



Personal Branding

Roadmap to leverage the power of LinkedIn

Personal Brand

A personal brand is what differentiates you from others in your industry – It could be your expertise, your knowledge, background, and even personality. It highlights those differences to attract people to you.

An executive personal brand takes those same principles and applies them to those in or seeking leadership positions. It helps those in the C-suite, or aspiring to be there, to develop and hone their public identity to support their company's goals.

Strategies That Will Help You in Your Executive Personal Branding

1. Determine Your Audience
2. Establish Yourself on Social Media
3. Leverage LinkedIn
4. Create Content
5. Optimize

Social Media: LinkedIn

LinkedIn can be an incredibly powerful platform for executives. If leveraged the right way, it can be highly effective in communicating your personal brand.

To make sure you nail your LinkedIn profile and communicate your personal brand to stand out among the 900 million other profiles, consider the following:

1. LINKEDIN PROFILE PHOTO AND BACKGROUND IMAGE.
2. CUSTOM URL.
3. HEADLINE.
4. YOUR SUMMARY.
5. EXPERIENCE.
6. SKILLS
7. LINKEDIN PUBLISHER.
8. GROUPS.
9. WRITE AND RECEIVE RECOMMENDATIONS.
10. Adjusting PRIVACY SETTINGS.

Why? LinkedIn

Your LinkedIn profile is the first digital asset recruiters see before they even reach out to ask for your resume.

While resumes still have their place in the recruitment process, they have got superseded by the quality of your LinkedIn profile.

Middle and senior level managers who normally don't apply on job portals and rely a lot on networking for good jobs need to have a truly world-class LinkedIn profile.

Executive search firms have teams of personnel scanning LinkedIn profiles in stealth mode everyday using LinkedIn's tool - **LinkedIn Recruiter**.

And most job seekers on LinkedIn are not aware they have been scanned for roles until their highly optimized LinkedIn profile catches the eye of the recruiter.

So focus on your LinkedIn profile and make it truly top-notch.

Make it something you'd be proud to share with a hiring manager, HR manager or recruiter!

Thought Leadership

Establishing oneself as a thought leader in a particular industry or field can be a powerful way to build a strong personal brand. This involves sharing insights, opinions, and expertise through various channels, such as blog posts, articles, and speaking engagements.

Our Personal branding services can help individuals develop thought leadership strategies by providing guidance on content creation, networking opportunities, and public speaking. We can also help individuals identify and engage with key influencers in their industry to increase their visibility and credibility.

The Process



SCOPE OF WORK

Note:

The scope of work can be adjusted based on the specific needs, goals, and budget of the client.



Scope of Work for Personal Branding on LinkedIn using Ghostwriting Posts, Profile Optimization, and Marketing:

1. Initial Assessment:

- Conduct an in-depth analysis of your current LinkedIn presence, including your profile, existing content, and engagement metrics.
- Identify your personal brand, target audience, and objectives for personal branding on LinkedIn.
- Understand your industry, competition, and key trends to develop an effective personal branding strategy.

2. Personal Branding Strategy Development:

- Develop a comprehensive personal branding strategy tailored to your goals and target audience.
- Define your unique value proposition and positioning on LinkedIn.
- Identify relevant topics, themes, and content formats that align with your personal brand and resonate with the target audience.

Scope of Work for Personal Branding on LinkedIn using Ghostwriting Posts, Profile Optimization, and Marketing:

3. Ghostwriting Posts:

- Conduct interviews and discussions with you to gather insights, expertise, and personal stories.
- Create a content calendar outlining the frequency and topics for ghostwritten posts.
- Develop engaging and informative posts that reflect your personal brand and target audience preferences.
- Incorporate appropriate keywords and hashtags for improved visibility and discoverability.
- Submit the ghostwritten posts to you for review, feedback, and approval.
- Schedule and publish the approved posts on your LinkedIn profile.

Scope of Work for Personal Branding on LinkedIn using Ghostwriting Posts, Profile Optimization, and Marketing:

4. Profile Optimization:

- Analyze and optimize your LinkedIn profile to enhance visibility and attract the target audience.
- Craft a compelling and professional headline that encapsulates your expertise and value proposition.
- Rewrite the summary section to highlight your unique skills, achievements, and goals.
- Optimize the profile sections, including experience, education, skills, and certifications, using relevant keywords.
- Select and upload visually appealing and professional profile and background images.
- Provide guidance on requesting and receiving endorsements and recommendations.

Scope of Work for Personal Branding on LinkedIn using Ghostwriting Posts, Profile Optimization, and Marketing:

5. Content Distribution and Engagement:

- Develop a content distribution plan to maximize the reach and engagement of your LinkedIn posts.
- Share the ghostwritten posts across relevant LinkedIn groups and communities to expand your network.
- Encourage you to actively engage with your audience by responding to comments, sharing insights, and participating in discussions.
- Monitor and analyze engagement metrics, such as likes, comments, and shares, to assess the effectiveness of the content strategy.
- Provide regular reports on content performance, audience growth, and engagement levels.

Scope of Work for Personal Branding on LinkedIn using Ghostwriting Posts, Profile Optimization, and Marketing:

6. LinkedIn Marketing:

- Create targeted LinkedIn advertising campaigns to increase your visibility and reach a wider audience.
- Identify relevant audience segments based on demographics, interests, and professional attributes.
- Develop compelling ad copy and visuals to capture the attention of the target audience.
- Monitor and optimize campaign performance by adjusting targeting parameters, budget allocation, and ad formats.

7. Continuous Optimization and Reporting:

- Regularly review and refine the personal branding strategy based on performance metrics and feedback.
- Stay updated with industry trends, LinkedIn algorithm changes, and best practices for personal branding on the platform.
- Provide monthly or quarterly reports summarizing key metrics, achievements, and future recommendations for personal branding on LinkedIn.

Expected Commercials & Considerations:

Projected Average Budget: **Starting Rs. 50,000 INR /mo. [Retainer]**

LinkedIn Growth Strategy (includes) :

- **Content Strategy**
- **Ghostwriting [Minimum 15 Posts / mo. (adjusted as per need)]**
- **Testing & Measuring Growth**
- **Optimization**
- **Reaching Out & Interacting with Potential Leaders, Leads, Brands etc...**

**Taxes additional as applicable.*

**The above prices are subject to change according to the scope of work and services availed.*

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