

Social Proof

Τι είναι και πώς συμβάλλει στη
ραγδαία ανάπτυξη των επιχειρήσεων.

Fani Sofianou

Co-founder & Creative Director



Meet the Felines



THE GREATER
THE NUMBER OF PEOPLE
WHO FIND ANY IDEA CORRECT,
THE MORE THE IDEA
WILL BE CORRECT.

-ROBERT B. CIALDINI

Social **Proof**

A PSYCHOLOGICAL PHENOMENON WHERE INDIVIDUALS LOOK TO THE BEHAVIORS AND ACTIONS OF OTHERS TO GUIDE THEIR OWN DECISIONS, ASSUMING THAT THOSE ACTIONS ARE CORRECT OR APPROPRIATE.

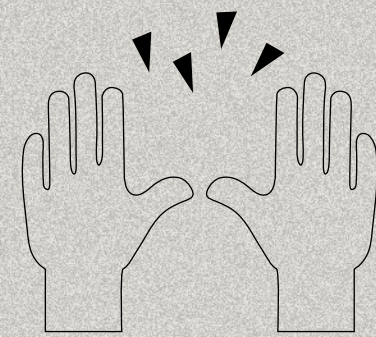




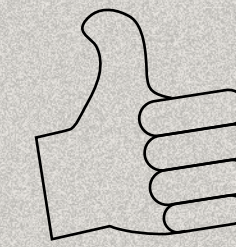
**TIME TO PROVE
YOU'RE THE
REAL DEAL.**

How to use

→ Reviews
& Testimonials

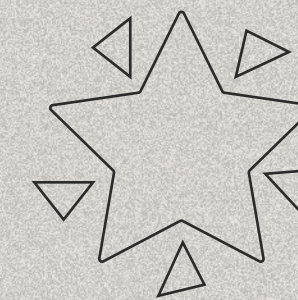


How to use

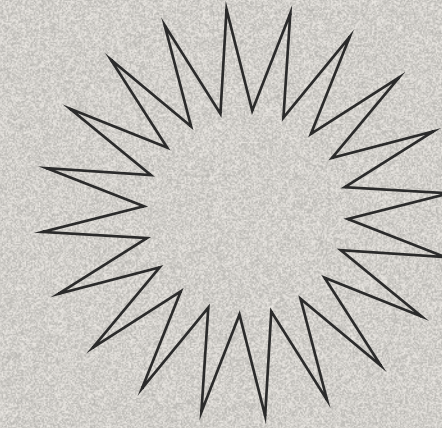


—————→ User-Generated
Content

How to use Collabs



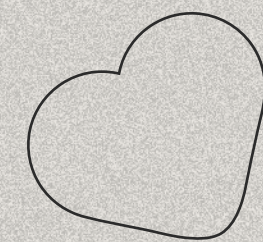
How to use



—————→ Live Activity Feed

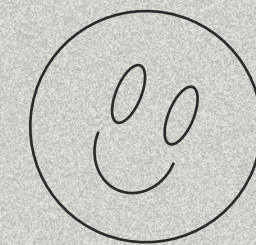
How to use

—————→ Real Case studies



How to use


→ "Trust a friend"



Where demographics answer the **what**,
psychographics answer the **why**.

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