

Product Launches With Social Media Make All The Difference

Social Media is the trend of the future as more and more people continue to use it as their single source of interaction with others as well as a news source.

GREENWICH, CT, USA, May 7, 2019 /EINPresswire.com/ -- Greenwich, CT – Candice Georgiadis, owner of the blog by her namesake, interviews individuals on the cutting edge of hotel, travel, lifestyle and other similar topics. She expands the marketing foot print of companies with a combination of branding and imaging across social media and conventional websites.

The world made a major shift in how people and companies interacted when the internet became accessible to the majority of people. This change cut across almost every aspect of life and began a huge change in how marketing was done. We are now in the midst of a similar sized change with Social Media.

Social Media has taken over traditional marketing, corporate interactions with clients and people's interactions with others. Where websites were more of a 'real time' billboard with extensive information, Social Media is real time, is fully interactive and allows direct consumer to consumer, business to business and business to consumer communication. Candice Georgiadis understands this and helps companies get their brand/image out to the Social Media masses.



Kat Nouri, Founder and CEO of stasher

Instead of a company having to learn the ropes, Candice Georgiadis helps build their brand and image in the Social Media environment. One of the ways she does this is by interviewing companies, and/or individuals, on a variety of topics, helping readers get to know what makes them tick.

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Kat Nouri, Founder and CEO of stasher

In a recent interview, Candice Georgiadis spoke with [Kat Nouri, Founder and CEO of stasher](#), and discussed Social Media Marketing.

“Can you explain to our readers why you are an authority about Social Media Marketing?”

By harnessing the power of our mission, Stasher's Instagram following has grown to 124K, 315% year-over-year and 1,883% since December 2016 and can be directly tied to our Plastic Free Movement and pledge where we

educate consumers about what they can do to live a plastic-free lifestyle. As our social media

following has grown, our sales numbers have quadrupled. @stasherbag is now generating 3M impressions per month and 25% of annual website traffic. It is our most powerful tool for brand awareness, relationships, and overall business growth and I'm incredibly proud of the impact and results we've continued to have." commented Kat Nouri.

As can be seen from the results Kat Nouri provided, Social Media can make or break a company's success.

Further along in the interview, Candice Georgiadis shifted the discussion to Instagram specifically:

"Let's talk about Instagram specifically, now. Can you share 6 ways to leverage Instagram to dramatically improve your business? Please share a story or example for each.

Connect to your why:—we aren't just here to sell the product. Obviously we're not mad about it, but the real reason we created stasher, and the real reason we want everyone to use them is to reduce single-use plastics and plastic pollution. This is a very important cause to millions of people and it's definitely helped us make authentic connections.

Lead with empathy: We knew right away that we didn't want to bully people into reducing plastic, or shame anyone who uses it. That negativity and self-righteousness is SO not who we are. We're keepin' it real and we want to embrace the authentic journey toward sustainable living. It isn't perfect—none of us are.

Drive the lifestyle with user-generated content (UGC): This has been a big part of our strategy, and while we have built up our own resources, UGC will always be part of our content mix. Every UGC post is like the ultimate testimonial—showing why and how individuals use the product and what they love about it. When we can put our brand champions on a pedestal, that individual's vouch for us speaks volumes.

Partnerships + Giveaways: Teaming up with influencers and other brands in our realm in order to tap into new audiences has had a major impact on our growth. Pairing stasher with like-minded brands for giveaways shows prospective audiences that we're here to have fun, and we like what they like. It also helps us engage in a thriving community of mission-driven, conscious businesses and non-profits that are making a difference.

Be social! We respond to direct messages and comments on our posts, and we comment on other users posts and stories. Our audience wants to know that we're real people, and we're honestly just like them. We truly want to be their friends and that moves mountains.

Customer Service: Being available to help our customers when they need us is huge. We do our best to take care of order issues, shipping problems, and everyday questions about how to use the product through direct message. We're even helping them experiment when we don't have all the answers. It's a very open conversation and we try to be as transparent as possible." answered Kat Nouri.



Candice Georgiadis

These are some very important points Kat Nouri has provided. The interview Candice Georgiadis has done is a learning experience in and of itself. Both building a brand and image while also teaching the reader how to be better at their own Social Media endeavors. Now we see where the value is, extending not just to the client but the reader.

About Candice Georgiadis

Candice Georgiadis is an active mother of three as well as a designer, founder, social media expert, and philanthropist. Candice Georgiadis is the founder and designer at CG & CO. She is also the Founder of the Social Media and Marketing Agency: Digital Agency. Candice Georgiadis is a Social Media influencer and contributing writer to ThriveGlobal, Authority Magazine and several others. In addition to her busy work life, Candice is a volunteer and donor to St Jude's Children's hospital.

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