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AC Business Media Announces Launch of Comprehensive Social Media Management Service, an Extension of *EXTEND Connected Content*

Utilizing proven strategy and industry knowledge, AC Business Media enhances their EXTEND Connected Content platform to provide partners with the ability to navigate the complex world of social media – providing strategy, content creation, audience engagement, and analytical tracking.

Fort Atkinson, Wis., September 14, 2022— AC Business Media (ACBM) announced the launch of its social media management services, an extension of *EXTEND Connected Content* which launched earlier this year. The dedicated team equipped to provide strategic content marketing services to the heavy construction, landscape, and supply chain marketplaces, will extend their services to aid clients in navigating the complexities of social media.

Through 24/7 monitoring and regular consultation, ACBM's team of proven experts will help partners create a community, build their brand's authority, project authenticity, and maximize their return of investment (ROI) with low cost, high-impact marketing on the platforms their target audience is already actively participating, and where most buyers turn for information.

"Social media can be tricky. Not only do social teams need a deep understanding of their audience, they need to know what platforms their audiences are using, and how to reach them. Algorithms and audience expectations are changing rapidly, so what you learn today may not be the same tomorrow," says Bethany Chambers, general manager of online and marketing services. "Social media success takes time, effort, and experience, and ACBM is here to take you through every step of the way to help you grow your reach, extend your engagement, and empower your community."

By partnering with ACBM's *EXTEND* content marketing team of established social media managers, writers, editors, videographers, and designers, clients will have access to years of experience in the industries ACBM serves, the tools and resources to dominate the social space, and the strategic solutions creating loyal engagement.

No matter the product, service, or niche, ACBM's Social Media Management Services will help partners grow their social presence through proven strategy, impressive content creation, active audience engagement, and dependable analytical tracking.

Supporting our client's goals, the Social Media Management Services will establish consistent cadence, tone, and brand identity, while correlating with the intricate algorithms of social media.

Marketers need to change their messaging to adapt to many different platforms, trending topics, and ever-changing social algorithms, allow ACBM to extend your budget, team, audience, and success rate by learning more at <https://www.acbusinessmedia.com/content-marketing/>

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About AC Business Media

As one of America's top business-to-business media companies, [AC Business Media](#) reaches millions of professionals annually and leads the way in providing targeted content to top decision-makers and organizations. With a portfolio of renowned brands in heavy construction, asphalt, concrete, paving, rental, sustainability, landscape, manufacturing, logistics, and supply chain markets, AC Business Media delivers relevant, cutting-edge content through its industry-leading digital properties, trade shows, videos, magazines, webinars, and newsletters. It also provides advertisers with the analytics, data, and ability to reach their target audience.

About *EXTEND Connected Content*

EXTEND Connected Content provides clients with access to an expert team of writers, editors, videographers, social media managers, and designers that deliver strategic custom content marketing services. This program, a one-stop shop for content marketing demands, delivers years of experience, the tools and resources to execute, and the strategic solutions to create loyal customers and grow their sales. The *EXTEND Connected Content* suite of products includes written content (articles, info-sheets, and case studies), infographics, eBooks, white papers, podcasts, full-service social media management, and a range of video products. To learn more, visit: <https://www.acbusinessmedia.com/content-marketing/>