



# Step-by-Step For Personal Branding On Social Media



# What is a Personal Branding

**Personal branding** is the practice of people marketing themselves and their careers as brands.

Personal branding is essentially the ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group, or organization.



## Examples of Personal Branding

Donald Trump uses his last name extensively on his buildings and on the products he endorses

Youtubers using their personal name as channel name like Gary Vee, Jay Shetty, Tom Bilyeu, Les Brown, Dan Lok, Tai Lopez, Dwayne (The Rock) Johnson, etc.



# How is a Personal Branding created?

Creating a Personal brand is a continuous and Step-by-Step process.

It involves steps like Determining Your Niche > Target Audience > Social Profiles > Customising Strategies > Engagement > Successful Brand > Monetisation



# Identifying Your Niche

- Trainer
- Coach/Consultant
- Photography
- Fashion
- Technology
- Cooking
- Freelance



# Engaging With Your Target Audience

You have to be very certain about the content, timings and social media channel for your audience.

Here are some examples:

Motivational Speakers have an audience between the age group 15 years to 45 years.

Fitness consultants have an audience between the age group 18 yrs - 35yrs .

Business Consultants have an audience between the age group 25 years - 55 years.



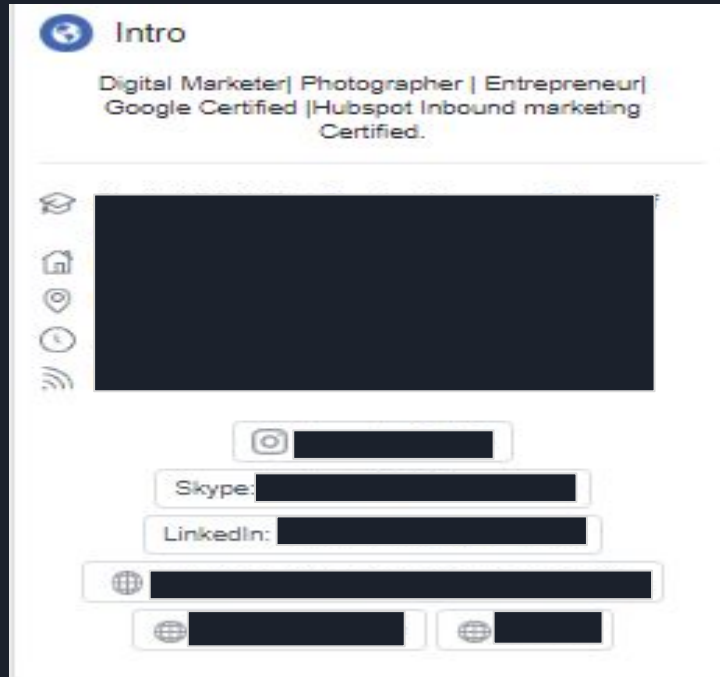
# Identifying The Social Media Channels

## Available Options:

- Facebook
- Instagram
- Snapchat
- Youtube
- Linkedin
- Twitter
- Quora
- Medium
- Forums
- Blog
- Google business

# Tips for Facebook

- Polish your Personal Profile. Include your social media links, website and calendar link







# Continue

- Write a Bio based on your work and industry with certification
- Leverage Facebook group and create a group around your brand
- Post regularly according to your niche
- Videos perform best
- Go live atleast thrice a week
- Avoid links in the Post
- Start Networking with people in same niche
- Never post more than 12+ times on groups within 24 hours



# Instagram

- Change your Profile from Private to business account
- Work on Bio customisation
- Create a Profile with a searchable name
- Use hashtags on every post and live
- Best strategies to get followers is Follow/Unfollow and Influencer shoutouts
- Always follow the people who have liked the post in your niche
- Use post schedule softwares like hootsuite,buffer etc
- Invest in paid Ads with 3\$ -10\$ a day budget



# LinkedIn

- **Have an Pro Image Profile**
- **Well defined Bio**
- **About section with all achievements and progress and CTA**
- **Minimum 3 post a day**
- **Use Hashtags in post**
- **At least send 30 request with filter option to get better results**



## Quora and Medium

- Quora has more than 30% more increase in organic traffic compared to other social media platforms
- You can be a authority in your niche
- Quora is one of the factor considered essential for SEO
- You can easily embed links in your post and redirect them to a landing page
- Medium is an free blogging platform widely used in USA and European countries
- The audience can follow you and your post organically appears in feeds of people following your topic
- It can be used as a Blogging platform which is more user friendly and has better appearance than blogger.com



## Bonus Tips

- Attend Meetups
- Go for guest blogging
- Start webinars
- Start Speaking in different conclave, events and seminars
- Free consultation for your testimonials
- Ask me anything (AMA) session
- Never be Salesy