Black Box Social Media: Press Fact Sheet

Name: Black Box Social Media (legal name: Black Box Social Media LLC)
Founded: 2010, Austin, Texas, by Curt Maly and Nick Bridges
What we do: Meta advertising, growth consulting, funnel builds, follow-up and sales systems, and Growth-to-Exit partnerships
Ad spend managed: over $250M
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TEAM

- **Curt Maly, Co-Founder.** Selling since his first job at 15, on the phones at a call center in Yutan, Nebraska. In corporate consulting he worked with clients including Apple, Microsoft and the U.S. Postal Service. Featured in the Boston Globe and What's Working Now; contributing author to Mark Victor Hansen's *Writings From the Heart*.
- **Nick Bridges, Co-Founder.** In sales and marketing since 2001 (Texas A&M, International Business and Marketing). Leads technology and the systems behind client growth.
- **Steve Maly, Traditional Media & Brand Strategy.** Leads Maly Marketing, the full-service agency he founded in Lincoln, Nebraska. Speaks at marketing conferences across the Midwest and serves as President of the Nebraska Travel Association.

IN THE PRESS

The Boston Globe, April 21, 2013: "Websites offering Facebook tech support pose risks to users"

> "I was spending $20,000 a month on Facebook ads, and there was no one I could call when my Facebook page was hacked," said Curt Maly, cofounder of Black Box Social Media.

https://www.bostonglobe.com/business/2013/04/21/websites-offering-facebook-tech-support-pose-risks-users/zYX6UquxmRd72sPpJbTfbO/story.html (paywalled)

AUSTIN TOROS, 2011–12

The Austin Toros, the San Antonio Spurs' NBA D-League team, worked hands-on with Black Box Social Media through the 2011–12 season. Their Facebook following grew from about 3,800 to over 10,000 likes, the same season they won the 2012 NBA D-League championship. BBSM presented the case study at the NBA Owners Meetings in Chicago, May 2012.

SELECTED PODCASTS

- 2024 · Using AI at Work (Chris Daigle), ep. 14: "Using AI for Streamlined Content Creation"
- 2023 · Because Business is Personal (Mike Caldwell): "Chatbots, Championship Belts, and Life Lessons"
- 2021 · Affiliated, ClickBank's official podcast, ep. 020: "How to Combat Rising Facebook Ad Costs"
- 2021 · Predictable Profits / Beyond 7 Figures (Charles Gaudet), ep. 70
- 2020 · Perfectly Mentored (Jason Portnoy), EP74: "Ethical Propaganda and the BELT Method"

PRESS CONTACT

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