PERSONAL BRANDING ON SOCIAL MEDIA

STRATEGY AND IMPLEMENATION PLAN

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PERSONAL BRAND OVERVIEW

Name	At Route 46
Expertise	Special writing skill
Hobbies/interests	Book, Essay, Literature, Social Media Marketing
Marketing objective	Increase followers
Current social media knowledge	It's being improved
Active blog/website	Wordpress(http://www.atroute46.com), Naver blog(http://blog.naver.com/at_route46)
Active social media profiles	Facebook, Linkedin, google+, tumblr
Target market	Book industry

PERSONAL BRAND MARKETING AUDIT

Social media Channel	Profile/website URL	Profile activity (1 = post < once per month 5 = post everyday)	Primary Marketing Objective	Type(s) of content posted	Audience engagement level (volume of likes/shares/tweets, etc.)	Maintain or remove?
Blog/website	http://www.atr oute46.com	1	Increase followers	Post	0	Maintain
Facebook	http://facebook. com/atroute46	1	Increase followers	Post	0	Maintain
Linkedin	www.linkedin.c om/in/atroute4 6	1	Increase followers	Post	0	Maintain
Google+	https://plus.goo gle.com/114008 9406642531916 54	1	Increase followers	Post	0	Maintain
Other (Naver blog)	http://blog.nave r.com/at_route4 6	1	Increase followers	Post	0	Maintain

CONTENT CONSTRAINTS

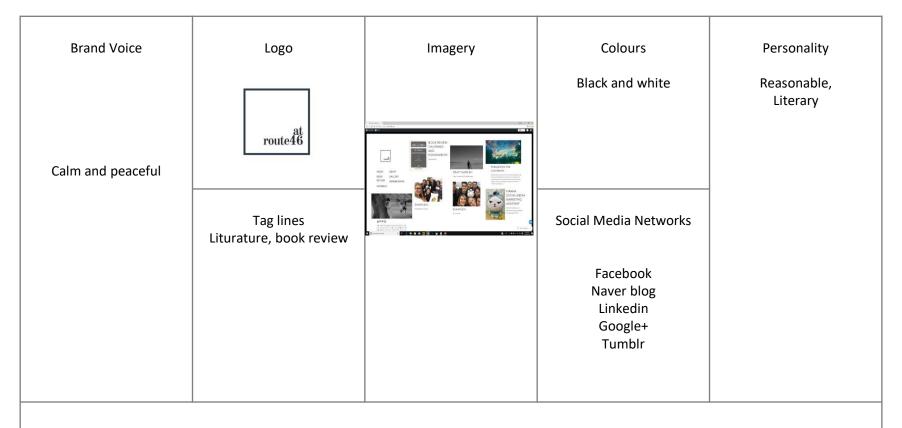
	Owned Content	Promotional	3 rd Party Content	Paid Ads	Community Management
When not to post	When it is the time that most people may sleep or work	When it is the time that most people may sleep or work	When it is the time that most people may sleep or work	When it is the time that most people may sleep or work	When it is the time that most people may sleep or work
What not to post	Racism, inappropriate language, something disrespectful to stakeholders, and/or competitors. Contents which implies piracy or plagiarisation.	Racism, inappropriate language, something disrespectful to stakeholders, and/or competitors. Contents which implies piracy or plagiarisation.	Racism, inappropriate language, something disrespectful to stakeholders, and/or competitors. Contents which implies piracy or plagiarisation.	Racism, inappropriate language, something disrespectful to stakeholders, and/or competitors. Contents which implies piracy or plagiarisation.	Racism, inappropriate language, something disrespectful to stakeholders, and/or competitors. Contents which implies piracy or plagiarisation.
Where not to post	Competitors' blogs or websites or social media channels or groups. Blogs, groups, social media channels where our audience is not there.	Competitors' blogs or websites or social media channels or groups. Blogs, groups, social media channels where our audience is not there.	Competitors' blogs or websites or social media channels or groups. Blogs, groups, social media channels where our audience is not there.	Competitors' blogs or websites or social media channels or groups. Blogs, groups, social media channels where our audience is not there.	Competitors' blogs or websites or social media channels or groups. Blogs, groups, social media channels where our audience is not there.

PERSONAL BRAND GLOBAL TRENDS

	Personal Brand 1	Personal Brand 2	Personal Brand 3
Link to website/blog	http://usimin.net	https://ozzyz.tumblr.com/	
Active Social Media Network(s)	Twitter	Naver blog, tumblr, facebook, Instagram, twitter	
Location of the individual	South Korea	South Korea	
Marketing Objective	Increase followers and supporters	Increase followers	
Marketing Strategic Solution	Twitting his opinion on political issues	Keep posing his writing on social media channels	
Positive Characteristics	Reasonable, sober-headed, and eloquent	Logical writing	
Negative Characteristics	Too honest	Too straight-talking	
Key global trends utilised in the strategy	Utilising social media network to increase his reputation	Being active on social media channels and communicative with people	



PERSONAL BRAND IDENTITY CANVAS



Mission Statement

I would be happy if I did ease one person's mind by my writing

TARGET AUDIENCE OVERVIEW

Target Audience Segment	Segment 1	Segment 2
Demographic	People who love literature	People who have interest on reading a book
Personal Hobbies and Interests	Literature	Book
Professional Interests	Sharing and improving writing skill	Discussing certain books
What Social Media Networks Are They On?	Facebook, tumblr, google+, naver blog	Facebook, tumblr, google+, naver blog
How will Your Brand Add Value?	By improving my writing and critic skill	By improving my writing and critic skill

PERSONAL BRAND STRATEGIC IDEAS TEMPLATE

Primary Marketing Objective	Personal Brand Marketing Opportunities	Strategic Ideas	Secondary Marketing Benefits
Increase followers	Increase the reputation in the literature industry	 Publishing writings on my blogs Carrying out cultural exchange with other countries' writers Discussing a lot with readers 	
	Increase the reputation in the book industry	 Regularly publishing a book review on my blogs Discussing a lot with readers 	

PERSONAL BRAND MARKETING STRATEGY

Strategy Initiatives	Campaign / Always on	Content idea	Social media network(s)	Frequency	Key Performance Indicators (KPIs)	KPI Targets (per month)
			• Tumblr	0	Shares	20
1	Always on	Book review	Naver blogFacebookLinkedin	Once a month	Likes, comments	50
			TumblrNaver blog		Shares	10
2	Always on	• Writings	FacebookLinkedin	N/A	Likes, comments	30
			• Tumblr	Naver blog Once a day	Shares	20
3	Always on	Humorous posts			Likes, comments	50

BUDGET DEVELOPMENT AND APPROVAL

Primary Content Marketing Objectives	Content Ideas	Always on / campaign basis	Forecasted Monthly Budget	Actual Monthly Budget	Budget Approval
Strategy	\$0	\$0	\$0	\$0	Yangha Park
Content creation	\$0	\$0	\$0	\$0	Yangha Park
Distribution	\$0	\$0	\$10 per month (Wordpress fee)	\$10 per month	Yangha Park
Measurement and Reporting	\$0	\$0	\$0	\$0	Yangha Park
Totals	\$0	\$0	\$10	\$10	



SOCIAL MEDIA MANAGEMENT PLATFORM EVALUATION

Social Media Management Platform	Advantages	Disadvantages	Disadvantages Price(per month)	
Wordpress	Easy to make a blog, Easy to synchronize with facebook, tumblr, google+, linkedin, It allows to sell directly items that I have via paypal		\$5(individual) \$10(premium) \$33(business)	X
Buffer	Able to post to Instagram, They have free option, Cheap price to be compared than others	They have only few functions	\$0(starter) \$15(starter pro) \$99 to 399(business)	
Sprout	Abundant social media management function	Little bit expensive for a starter of social media	\$99(premium) \$149(corporate) \$249(enterprise)	

PERSONAL BRAND 3 WEEK MARKETING SCHEDULE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23 Sep	24 Sep	25 Sep	26 Sep	27 Sep	28 Sep	29 Sep
Writing	Humorous post	Book Review				
30 Sep	1 Oct	2 Oct	3 Oct	4 Oct	5 Oct	6 Oct
	Humorous post					
7 Oct	8 Oct	9 Oct	10 Oct	11 Oct	12 Oct	13 Oct
Writing	Humorous post					

PERSONAL BRAND IMPLEMENTATION PLAN

Strategy	Roles and Responsibilities Actions required	Resources Required Position of task owner	Start Date	Due Date
	Writing a manuscript	YanghaPark	• 23 Sep	• 30 Sep
	Revision	YanghaPark	• 30 Sep	• 7 Oct
Writing				
	Reading a book	• Yangha Park	• 23 Sep	• 26 Sep
	Writing a review	YanghaPark	• 26 Sep	• 27 Sep
Book Review	Revision	YanghaPark	• 27 Sep	• 29 Sep
	Looking up good stuff on the internet and share it	• Yangha	• 24 Sep	• 24 Sep
	Looking up good stail on the internet and share it	Park	• 24 sep	• 24 sep
Humorous post				

PERSONAL BRAND MARKETING STRATEGY FOR WEEK 1

Detail the content for the first week of the personal brand marketing strategy including the headline, any imagery and associated links that will be included where applicable.

Social media network	Content Type	Post Content	Associated Imagery	Associated Link / Tags (if applicable)
TumblrNaver blogFacebookLinkedin	Writing	Writing	STATE OF THE PROPERTY OF THE P	https://atroute46.co m
TumblrNaver blogFacebookLinkedin	Book review	Book review	CALCON ECOLEGICA DE CALCON	https://atroute46.co m
TumblrNaver blogFacebook	Humorous post	Humorous post	CALIDOR CALARY CANDRAL FALIR CANDR	https://atroute46.co m

PERSONAL BRAND MARKETING STRATEGY FOR WEEK 2

Detail the content for the second week of the personal brand marketing strategy including the headline, any imagery and associated links that will be included where applicable.

Social media network	Content Type	Post Content	Associated Imagery	Associated Link / Tags (if applicable)
TumblrNaver blogFacebookLinkedin	Book review	Book review	CALICOPT ECOL BANKS CALICOPT	https://atroute46.co m
TumblrNaver blogFacebook	Humorous post	Humorous post	CALCONICALARY CANCOLINA CALARY USB - Variable Action CANCOLINA CALARY USB - Variable Action CANCOLINA CALARY USB - Variable Action CANCOLINA CALARY	https://atroute46.co m

PERSONAL BRAND MARKETING STRATEGY FOR WEEK 3

Detail the content for the third week of the personal brand marketing strategy including the headline, any imagery and associated links that will be included where applicable.

Social media network	Content Type	Post Content	Associated Imagery	Associated Link / Tags (if applicable)
TumblrNaver blogFacebookLinkedin	Writing	Writing	SE E CA CADA (1986) (AN AN A	https://atroute46.co m
TumblrNaver blogFacebookLinkedin	Book review	Book review	CALCOPY ECOLISIVEM SOCIONES CHARACTER CHAR	https://atroute46.co m
TumblrNaver blogFacebook	Humorous post	Humorous post	CALCONY CALLINY CALCONY CALLINY CONTROL CALCINY CONTROL CALLINY CONTRO	https://atroute46.co m

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BE THE EXPERT