

Swayme: Revolutionizing social media – shifting the power dynamic – automating word of mouth



Calexico, California Feb 12, 2024 ([Issuewire.com](https://www.issuewire.com)) - In the ever-evolving landscape of digital marketing, Swayme emerges as a pioneering revolutionary force, reshaping the dynamics between businesses and users in the world of social media. As we gear up for the launch, we invite you to explore the essence of Swayme— a platform that goes beyond the conventional influencer marketing. Swayme lets regular social media users to receive deals and discounts from local businesses in exchange for

promoting them via their Instagram.

A Movement, Not Just a Platform

Founded by a dynamic team of young entrepreneurs from Poland and abroad, Swayme stands at the forefront of a paradigm shift fueled by youthful passion and innovation. To justify these ambitious efforts, Swayme is backed by a robust advisory board featuring industry luminaries—the CEOs of Browary Warszawskie and Grafit Agency, the IT Director of Cyfra Polsat, the former Regional President of Pandora Jewelry, and a Santander Bank Polska board member.

Swayme aims to conceptualize the rebirth of influence marketing, transforming it entirely and making everyone an influencer. Whether you have 250 followers or 250,000, Swayme lets you monetize your Instagram, democratising the influencer space. No longer is influencing confined to the realms of celebrities; it's a movement where everyday individuals and consumers become promoters of businesses they truly love and use. We are one of the first companies to allow normal people to earn money for just posting and tagging pictures.

How Does Swayme Work?

Instagram users with over 250 followers and a public profile can quickly register their account by simply linking it with Swayme. From there they pick any deal they want and scan the Swayme QR code located at the business to redeem the deal. All they have to do is share their experience via Instagram within a 24-hour timeframe. The businesses gain valuable organic promotion while the consumer gets to enjoy the benefits once reserved for the biggest influencers. Simply put, Swayme transforms the well established, mundane act of tagging businesses into a meaningful marketing ecosystem.

Swayme commercializes word-of-mouth marketing. Businesses, especially local ones, can now tap into targeted, organic, and local influencer marketing for a fraction of the previously accepted cost. By offering deals in exchange for simple user-generated content, businesses gain exposure, loyalty, and engagement. Most businesses already give out discounts, why not get free word of mouth exposure in exchange? People follow people, not brands.

The statistics behind Swayme's concept are compelling. Influencer marketing on the platform offers returns 11 times higher than traditional marketing. Nano and micro-influencers deliver engagement rates six times higher than their mega counterparts and restaurants offering discounts witness 1.45 times more repeat visits. Recently rolling out their own promotional materials, their website clocked thousands of page visits resulting in hundreds of early access sign ups. This alongside their big-name early partners such as Izumi Sushi and Blue Cactus shows that people, consumers and business owners alike, are excited about Swayme and eager to become a part of the journey.

Imagine a world where every tag is a reward for promoting businesses through your established network. Swayme transforms this vision into reality. It's a community-driven movement, a space where users and businesses converge in an all-around exchange of value.

We extend an invitation to be part of the Swayme movement, the possibilities are limitless.



Media Contact

Swayme

support@swayme.app

Source : Swayme

[See on IssueWire](#)