



FREELANCING & DIGITAL MARKETING COURSE

Class # 5

Building Brands: From Personal Presence to Business Power

“*Do it because they said you couldn't.*”



What is Brand?

A **Brand** represents the unique identity, personality, and promise of a product, service, or individual.

It encompasses:

Perception: How the target audience views and feels about the entity.

Identity: The logo, colors, tagline, voice, and overall messaging that define the entity.

Promise: The value or experience the entity consistently delivers.





Are you also a Brand?

In the digital era, **everyone** has the potential to be a **brand**.

Your personal brand is how you represent yourself online and offline—through your skills, expertise, personality, and values. In digital marketing, your brand is shaped by:

- The content you share on social media.
- The way you communicate with your audience.
- The professional image you maintain.
- The values and message you stand for.





Personal Branding on Social Media!

Personal branding on social media is the process of showcasing your unique identity, skills, and values to build a recognizable online presence.

It involves:

1. Defining Your Identity: Highlighting what makes you unique.

2. Choosing Platforms: Using platforms like LinkedIn, Instagram, or Twitter to connect with your target audience.

3. Consistent Style: Maintaining a cohesive tone, visuals, and messaging.

4. Creating Content: Sharing valuable insights, stories, or expertise.

5. Engaging Authentically: Interacting with followers to build trust and credibility.





Module 2: Building Brands: From Personal Presence to Business Power

Branding a business involves creating and defining its identity through elements like a logo, tagline, color scheme, messaging, and the overall customer experience. It's about communicating the business's values, mission, and promise to the audience in a consistent and compelling way across all touchpoints (website, social media, advertisements, etc.).

