Targeting/Connection Strategies, Content Marketing Strategies, and Metrics

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Marketing Strategies

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**Introduction**

In Assignment 1, I embarked on a journey to shape my career and personal brand development, making strategic decisions that have had a profound impact on my trajectory. These decisions reflect a thoughtful and well-planned approach that aligns my interests, strengths, and academic background, aiming to create a strong online presence and professional growth in the marketing and fashion industry.

In assignment 2, we will delve into the strategies and metrics that have shaped my progress in the realm of marketing and personal branding. Through targeted connection strategies, content strategies, and a keen focus on overall metrics, I have experienced substantial growth and change over the course of this project. The culmination of these strategies has provided valuable insights into my professional development on LinkedIn, and I will explore these in greater detail as we dive into the assignment.

This assignment will not only showcase the results of my efforts but also provide a space for reflection on the journey, highlighting key achievements, metrics, and improvements. By the end of this assignment, you will gain an understanding of the significant progress made, lessons learned, and the transformative impact of my strategic decisions in shaping my marketing and fashion-focused career.

**Quick Update**

In Assignment 1, I made several strategic decisions regarding my career and personal brand development. Here's a summary of those decisions:

1. Career Field and Focus:

I identified my primary career field as marketing, with a specific emphasis on digital marketing. I also expressed a strong interest in the fashion industry, aiming to combine my marketing skills with my passion for fashion. This decision aligns with my academic background and practical experiences.

2. Content Topics/Pillars:

I established a set of content pillars to guide my online presence and personal brand. These pillars include content marketing strategy, social media marketing, search engine optimization (SEO), data analytics, influencer marketing, e-commerce, personalization, mobile marketing, sustainability in fashion, and brand storytelling. Each pillar reflects my areas of expertise and interests.

3. Personal Learning Networks (PLNs):

I recognized the importance of building and maintaining personal learning networks. I identified several platforms and resources for networking and continuous learning, including LinkedIn, Twitter, HubSpot Academy, MarketingProfs, and fashion industry blogs. These PLNs will help me stay informed, connect with industry experts, and expand my knowledge.

4. LinkedIn Profile Optimization:

I optimized my LinkedIn profile by updating various sections, including my profile summary, banner header, and headline. This optimization enhances my online visibility and professional image, making it easier for potential employers and connections to discover me on the platform.

5. SEO on My Resume Name:

I decided to use my first and last name without including my middle name on my resume and online profiles. This simple and consistent approach ensures that my name is unique and more accessible in online search results.

My strategic decisions in Assignment 1 reflect a thoughtful and well-planned approach to my future career in marketing and the fashion industry. I have leveraged my strengths, addressed my weaknesses, and set clear goals for my personal brand development and professional growth. These decisions will help me navigate my career path effectively and create a strong online presence.

**Connection Strategies**

|  |  |  |  |
| --- | --- | --- | --- |
| **Target Market Segment** | **Description of Segment** | **Strategy Explanation** | **Screenshot of New Connections** |
|  |  |  |  |
| Career Field/Focus Academic Peers | Marketing professors and educators | Engage with academic professionals for mutual learning and visibility of my personal brand. | A screenshot of a social media account  Description automatically generatedA screenshot of a social media account  Description automatically generated |
| Career Focus Professional Peers | Marketing experts and industry professionals | Connect with industry peers to gain insights, build relationships, and establish a presence in my career field. | A screenshot of a social media profile  Description automatically generated |
| Students in My Career Field/Focus | Fellow students in marketing and business | Connect with fellow students for potential collaboration, knowledge sharing, and to provide valuable content. | A screenshot of a social media account  Description automatically generatedA screenshot of a phone  Description automatically generated |

**Content Strategies**

**Content Conversations**

Link to comment section of my LinkedIn profile: <https://www.linkedin.com/in/mayaeaton/recent-activity/comments/>

Link to my best comment: <https://www.linkedin.com/feed/update/urn:li:activity:7116088320274694144?commentUrn=urn%3Ali%3Acomment%3A%28activity%3A7116088320274694144%2C7116970397056569344%29&dashCommentUrn=urn%3Ali%3Afsd_comment%3A%287116970397056569344%2Curn%3Ali%3Aactivity%3A7116088320274694144%29>

Explanation: This comment seemed to be the most well received by the author of the post out of all the comments that I made.

**Content Curation**

Link to posts section of my LinkedIn profile: <https://www.linkedin.com/in/mayaeaton/recent-activity/all/>

Link to my best repost: <https://www.linkedin.com/posts/mayaeaton_socialselling-leadership-salesleadership-activity-7116582360539701248-TWor?utm_source=share&utm_medium=member_desktop>

Explanation: This repost got over 300 impressions and 4 comments making it my best repost

**Content Creation**

Link to posts section of my LinkedIn profile: <https://www.linkedin.com/in/mayaeaton/recent-activity/all/>

Link to my best original post: <https://www.linkedin.com/posts/mayaeaton_contentstrategy-leadgeneration-sales-activity-7121220072630616064-CuaE?utm_source=share&utm_medium=member_desktop>

Explanation: This post gained the most impressions and likes out of all of the original posts that I made.

**Overall Metrics**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 1 - Beginning and ending metrics (Weeks A and E).** | | | | | | | |  |
|  | \*Overall number of LinkedIn connections | \*\*Overall Social Selling Index | SSI score for “establish your personal brand” | SSI score for “find the right people” | SSI score for “engage with insights” | SSI score for “build relationships” | Average SSI score/rank for “people in your industry” | Average SSI score/rank for “people in your network" |
| Baseline Week A (require some initial posts to register SSI) | **58 connections after week A** | **10 out of 100 after week A** | **3.44 after week A** | **5.24 after week A** | **0.39 after week A** | **1.04 after week A** | **27 out of 100 after week A** | **29 after week A** |
| Ending of Project, Week E | **90 connections after Week E** | **24 out of 100 after week E** | **3.44 after week E** | **6.08 after week E** | **13.09 after week E** | **1.2 after week E** | **26 out of 100 after week E** | **30 after week E** |
| \* found at Profile> My Network> Manage My Network> Connections  \*\* found at <https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi> | | | | | | | | |

Explanation: Basically every single metric from table on increased over the course of the project. The only metric that did not increase was my score for establishing my personal brand.

SSI Before:

A screenshot of a computer

Description automatically generated

SSI After:

A screenshot of a computer

Description automatically generated

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| T**able 2 – Activity Metrics (given for baseline Week A and Weeks B and D of measured activities).** | | | | | | |
|  | Overall # of posts | # of curated posts in career focus (with added value comment and formatting) | # of created posts in career focus (with added value comment and formatting) | Overall # of thoughtful comments to others’ posts | # of added value career focused comments to professionals in your career focus | # of new personalized invites versus acceptances  \_\_/\_\_ |
| Course Week A (baseline week) | **3 posts after week A** | **0 reposts after week A** | **3 original posts after week A** | **0 comments after week A** | **0 comments after week A** | **0 personalized invites after week A** |
| Course Week B  (measured activities) | **7 posts during week B** | **4 reposts during week B** | **3 original posts during week B** | **5 comments during week B** | **5 comments during week B** | **16 personalized invites during week B and 16 acceptances during week B** |
| Course Week D (measured activities) | **8 posts during week D** | **4 reposts during week D** | **4 original posts during week D** | **5 comments during week D** | **5 comments during week D** | **16 personalized invites during week B and 16 acceptances during week D** |
| Totals (for weeks B and D only) | **15 total posts after weeks B and D** | **8 total reposts after weeks B and D** | **7 original posts after weeks B and D** | **10 comments after weeks B and D** | **10 comments after weeks B and D** | **32 personalized invites and 32 acceptances after weeks B and D** |

Explanation: This project allowed me to post on LinkedIn more than I ever have before! I was able to quadruple the amount of posts I had. The posts themselves seemed to be received well.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Table 3 - Performance Metrics (earned for baseline Week A and Weeks B and D of measured activities).** | | | | | | | |
|  | \*Overall post impressions | \*Likes received | \*Comments received | \*Reposts received | \*Top performing post for each week based on (a) impressions, (b) engagements, and (c) direct link to this top post | \*Profile views | \*Search appearances |
| Course Week A (baseline week) | **820 post impressions after week A** | **13 likes received after week A** | **0 comments received after week A** | **0 reposts received after week A** | <https://www.linkedin.com/posts/mayaeaton_personal-brand-carousel-activity-7031895749122519040-IR4k?utm_source=share&utm_medium=member_desktop> | **Only gives the past 90 days to non pro members: 27 total** | **Only gives the past 90 days to non pro members: 14 total** |
| Course Week B (measured activities) | **1216 post impressions during week B** | **14 likes received after during B** | **1 comment received during week B** | **0 reposts received after week B** | <https://www.linkedin.com/posts/mayaeaton_socialselling-leadership-salesleadership-activity-7116582360539701248-TWor?utm_source=share&utm_medium=member_desktop> | **Only gives the past 90 days to non pro members: 27 total** | **Only gives the past 90 days to non pro members: 14 total** |
| Course Week D (measured activities) | **1216 post impressions during week D** | **20 likes received during week D** | **3 comments received during week D** | **0 reposts received after week D** | <https://www.linkedin.com/posts/mayaeaton_contentstrategy-leadgeneration-sales-activity-7121220072630616064-CuaE?utm_source=share&utm_medium=member_desktop> | **Only gives the past 90 days to non pro members: 27 total** | **Only gives the past 90 days to non pro members: 14 total** |
| Totals (for weeks B and D only) | **2432 post impressions after weeks B and D** | **34 likes received after weeks B and D** | **4 comments received after weeks B and D** | **0 reposts received after weeks B and D** | <https://www.linkedin.com/posts/mayaeaton_socialselling-leadership-salesleadership-activity-7116582360539701248-TWor?utm_source=share&utm_medium=member_desktop> | **Only gives the past 90 days to non pro members: 27 total** | **Only gives the past 90 days to non pro members: 14 total** |
| \* go to Profile> Me> Posts & Activity and scroll through your posts and add up the analytics for each week; provide screenshots and explanation (or go to profile and Analytics & Tools button at the top) | | | | | | | |

Explanation: My overall impressions skyrocketed during this project. I was able to reach more people than before and I doubled my connections on LinkedIn!

**Reflection**

As I conclude this assignment, I can't help but reflect on the transformative journey I've undertaken in my quest to develop my career and personal brand in the field of marketing, with a particular focus on the fashion industry. This journey has been marked by significant strategic decisions and a deliberate approach, resulting in a host of insights and accomplishments.

One of the most pivotal decisions I made was to pinpoint my primary career field as marketing, with a specific emphasis on digital marketing. The fashion industry, which I am deeply passionate about, naturally aligned with my academic background and practical experiences. This decision provided a clear direction and purpose, making it easier for me to navigate the vast and ever-evolving landscape of marketing.

In addition to defining my career path, I established a set of content pillars to guide my online presence and personal brand. These pillars encompassed a wide range of topics, from content marketing strategy to sustainability in fashion, each reflecting my expertise and interests. Crafting these content pillars not only allowed me to showcase my knowledge but also ensured that my online presence remained consistent and engaging.

Building and nurturing personal learning networks (PLNs) proved to be another crucial aspect of my strategy. I identified platforms and resources that would enable me to connect with industry professionals, stay informed, and continually expand my knowledge. Platforms such as LinkedIn, Twitter, HubSpot Academy, MarketingProfs, and fashion industry blogs became instrumental in building valuable connections and enhancing my learning experience.

Optimizing my LinkedIn profile was a pivotal step in enhancing my online visibility and professional image. This update facilitated more connections and made it easier for potential employers and industry peers to discover me on the platform. Furthermore, the decision to simplify my name on my resume and online profiles, omitting my middle name, proved to be a small yet impactful change, ensuring that my name was unique and easily discoverable in online search results.

Through a series of connection strategies targeting academic peers, professional peers, and fellow students, I was able to engage with a diverse range of individuals, fostering mutual learning and enhancing the visibility of my personal brand. These connections were not only beneficial for networking but also for gaining insights and expanding my knowledge in the field of marketing.

In terms of content strategies, I diversified my approach to include content conversations, curation, and creation. My comments and reposts on LinkedIn garnered impressive engagement, with one comment standing out as the most well-received. This interaction with peers and industry professionals not only demonstrated my expertise but also increased my visibility on the platform.

In content curation, I succeeded in sharing content that resonated with my target audience, with one repost generating over 300 impressions and four comments, marking it as my best repost. My original posts also performed well, gaining the most impressions and likes. These accomplishments are a testament to the effectiveness of my content strategies.

Analyzing the overall metrics, it is clear that this project has led to significant growth. My LinkedIn connections increased, and my Social Selling Index (SSI) showed positive improvements across various dimensions, demonstrating my progress in establishing a personal brand and expanding my network.

The activity metrics reveal a remarkable increase in my LinkedIn activity, with a quadrupling of the number of posts I made during the project. These posts were well-received, with high engagement and interaction, indicating that my content was resonating with my audience.

Finally, the performance metrics show a substantial increase in post impressions, likes, comments, and profile views. My posts reached a larger audience, and my LinkedIn profile received more attention, both from connections and those outside my immediate network.

In conclusion, this assignment has been an eye-opening journey of self-discovery and growth. It has reinforced the importance of strategic decision-making in shaping one's career and personal brand. I've learned that consistency and a thoughtful approach to content creation, curation, and conversation can have a significant impact on online presence and engagement.

While there is much to celebrate in the metrics and achievements, there is always room for improvement. The SSI score for establishing my personal brand remains an area I aim to enhance in the future. I plan to continue refining my strategies and further expanding my network to create a stronger and more impactful online presence.

This reflection serves as a reminder that the journey of career and personal brand development is ongoing, with each decision and action contributing to our progress. I look forward to the continued evolution of my marketing and fashion-focused career and personal brand, fueled by the valuable insights and experiences gained in this assignment.

**References**

<https://www.linkedin.com/in/mayaeaton/recent-activity/comments/>

<https://www.linkedin.com/feed/update/urn:li:activity:7116088320274694144?commentUrn=urn%3Ali%3Acomment%3A%28activity%3A7116088320274694144%2C7116970397056569344%29&dashCommentUrn=urn%3Ali%3Afsd_comment%3A%287116970397056569344%2Curn%3Ali%3Aactivity%3A7116088320274694144%29>

<https://www.linkedin.com/in/mayaeaton/recent-activity/all/>

<https://www.linkedin.com/posts/mayaeaton_socialselling-leadership-salesleadership-activity-7116582360539701248-TWor?utm_source=share&utm_medium=member_desktop>

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<https://www.linkedin.com/posts/mayaeaton_socialselling-leadership-salesleadership-activity-7116582360539701248-TWor?utm_source=share&utm_medium=member_desktop>