Introducing Kinnect2: New Social Media Platform for Brand-Consumer Engagement

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GLASGOW, United Kingdom – Kinnect2 is the new social media platform dedicated to creating a community in which brands and consumers are able to interact in real time. It will launch on September 7, 2015, in conjunction with an event occurring at the Kelvingrove Art Gallery in Glasgow. Today's social media titans are leaving brands stranded, paying for promotions and posts that typically do not receive the required interest. Kinnect2 fills a gap in the market by allowing brands to retain data, which permits the creation and development of products and services that are truly needed and wanted by consumers.

"Kinnect2 will change the way marketing on social media is done" said Amina Nabi, CEO and founder of Kinnect2 Limited. "We believe in offering the right return for investment to our brands, who are here to connect only with users who are vocal about their products". Nabi stated that Kinnect2 was committed to connecting brands with interested consumers, and that the platform "will offer rewards to users and allow brands to conduct influencer marketing and research, and behavioral studies, giving them control of what they wish to learn about consumers through the social media space."

Social media marketing is a necessity for any organization in today's information age. Currently, however, we are in a world of information overload, where it's difficult to hear a lone voice. Kinnect2 will give brands and consumers the opportunity to work together through co-creation, marketing, and development, thus influencing the market. Included in the platform is a leaderboard, which gives a list of the most engaging brands and the key influencers on the site.

Influencers, companies, and brands can subscribe to the network at http://kinnect2.com/, and be among the first to make a difference in contemporary consumerism.

About Kinnect2:

Kinnect2 was founded in Scotland in 2013 as a private limited company. In 2015, Kinnect2 introduces their new social media platform, which focuses on consumer and brand engagement in real time. The platform allows consumers to influence brands that matter to them, on a global scale. It also offers brands market research tools, which allow them to have focus groups on the platform, and provides them with insight into consumer analytics.

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