

Building A Bridge Between Companies, Employees And Clients With Social Media

Closing the gap between companies and people with social media

GREENWICH, CT, USA, May 8, 2019 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well rounded interview, not only covering cutting edge technologies and corporate directions, but also bringing out the personal side of the interviewee.



Socrates Rosenfeld, CEO of Jane Technologies, Inc

In this world of fast interactions with limited recollection, it is up to companies and individuals to create that lasting impression from the start. Social Media is a fantastic tool to do this because it is part of the 'fast interactions' world. By using it correctly, companies and individuals can create a lasting impression on their followers. Fotis Georgiadis helps companies and individuals use Social Media the right way, to generate a strong follower base.

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Tim Moxey, founder of botanicaGLOBAL

Earlier this week, Fotis Georgiadis interviewed Tim Moxey, founder of botanicaGLOBAL, and discussed how strong lines of communication between management and their employees is key to being successful, even more so in the CBD industry. Here is an excerpt from this interview:

“The best thing any CEO or founder can do to support their employees is to establish a mission and communicate a vision that engages everyone. This industry is being driven

by the people on the ground, the people making our products, getting it packaged, and driving it out to shops. They need to recognize that they are out on the cutting edge of a brand new industry and I do everything I can to make sure we remind every employee we have of this as often as possible.” commented Tim Moxey.

Just like with anything, there is a learning curve, requires constant attention and adjustments. A perfect analogy can be found further in the interview with Tim Moxey, where they discuss the cannabis industry and how constant communication and 'staying up to date' is critical to success:

“Can you share your “5 Things I Wish Someone Told Me Before I Started Leading a Cannabis Business”? Please share a story or example for each.

Get good people on your team! As we have grown, having a core group of people in place who

are dedicated to our mission and can provide a wide range of experiences to draw on has been key to moving us forward. We try very hard to bring in people to balance out our team and knowledge to create a really dynamic working environment.

Always continue iterating. Some of our best products or brands are the result of constant iteration. Mr. Moxey's Mints were the first cannabis mints to market and the first mint looked and tasted almost nothing like the current mint because we have iterated, iterated, iterated to get to a product that we are incredibly proud of and that has resonated with people around the country.

Embrace the unknown. This industry changes on an almost hourly basis. You have to be prepared to venture into the unknown and be comfortable with not always knowing how things will turn out. That uncertainty can be stressful to some, myself included, but there is also some value in it. There are so many unknowns still as we find our way and, although that is a source of stress for many of us, we also understand it can help push us to open up doors we otherwise considered closed." The rest of the interview can be [read on Fotis Georgiadis' website](#).

The cannabis market has benefited greatly from Social Media. There is a stigma associated with cannabis, due to decades of prohibition, that social media is rewriting. Helping this change is Fotis Georgiadis and his interviews and social media work.

In an interview with Socrates Rosenfeld, CEO of Jane Technologies, Inc, Fotis Georgiadis gets a clear view of this stigma and how first hand use of cannabis inspired Socrates Rosenfeld to create iheartjane.com. An portion of the interview is included here:

"Can you share with us the story of what first introduced you into this business or helped you get interested in the business?

A: I was first introduced to cannabis after I left the Army. Like millions of other veterans, I found the transition from soldier to civilian to be more challenging than expected. I found it difficult to bring down my intensity levels, and at the age of 29, I consumed cannabis for the first time. Cannabis brought me the sense of presence to find balance and to reconnect with my own self again.

At the time I was attending graduate school at MIT, cannabis was not yet legal in the state of Massachusetts—even for medical purposes. Knowing for myself the benefits of this plant, I believed strongly that technology could be the bridge that connected the people in need to the people cultivating, producing, and selling quality products.

Within a year of graduating, I had dreamt up what that software would look like. My brother (who is also an MIT alum) just so happened to know exactly how to execute that dream and iheartjane.com was born." replied Socrates Rosenfeld during the interview.

Communication is what lead to the success of both these individuals and social media is what continues to turn the cannabis sentiment around. The power of social media has rallied the population and pushed the government to ease regulations. This same power is building companies and creating strong ties to their clients.



Tim Moxey, founder of botanicaGLOBAL

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

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