

how madison/miles media helped

After conducting thorough user research, madison/miles determined a hot topic in the IT world that applied to all three of Aventis Systems' audience verticals: Office 365 migrations. Additionally, Aventis Systems had recently started offering migration assistance, and it had become a profitable service line for them.

To get started, madison/miles outlined the answers to all frequently asked questions in IT forums, including why an agency should consider migration, what kind of migration to perform, how to migrate and what subscription plan to choose. A madison/miles technical writer researched and wrote a detailed, 12-page white paper to answer those questions. In addition to these detailed answers, the final paper included a pre-migration checklist, a case study detailing a successful migration, a resource library and calls-to-action

500

new site visitors
in just a few
weeks

prompting readers to reach out to Aventis Systems for help with their own migration.

After publishing the white paper, madison/miles ran a comprehensive marketing campaign to promote it to Aventis Systems' audience. We helped Aventis Systems send email blasts to prospects; add calls-to-action to related blog posts; post targeted ads on Facebook, LinkedIn and Twitter; and promote the white paper to all three verticals on social media.

The Results (So Far)

The social posts and images associated with the social media campaign were some of Aventis Systems' most successful of 2016. The campaign resulted in almost 500 new visitors to the AventisSystems.com website within just a few weeks.

“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 content marketing strategy to boost your revenue?

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

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