

Danil Krivoruchko and Stacey Gordon Sit Down with Fotis Georgiadis

Danil Krivoruchko, motion designer and visual effects artist. Stacey Gordon, Executive Advisor and Diversity Strategist of Rework Work

GREENWICH, CT, USA, June 11, 2021 /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.



Danil Krivoruchko, motion designer and visual effects artist

Is it that time of year again? No. It is always time to check your marketing strategy and have it reviewed from the outside along with a plan to leap frog your competitors. Fotis Georgiadis' focus on brand and image has helped a multitude of clients breakout of their 'marketing doldrums' and see actual results. Reach out to him at the below contact options to get started.

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The crypto scene is very fast, and things happen in weeks that can take years in the normal world.”

Danil Krivoruchko, motion designer and visual effects artist

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What are the “myths” that you would like to dispel about

NFTs? Can you explain what you mean?

-That you are guaranteed to earn by selling your work—just like in a “real” art market, no one can give such a guarantee.

-That any work you buy is guaranteed to rise in value. If your goal is an investment, and not just

supporting artists whose work you like, then you must understand all the risks associated with cryptocurrencies, and in particular, with crypto-art.

What are the most common mistakes you have seen people make when they enter the NFT industry? What can be done to avoid that?

Expectations that are too high (from both buying and selling) can lead to disappointment very quickly.

The belief that the quality of work corresponds to its price—now the market is too young and often the assessment of work does not correspond to its value when the initial excitement subsides.

That you will be noticed simply because you posted a new job—in my opinion, marketing and the follower base are now more important in crypto art than the real quality of work.

How do you think NFTs have the potential to help society in the future?

I don't think this is some kind of technology that will directly affect the whole of society. Specifically in the field of art, there is a chance that the way of collecting will change, direct support of artists can lead to an influx of new people with new ideas and more variety, which will ultimately make our lives a little more interesting ☐

Ok, fantastic. Here is the main question of our interview. What are your “5 Things You Need To Know To Create a Highly Successful Career In The NFT Industry?” (Please share a story or example for each.)

You need a large, very large follower base (preferably on Twitter). If for the last 3–5 years you have been working on increasing not only your skills, but also your Instagram numbers, now is the time to get a return, not only in the form of likes on the size of your audience.

This is so important that I'll say it a second time—social media are your main channels for selling your NFT art. Chat, meet, participate in collaborations, create connections with both other artists and collectors.

Understand the NFT technology itself and the Ethereum blockchain, which runs most of the marketplaces. Many truly interesting NFT art projects are born at the junction of the possibilities that this technology opens up with digital art.

Be prepared that in the crypto-world (and in particular crypto-art) everything develops and changes at a much faster rate than in the usual one. Trends appear and disappear in weeks, the market situation changes every day—you will need to be constantly “in the loop”, otherwise your



Stacey Gordon, Executive Advisor and Diversity Strategist of Rework Work

strategies will become outdated and quickly stop working.

Although from the outside it may seem that NFT art is all about instant success stories, the vast majority of them take years to hone the artist's style and create their own audience. There is always a chance of gaining popularity by circumventing these conditions, but the chances of this are about the same as winning the lottery.

[The full interview is available here](#)

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Stacey Gordon, Executive Advisor and Diversity Strategist of Rework Work

This may be obvious to you, but it is not intuitive to many people. Can you articulate to our readers five ways that increased diversity can help a company's bottom line. (Please share a story or example for each.)

<https://youtu.be/0avQQJHsJJ4>

Increased profitability. You want 19% higher revenues? Be more diverse. (According to a Boston Consulting Group study)

Increased new business opportunity. Who doesn't want to capture new markets and you're likelihood of doing so goes up dramatically when your company is more diverse—both gender and with regard to ethnicity.

Spend less time recruiting because according to Glassdoor, 57% of employees want their company to prioritize diversity and are more attracted to companies that do. Less time recruiting can also translate to reduce costs. Jobs aren't open as long, which means less burnout for current employees and higher productivity.

Increased customer retention/reduce rate of customer attrition—Harvard Business Review article cite a major retailer that experimented with diversity and belonging and increased customer retention by 4%.

Increased employee retention. With more women in leadership a company is 30% more likely to provide fair pay and benefits (according to Pew Research Centre).

[Complete reading the interview here](#)

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

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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