



A Social Media Marketing Agency

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May 2011 – Social Mavens, a full-service, social media marketing organization, has been engaged by ACS Services, Boston’s premier, full-service IT solutions and tech support company, to manage its social media campaign.

As part of its strategy to raise awareness of ACS Services, Social Mavens:

- manages ACS’ Facebook presence;
- manages its Twitter profile;
- created its LinkedIn strategy;
- contributed to the development of its blog strategy; and
- contributed to its web design.

“In today’s world we have found that traditional marketing is no longer effective,” said **William Admas Jr., ACS Vice President**. “For this reason we partnered with Social Mavens, an expert in social media. Social Mavens has made our electronic brand relevant. They conduct industry research, write our blog, handle our Twitter profile as well as connect us to over 10 social media sites where they manage our content. All of this for a fraction of the cost of an entry level employee. My experience with social mavens has been nothing short of excellent.”

ACS’ positive experience with social media stands in contrast to the experiences of many companies who undermine the power of social media either by ignoring it or by making common, easily avoidable mistakes while using it.

“We take care to link our social media strategies to our clients’ business strategies so their social media efforts deliver results that make a difference,” said Walter Osterman, president of Social Mavens.

ACS Services is Boston’s premier, full-service IT solutions and tech support company equipped to work with clients of all sizes and industry sectors. Its collection of business support services include: comprehensive small business IT support services, 24/7 managed services, computer networking, general tech support, network security, data recovery and tier1 data protection and backup services. For over 25 years, ACS has been the choice of successful companies for managed IT services and tech support.

Social Mavens is a full service, social media marketing agency that manages all social media needs of its client. It conducts analysis, sets strategy, trains employees, drives implementation and maintains all social platforms, including but not limited to: Facebook, Twitter, YouTube, LinkedIn, blogs, videos, photography, electronic publishing and web design. Social Mavens’ goal is to help clients maximize their growth and profitability by utilizing social media tools. www.socialmavens.com

