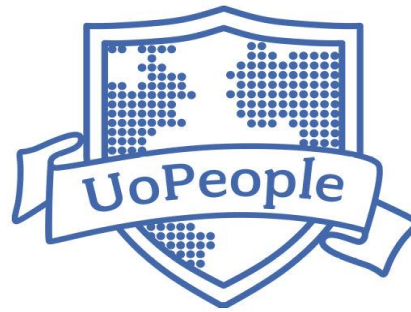


PRINCIPLES OF MARKETING



**MARKETING
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LEARNING JOURNAL UNIT 5

BUS 2201-01 PRINCIPLES OF MARKETING - AY2024-T4



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My journey to Build a Personal Brand on social media.

Introduction

These days, people seem to value you based on how many likes and follows you get online. Building a strong personal brand has become important, even crucial. As a marketing student, I've learned about concepts like segmenting your audience, targeting the right people, positioning yourself properly, and integrating your communications. I've decided to use these strategies to promote my own personal brand across social media platforms. Integrate Marketing Communication (IMC) sends one clear message to customers. A company uses IMC in its ads across different channels. Segmentation Targeting and Positioning (STP) shows businesses moving from product-focus to customer-focus. STP helps businesses identify their target audience. STP allows businesses to better position themselves for success (Tanner & Raymond, 2016).

Crafting My Brand Presence on LinkedIn and Twitter

The first step is choosing the best social networks for my goals. For me, that's LinkedIn and Twitter. On LinkedIn, I'm going to build an amazing profile that showcases my absolute best qualities and accomplishments. I'll highlight my education, coursework, internships - anything that makes me look like a marketing pro. I may even embellish a few things, like calling an internship an "executive fellowship." Hey, everyone else exaggerates online too.

I'll also join marketing groups, engage in discussions, and share insights to demonstrate my expertise. Essentially, I want my LinkedIn profile to be an authoritative, comprehensive website just about me.

For Twitter, the approach is a bit different. Here, I'll post a constant stream of snappy thoughts, comments on marketing news, quotes, and threads about trends. The goal is to come across as an omnipresent voice of wisdom in the marketing community. I'll follow all the big influencers, engage using popular hashtags, and try to get my tweets retweeted by coveting followers - even if some of them low-key hate-follow me.

Monitoring My Brand's Key Metrics

Of course, I'll need to track metrics to see if my personal branding efforts are successful. A few key numbers I'll watch:

Follower growth: Seeing my follower counts go up on both platforms, even if some are totally just Russian bot accounts, will be validating.

Engagement rates: I want lots of likes, comments, shares, and replies. Bring on the engagement, even if it's semi-toxic rants - any oxygen for my online fire.

Website traffic: I'm going to build a personal website too and watch for traffic sources coming from my social promotions.

Brand deal offers: The real measure of success will be when companies want to pay me as an influencer just for co-signing their products!

I'm ready to go all-in on building my personal brand cult for the next 6-12 months. Constantly churning out new content, revamping my online imagery, tracking those sweet metrics - this obsession will consume me until I become an actual famous guy online. No sacrifice too great on the journey to digital stardom!

Conclusion

Elevating yourself into an iconic personal brand takes total dedication in our social media-driven world. It's an endless grind of posting, promoting, performing, and maniacally monitoring your increasing cyber-relevance. But I'm determined to ascend to the heights of influencer status through sheer force of content and unwavering commitment to my own exaltation. Time to get this personal branding show on the road - after I meticulously airbrush my latest LinkedIn profile photo, of course.

REFERENCE:

Tanner, J. & Raymond, M.A. (2016). Principles of marketing. Open Textbooks for Hong Kong.

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