

Gabriele Mastino: the future is social

Why you need to invest in social media



Milan, Sep 15, 2020 ([IssueWire.com](https://www.issuewire.com)) - Social Media Manager Gabriele Mastino, 23, ([@gabrielemastino](https://twitter.com/gabrielemastino)) began to take an interest in Social Networks at the age of 16, but a difference from the classic dream of becoming an Influencer, he was fascinated by the world behind it, what is in the shadows, the question that intrigued him is by quoting his exact words "how do you go from a state of anonymity to Influencer" and this is a bit of the question we all ask when we see an unknown person become in a few months one of the most talked about characters on the tabloids.

But unlike many others, Gabriele decided to investigate, to enter this mysterious world and come out with the answer to the question that afflicted him so much.

After years of studies and over 5 years of experience in the world of Web marketing and Social Media Manager, Gabriele Mastino reveals everything he knows about Social Networks and why we need to invest in them now.

As Mastino says, social media are a springboard for anyone, both for a person and for a company, they allow us to get all the visibility we want, to decide the target of people we want to reach with our product, this is because everything that we do (likes or views etc.) on social platforms is monitored for marketing purposes and this allows us to create a profile not made up of photos and posts, but of habits, interests and tastes and each social network thanks to its own advertising platform allows us to use all this information to promote our person or product through "marketing campaigns".

This mechanism allows you to be noticed by a group of potential people that we have previously filtered as age range, interests, geolocation, habits and behaviors, halving the costs of a common marketing campaign.

Although these mechanisms are very useful for a company they are very expensive for a person who wants to become an Influencer, few use this system, many choose a more mysterious, risky, but economic path. First of all, it is risky because it is contrary to the policies of every Social Network, economic because you could start with an investment of only \$ 30.

Mastino says that these malicious systems consist of Follow / Unfollow, mass voting and mass looking, buying likes, followers and views. All this allows you to create what is generally considered Fake Influencers or create a fake self-image with an audience of fake followers.

Gabriele Mastino deals with helping the companies with which he collaborates to affirm their image on social media, in a clear way, obtaining real results and allowing them to increase their turnover by investing a small budget. This also allows the young entrepreneur or aspiring influencer to make their way without using malicious systems.



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Source : Gabriele Mastino

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