

Increased Social Media Efficiency With Candice Georgiadis

Taking your social media results to the next level

GREENWICH, CT, USA, May 13, 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 footprint of companies with a combination of branding and imaging across social media and conventional websites.

Social media is a great tool for marketing when used correctly. There are a lot of people and companies that don't use it correctly, even when handled by a social media 'expert'. One of the biggest things that is completely missed by many is 'story telling'. Instead of the usual bland content, where one tries to entice hits just to get increased presence, create content that tells a story. Telling a good story pulls the reader in, makes them think and want to find out more.



Vicky Llerena, CEO of Social Vibes Media

Candice Georgiadis does this exact thing with her interviews. Bringing out the story behind the person is what holds the reader. While interviewing Vicky Llerena, CEO of Social Vibes Media, Candice Georgiadis and her discuss this very thing... telling a story.

“

Ok, I guess I would replace college education with world-traveling college education. I would propose this type of movement. That, my friend, would be worth a \$30K semester investment.”

Vicky Llerena, CEO of Social Vibes Media

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

I like to identify myself as a content creator. I create content that tells a story. Preachers tell a great story and they connect, sales people tell a great story and they sell, directors tell a great story and they create blockbuster hits, speakers tell a great story and they sell out arenas, concert artists tell a great story and they become millionaires. You get me, now? It's all in the art of storytelling. This is exactly what I wanted to do for other brands and small businesses : teach them how to tell a great story.” responded Vicky

Llerena, CEO of Social Vibes Media.

It is part and parcel of social media, telling a story, instead of posting just to post. The increase in followers and shares will be dramatic. There's really no better way to increase real followers with real interest in your business or product than good story telling.

Further along in the same interview, Candice Georgiadis and Vicky Llerena discuss Instagram:

"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.

Yes—Instagram is definitely picking up in popularity.

Change your description so you have bulleted one liners on who you are and what you do (make sure to add with emojis)

Create Highlights and have a graphic designer create highlight covers . Think of these at categorical covers that highlight your services or brand

Make sure to ONLY use high resolution images. Instagram algorithms favor high res images and will push your post up the feed

Create 5–10 IG stories a day. Instagram will begin to push your account up the IG story feed if you do this every day.

Make sure to tag organizations or individuals you admire on your picture . This notifies the account that they were tagged which may get you noticed. IG allows you to tag up to 20 accounts

Make sure to ADD lots of emojis. Emojis attract attention and they allow the eyeballs to take a pause and naturally transition into the next text

Download the app called HASHTAG—if you are stuck on which hashtags to use for each post

Be Personal, avoid sounding like a robot because people connect with people and not robots" - related Vicky Llerena, CEO of Social Vibe Media.

An area that many people focus too much time on is impressions while forgetting about the 'retention' portion. This again is where strong storytelling plans an all important role.

"[...] always focus on good content. The biggest trend predictor for 2018 will be social media content. Your website traffic will decrease by 20–30 % because users will spent more time on social media feeds than on a company website or blog page. Perfect your storytelling skills. Screw impressions; your biggest ROI will be engagement on posts, such as comments, likes, and shares. Your posts should connect with people, teach people, and bring value to your prospects. Storytelling skills are key to good content." comment Vicky Llerena.



Candice Georgiadis

Stressing this key aspect of marketing is so important that Candice Georgiadis goes over it many times, in more than one interview. We'll be looking at another interview and further examine how correctly using Instagram can make a huge difference for a company in another release. Be sure to study this in detail and see where you can make changes and start building a story, something that will encourage discussions and sharing of your post.

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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