

Self Marketing Plan

Enhancing yourself through personal social media accounts

Your personal social media accounts hold great value in marketing your professional launch. These platforms allow you the priceless ability of announcing your business goals directly to your personal network. Whether you like it or not, your personal social media and your new business ventures will be highly connected. Keep in mind that this reality can either help or hinder your success in the business world. Take for example that you are starting a tutoring business for underprivileged kids and decide to announce your new venture on your personal social media platforms. If you have a long time passion for helping others with frequent posts of those efforts, your network of followers are sure to believe in your continued path and even promote your efforts by reposting, sharing or subscribing. On the other hand, if your social media posts paint a general image of how much you dislike children and have no documented interest in education, then not only is that network of people unlikely to promote you, but, they may very well discredit and hurt your campaign. Therefore, it is critical to begin building your brand on personal accounts as quickly as possible. This may include boosting your credibility through genuine posts or in some cases, cleaning up content that could be damaging to your brand.

Social Media

Facebook

Facebook is the second most used social media platform (behind youtube). If you haven't already joined "groups" related to your business plan, you will want to go ahead and do so. If you already have a website or business then this is a great way to support those efforts by providing valuable feedback to questions and once your website is launched, you can begin linking directly to your page. Until then do not hold back from providing other valuable links to users in your group. This platform is all about being genuine and if the group senses you are only there to promote yourself or your business, then you are likely to be discredited all together. This is a platform where your goal should be to earn the credibility directly related to your knowledge of the topics. Although you should be purposefully choosing groups to help market your site, it should not be obvious.

Instagram

Instagram is all about connecting on a personal level. This is the most genuine platform that allows your followers to see your day to day efforts and passion as you begin new ventures in life. Think of the power of posts (not spamming) such as, your excitement as you register your

official LLC or taking a poll on 2 shades of blue for your website. Others may begin marketing efforts once they have a complete website or full product line, but through this strategy, you could gain a network of loyal supporters before you even begin.

LinkedIn

LinkedIn is a social media platform with a more professional target audience that highlights the profiles of business professionals. If you do not have a LinkedIn account, you will want to get one started. If you already have an account, but it does not reflect your current business goals, then be sure to update it and generate a group of followers within that interest that can help build your network. Do not shy away from connecting with competitors as they can provide you with valuable mentorship and ideas for your business. LinkedIn is a platform that should enhance you as a professional, therefore, not owning an account or having an irrelevant posted account could hurt your credibility as a business owner.

Self Marketing Plan

| Social Media | Objective | Target Audience | Cost | Plan of Action |
|--------------|-------------------------------|--------------------------|------|---|
| Facebook | earn professional credibility | Your facebook followers | free | Become an active member of business owner “groups” of interest and participate in interactions with valuable information and links (including your work) |
| Instagram | earn professional credibility | Your instagram followers | free | Post personalized behind the scenes content on your projects |
| LinkedIN | earn professional credibility | Your facebook followers | free | Create or update LinkedIN profile to reflect you as a professional and reflect your professional goals. Gain a network of high stakeholders and competitors related to your business plan. |