



## **Sessia Discusses Their Vision On Expanding A Business Using Blockchain Technology And Social Networks**

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New York, NY based Sessia recently reached out to business owners throughout the country, describing their vision of a social network platform based on business blockchain technology. Over the years, Sessia has sought to increase their knowledge and understanding of blockchain technology, and the different ways it can be implemented to widen a business' scope. The culmination of this research is their social network, which they have launched recently.

Narek Sirakanyan, President of Sessia, states that, "The current crypto revolution greatly simplifies contact between businesses and clients. Decentralization, along with the use of digital coins and smart contracts, opens up new opportunities for advertising campaigns, and produces better outcomes than conventional promotional methods. What we seek to do through our platform is to offer businesses an opportunity to take advantage of the great benefits that blockchain has to offer, rewarding them with tokens that they can exchange for products from our partners, incentivizing them to try their products and exposing them to a great public."

The company explains that their platform of the same name, Sessia, is a unique software solution for iOS and Android, through which clients will be able to both advertise themselves and present their own products online to customers who will be closely following their activity to earn token rewards. This effectively removes all of the intermediaries between companies and customers, allowing them to deal with their customers directly and to spend what would have been their marketing budget on rewarding their most loyal followers on the platform with cryptocurrency cashbacks that are interchangeable anywhere in the world.

The price of these cashbacks, and therefore the amount that will be necessary to exchange them for goods, will depend on the number of clients and services that are partnered with Sessia at any given time. On the Bitforex website, the company has already set up a page where the app's users can monitor the price of their tokens, which they can decide to cash in, retire, or send to friends at any given time, following the cryptocurrency principle of transactions.

These tokens will be mostly earned through the verification of purchases via a Sessia partner, a process that will award the customer a considerable amount of kickbacks that they may freely spend on other products. Other methods of receiving kickbacks include a percentage of the user's friends' purchases that were completed thanks to their recommendations, or after reading their friends' trustworthy product reviews.

Considering how marketing strategies evolve over the years and change completely from one period to another, leaving behind the more traditional campaigns that are commonplace in today's economy as Sessia suggests may not be as irrational as it sounds. By offering products in exchange for the customer's time and loyalty, companies will be building a relationship with the community that will benefit them in the long run since customers will be more likely to recommend and use the products of companies they know they can trust and feel a connection with.

One of the greatest benefits that Sessia offers through their platform is the ability to exchange their tokens from anywhere in the world. This can be great for companies looking to expand their business to new areas, building a customer base well before they begin the preparations to move on to a new location. Even for companies that cannot expand in the near future, building a customer base in other areas can make it worthwhile for them to set up a shipping system.

"We are offering businesses an opportunity to join the new, cutting edge marketing system while it is still blooming," states Sirakanyan. He adds that many renowned companies have already decided to invest in the company, and more are partnering with them every day as they see the amazing growth that Sessia's partners project. He continues, "Our premise is simple: To provide an easy path of connection for brands and customers. Any successful company knows how important it is to build a meaningful relationship with their customers, and we are offering the best opportunity to do so."

The company's website includes more information on how Sessia works, along with contact information for company representatives. Clients may also connect with Sessia on their other social media channels to make quick inquiries and stay up to date with the company's latest announcements.

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For more information about Sessia, contact the company here: SessiaNarek Sirakanyan+13479231602info@sessia.com114 E 25th StNew York, NY 10010

## **Sessia**

*Sessia is first social marketplace you need only smartphone to work with. Businesses can create a block chain-based loyalty program in minutes. Users leverage the power of a cashbacks social platform?it's a win-win for all parties involved.*

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