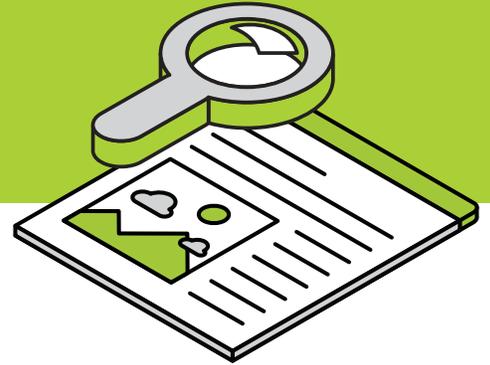




case study



Aventis Systems Engages With Audience Through #TidyIT Campaign

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 social following of over 15,000 in mid-2016, their audience of IT professionals was only minimally engaged. Hoping to increase audience engagement, Aventis Systems turned to their social media partner, 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

Aventis Systems' audience of IT professionals is notoriously difficult to engage on social media, especially as a business-to-business company. These professionals tend to trust each other rather than corporate voices, forming a tight-knit community around the sharing of IT stories, solutions and product reviews online. Further, they are interested in cutting-edge products but often limited by tight budgets and legacy technology.

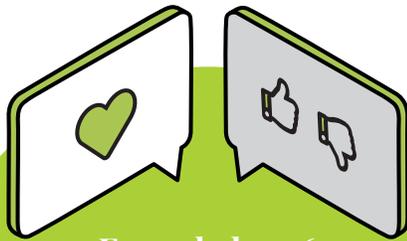
how madison/miles media helped

To reach this audience, madison/miles and Aventis Systems decided to incentivize engagement through a social media contest with a cash prize in the form of a \$200 Amazon gift card. Further, we capitalized on IT professionals' strong community ties by asking them to share their own IT stories. Using the hashtag "#TidyIT," followers were asked to submit pictures of their best installation on Twitter and Instagram; other users would vote for their favorite image by liking, sharing or retweeting the post.

We promoted this contest through social posts and email blasts, using strong branding and consistent imagery. We updated the Aventis Systems social header images and increased our posting frequency from one to two posts per day on Facebook and LinkedIn and from two to four Tweets per day. We continued posting our regular content to avoid follower fatigue regarding the contest, but we made sure to post daily reminders with urgent calls-to-action as the deadline approached.

the results

After running the contest for two weeks, the contest landing page had been visited almost 400 times. The winning image — a small server room build — received 52 retweets, 434 likes and one share for a total of 487 votes. Other popular entries included a factory floor installation and a color-coded high school network, among others. The winner, contacted through DM on Twitter, was pleased with the prize and excited to work with Aventis Systems again.



Exceeded 2016
social engagement
goal by

200%

The #TidylIT contest was the third such social media campaign managed by madison/miles media for Aventis Systems. The other two campaigns — a similar Twitter contest using hashtag “#Dellivered” and a random drawing for participants of a quirky quiz called “What Kind of IT Hardware Are You?” — helped Aventis Systems exceed their engagement goal for the year by 200%.

“We’ve seen huge growth on our social channels since madison/miles took over. With their strategic guidance, we’ve been able to take full advantage of social media as a marketing platform — and our audience is more engaged than ever.”

Tiffany Bloomer
Aventis Systems



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