

# Candice Georgiadis Talks Instagram And Business

*Business and Social Media meet at Instagram*

GREENWICH, CT, USA, May 16, 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.

Marketing in the digital age has grown from just website ads to full blow social media 'deep end of the pool' communication. The target is no longer everyone with the hopes of catching the right people, it has evolved, and you should view your potential customers as an audience. Not just any audience like in a movie theater but a fully immersive, hands-on audience, just like in [Tony n' Tina's Wedding](#).

"Tony n' Tina's Wedding is an "environmental/immersive theatre" event based on a traditional Italian-American wedding and reception, with warm and intrusive stereotypes exaggerated for comic effect. Audience members are treated as guests at the wedding by the interactive, improvisational comedy cast." - Wikipedia

Millennials are not the only ones that have hopped on board, people of all ages have social media accounts and interact with people and business across the globe. This is why engagement with your customers (audience) is crucial. Candice Georgiadis interviewed Shane Ragiel, Digital Media Director at Chacka Marketing. Here is a portion of that interview where they discuss this interaction:



Shane Ragiel, Digital Media Director at Chacka Marketing

“

Be genuine! Be true to who you are and let your personality shine through in your posts. Everyone loves a good story behind a company or brand, show yours!”

*Emily Lyons, Founder of Femme Fatale Media Group*

“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.

1.Align your tactics to the targeting capabilities of Instagram. On Instagram, you can reach users at all levels of the conversion funnel, from awareness in building brand recognition to retargeting in driving conversion. It is important to understand who you are speaking to and where they are in the consideration cycle. Nearly every purchase we make now has a research phase in our data-rich society and asking someone to buy something from

you on your first interaction can, at times, be as intrusive as a telemarketer call. People, especially millennials, are looking to build a relationship with the brands they associate with

before making a purchase.

2. Measure Success. I am a firm believer that everything you spend money on, especially for a client, should have some form of measurement behind it. Success often isn't always conversion, it can be clicks, engagement, customer sentiment, and many other indicators. Measurement is required to optimize an execution and with new features and placements coming to Instagram, your tactics from last year will definitely change in the next.

3. Consider the context of your ads. Instagram is an image-first platform. Make sure to take advantage and draw attention with strong images that capture your brand and communicate with your customers. Don't be afraid of production value as anyone with a current iPhone can capture pristine pictures. Also, don't forget to take advantage of Instagram Stories, which do not adhere to the curated algorithm in news feed, to distribute your content easily.

4. Provide value to your customers. When you are posting on Instagram or publishing an ad, consider the value that your post will provide and ask "why?" Again, you are building a tribe on Instagram—a page that users will want to follow.

5. Encourage your customers to build content. People want to share what they are doing and the products they purchase. Encourage and reward users who are willing to put your product or service in their posts and share to their friends. Word of mouth doesn't need to be as literal as a conversation; it can often be advocacy through sharing.

6. Consider your 'Instagramability.' Packaging, product, and placement are all impacted by the promotion of products and services on Instagram. We are seeing whole museums, like the Museum of Ice Cream, being built just for the platform; the virality of sharing a photo of your dog when they receive their Barkbox is impactful. All brands should consider how their 'Instagramability' can help them stand out and drive customers to experience and share in their experience of their location, service, or product." commented Shane Ragiel.



Candice Georgiadis



Emily Lyons, Founder of Femme Fatale Media Group

Here's an interesting response to Candice Georgiadis' question when [interviewing Emily Lyons](#):

'Can you share the most interesting story that happened to you since you started this career?

I once went into a meeting with a very large F & B company for a contract we were bidding on. The CEO entered the meeting, looked at me and said, "hey! I follow you on Instagram!" ' replied Emily Lyons, Founder of Femme Fatale Media Group.

Just having a follower without interactions does not make you memorable, even with good posts. The key is interaction, making them feel part of something greater. In these two interviews, we see Candice Georgiadis bringing this out. The age old saying still applies: quality over quantity.

#### 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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