

Access Display Group Sets its Sites on Social Media

The leader in signage display frame fixtures is now using Facebook and Twitter as a way of interacting with its customers, employees, and suppliers. Links to the company's profiles pages can be found on all of its B2B e-commerce websites.

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Access Display Group, Inc. (ADG), a leading B2B manufacturer of quick-changing framing systems and display cases, is now using Facebook and Twitter as a way of expanding its online footprint, increasing interaction with its customers, suppliers, and employees.

Established in 1992, ADG designs, manufactures and distributes signage display fixtures and is best known for its patented, multi-purpose "SwingFrames" – swing-open display fixtures with discrete hinge and locking mechanisms. In addition to SwingFrames, ADG manufactures and distributes a range of other quick-changing display fixture products, including poster snap frames, changeable letter boards, enclosed bulletin boards, shadow box display cases, back lit and LED light boxes.

Although ADG has nearly 20 years of experience in designing, manufacturing and distributing display frames, it is only within the last couple of years that the company has decided to focus on boosting its online presence, launching 11 new B2B e-commerce websites since 2009.

ADG's campaign for online expansion relies on the use of new media tools that increase input from its customers. Starting this year, for example, the company has added interactive features such as live chat and a search filter system to all of its e-commerce websites.

ADG's strategy for online growth has meant increasing its interaction with its customers – a tactic that has paid off big for the company. For two consecutive years, ADG has been named one of the 5000 fastest-growing privately owned companies in the US by Inc. Magazine, and in March, the company announced a 52% increase in sales for 2010 over the previous year.

By using social media tools like Facebook and Twitter, ADG hopes to continue to build up its customer relationships and provide more targeted, relevant services and products.

"Access Display Group is currently in the midst of a major growth spurt," explains ADG sales and marketing director Craig Abrams. "Sales were up 52% last year, and we have just recently had to double the size of our office and manufacturing facilities to be able to meet customer demand. Needless to say, we have a lot going on right now, which is precisely why we have decided to rev up our dialogue with our customers, suppliers and employees. As we are expanding, we need this input so we can put out the best products and services we possibly can."

ADG founder Charles Abrams adds, "Joining Facebook and Twitter is a part of our long-term marketing strategy. As a B2B company, we need to know what the people around us are thinking. Social media is the source of valuable data that can over time help us improve products and customer service and contribute towards the overall success of the company."

Stephanie Abrams will be heading the company's social media campaign as the new Vice President of Social Media Relations, overseeing all aspects of ADG's social media campaign. Before joining ADG, Stephanie spent 10 years in the non-profit world, working as a fund raiser and event planner. She also launched Facebook and Twitter campaigns for a small non-profit organization. Stephanie earned a Bachelors of Science in Marketing from SUNY Buffalo and an MPA in Non-Profit Management from CUNY Baruch.

For more information on Access Display Group and its social media campaign, check out the company's profiles on Facebook (<http://www.facebook.com/SwingFrame>), and Twitter (<http://twitter.com/SwingFrame>). Links to the company's profiles pages can be found on all of its B2B e-commerce websites.

About Access Display Group, Inc.

Access Display Group, Inc. (ADG) designs, manufactures and distributes a range of display fixtures including its patented, multi-purpose SwingFrame display system. Based in Long Island, New York, ADG has built display solutions for thousands of businesses including ; Verizon, Chili's Restaurants, Macy's East, Tasti D-Lite and Nine West as well as numerous government agencies and military facilities. The company was recently named one of the 5000 fastest growing companies in the US by Inc. Magazine for the second year in a row. For more information, visit us at <http://www.SwingFrame.com>.

Also visit ADG's growing family of B2B e-commerce websites: Displays4Sale.com, SwingPanels.com, FloorStands.com, SnapFrames4Sale.com, OutdoorDisplayCases.com, SwingFrames4Sale.com, PosterDisplays4Sale.com, BulletinBoards4Sale.com, LetterBoards4Sale.com, LightBoxes4Sale.com and ShadowBoxes.com.

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