

Target Marketing With Real World Interaction Makes All The Difference

If you want to build brand recognition, you need to interact one-on-one with your followers

GREENWICH, CT, USA, May 15, 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.

The world is moving forward at an incredibly fast pace. As a result, people forget that direct communication is still required and can 'make' a company/brand. While an email blast may be cheap, there is no interaction on a personal level. Using Social Media, one can communicate en masse or one-on-one, bridging the gap between the company and target audience.



Lex Corwin, CEO of Stone Road Farms

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The United States is falling behind Canada & other countries with federally legalized programs. As a capitalist nation we should be encouraging entrepreneurship & new business in the cannabis industry”

Ryan Smith, CEO of LeafLink

As a tie in to Social Media, doing 'real' person interviews, like with Fotis Georgiadis, can bring the target audience to the 'table' after which it is up to the company to maintain and foster communication.

During the interview with Lex Corwin, CEO of Stone Road Farms, Fotis Georgiadis gets the 'backstory':

“Can you share with the 'backstory' about what brought you to the cannabis space?”

While attending college, I started working on a small family-owned medical cannabis cooperative in northern

Oregon. I learned the basics of growing and working with the plant. With this knowledge and money saved from my years working in Oregon, I purchased my own farm in Northern California. Once cannabis legalization became a reality in California, I knew I needed to build a brand. The days of shady, back room deals were coming to a close and the cannabis industry had a deficit of mature, upscale brands. I recruited the lead designer of Snoop Dogg's "Leafs by Snoop" line and flew her out to the farm to capture the natural beauty for our packaging. With our brand aesthetic nailed down, I started going shop to shop selling our products—and I've never looked back since! In the past year, Stone Road has grown over 65% in revenue and we've tripled the number of retailers we sell to. The overwhelmingly positive response we've received from customers and dispensaries is what energizes me to continue building this business and

expand our product offering.” replied Lex Corwin, CEO of Stone Road Farms.

During [this same interview](#), Fotis Georgiadis extracts some very important lessons, one big one follows:

“This industry is young dynamic and creative. Do you use any clever and innovative marketing strategies that you think large legacy companies should consider adopting?”

Reward your most loyal customers. I wanted a unique way to reward our biggest buyers so I recruited a childhood friend to build out our Stone Road app, which was the first

experiences-only rewards app in the cannabis industry—available on IOS and Android. Every product we sell has a QR sticker that when scanned in the app unlocks access to a world of experiences rather than just goods. This platform allows us to offer our customers tickets to cannabis-friendly yoga classes in Venice, Hollywood Bowl tickets, even surf lessons. The updated app also now has a full product guide plus a find-a-store feature.

The app saved the business—being able to access the data from our biggest buyers allowed us to discover that 78 percent of all app scans were from women, and more importantly, they were from three shops! I altered Stone Road’s brand identity to match the new information we gleaned from the app data. We started sponsoring every and any women-run, women-focused, or women-branded event. And soon this strategy worked. Our sales took off and now my biggest focus and challenge is rapid production ramping without sacrificing the Stone Road quality.” We see how critical it is to know your target audience.

In another interview, Fotis Georgiadis brings to our attention again how interacting and understanding your target audience is so important. Communication is key and Social Media is the perfect platform as it serves dual roles... advertising and direct communication.

“Are you working on any exciting projects now?”

Everything we’ve built at LeafLink, beginning with our core marketplace, has all come from client needs. When we first started the company we took a few ideas and then with client feedback built the first version of LeafLink’s platform. Since then we’ve stayed close with our clients, working together as partners on solutions we know they need. Aside from managing orders and purchasing, we know there are significant challenges around moving money and products in our space. Over the last several months we’ve begun exploring solutions around financial and shipping options that we’re looking forward to building out and bringing to the LeafLink community of nearly 1,000 brands and 2,800+ retailers.” comments Ryan Smith, CEO of LeafLink, [during the interview with Fotis Georgiadis](#).

The power of communication is just as important now as it was before social media, if not more. Communicating directly with your audience can really change your brand and image. Fotis Georgiadis continues to help companies and individuals expand their social media presence and resultant impact.

About Fotis Georgiadis



Ryan Smith, CEO of LeafLink

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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