

# PERSONAL BRANDING

Khedher, (2014) acknowledged Tom Peters, (1997) in his article "The Brand Called You" personal branding has become important in the world of today, as individuals need to craft a clear brand messaging that is clear and consistent. As a professional in the digital world, if you do not manage your brand, the power is given to someone else to craft your brand messaging.

The result of personal branding is everyone has the power to be their own brand and a person's main job is to be their marketer and show their strength and what they can offer (Labrecque et al., 2011)





MY PROFESSIONAL DIGITAL BRAND

@00738517

OBJECTIVE OF ASSESSMENT

To become a thought leader as a content marketing specialist





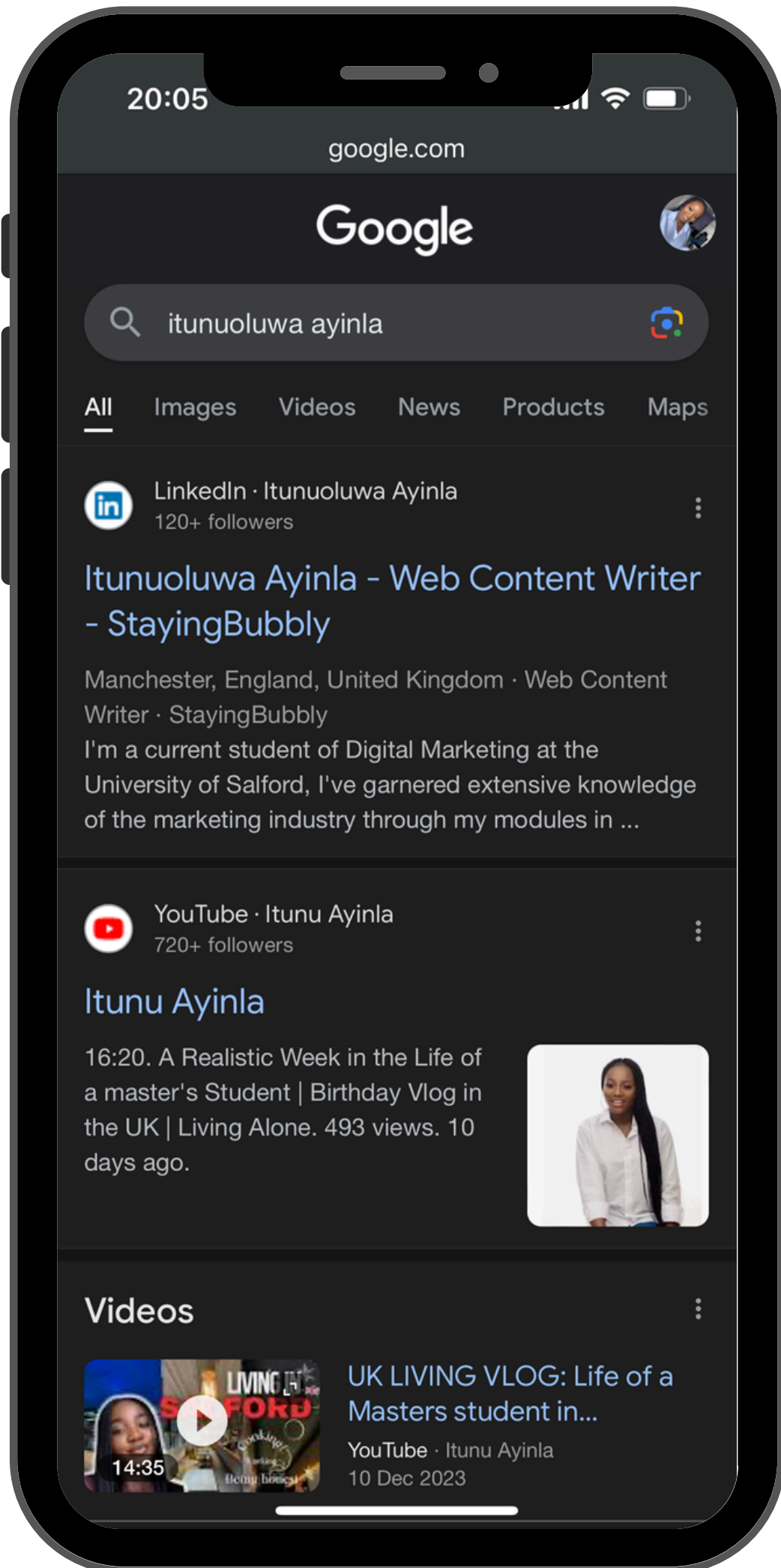
# INTRODUCTION

My objective is to become a **content marketer** and studying digital marketing at the University of Salford is preparing me for that. Creating this portfolio is a prerequisite for this module and this will include analysing a competitor's website, creating a digital marketing strategy for my brand and optimizing a digital footprint for my professional brand.

This will be showcased in 3 sections; **Analysis, plan,** and **implementation.**







# SEARCH ENGINE MARKETING

Search engine marketing (SEM) is a form of internet marketing, tactics are employed by businesses and individuals to promote and drive visibility to websites on search engine result pages (SERP) utilizing keywords.

SEM consist of both organic and paid in terms of pay-per-click (PPC), cost-per-click (CPC) and paid placement (Johnson, 2006).

# SOCIAL MEDIA MARKETING

It involves creating content that engages users and encourages them to share it with their networks. It can help brands to connect, educate customers and promote their products through different content type, infographics, videos, and images (Kenan, 2024).



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**1** Analysis

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**2** Plan

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**3** Implementation



# ANALYSIS





## SOCIAL MEDIA TRENDS DURNING COVID-19

According to Chauhan & Shah,(2020), consumer behaviour was altered as this changed the way people shop and communicate with each other, this has affected how businesses and consumers behave.

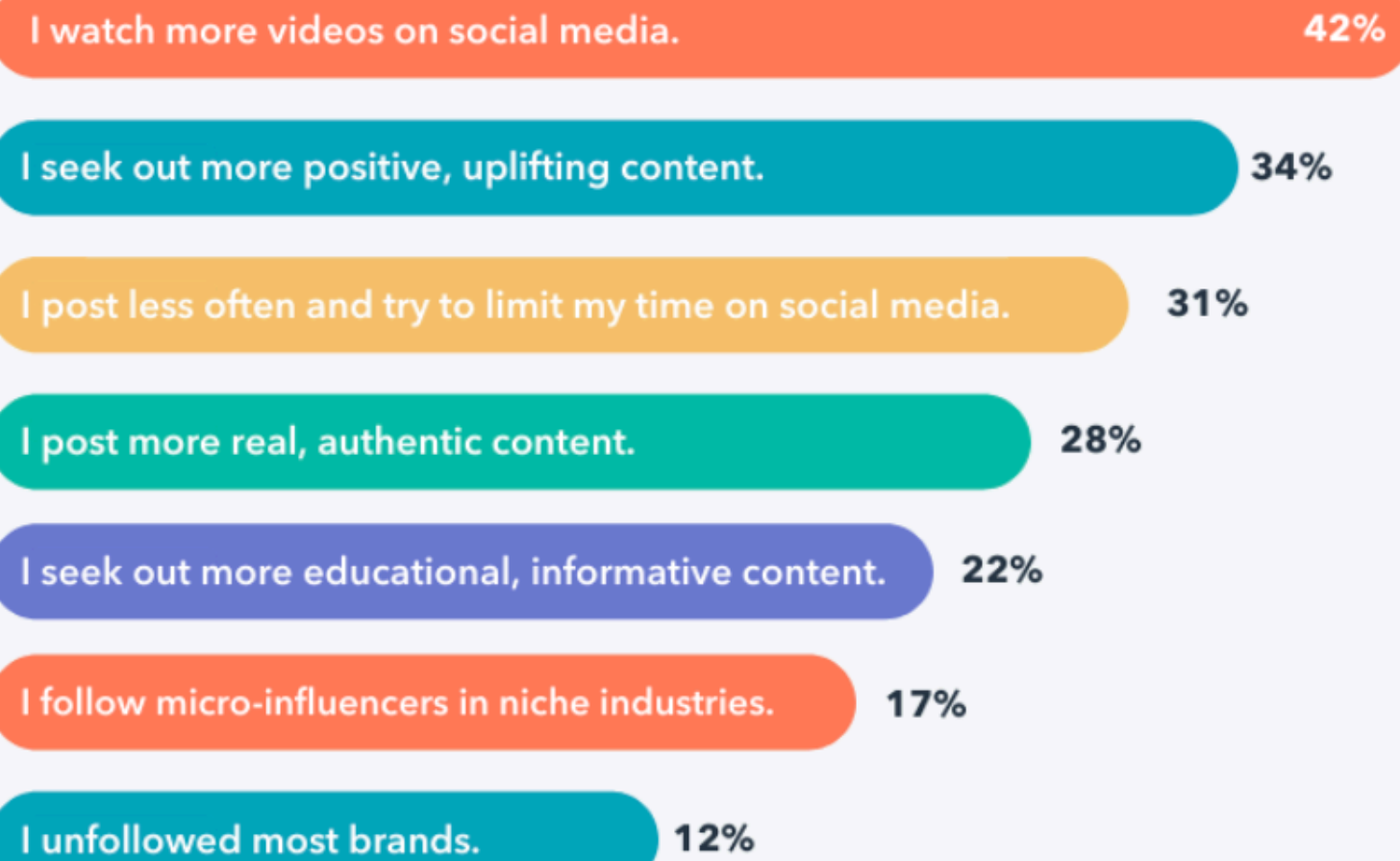
Sharma & Jhamb (2020) posited that there was a shift in how people shop for items, the channels used, and online marketing trends which resulted in the way consumers see products and brands. Therefore there is a need for brands and marketers to consider these changes in shopping behaviour, and use of technology to understand which changes in strategies they need to adopt post covid - 19. (Eger et al., 2021).

According to Hubspot, these are some social media trends during covid-19

- Increase in video consumption. Particularly, short-form content platforms like TikTok experienced exponential growth during the pandemic (Forsey, 2022)
- Exponential growth in influencer marketing. According to HubSpot (2022), a spike occurred in the influencer economy from \$1.7 billion in 2016 to \$9.7 billion in 2022 and an expected increase is predicted in 2021 to \$13.8 billion.
- Social ecommerce.



## How do you use social media differently now as a result of the pandemic?



Source: (Hubspot, 2024)

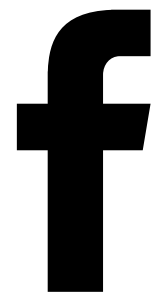
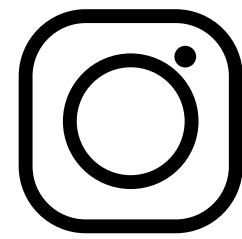
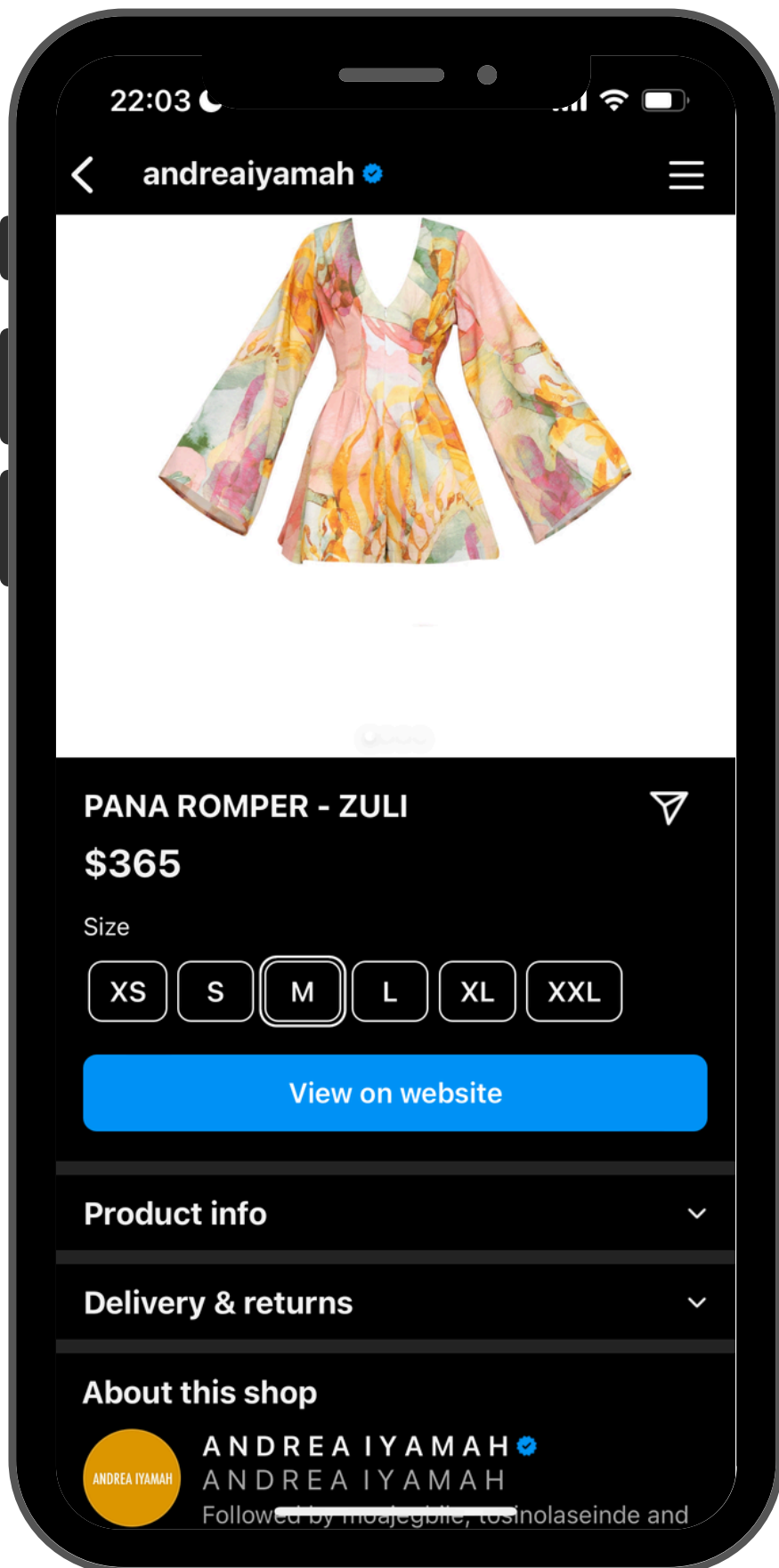
# CHANGES IN CONSUMER BEHAVIOUR

## 1. SOCIAL MEDIA AS AN E-COMMERCE PLATFORM

Social commerce has been defined as the use of online platforms to foster the sales of goods and services, this is the combination of both social media with e-commerce. (Linda, 2010).

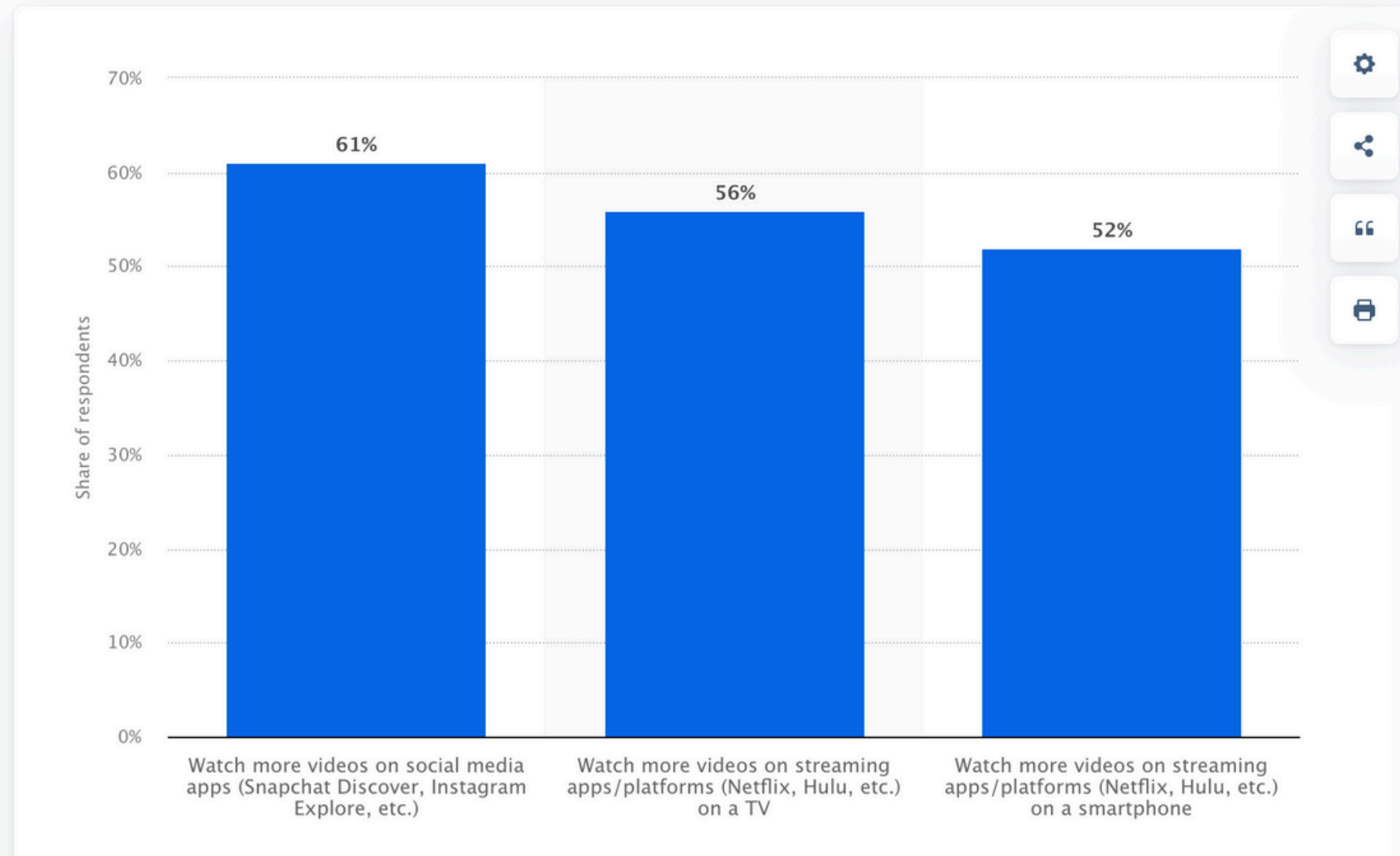
With limited access to physical shopping during COVID-19, consumers switch to social media platforms as an avenue to purchase and sell products and services. ( Verhoef et al., 2022).

Family and friends now seek and trust the opinions of friends and influencers before making their decisions (Stratmann, 2010)





# COVID-19's impact on video consumption among Generation Z and Millennials worldwide as of October 2020, by video type



**Details:** Worldwide; Snap Inc.; OMD Germany; July to October 2020; 1,000\*; 13 to 34 years old; Millennials and Gen Z; Online survey

© Statista 2024

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- PPT

### SOURCE

### DETAILS

### FAQ

#### Sources

OMD Germany; Snap Inc.

#### Survey by

Snap Inc.; OMD Germany

#### Published by

Snap Inc.

#### Source link

[Snapchat](#)

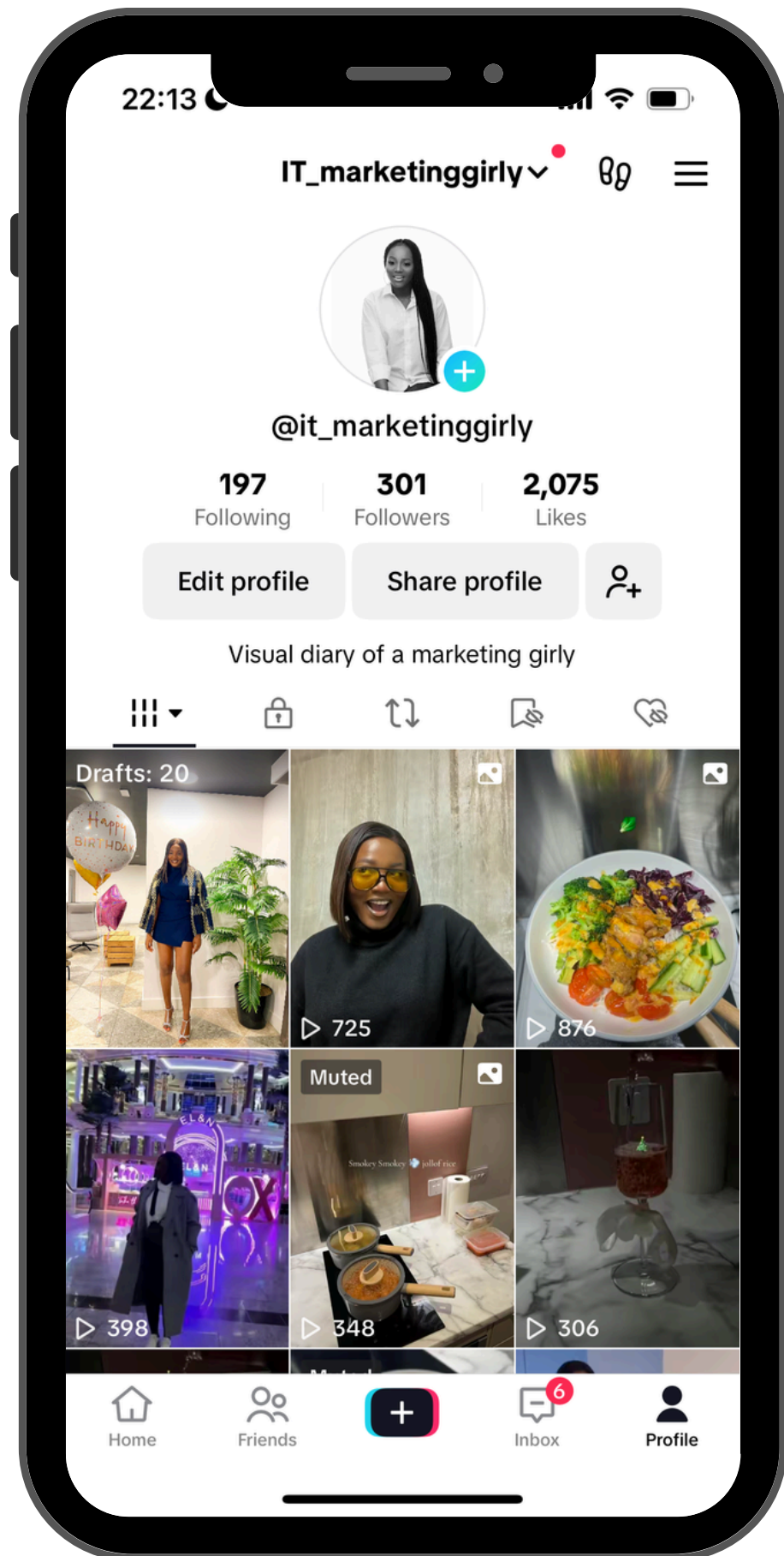
#### Release date

February 2021

#### Citation formats

[→ View options](#)

Source: (Statista, 2024)



## 2. INCREASE IN VIDEO CONSUMPTION

Wolfers (2022) posited that numerous studies have investigated the utilization of media as a coping mechanism or strategy for stress management.

In 2020, there was a significant surge in video content creation, with a notable 80% year-over-year increase in media uploads. The peak occurred on April 22, with 103,603 video uploads on that day. (Hubspot 2024). People were consuming videos and creating more on different social media platforms.

In particular, short-form platforms like TikTok, experienced exponential growth during the pandemic, largely due to the authenticity of the content shared by its creators (Hubspot 2024).

Also, according to top Social Media expert Mari Smith, she has advised small business owners to use of live streams on various social media platforms in 2022.





### 3. INFLUENCER MARKETING

Enberg, (2020) As a result of the changes in during the pandemic, which affected the marketing industry at large, the measure had to be adopted to communicate and foster engagement with consumers.

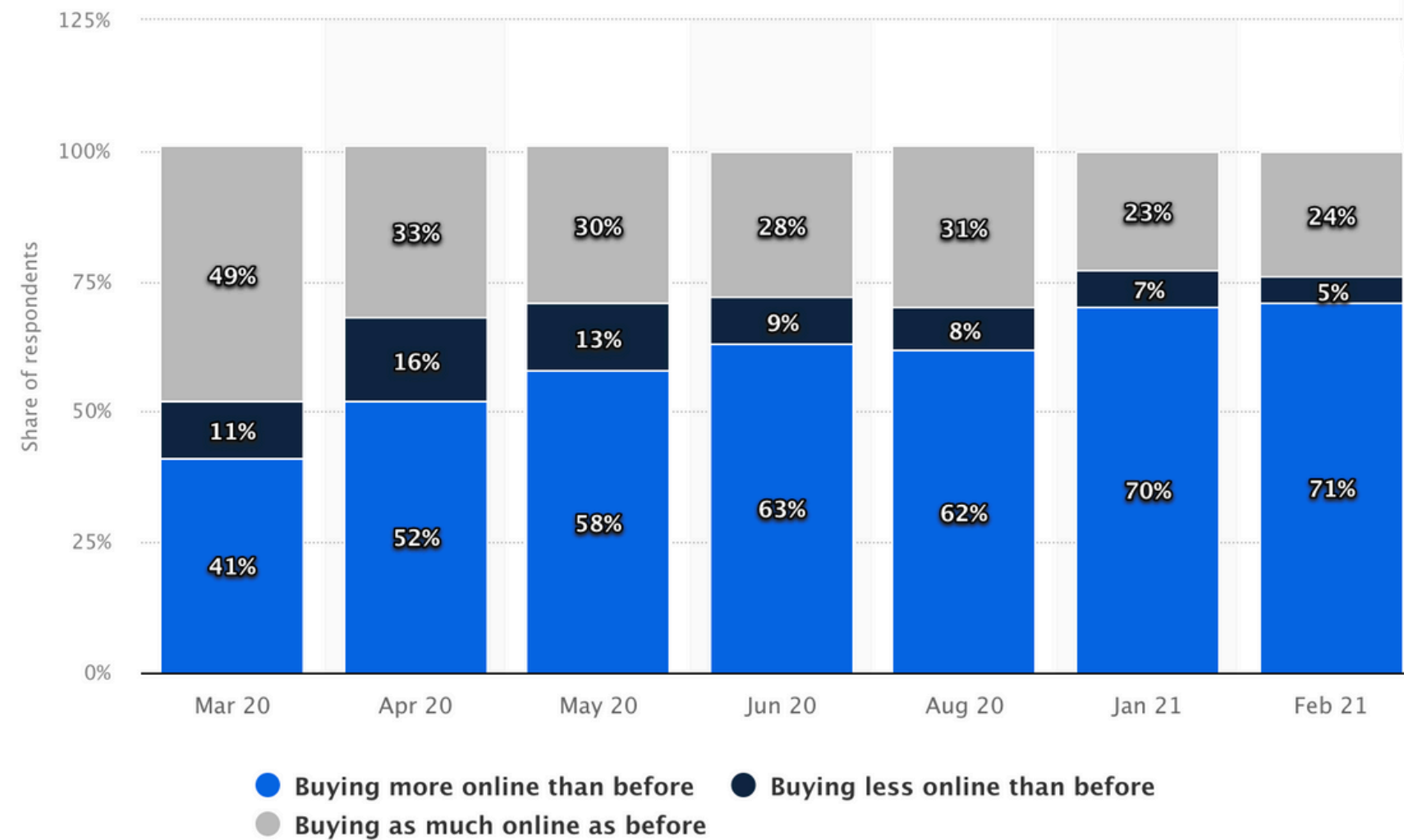
Social media became a preferred means of communication to remain relevant and continue to build brand awareness while also assisting consumers to remain positive through challenging times (Petrovska et al., 2022).

Dias et al. (2020) posit that brands had to rethink their strategies to overcome the challenges of limited access of customers to physical stores and look or ways to reach them on social media platforms where they were spending much time.

Brands resulted in the use of influencers as consumers trust and rely on them to showcase and give their opinions on products (Ki et al., 2020).

Brands reach out to influencers by giving them control to create relatable content their audience can resonate with. (Enberg, 2020).

# Percentage change in online purchases due to the coronavirus (COVID-19) pandemic in the United Kingdom from March 2020 to February 2021



**Details:** United Kingdom; March 2020 to February 2021; 1,000\*; 16 to 65 years; Mobile questionnaire conducted via an app; Online survey

© Statista 2024

## DOWNLOAD



## SOURCE

## DETAILS

## FAQ

### Source

Appinio

### Survey by

Appinio

### Published by

Appinio

### Source link

[Appinio Corona Report February 2021, page 36](#)

### Release date

2021

### Citation formats

[→ View options](#)

### In cooperation with

Appinio

Source: (Statista, 2024)



## **Benefits of utilizing social media as a marketing communication tool for businesses.**

According to Icha, (2015) businesses and individuals who utilise social media stand to benefit a lot and gave examples

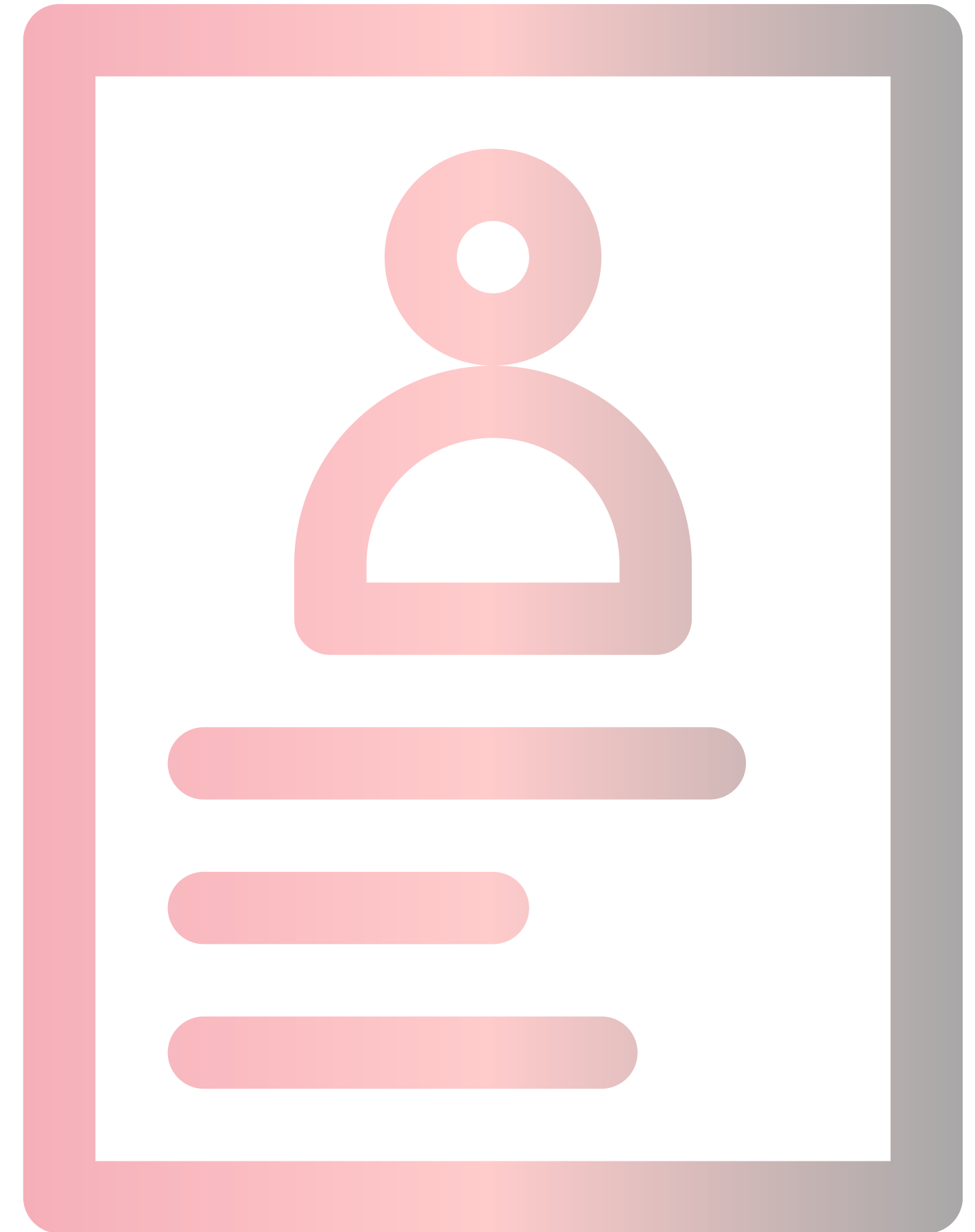
- Increased exposure
- Brand awareness- Increase market share
- Reduce the cost of advertising, and help brands gain earned media through the word of mouth marketing.
- Increased search ranking.
- Build a two-way communication with consumers.
- Understand and gain insight into consumer behaviour.
- Develop loyal fans

## **Challenges / Problems with Using Social Media Marketing Communication Tools.**

- Establishing and maintaining a web and social media presence can be challenging for businesses due to the time and knowledge required (Jones et al., 2015)
- Turning data gathered from social media into actionable insights (Icha, 2015)
- Can be tough to secure social media tools from hackers (Zhang et al., 2018)

# RECRUITMENT TRENDS POST COVID-19

The COVID-19 pandemic shifted recruitment strategies to achieve objectives. Traditional in-person recruiting and paper marketing materials were replaced at the start of the pandemic. Companies pivoted to utilising online platforms for recruitment, transitioning from local, in-person efforts, and using AI to shorten workload and increase results. The shift in the recruiting process where unpredictable but measures were put in place through informed strategies (Parker et al., 2022).



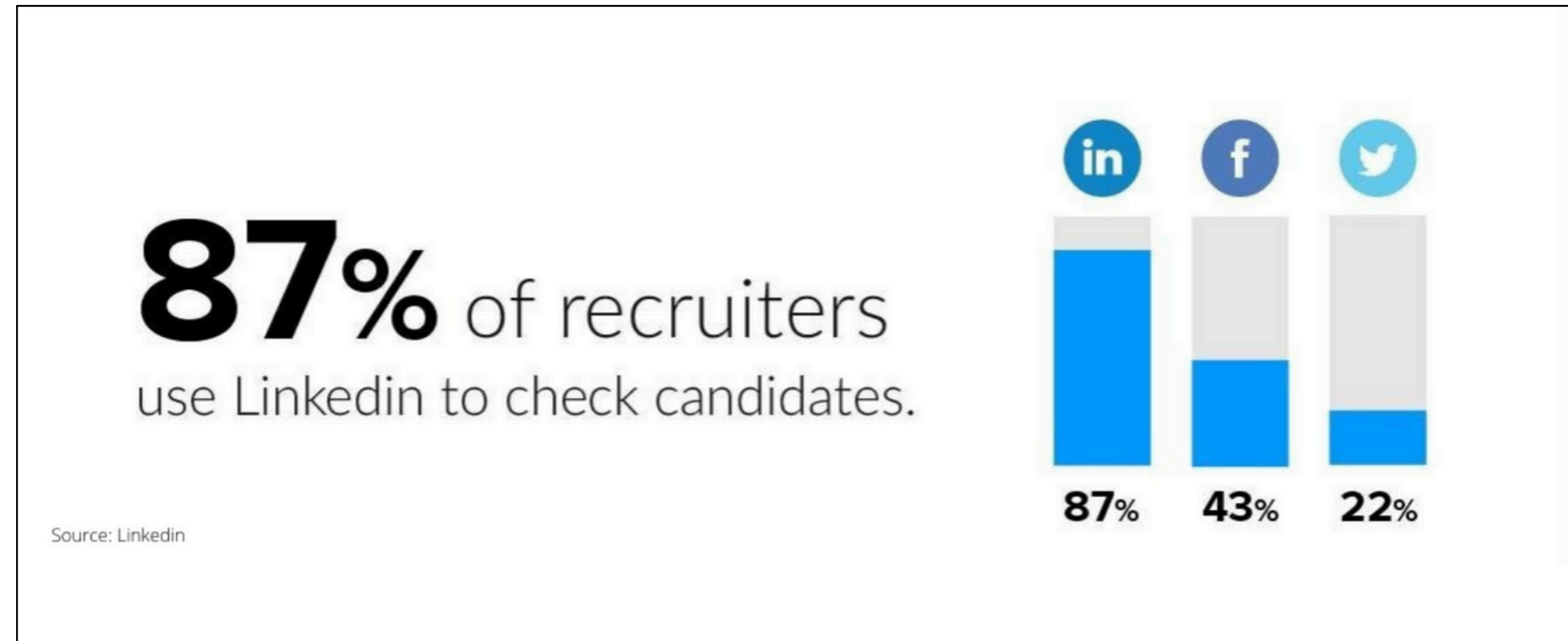


# Recruitment Trends

## 01.

### Social Media Recruitment

Instagram, LinkedIn, Facebook, X, and Google offer recruiters an advantage with access to information about potential candidates and provide a new channel to connect with applicants during the interview process. Social Media recruitment is now a preferred tool utilised by recruiters in hiring new talents. (Ptel, 2020)



Source: (LinkedIn, 2024)

# Recruitment Trends

## 02.

### Use of AI i.e ATS Application tracking system

There has been a significant transformation in the recruitment sector today. Online job portals and digital platforms, like Indeed and LinkedIn, have shifted the job market. Applicant tracking systems (ATS) have further streamlined the application process by automating tasks like resume screening and candidate database upkeep. This has not only enhanced the efficiency of the hiring process but also facilitated centralization and simplification of applicant data management. (Ali 2020)



Source: ( Snisarenko 2023)



# How do social media marketers optimize their accounts for social search?



HubSpot Blog Research, Social Media Trends 2023 Report. Global survey of 1,000+ social media marketers in January 2023.  
\*Among the social media marketers who optimize for social search.



Source: (Hubspot 2024)

# Recruitment Trends

## 03.

### Remote and hybrid working environment

Remote working has experienced a significant increase, with many recruiters working with remote talents across the world. During this period, remote working increased from 2.3% to 20% (Ozimek, 2020). There was also an increase in online interviews and more organisations embraced remote working as it helped reduce operational costs. (Donald, 2020).

Some employees also reported they experienced an increase in their level of productivity and could manage their time more effectively and their focus level was high. However, others faced challenges with interruptions from family, friends and children, which stalled their productivity level. (Vyas, 2022).





# SKILLS AND KEYWORD SEARCH: CONTENT MARKETING SPECIALIST

## Content Manager

Certain Advantage · Manchester, England, United Kingdom · 2 weeks ago · 1 applicant

 On-site · Full-time · Entry level

 See recent hiring trends for Certain Advantage. [Try Premium for £0](#)

Apply 

Save

### About the job

 This job is sourced from a job board. [Learn More](#)

We are on the lookout for a Content Professional with an excellent writing background that is seeking the next step in their career.

This will be focused on writing compelling and engaging content within a B2B environment to drive awareness and audience engagement for the business. This opportunity will be to work with a growing inhouse technology business that is focused on providing optimised processes to their customers with a unique tech offering. This is also a brilliant time to join as they are expanding to different countries with new offices which you have a part in marketing this journey!

This would suit a Content Manager that can manage inhouse campaigns across blogs, sales collateral, email marketing, newsletters and website content in a b2b environment and be responsible for the full journey. This role will not have any direct reports currently but will be supported by an experienced team in Marketing.

### Skills And Experiences

- Content Creation: This will be required in several formats which include website, blogs, sales material and email marketing. There will also be requirement to work on video scripts
- Writing skills: You will be passionate about creative writing and know how to appeal to different markets using different tones and media.
- Content Strategy: Develop a strategy for the business and target audience interest
- SEO: Optimisation of content for Search Engines such as keyword research and link building
- Analytics: Tracking of performance and reporting to make data driven recommendations for lead generation, traffic and conversation rates.

Salaries are currently open for negotiation as the organisation is looking to consider various level candidates for review.

The business is based in the City of Manchester and walking distance from the central city Train, Bus and Metrolink stops and will offer some hybrid working along with other benefits which include annual bonus.

# SKILLS AND KEYWORD SEARCH: CONTENT MARKETING SPECIALIST

## Content Strategist

T&Pm · Edinburgh, Scotland, United Kingdom (On-...

Apply ↗

Save



### What we are looking for

We are looking for a creative Content Strategist to join our NatWest in-house content agency.

The successful candidate will work closely with the wider strategy, account, and creative teams to ensure we are delivering best-in-class social and content marketing, helping to create campaigns that stand out for our clients' brands.

The ideal person lives and breathes social media marketing, is curious about pop-culture and shares our passion to drive the evolution of our team and our creative output. You'll be eager to share the latest social trends with our team and clients, know all about emerging channels and how to take a creative idea and explode it through social channels and content.

### What you'll be doing

- Creating and implementing social and digital content and campaign strategies.
- Originating content plans from strategy to execution.
- Partnering with creative and design teams to shape best in class creative assets
- Working closely with day to day clients to react and respond to comments, questions, and opportunities in social media channels.
- Producing reports on effectiveness of our social media activity to recommend areas for change and improvement.

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- Working closely with day to day clients to react and respond to comments, questions, and opportunities in social media channels.
- Producing reports on effectiveness of our social media activity to recommend areas for change and improvement.
- Bring your passion for and knowledge of social media, content marketing and culture to support the wider strategy team and agency with inspiration, expertise and guidance.

### Key skills


- A trusted strategic advisor on social and content strategy
- Proven experience delivering creative social and digital content of multiple formats, from strategic concepts and planning, content creation and delivery
- Ability to write clear compelling strategic arguments
- Confident delivering articulate, inspiring presentations tailored to both internal teams and clients
- Familiar with all the latest social developments and changes, with a clear opinion on how social fits into wider consumer experience and touch points
- Understanding of the principles of influencer marketing, and how to maximise the potential of talent partnerships for branded content.
- Understanding of research and insight gathering methods and social listening and measurement tools.
- Ability to interact with stakeholders from junior to senior, with the communications skills to educate and persuade effectively
- Relentlessly curious about people, culture, editorial, creative and technology.
- Positive enthusiastic collaborative



# SKILLS AND KEYWORD SEARCH: CONTENT MARKETING SPECIALIST

Forward Role Manchester, Greater Manchester Permanent Published: 3 weeks ago  
£30k - 40k per year

Apply Save



2018/19 WINNERS

- ✓ Agency of the Year
- ✓ Best Client Service
- ✓ Best Regional Agency
- ✓ Best Large Agency

Want to work for an ambitious tech scale-up in Manchester, crowned one of the fastest-growing companies in the northwest tech scene? ?

They're looking for an exceptional Content Marketing Manager to power the next growth phase and shape the future of the business

If you're a creative thinker with a knack for creating engaging B2B content, get in touch. You'll be responsible for developing and executing a robust content strategy across various channels, including blogs, emails, and web content ??

**Responsibilities:**

- Produce compelling content in various formats
- Develop and execute content marketing strategy
- Optimise content for SEO and lead generation
- Craft and manage email marketing campaigns
- Track and report content performance metrics
- Collaborate cross-functionally with other teams

**Requirements:**

- 5+ years' experience in content marketing
- Strong writing and editing skills
- Proficiency in SEO best practices
- Creative mindset with storytelling abilities
- Familiarity with CMS systems
- Excellent project management skills
- Analytical mindset with strong communication skills

As an industry leading, nationwide Marketing, Digital, Analytics, IT and Design recruitment agency, we are continually receiving new assignments to work on, so keep a close eye on our website, Facebook, LinkedIn and Twitter pages for a full list of current permanent and interim opportunities as well as marketplace news and fun stuff.

Forward Role is operating as an employment agency.

CERTAIN ADVANTAGE **Content Manager**

Certain Advantage (View Profile) Manchester, Greater Manchester Permanent  
Published: 2 weeks ago £30000.00 - £40000 per annum

Apply Save

We are on the lookout for a Content Professional with an excellent writing background that is seeking the next step in their career.

This will be focused on writing compelling and engaging content within a B2B environment to drive awareness and audience engagement for the business. This opportunity will be to work with a growing inhouse technology business that is focused on providing optimised processes to their customers with a unique tech offering. This is also a brilliant time to join as they are expanding to different countries with new offices which you have a part in marketing this journey!

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- **Analytics:** Tracking of performance and reporting to make data driven recommendations for lead generation, traffic and conversation rates.

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The business is based in the City of Manchester and walking distance from the central city Train, Bus and Metrolink stops and will offer some hybrid working along with other benefits which include annual bonus.

Please use the apply button to submit your CV and be considered for this vacancy. Interviews will be planned during April.

Apply

# Keyword

Keywords are specific words or phrases that users input or type into search engines when searching for information on a topic.

According to Wordstream,(2022), they form the basic foundation for search engine marketing. Searches enter keyphrases into search engines to find more details and make informed decisions.

This means that businesses and individuals need to identify the keywords used by their target audience to search for their products or services.

Using keyword analysis tools like Ubersuggest, Semrush business can meet target audiences by creating the right content in the right places.





# SOFT AND TECHNICAL SKILLS & KEYWORD REQUIRED FOR CONTENT SPECIALIST



**Go to Market Strategy**



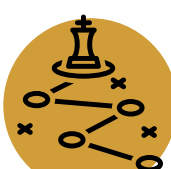
**Content Writing**



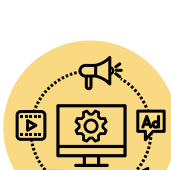
**Project Management**



**Analytical Skills**



**Strategy Development**



**Content Creation**



**Campaign Development**



**Lead Generation**



**Trends Monitoring**



**Storytelling**



**Social Media Marketing**



**Reporting and Analysis**



**Market Research**



**Communication and presentation skills**



**Brand Positioning**



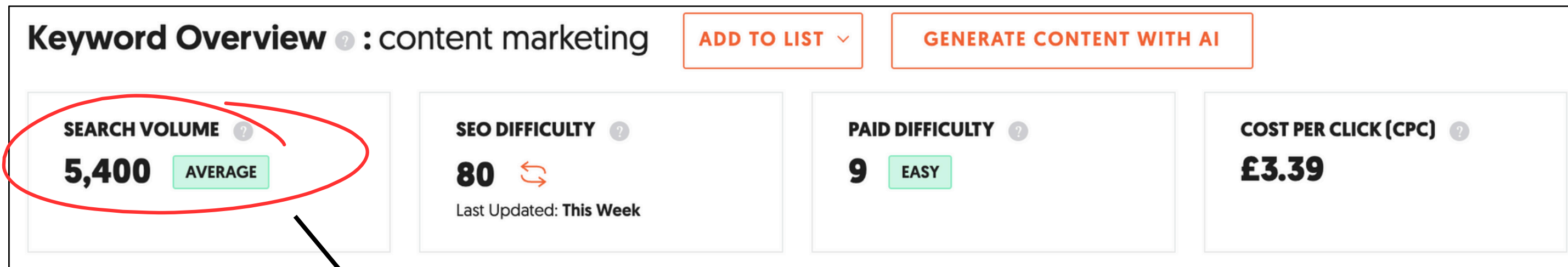
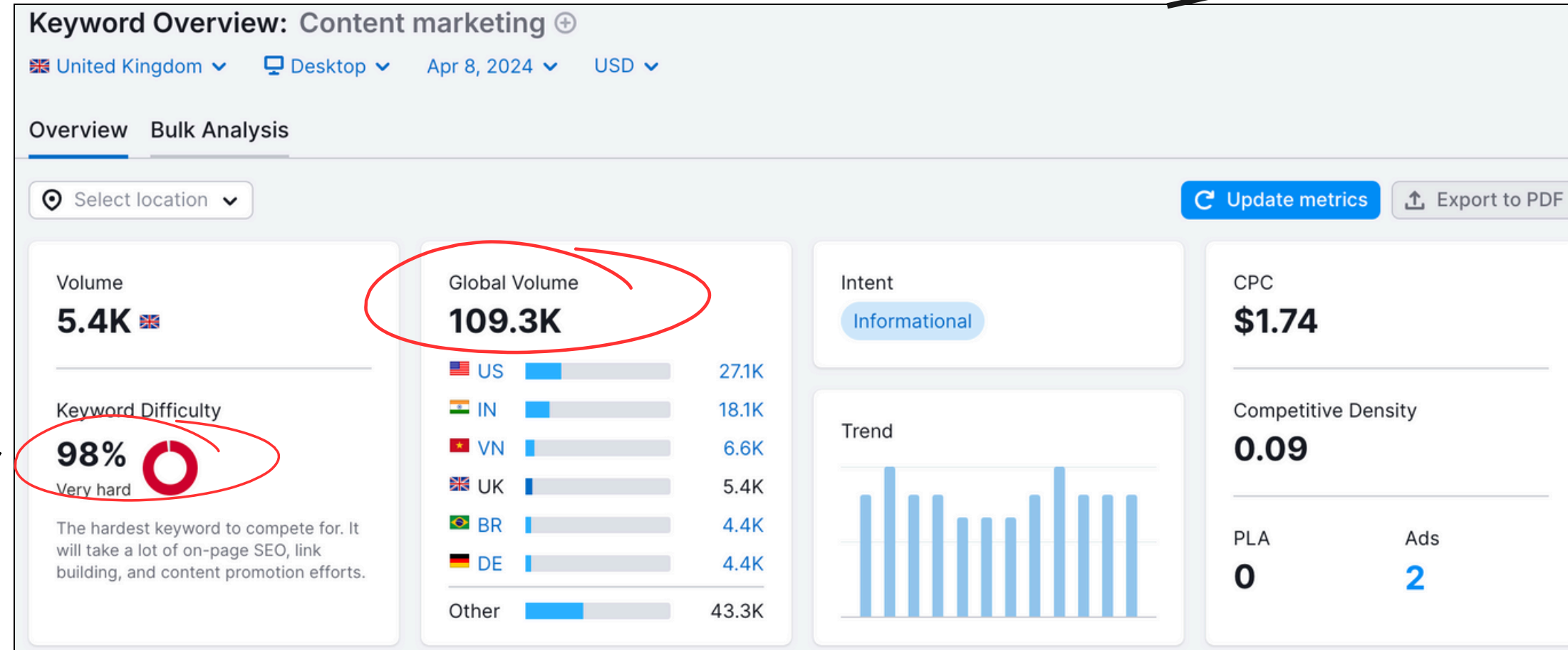
**SEO**

# Keyword: Content Marketing

Tools used: semrush and Ubersuggest.

Highly  
required skill

High keyword difficulty score  
which means it may be difficult to  
rank for this keyword



Average search volume

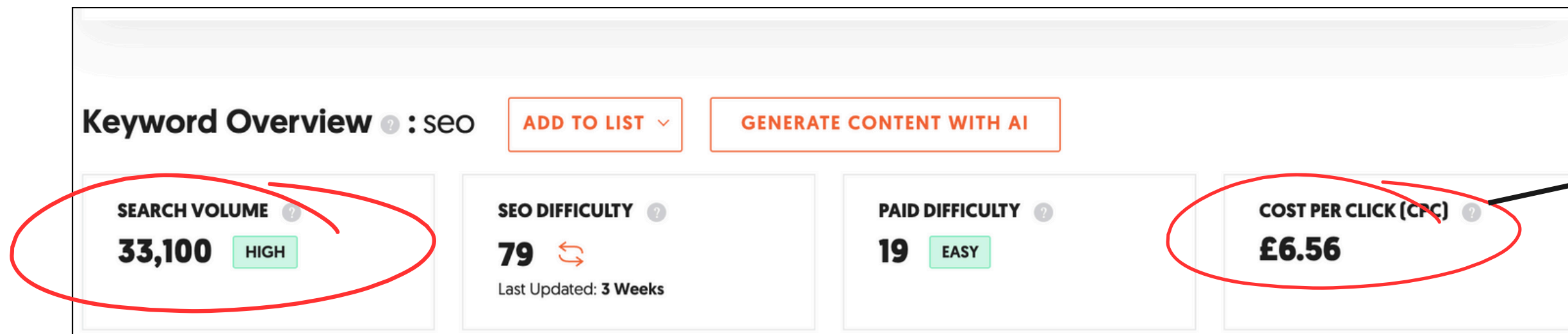
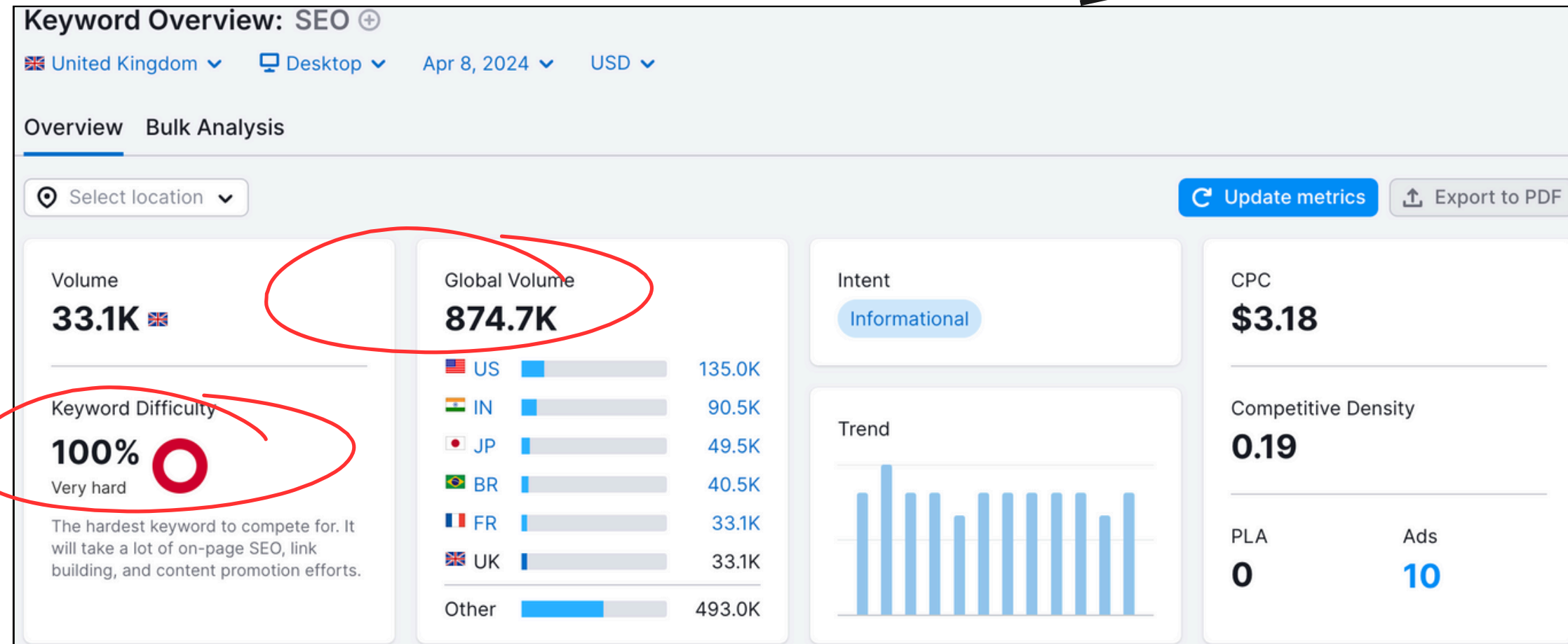


# Keyword: SEO

Tools used: semrush and Ubersuggest

Highly  
required skill

High keyword difficulty score  
which means it may be difficult to  
rank for this keyword



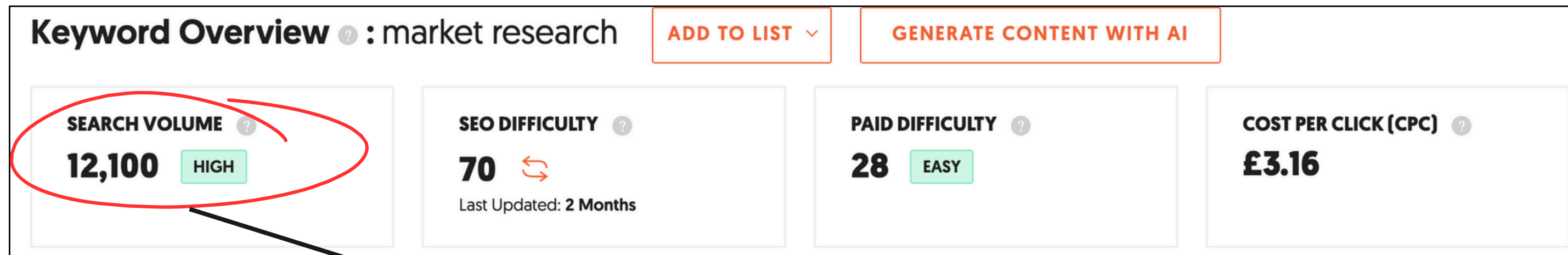
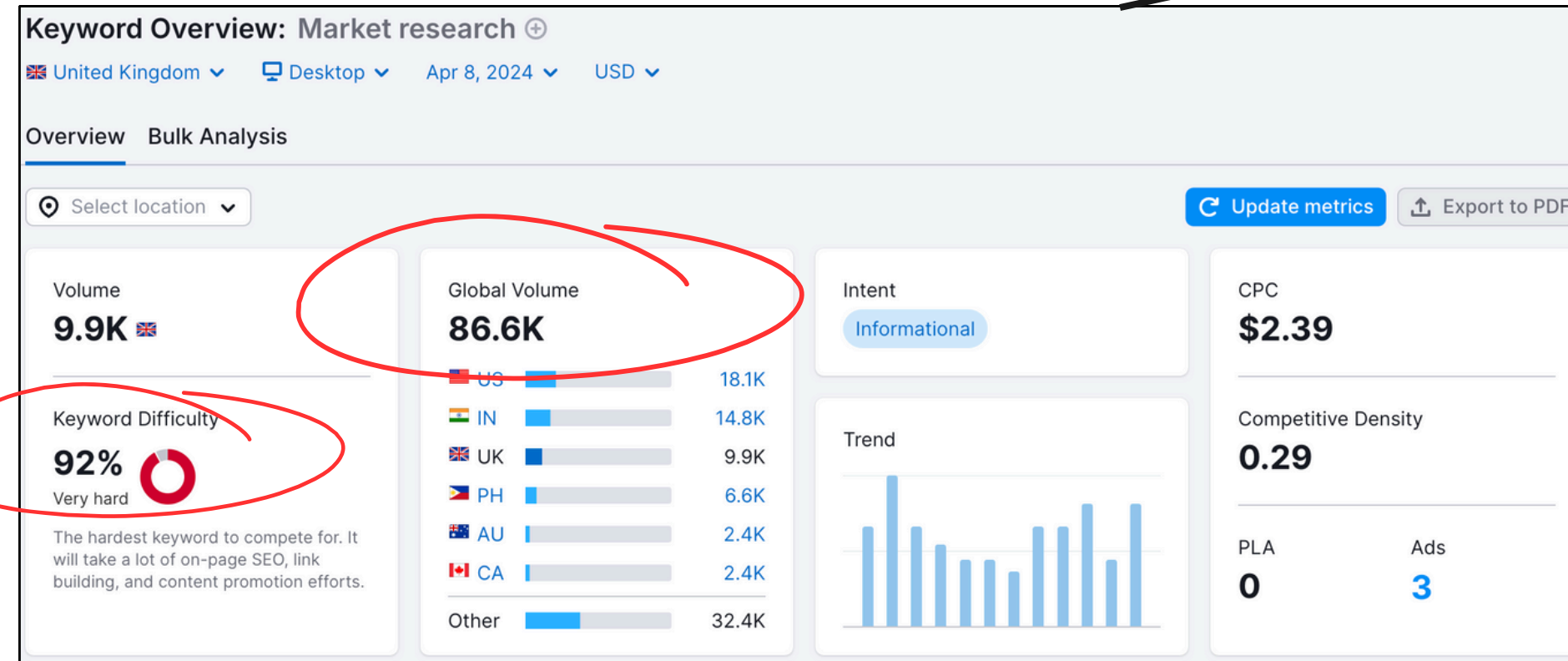
High CPC, this may signify that a  
lot of brands is bidding for a top  
position and visibility for this  
keyword.

# Keyword: Market Research

Tools used: semrush and Ubersuggest.

Highly  
required skill

High keyword difficulty score  
which means it may be difficult to  
rank for this keyword



High monthly search volume

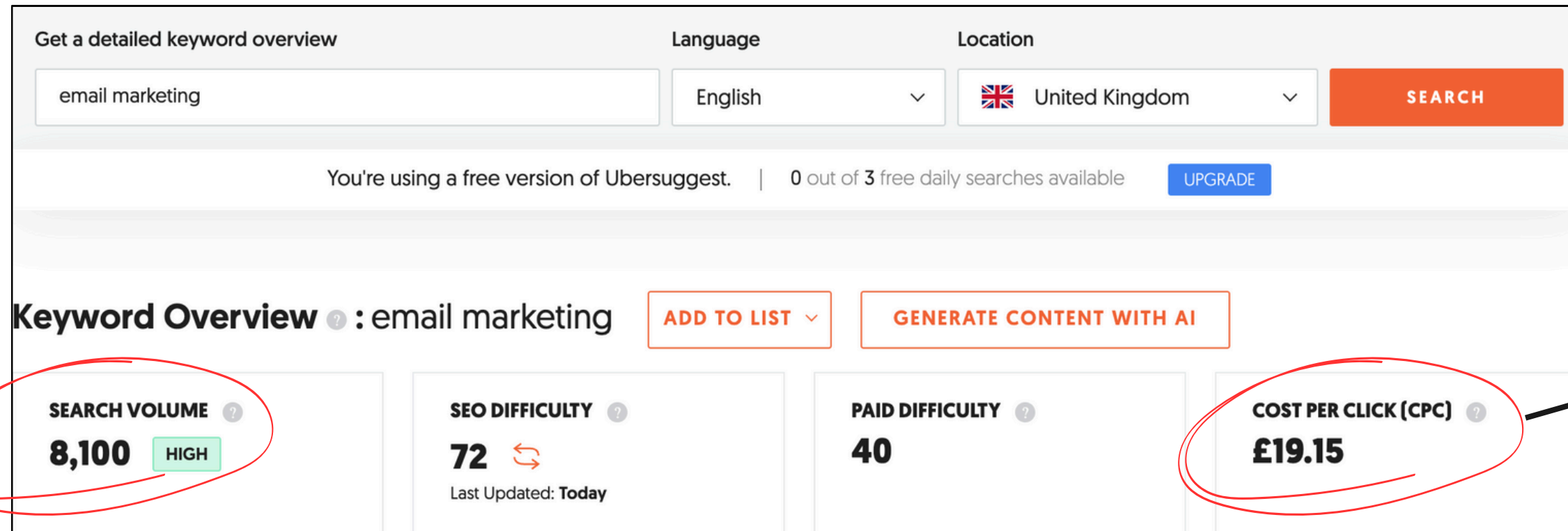
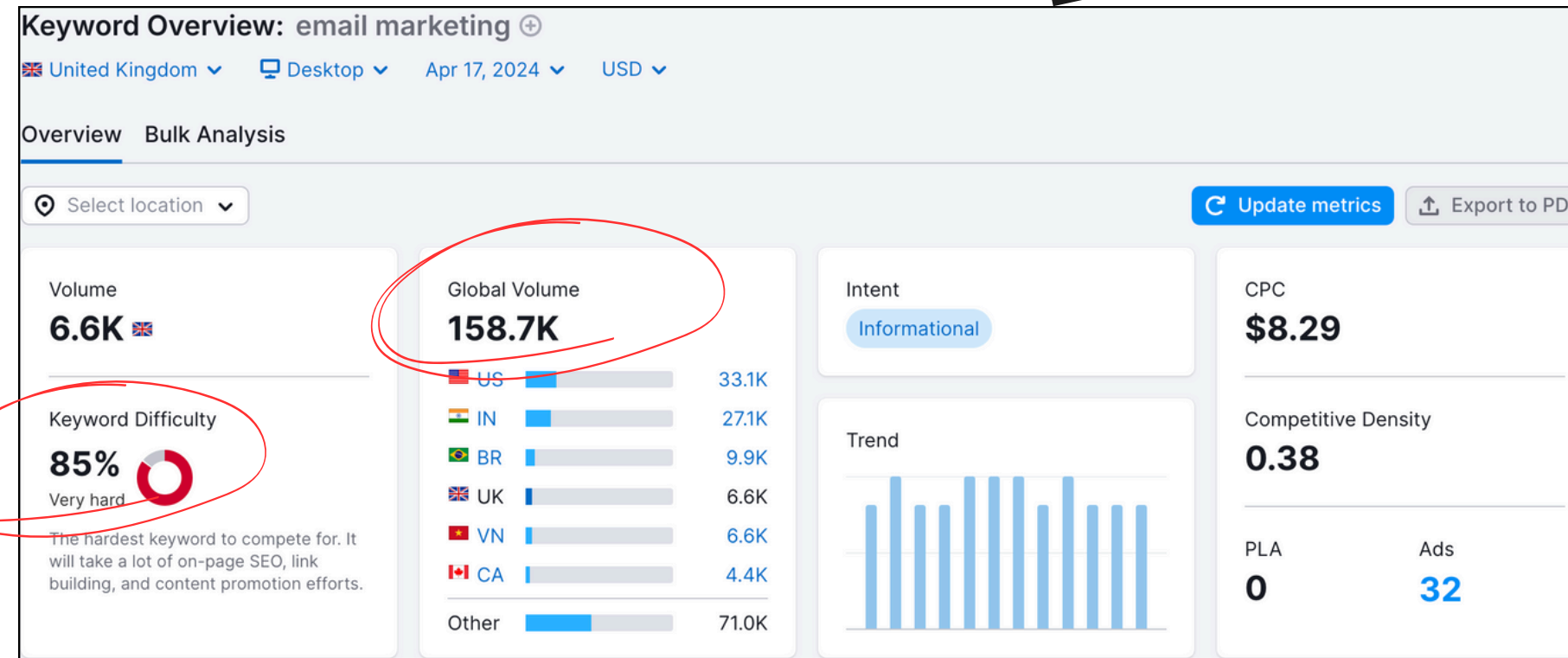


# Keyword: Email Marketing

Tools used: semrush and Ubersuggest.

Highly  
required skill

High keyword  
difficulty score, it  
may be quite difficult  
to rank if the website  
authority is low.

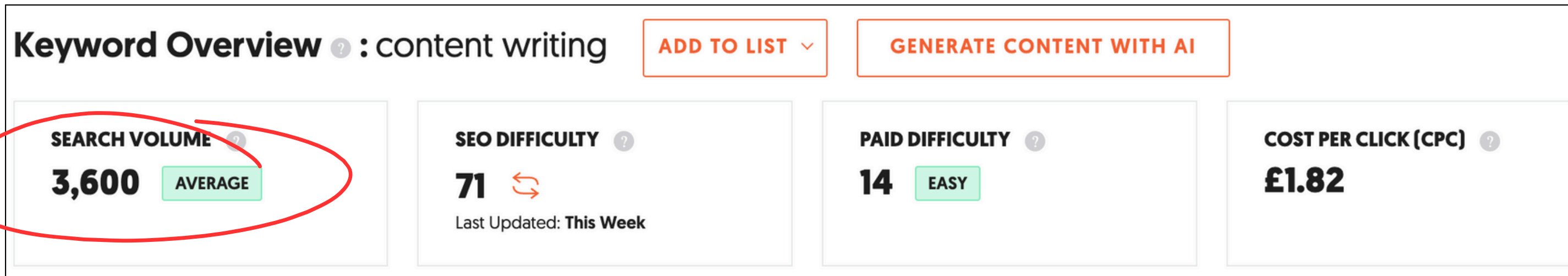
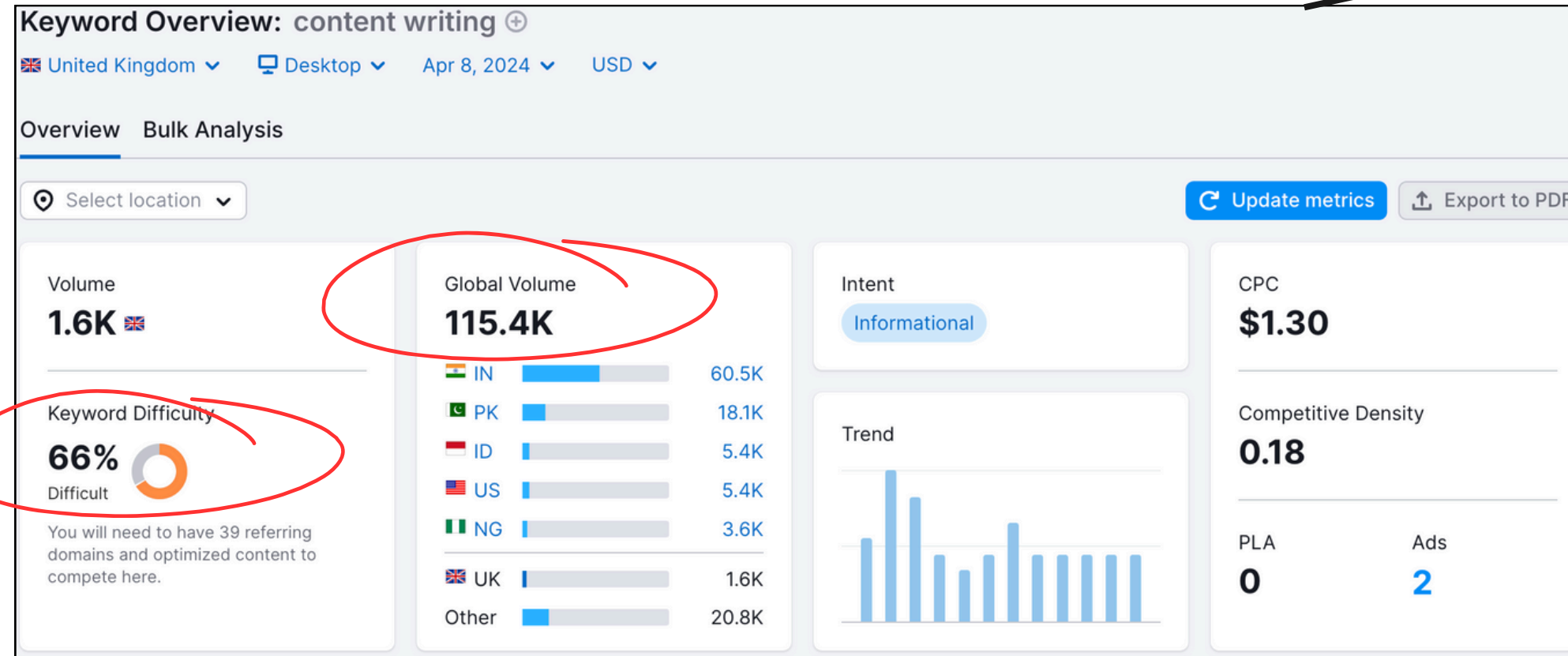


The CPC is very high this may be  
because brands are bidding to  
remain  
visible and to maintain ad rank on  
SERP.

# Keyword: Content Writing

Tools used: semrush and Ubersuggest.

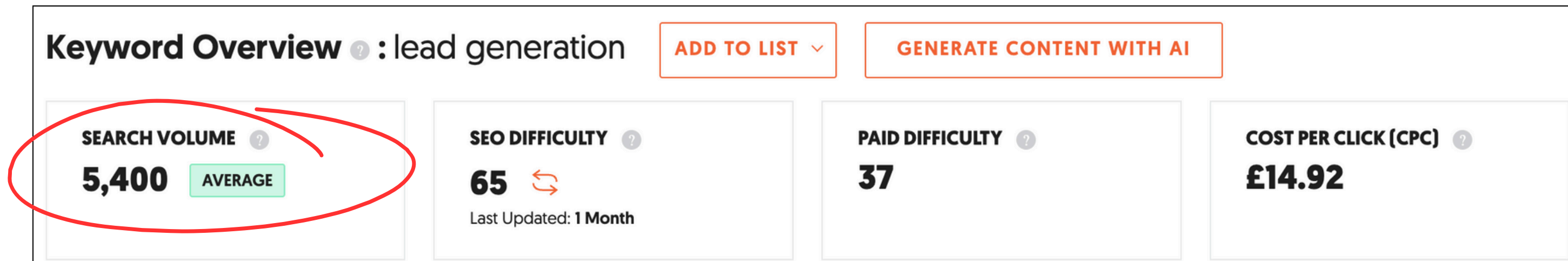
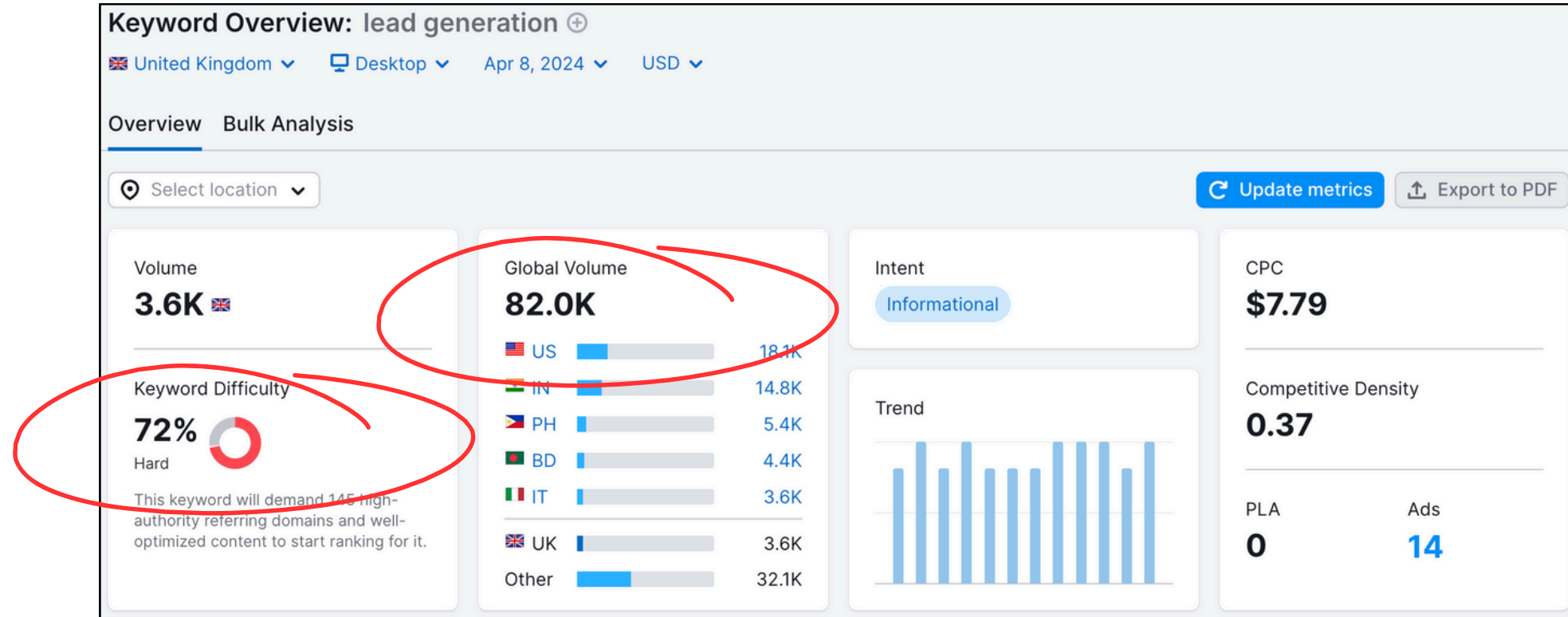
Highly  
required skill



# Keyword: Lead generation

Tools used: semrush and Ubersuggest.

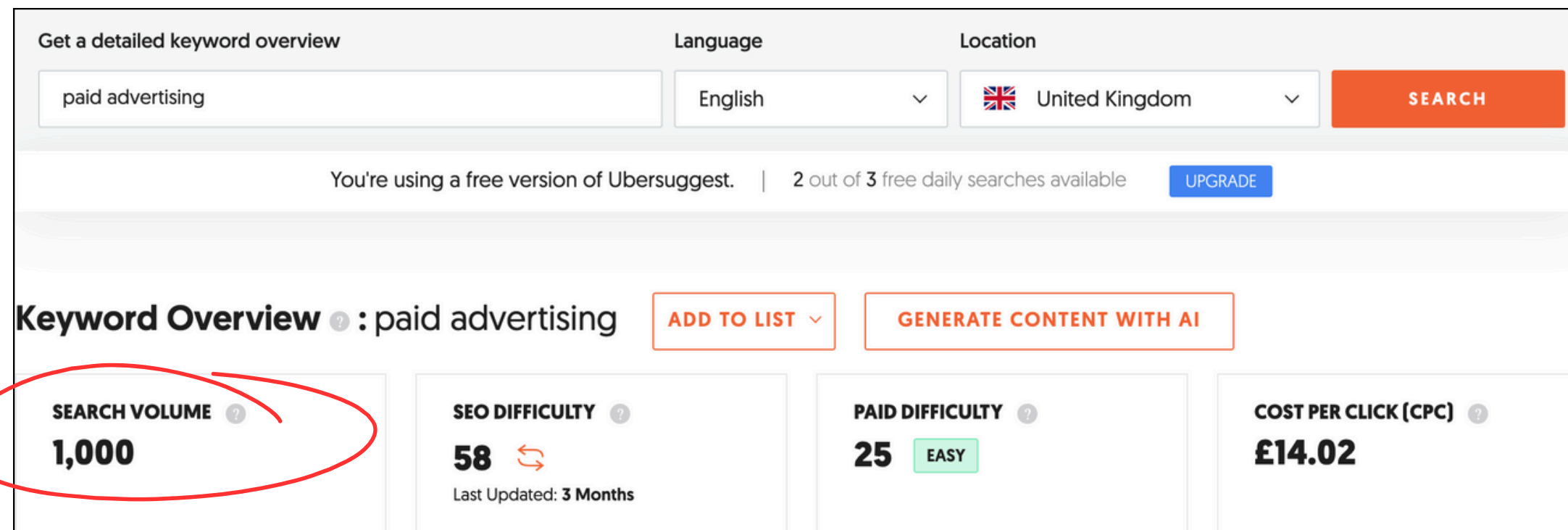
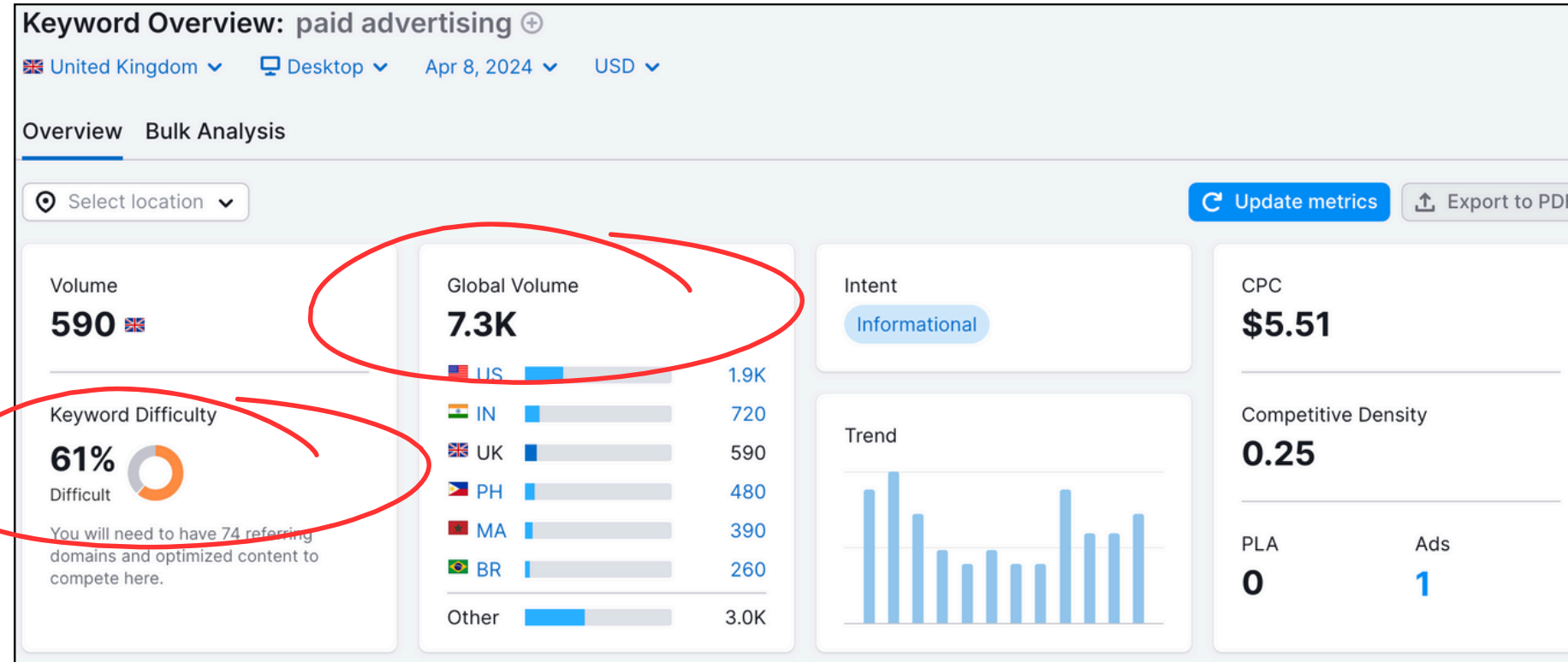
Highly  
required skill





# Keyword: Paid advertising

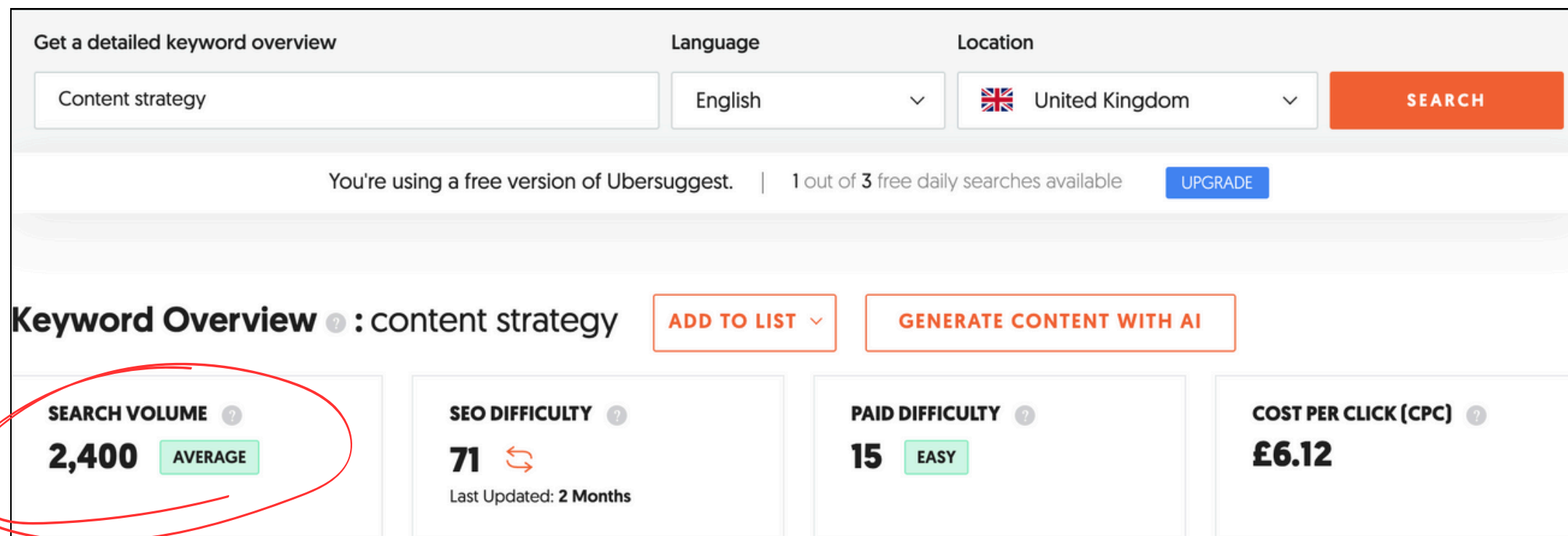
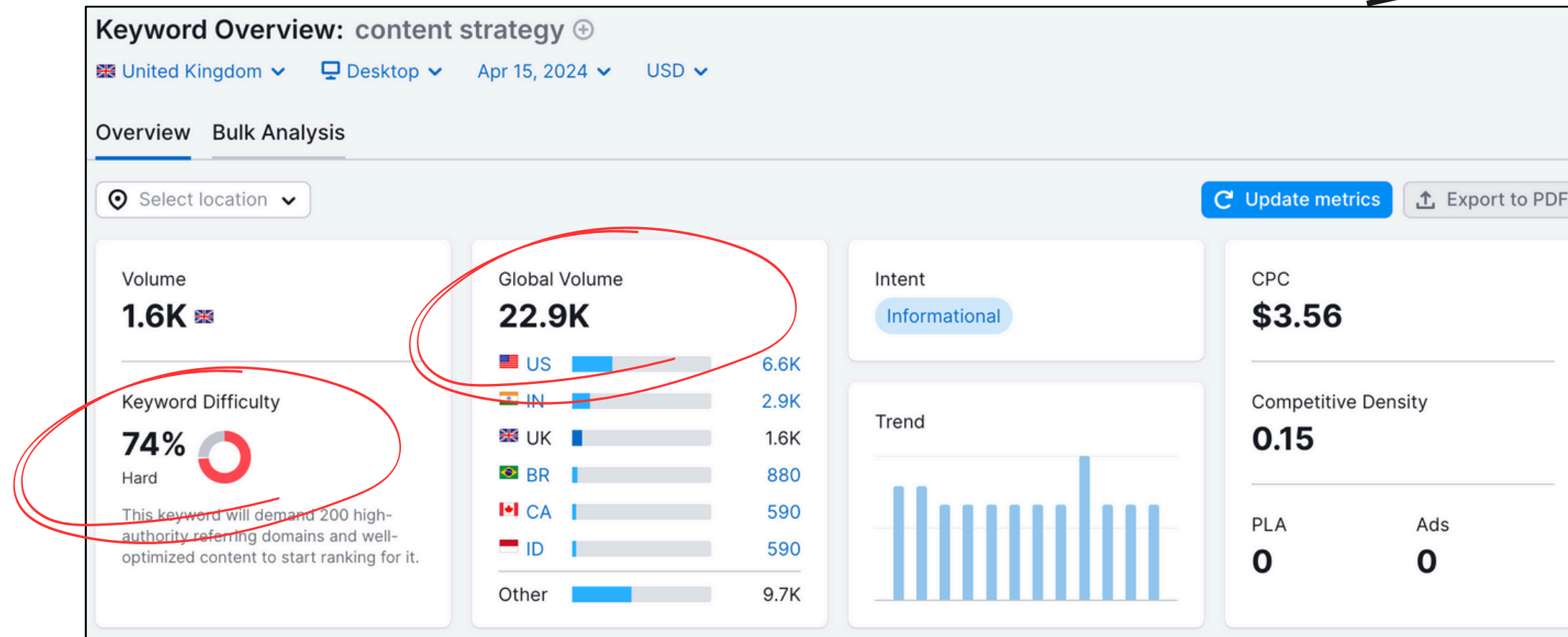
Tools used: semrush and Ubersuggest.



# Keyword: Content Strategy

Tools used: semrush and Ubersuggest.

Highly required skill



# AHREF

Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
content writing	57	1.4K	28 March

Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
market research	91	8.2K	about 11 hours

Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
lead generation	58	4.7K	about 6 hours

Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
strategy development	26	300	7 March
marketing strategy development	24	90	27 March

Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
industry trends	59	150	21 March

Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
project management	70	21K	about 2 hours

Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
content marketing	92	5.6K	about 3 hours

Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
content creation	67	2.2K	2 days

Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
storytelling	66	3.7K	about 22 hours

Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
seo	97	39K	about 2 hours

Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
marketing campaign	46	1.6K	7 days

Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
go to market strategy	37	2.4K	1 day

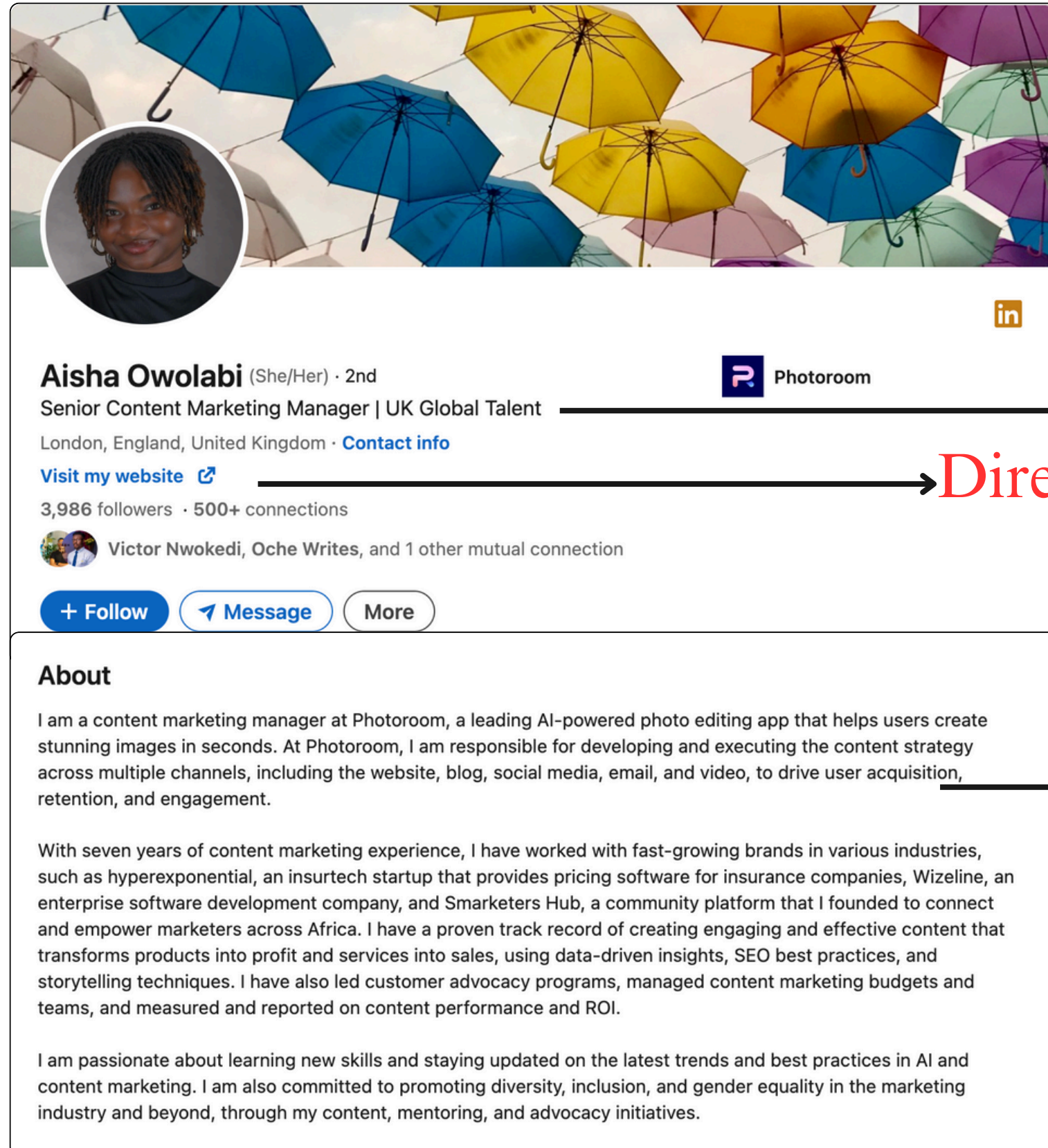
Keyword	KD <sup>i</sup>	Volume ↓ <sup>i</sup>	Updated <sup>i</sup>
paid advertising	36	350	18 March
linkedin paid advertising	73	90	4 March
facebook paid advertising	76	80	10 March




# KEYWORD ANALYSIS

Keyword	Monthly Search Volume	SEO Difficulty Score	Tools Used
Content Writing	1,400 - 1600	57, 68	Ahref, Semrush
Content Marketing	5,400 - 5,600	92, 98	Ahref, Semrush
Market Research	8,200 - 9,900	91, 92	Ahref, Semrush
Lead Generation	3,600 - 4,700	58, 72	Ahref, Semrush
Project Management	18,100 - 21,000	70, 76	Ahref, Semrush
Content Creation	2,400 - 27,100	67, 71	Ahref, Semrush
Storytelling	2,900	66, 74	Ahref, Semrush
SEO	33,100 - 39,000	97, 100	Ahref, Semrush
Marketing Campaign	1,600	46, 74	Ahref, Semrush
Paid Advertising	350 - 590	36, 61	Ahref, Semrush
Email Marketing	6,600 - 8,100	72- 85	Ahref, Semrush

# KEY INFLUENCER



A screenshot of a LinkedIn profile for Aisha Owolabi. The profile picture shows a woman with short dark hair. The background of the profile banner is a collage of colorful umbrellas. The profile information includes her name, gender (She/Her), 2nd order, current role as Senior Content Marketing Manager at Photoroom, location in London, and a link to her website. It also shows her follower count (3,986), connection count (500+), and mutual connections. The 'About' section contains three paragraphs of text describing her professional background and interests.

**Aisha Owolabi** (She/Her) · 2nd  
Senior Content Marketing Manager | UK Global Talent  
London, England, United Kingdom · [Contact info](#)  
[Visit my website](#)   
3,986 followers · 500+ connections  
Victor Nwokedi, Oche Writes, and 1 other mutual connection

[+ Follow](#) [Message](#) [More](#)

**About**

I am a content marketing manager at Photoroom, a leading AI-powered photo editing app that helps users create stunning images in seconds. At Photoroom, I am responsible for developing and executing the content strategy across multiple channels, including the website, blog, social media, email, and video, to drive user acquisition, retention, and engagement.

With seven years of content marketing experience, I have worked with fast-growing brands in various industries, such as hyperexponential, an insurtech startup that provides pricing software for insurance companies, Wizeline, an enterprise software development company, and Smarketers Hub, a community platform that I founded to connect and empower marketers across Africa. I have a proven track record of creating engaging and effective content that transforms products into profit and services into sales, using data-driven insights, SEO best practices, and storytelling techniques. I have also led customer advocacy programs, managed content marketing budgets and teams, and measured and reported on content performance and ROI.

I am passionate about learning new skills and staying updated on the latest trends and best practices in AI and content marketing. I am also committed to promoting diversity, inclusion, and gender equality in the marketing industry and beyond, through my content, mentoring, and advocacy initiatives.

→ Succit description of who she is.

→ Direct link to her website.

→ A well-populated about me section using industry keywords of who she is, what she does, companies she has worked with and her goals.

# KEY INFLUENCER

www.peaceitimi.com

*Peace Itimi*

MARKETING. STARTUPS. CONTENT

LinkedIn icon, Notification icon

Smile Identity

**Peace Itimi** (She/Her) · 3rd  
Marketing, Media & Startups | MBA Candidate, Imperial College London  
United Kingdom · [Contact info](#)  
38,773 followers · 500+ connections  
Followed by Oche Writes, Naimah Raji, and 4 others

Optimised banner to easily tell what she does.

Succit bio of who she is.

**About**

Multifaceted Marketing Leader with seven years of experience in both agency & client-side. My work has spanned both consumer-focused & B2B products, with me leading growth marketing and product marketing teams.

My superpower is that I am a marketing generalist with the knowledge and depth of a specialist. From training to practice, I have had the unique opportunity to work, develop significant expertise in and get results from

- Organic marketing tactics (Content Marketing, SEO & ASO),
- Performance marketing,
- Product & lifecycle marketing,
- Product-led growth tactics (including MVT & A/B tests, growth product management, and product behavioural analytics),
- and ABM.

A well-populated about me section using industry keywords of who she is, what she does, and her goals.



# KEY INFLUENCER

GROWTH | PRODUCT | MARKETING



Optimised banner to easily tell what she does.

**Oyinlola Akindede, ACIM** (She/Her) · 2nd  
Growth Marketing | Digital Marketing | Product Marketing | UK Global Talent



Professional LinkedIn profile picture.

Peterborough, England, United Kingdom · [Contact info](#)

5,827 followers · 500+ connections



Oche Writes, Tayo Olopade, and 2 other mutual connections

+ Follow

Message

More

Succit bio of who she is.

## About

I love marketing. I love helping people solve problems. I love directing everyday people to product solutions provided by tech startups and high-growth SaaS companies, to make their lives easier and better. That informs my career as a growth marketer.

Growth & Product Marketing (B2B, B2C, B2B2C)  
Multichannel CRM Campaign Management (Hubspot, Customer,io)  
Content Marketing (Owned, earned & paid)  
Leads Generation & Nurturing with CRM  
Paid & Organic Social Media Marketing  
SEO Management (On-page, Off-page, technical)  
Growth Attribution (Appsflyer, Adjust)  
Content Design & UX Copywriting  
Documentation (Notion, Coda, Google Docs)

A well-populated about me section using industry keywords of who she is, what she does, companies she has worked with and her goals.

# Key Influencers Analysis

Name	Follower count	Content Type	Strength	Weakness
Aisha Owolabi	3986	Blog Posts, Articles, Videos, Repost, News letter	<ul style="list-style-type: none"> <li>• Public speaking.</li> <li>• High-quality content.</li> <li>• Creation of digital products.</li> <li>• Building publicly by sharing her journey online.</li> <li>• Offering free mentorship sessions.</li> </ul>	Inconsistent posting on all social media platform.
Peace Itimi	38449	Feed Posts, Videos, Blog Posts, Newsletter	<ul style="list-style-type: none"> <li>• Being recognised for the global talent visa.</li> <li>• Public speaking.</li> <li>• High-quality video content..</li> <li>• Educative content.</li> <li>• Utilising storytelling to share the stories of tech founders</li> </ul>	No website to serve as a portfolio
Oyinlola Akindele	5,962	Feed Post, Article, Blog Post	<ul style="list-style-type: none"> <li>• High quality video content.</li> <li>• CIM certification</li> <li>• High engagement on LinkedIn</li> <li>• Highly optimised on SERP</li> </ul>	No link her portfolio on her LinkedIn account

# MY SWOT

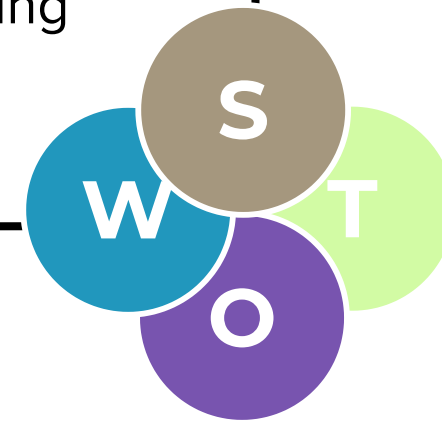
S

## Strength

- Currently a master's student studying digital marketing.
- I have worked in a digital marketing agency.
- I currently have a YouTube channel, where I'm improving my storytelling skills
- I currently run a blog where I'm learning SEO and content writing skills.
- Certifications in digital marketing, content marketing and ecommerce.
- Strength in running social media ad campaigns.

## Weakness

- Little to no engagement on social media platforms
- Find it hard and challenging to network.
- No knowledge of data analysis
- Not being consistent on selected social media platforms.
- Lack of a portfolio to showcase my work
- No industry recognition.



## Opportunity

- Build publicly.
- Documents progress by creating a portfolio.
- Attending networking events.
- Volunteering in non-marketing roles.
- Leverage my strength in theoretical knowledge of marketing with practical knowledge

## Threat

- Continuously rise in number of individuals coming into the industry.
- Change in required skills yearly.

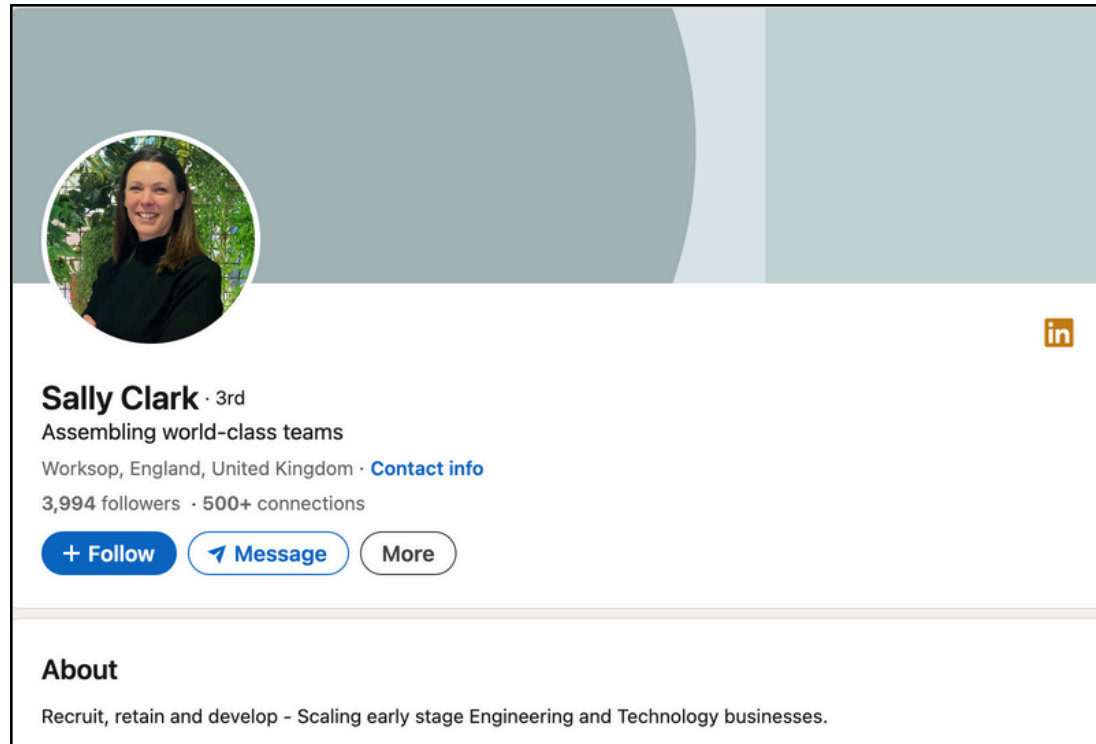
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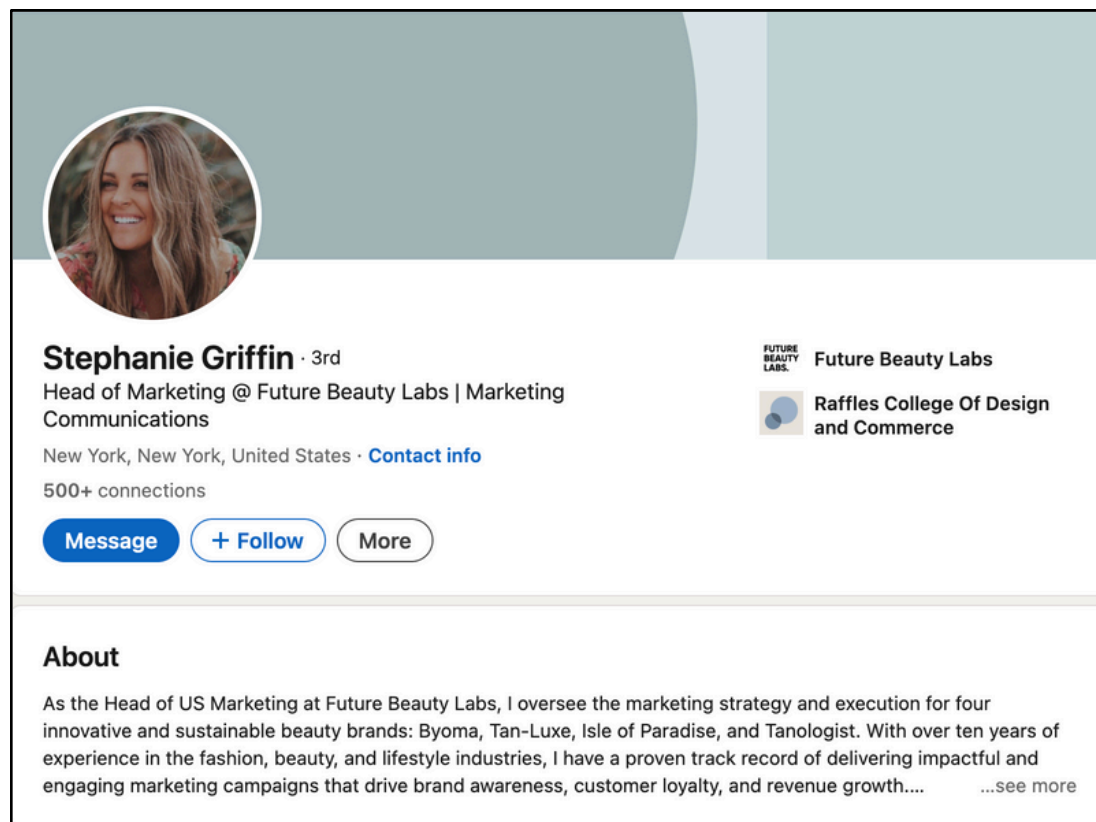


# KEY DECISION MAKERS/ HIRING MANAGERS



**Sally Clark** · 3rd  
Assembling world-class teams  
Worksop, England, United Kingdom · [Contact info](#)  
3,994 followers · 500+ connections  
[+ Follow](#) [Message](#) [More](#)

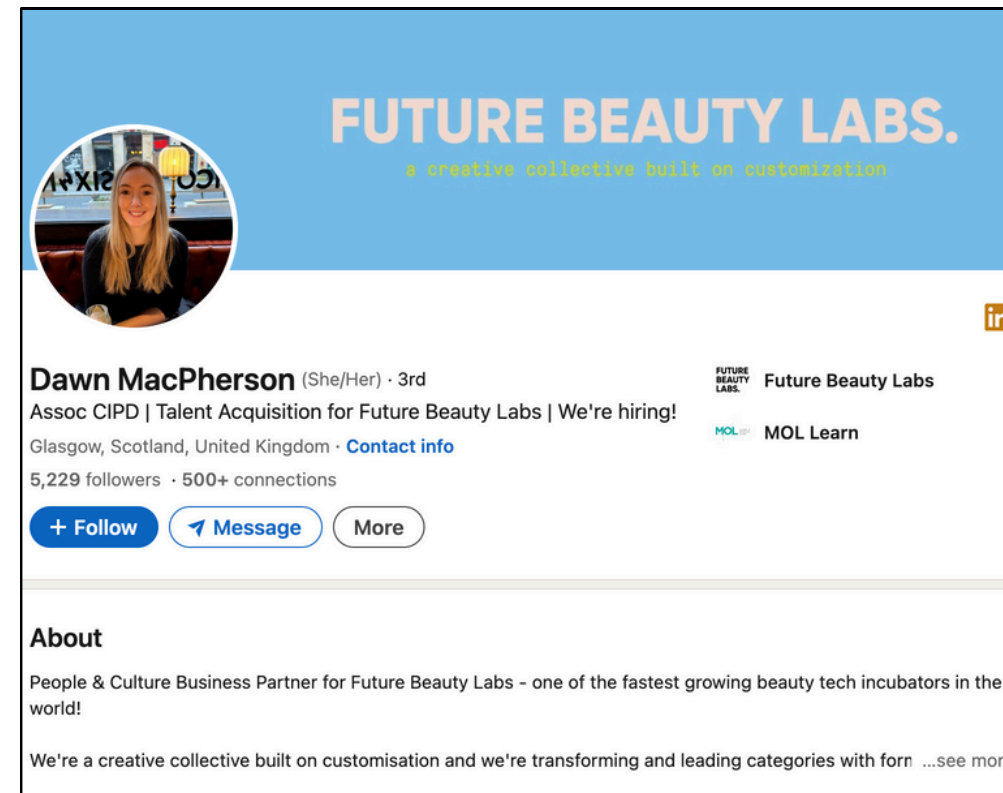
**About**  
Recruit, retain and develop - Scaling early stage Engineering and Technology businesses.



**Stephanie Griffin** · 3rd  
Head of Marketing @ Future Beauty Labs | Marketing Communications  
New York, New York, United States · [Contact info](#)  
500+ connections  
[Message](#) [+ Follow](#) [More](#)

**About**  
As the Head of US Marketing at Future Beauty Labs, I oversee the marketing strategy and execution for four innovative and sustainable beauty brands: Byoma, Tan-Luxe, Isle of Paradise, and Tanologist. With over ten years of experience in the fashion, beauty, and lifestyle industries, I have a proven track record of delivering impactful and engaging marketing campaigns that drive brand awareness, customer loyalty, and revenue growth.... [...see more](#)

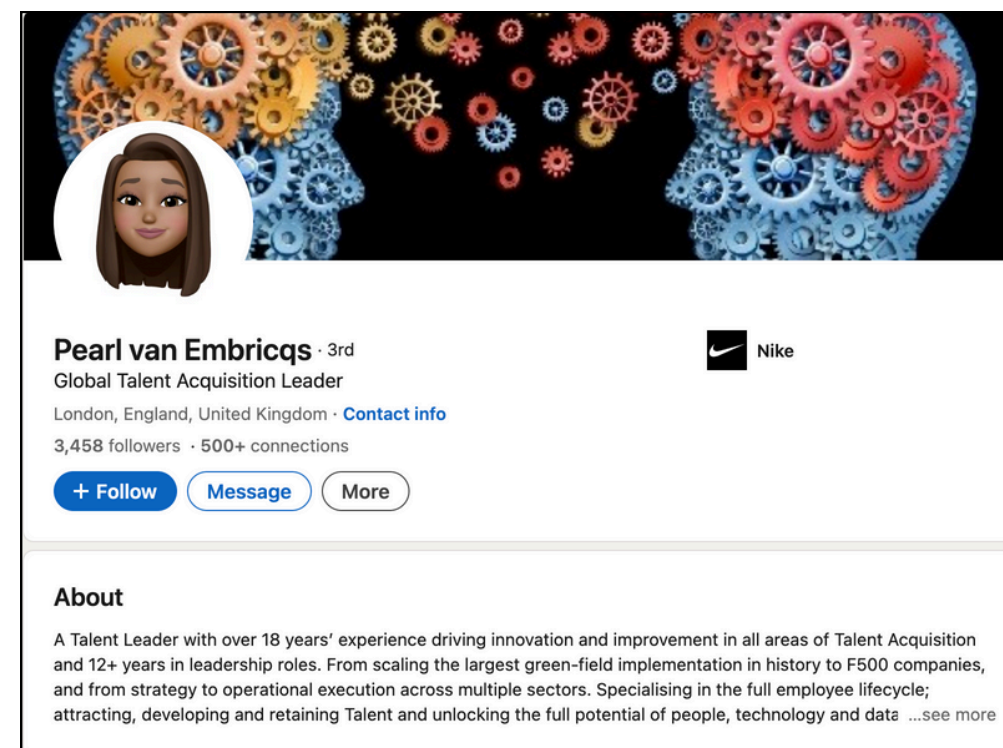
Recruiter/Manager



**FUTURE BEAUTY LABS.**  
a creative collective built on customization

**Dawn MacPherson** (She/Her) · 3rd  
Assoc CIPD | Talent Acquisition for Future Beauty Labs | We're hiring!  
Glasgow, Scotland, United Kingdom · [Contact info](#)  
5,229 followers · 500+ connections  
[+ Follow](#) [Message](#) [More](#)

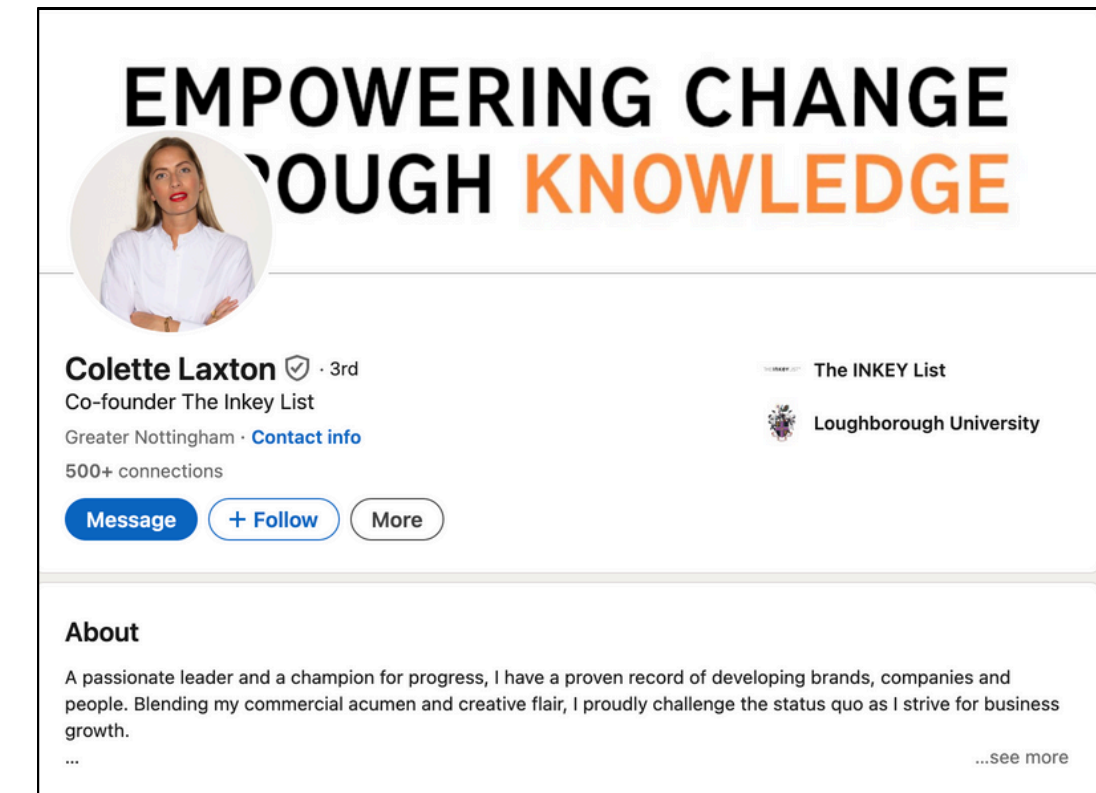
**About**  
People & Culture Business Partner for Future Beauty Labs - one of the fastest growing beauty tech incubators in the world!  
We're a creative collective built on customisation and we're transforming and leading categories with form ...see more



**Pearl van Embricqs** · 3rd  
Global Talent Acquisition Leader  
London, England, United Kingdom · [Contact info](#)  
3,458 followers · 500+ connections  
[+ Follow](#) [Message](#) [More](#)

**About**  
A Talent Leader with over 18 years' experience driving innovation and improvement in all areas of Talent Acquisition and 12+ years in leadership roles. From scaling the largest green-field implementation in history to F500 companies, and from strategy to operational execution across multiple sectors. Specialising in the full employee lifecycle; attracting, developing and retaining Talent and unlocking the full potential of people, technology and data ...see more

In-house Talent Acquisition manager



**EMPOWERING CHANGE  
THROUGH KNOWLEDGE**

**Colette Laxton** · 3rd  
Co-founder The Inkey List  
Greater Nottingham · [Contact info](#)  
500+ connections  
[Message](#) [+ Follow](#) [More](#)

**About**  
A passionate leader and a champion for progress, I have a proven record of developing brands, companies and people. Blending my commercial acumen and creative flair, I proudly challenge the status quo as I strive for business growth.  
... [...see more](#)

Co-Founder

# BUYER PERSONA OF TARGET AUDIENCE



**Name:** Magda Kamani

**Role:** In-house hiring manager for Frank Body

**Age:** 35 years old

**Location:** United Kingdom

**Interest:** Music concerts & Festival, fashion shows, Fine dining restaurants

## **Preferred channel choice:**

LinkedIn, Referrals, Email, Networking events.

Result driven

Continuous learning

Resilient

**Bio:** Magda Kamani, in-house hiring manager for Frank Body. Her goal is to recruit a top-notch content marketing professional with a proven track record to elevate Frank Body's brand awareness and market share through strategic content distribution.

**Pain point:** The population of qualified professionals but limitations due to visa sponsorship  
With the rise of AI, little to no effort is put into CV and cover letter creation, making the selection process tedious  
Time constraints from company to urgently fill vacant positions

**Goal:** To hire the best content marketing professional with a proven result to show.  
To increase the brand awareness and market share of Frank Body through content distribution.

# BUYER PERSONA OF TARGET AUDIENCE



**Name:** Kwasi Mena

**Role:** Junior Recruiter

**Age:** 30 years old

**Location:** USA

**Interest:** Football, Pub Bar

## Preferred channel choice:

LinkedIn, Referrals, Job boards like CV library, Indeed, Otta, networking events, career fairs

Goal oriented

Passionate

Optimistic

**Bio:** Kwasi is a junior marketing recruiter whose goal is to match qualified entry-level talents to company goals. With a degree in human resource management, he strives to bridge the gap between entry-level candidates and employers. Despite being new to the industry, he has successfully placed 10 entry-level candidates and aims to continuously build credibility through exceptional service.

## Pain point:

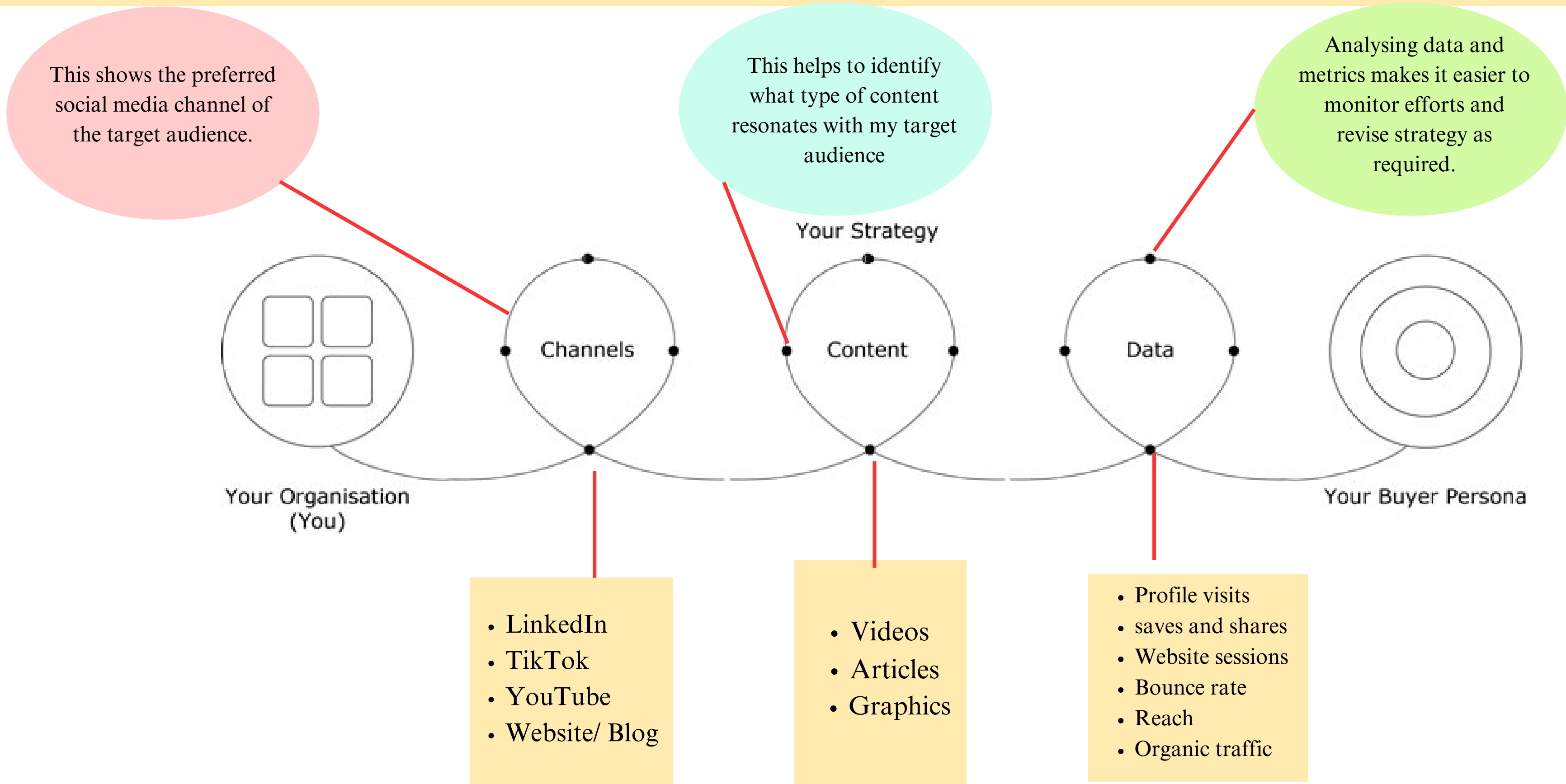
- To gain credibility as a junior recruiter.
- Matching previous job roles on the CV to fit the practical job requirements.
- Finding candidates with the right skills and experience for a particular role, especially in specialized industries.

## Goal:

- To be the first touch by companies to provide entry level marketing professionals in roles that aligns with their skills and company goal.
- To understand the job requirements of companies and provide the best candidates.



# BUYER PERSONA SPRING



# BUYER PERSONA SPRING

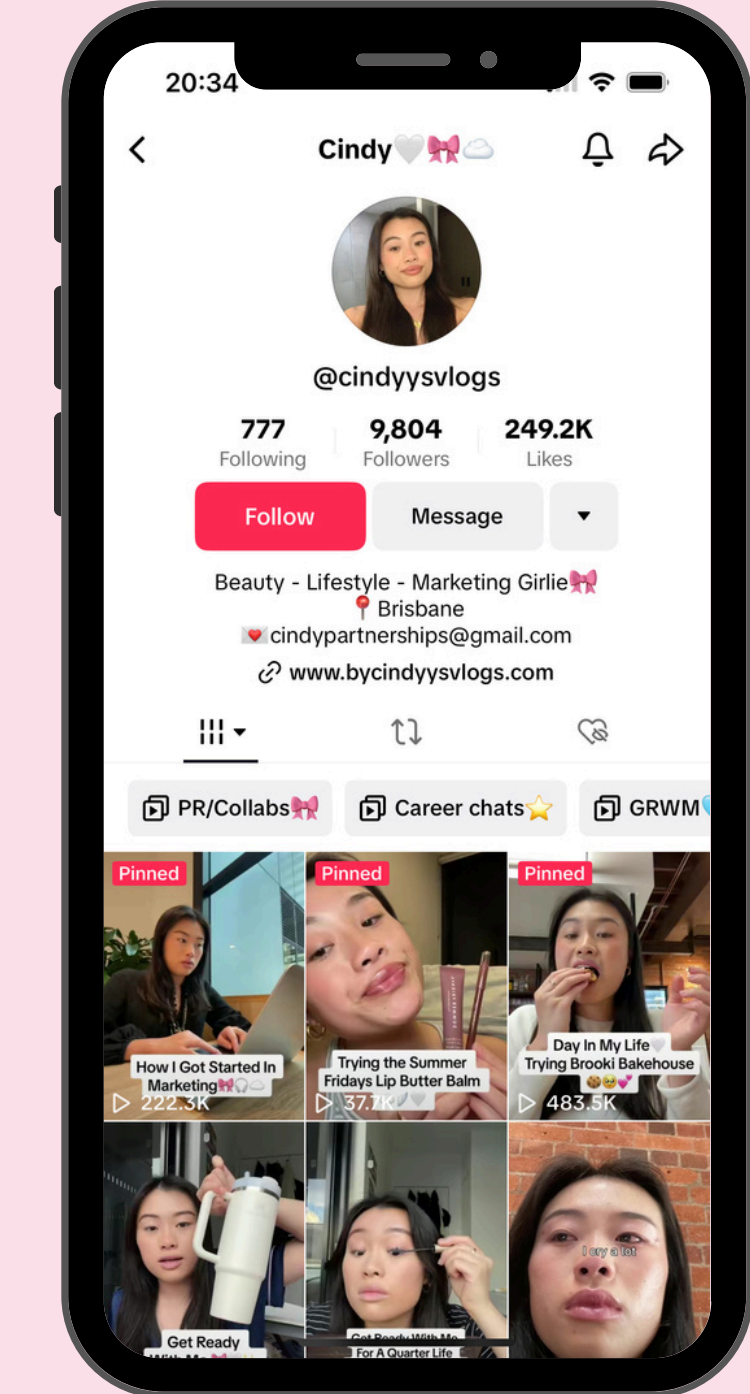
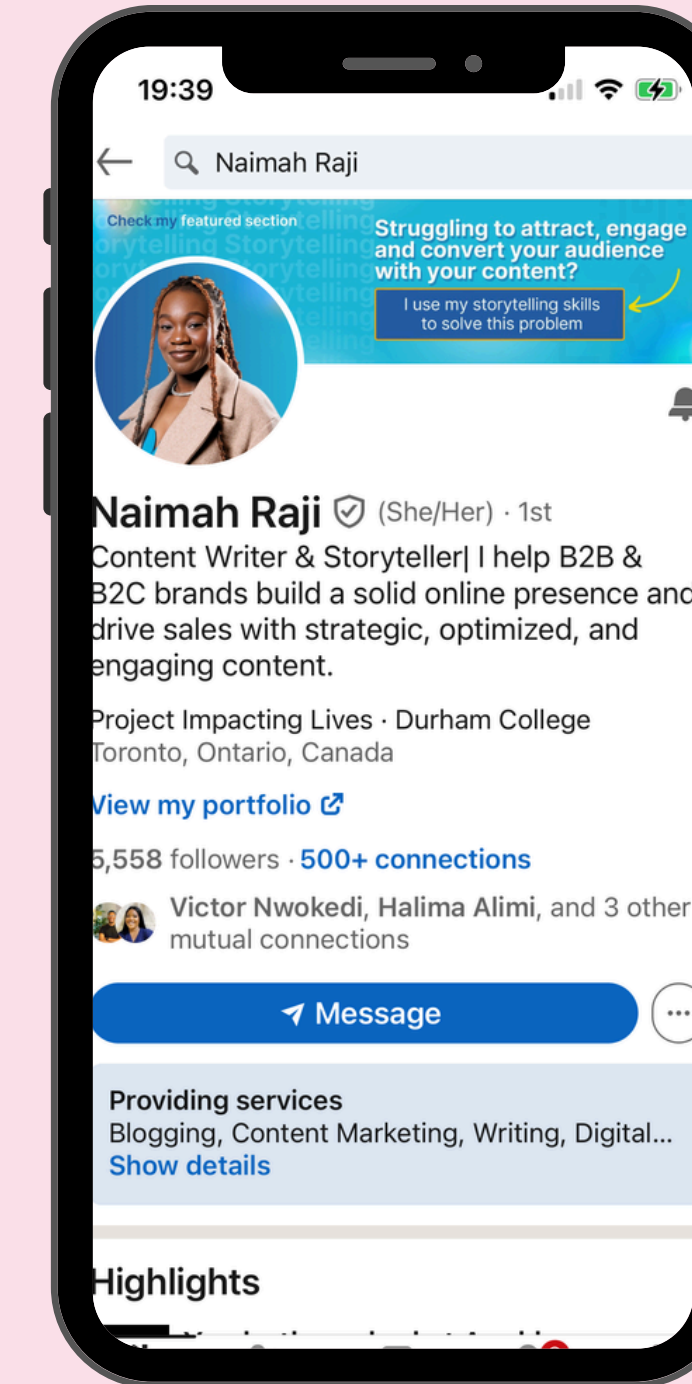
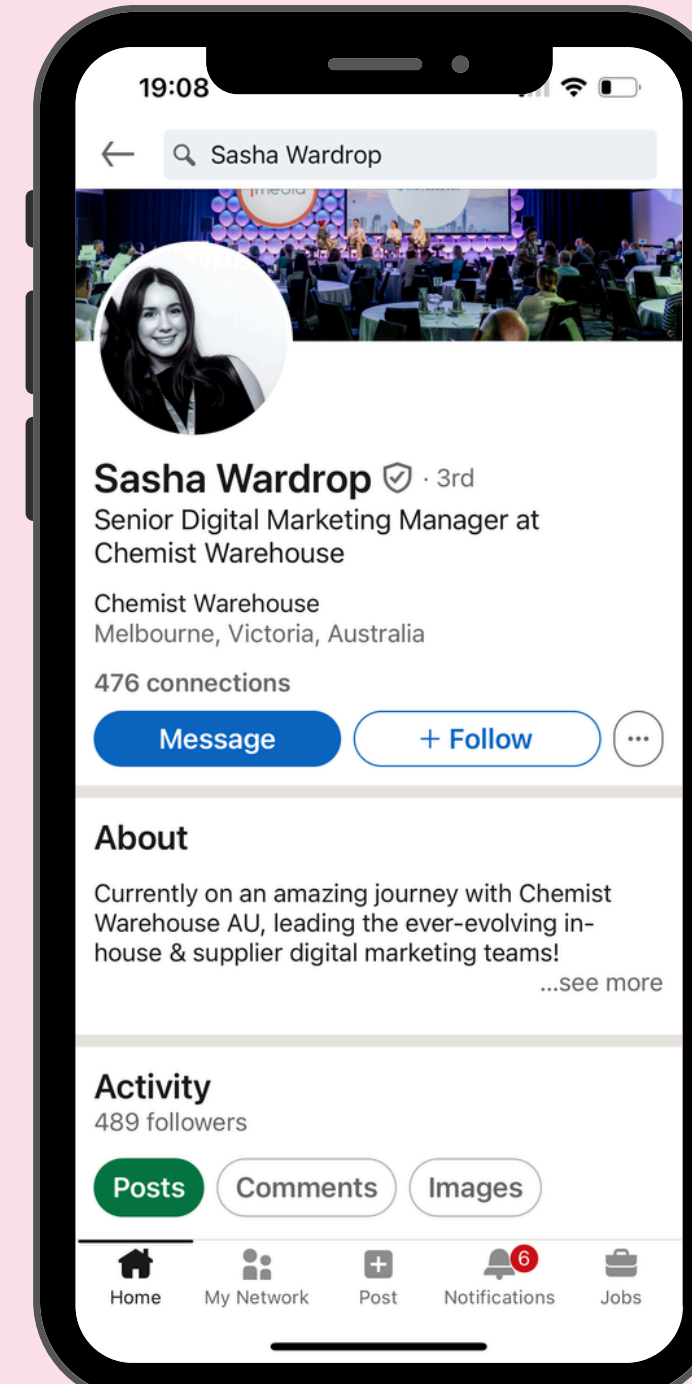
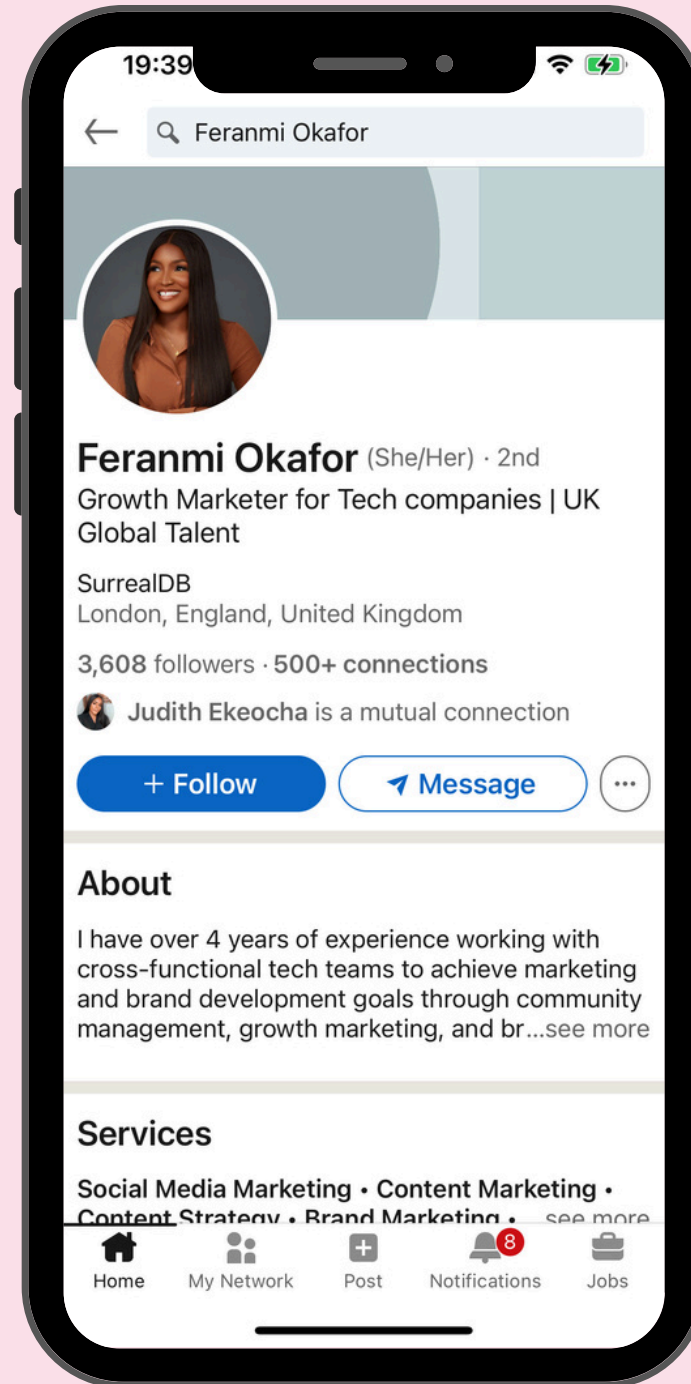
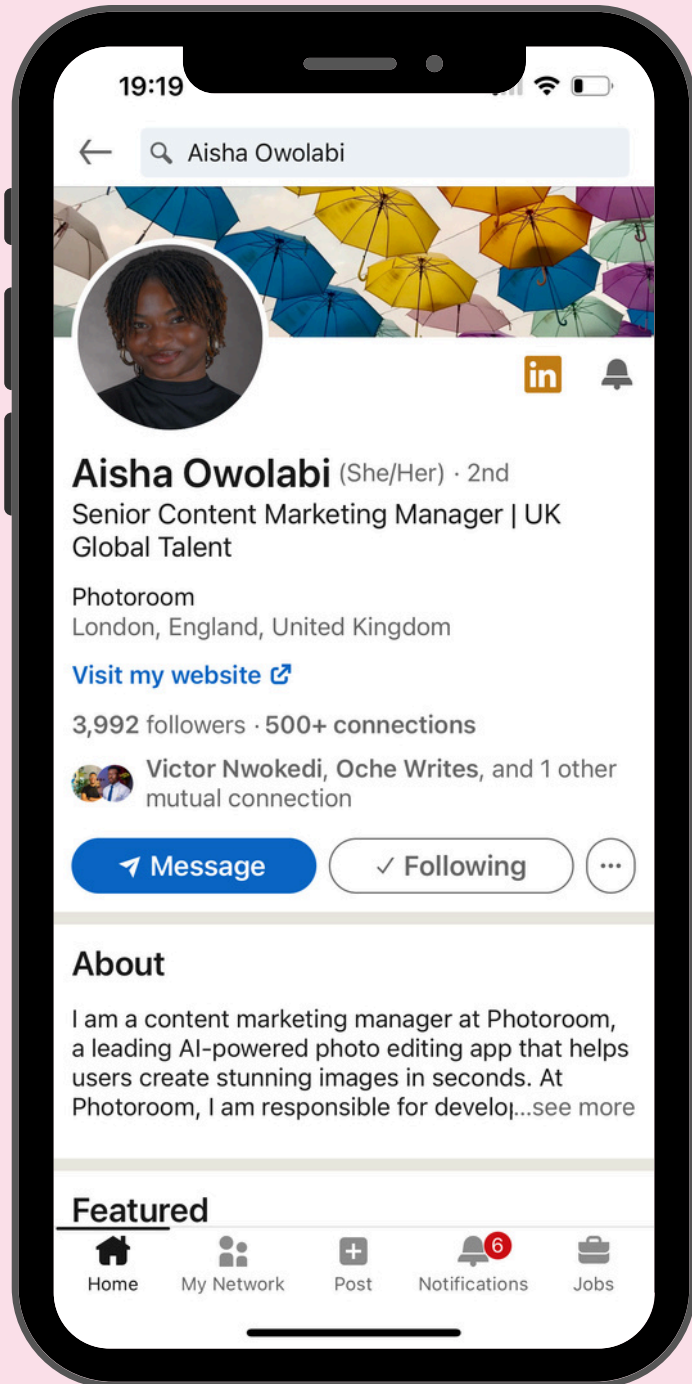
## Buyer Persona

This is a fictional representation of a brand's target audience that is created through market research and analysis. It includes information about their demographic, pain point, goals, channels they spend time, and what and who influences their decisions. (Zhukova, 2023)

## Buyer Persona Spring

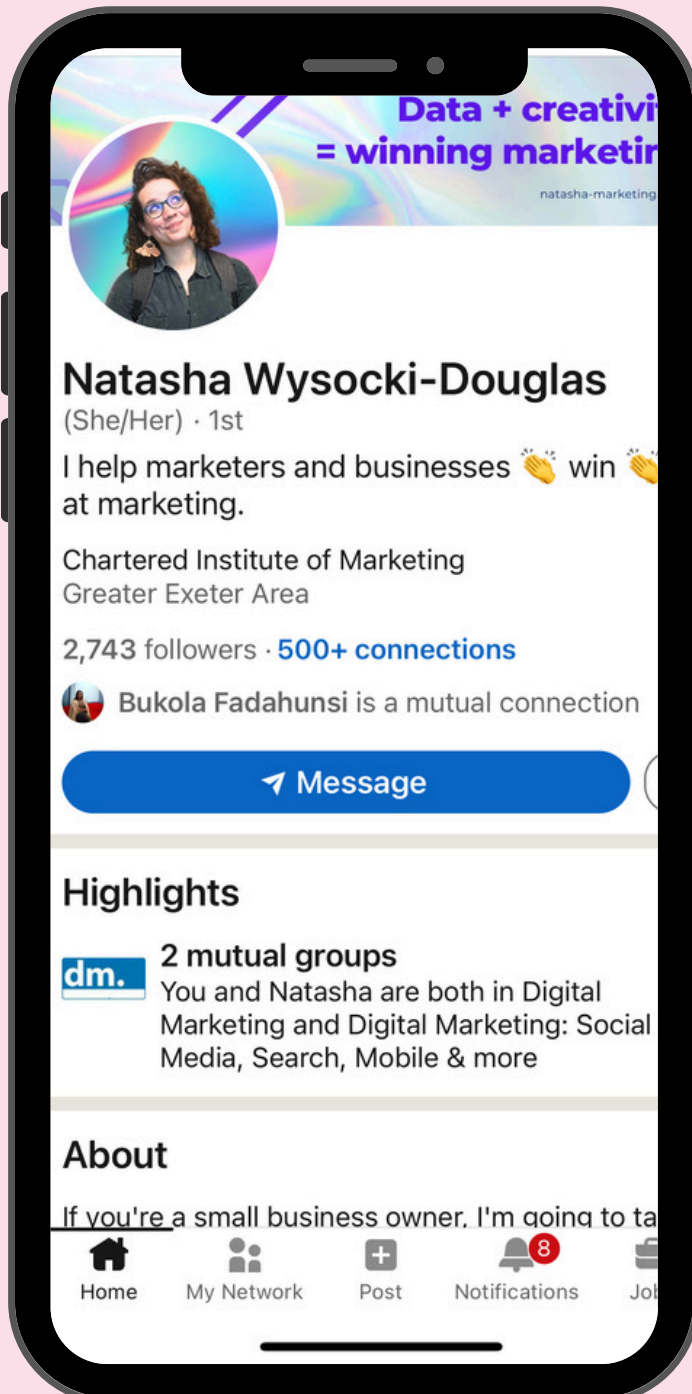
The buyer persona spring provides a flow in how brands can reach and build a relationship with their consumers. These three elements if used in the correct sequence may help achieve consumer relations goals to a high level (Domaine, 2019). This suggests that a buyer persona spring may allow me to connect my objectives with my buyer persona and allow me to revisit my strategies to understand better if the content created is solving the pain point or objectives of my persona, on the channels they often visit and in the right format. This also allows me to take into consideration analytics and metrics to measure my goals and re-strategize.

# COMPETITOR EVALUATION.





# COMPETITOR EVALUATION.



**Data + creativity = winning marketing**  
natasha-marketing

**Natasha Wysocki-Douglas**  
(She/Her) · 1st

I help marketers and businesses 🙌 win 🙌 at marketing.

Chartered Institute of Marketing  
Greater Exeter Area

2,743 followers · 500+ connections

Bukola Fadahunsi is a mutual connection

Message

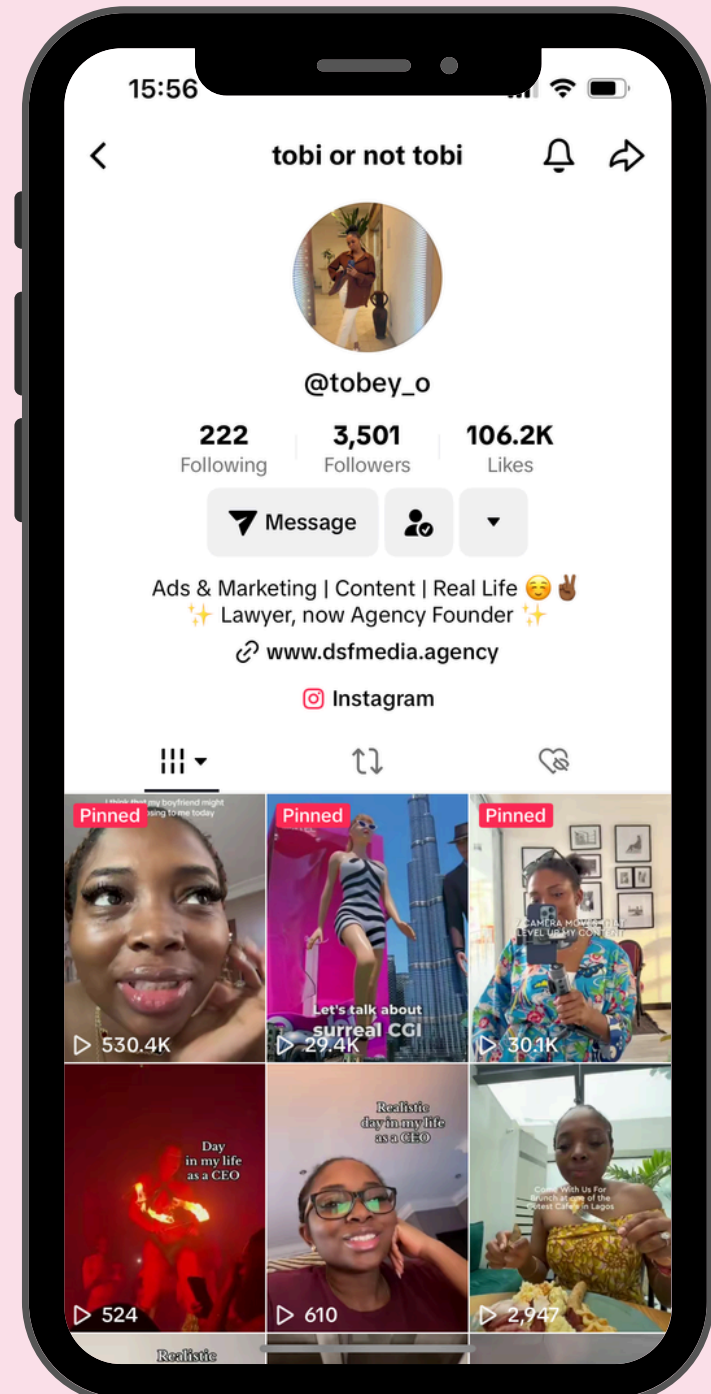
**Highlights**

dm. 2 mutual groups  
You and Natasha are both in Digital Marketing and Digital Marketing: Social Media, Search, Mobile & more

**About**

If you're a small business owner. I'm going to ta

Home My Network Post Notifications Jobs



15:56

tobi or not tobi

**@tobey\_o**

222 Following 3,501 Followers 106.2K Likes

Message

Ads & Marketing | Content | Real Life 🤝  
Lawyer, now Agency Founder 🙌  
www.dsfmedia.agency

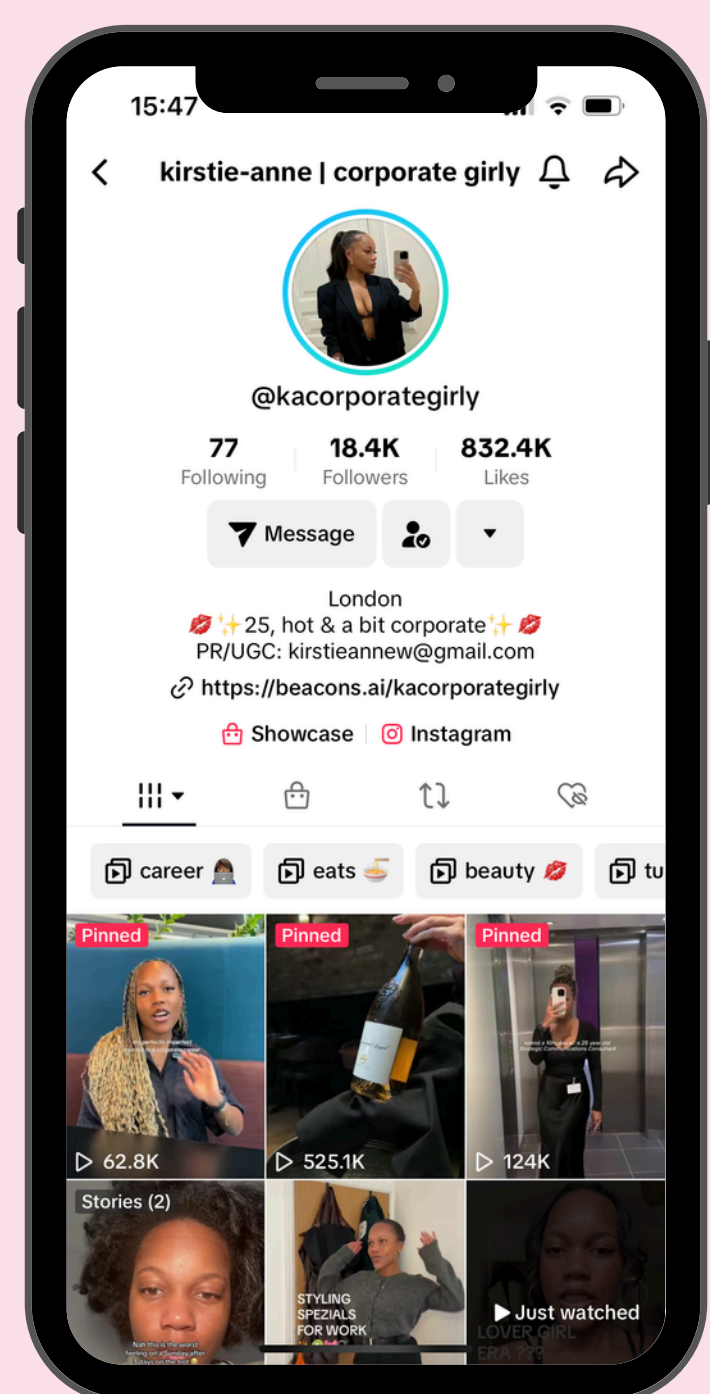
Instagram

career eats beauty tu

Pinned

- Day in my life as a CEO 530.4K
- Let's talk about surreal CGI 29.4K
- 30.1K
- 524
- 610
- 2,947

Instagram



15:47

kirstie-anne | corporate girly

**@kacorporategirly**

77 Following 18.4K Followers 832.4K Likes

Message

London  
25, hot & a bit corporate 🙌  
PR/UGC: kirstieanne@gmail.com  
https://beacons.ai/kacorporategirly

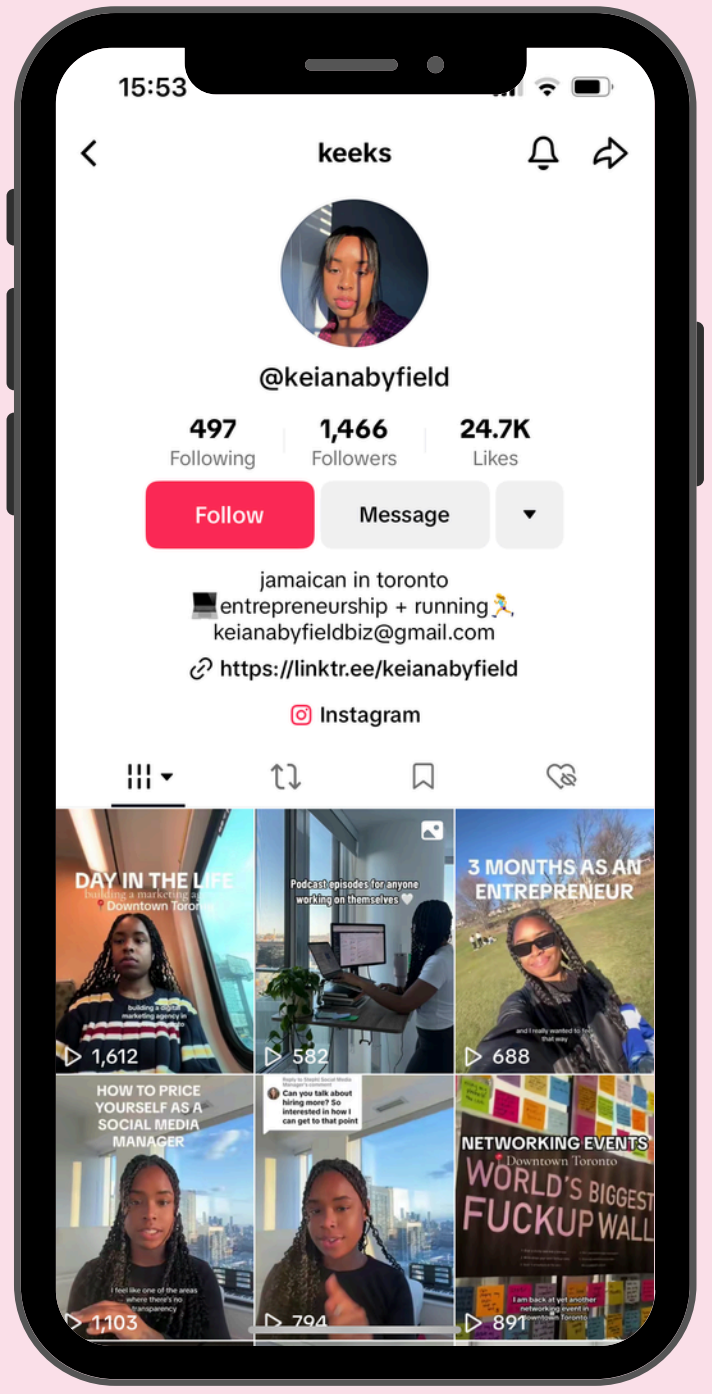
Showcase Instagram

career eats beauty tu

Pinned

- 62.8K
- 525.1K
- 124K
- Stories (2)
- Just watched

Instagram



15:53

keeks

**@keianabyfield**

497 Following 1,466 Followers 24.7K Likes

Follow Message

jamaican in toronto  
entrepreneurship + running 🙌  
keianabyfieldbiz@gmail.com  
https://linktr.ee/keianabyfield

Instagram

DAY IN THE LIFE 1,612

Podcast episodes for anyone working on themselves 582

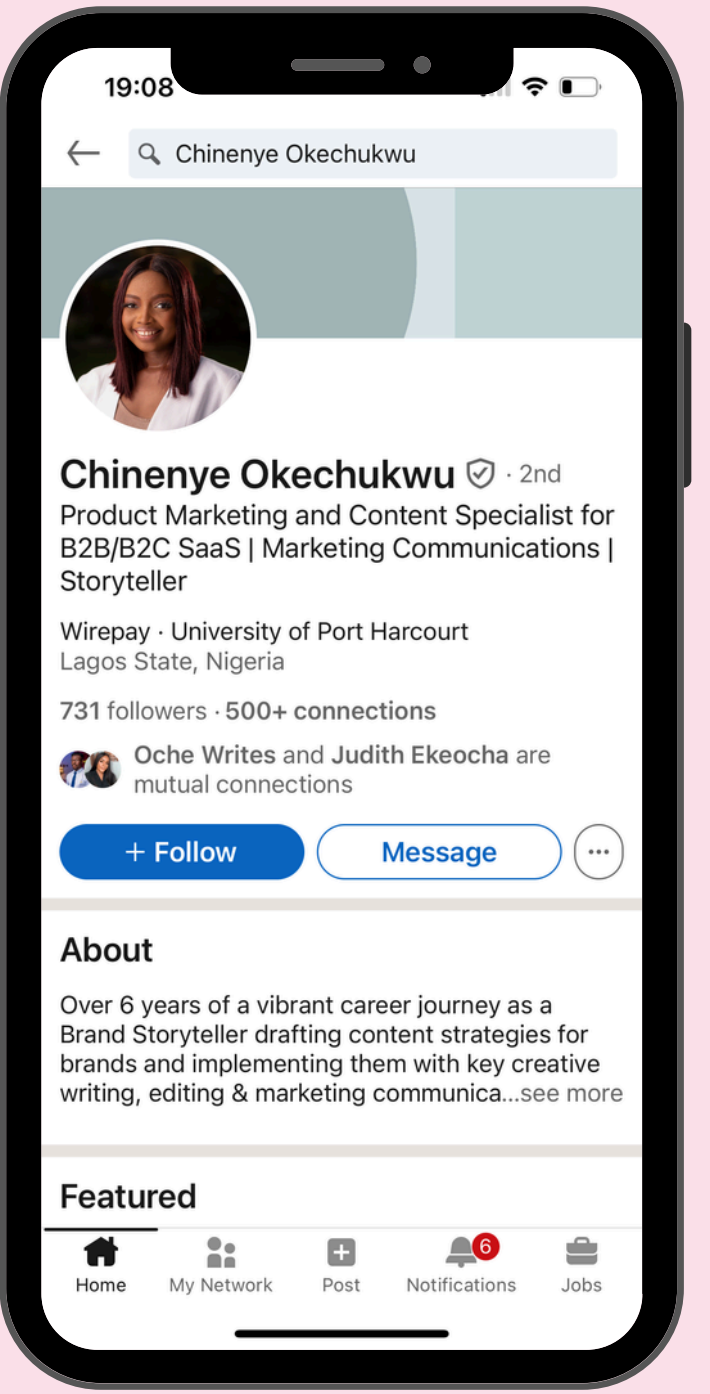
3 MONTHS AS AN ENTREPRENEUR 688

HOW TO PRICE YOURSELF AS A SOCIAL MEDIA MANAGER 1,103

Can you talk about being more? So interested in how I can get to that point 794

NETWORKING EVENTS Downtown Toronto WORLD'S BIGGEST FUCKUP WALL 891

Instagram



19:08

Chinenye Okechukwu

**Chinenye Okechukwu** ✓ · 2nd

Product Marketing and Content Specialist for B2B/B2C SaaS | Marketing Communications | Storyteller

Wirepay · University of Port Harcourt  
Lagos State, Nigeria

731 followers · 500+ connections

Oche Writes and Judith Ekeocha are mutual connections

+ Follow Message

**About**

Over 6 years of a vibrant career journey as a Brand Storyteller drafting content strategies for brands and implementing them with key creative writing, editing & marketing communica...see more

**Featured**

Home My Network Post Notifications Jobs

# COMPETITOR EVALUATION.

Name	Platform	Content Type	Strength	Weakness	Opportunities	Threat
<a href="#">Aisha Owolabi</a>	LinkedIn	Blog Posts, Articles, Videos, Repost, News letter	<ul style="list-style-type: none"> <li>Public speaking.</li> <li>Building publicly by sharing her journey online.</li> <li>CIM certified</li> <li>Ranks on SERP and has featured on reputable blogs</li> <li>Optimised profile with industry keywords</li> </ul>	<ul style="list-style-type: none"> <li>Inconsistent posting on social media and her blog</li> <li>Low engagement</li> </ul>	<ul style="list-style-type: none"> <li>Put out more educational content on content marketing</li> </ul>	<ul style="list-style-type: none"> <li>Losing credibility due to inconsistency</li> </ul>
Feranmi Okafor	LinkedIn	Feed Posts, Videos, Blog Posts, Newsletter	<ul style="list-style-type: none"> <li>Highly optimised LinkedIn bio</li> <li>Licences and certifications</li> <li>Recommendations from previous employees and employers</li> </ul>	<ul style="list-style-type: none"> <li>No banner picture</li> <li>Low engagement on LinkedIn</li> <li>No website</li> </ul>	<ul style="list-style-type: none"> <li>Improve her engagement on LinkedIn</li> </ul>	<ul style="list-style-type: none"> <li>With infrequent posting she may lose credibility and recall from people</li> </ul>
<a href="#">Sasha Wardrop</a>	LinkedIn	Feed Post, Article, Blog Post	<ul style="list-style-type: none"> <li>Career progression in marketing</li> <li>Knowledge in SEO, content marketing, e-commerce, email marketing.</li> </ul>	<ul style="list-style-type: none"> <li>About me section not detailed and not optimised with industry keywords</li> <li>Mid engagement</li> <li>Infrequent posting</li> </ul>	<ul style="list-style-type: none"> <li>Include a link to her website or portfolio on her LinkedIn profile</li> </ul>	<ul style="list-style-type: none"> <li>Raising number in competitors and to remain relevant she needs to post consistent</li> </ul>
Naima Raji	LinkedIn	Articles, feed post, Newsletter	<ul style="list-style-type: none"> <li>Consistent posting on her LinkedIn profile</li> <li>Creates easy to digest content on content writing and storytelling</li> </ul>	<ul style="list-style-type: none"> <li>Does not attends industry and networking events</li> </ul>	<ul style="list-style-type: none"> <li>Include a FAQ section on her website</li> <li>Get CIM accredited to increase credibility</li> </ul>	<ul style="list-style-type: none"> <li>Not found on SERP which means she needs to improve her digital footprint</li> </ul>
<a href="#">Cindyvlogs</a>	TikTok	Videos, Picture carousel	<ul style="list-style-type: none"> <li>Leverages her position as a former marketing student</li> <li>Highly engaging with followers</li> <li>Storytelling</li> </ul>	<ul style="list-style-type: none"> <li>Low engagement with followers post</li> </ul>	<ul style="list-style-type: none"> <li>Post more educational content</li> <li>Improve engagement with followers</li> </ul>	<ul style="list-style-type: none"> <li>No consistent use of name on social media platforms</li> </ul>



# COMPETITOR EVALUATION.

Name	Platform	Content Type	Strength	Weakness	Opportunities	Threat
Natasha Wysocki-Douglas	LinkedIn	Articles, feed post, Videos	<ul style="list-style-type: none"> <li>Consistent posting on LinkedIn</li> <li>CIM accredited</li> </ul>	<ul style="list-style-type: none"> <li>Low engagement with follower's post</li> <li>About me section not optimised</li> </ul>	<ul style="list-style-type: none"> <li>Improve engagement on socials</li> </ul>	<ul style="list-style-type: none"> <li>Rising competitors which may lead to less visibility if she doesn't increase engagement</li> </ul>
<a href="#">Tobey_o</a>	TikTok	Videos, picture carousel	<ul style="list-style-type: none"> <li>Owns a marketing agency</li> <li>Builds in public</li> <li>Creates content around the marketing industry</li> <li>Knowledge on influencer marketing, marketing campaign development, Go to market strategy and social media ad</li> </ul>	<ul style="list-style-type: none"> <li>Low engagement with followers</li> </ul>	<ul style="list-style-type: none"> <li>Including a FAQ section on website.</li> <li>Get a CIM accreditation</li> </ul>	<ul style="list-style-type: none"> <li>No digital marketing degree</li> <li>Huge competition in the market</li> </ul>
<a href="#">Kacorporategirly</a>	TikTok	Videos, picture carousel, TikTok live	<ul style="list-style-type: none"> <li>Publicly building</li> <li>Mix in content pillar, content around lifestyle, working in corporate</li> <li>Storytelling</li> <li>Two way communication with followers in comments</li> </ul>	<ul style="list-style-type: none"> <li>Lifestyle content overpopulates her other content as a corporate professional</li> </ul>	<ul style="list-style-type: none"> <li>Using a consistent brand name across all socials</li> </ul>	<ul style="list-style-type: none"> <li>Not easy to find her name on other social media platforms</li> </ul>
<a href="#">Keianabyfield</a>	TikTok	Videos, picture carousel	<ul style="list-style-type: none"> <li>Owns a marketing agency</li> <li>Attends networking events</li> <li>Publicly building</li> <li>Mix in content pillar, content around lifestyle, running a marketing agency</li> </ul>	<ul style="list-style-type: none"> <li>Profile not optimised</li> </ul>	<ul style="list-style-type: none"> <li>Optimise socials to show what she does</li> <li>Use a diverse range of content type</li> </ul>	<ul style="list-style-type: none"> <li>Evolving changes in followers taste</li> </ul>
Chinenye Okechukwu	LinkedIn	Pictures, feedpost	<ul style="list-style-type: none"> <li>Consistent posting on her LinkedIn profile</li> <li>Attends marketing event</li> </ul>	<ul style="list-style-type: none"> <li>About me section not properly optimised</li> <li>No certifications</li> </ul>	<ul style="list-style-type: none"> <li>Get CIM accreditation as this can increase credibility</li> </ul>	<ul style="list-style-type: none"> <li>No website to serve as her portfolio</li> </ul>



# HARVESTED STRENGTH & WEAKNESS COMPETITORS.

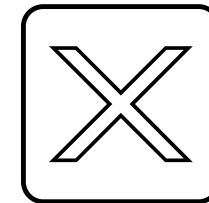
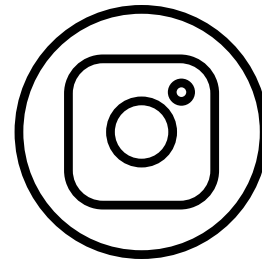
Strengths	Weaknesses
Public speaking	Inconsistent posting on social media and her blog
Building publicly by sharing her journey online.	Low engagement
CIM certified	No website
Optimised profile with industry keywords	Does not attends industry and networking events
Licences and certifications	No certifications
Networking events	
Consistent posting on her LinkedIn profile	
Attends marketing event	
Have a degree in marketing and communication	
Highly engaging with followers	
Storytelling	
Creates content around the marketing industry	

# DEEP DIVE ON COMPETITOR



Aisha is a content marketing manager at Photoroom, a leading AI-powered photo editing app that helps users create stunning images in seconds. At Photoroom, she is responsible for developing and executing the content strategy across multiple channels, including the website, blog, social media, email, and video, to drive user acquisition, retention, and engagement.

**Here are some platforms she utilises to build her digital footprint.**



She creates content that suits each platform to share her journey into marketing and how aspiring marketers can enter the industry. She has a [website](#) where she has built a community helping marketers build successful careers.

- She is currently recognised for the global talent visa as a leader in the digital space.
- Founder of Smarketer a fast-growing community of African marketers building successful global careers.
- Strong public speaking experience with being a speaker on different panels.

# DEEP DIVE ON COMPETITOR

A screenshot of a Google search for 'Aisha Owolabi'. The search bar shows the name and a search icon. Below the search bar are tabs for Images, News, Videos, Maps, Books, Flights, and Finance. The main results area shows a profile for Aisha Owolabi with a profile picture and a bio: 'Aisha Owolabi is an experienced Digital Content Marketer currently based in London and leading content marketing at AI photo-editing company, PhotoRoom.' Below this are links to her LinkedIn profile (4K+ followers), her company page 'Aisha Owolabi - Photoroom', her Instagram profile (@miss\_aeesha, 1.8K+ followers), her X (Twitter) profile (@sheistheisha), and her ADPList profile. At the bottom, there is an 'Images' section with three thumbnails of her, each with a caption and source: 'Aisha Owolabi - Photoroom | ...', 'Aisha Owolabi | WEF', and 'Aisha Owolabi on content ma...'. There is also a 'Blog' link at the bottom.

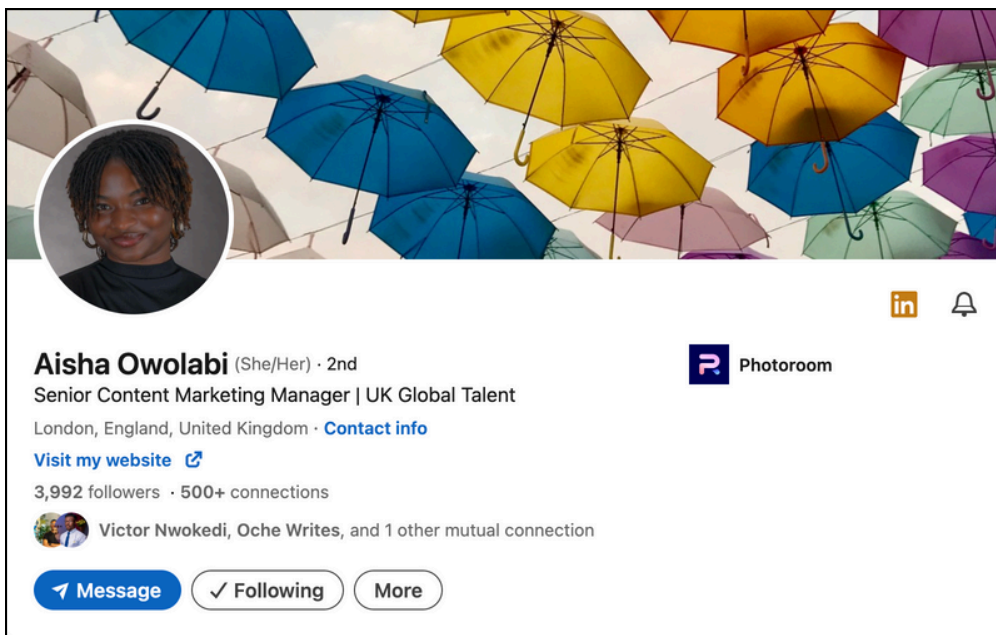
Her brand and name on SERP are highly optimised with all her social media platforms appearing on the first page and the top of the page.

A screenshot of a search results page for 'Aisha Owolabi'. The results are organized into several sections. At the top is a profile for 'Aisha Owolabi' with a bio: 'I wanted to become a Medical Doctor, but I ended up studying Pure & Applied Chemistry at the University of Lagos, and now, I'm a Digital Content ...'. Below this is a Medium profile for 'Aisha Owolabi' with 60+ followers and a bio: 'Read writing from Aisha Owolabi on Medium. www.sheistheisha.com. Every day, Aisha Owolabi and thousands of other voices read, write, and share important ...'. Next is a Facebook profile for 'Aisha Owolabi' with a bio: 'Aisha Owolabi · Works at PhotoRoom · Content Marketing Manager at Wizeline · Former Digital Content Manager at Carbon · Former Digital Content Associate at She ...'. This is followed by a LinkedIn post for 'Aisha Owolabi's Post' with 80+ reactions. A note states: 'Some results may have been removed under data protection law in Europe. Learn more'. Below that is an X (Twitter) profile for 'sheistheisha' with 3.1K+ followers and a bio: 'A Senior Growth Marketer who also holds a Master's degree in Marketing Analytics. Efe's journey began as a social media manager for a photography startup.'. Next is a Women Economic Forum (WEF) profile for 'Aisha Owolabi | WEF' with a bio: 'Aisha Owolabi is a Content Marketing leader helping brands break complex ideas into simple, easily digestible content pieces. Her career spans Lagos, ...'. This is followed by an Instagram profile for 'owolabiaisha' with 10+ followers and a bio: '15 Followers, 42 Following, 6 Posts - See Instagram photos and videos from Aisha Owolabi (@owolabiaisha)'. Finally, there is a YouTube video titled 'UK Global Talent Visa for Digital Content Marketers | Interview ...' with 1.1K+ views and a bio: 'I interviewed Aisha Owolabi, a Senior Content Marketing Manager, who was endorsed for the UK Global Talent Visa in 2022.' The video thumbnail shows Aisha Owolabi and the text 'GLOBAL TALENT VISA'.



# COMPETITOR WEBSITE ANALYSIS.

Aisha is a content marketing manager at Potoroom, a leading AI-powered photo editing app that helps users create stunning images in seconds. At Potoroom, she is responsible for developing and executing the content strategy across multiple channels, including the website, blog, social media, email, and video, to drive user acquisition, retention, and engagement.

A screenshot of a GTmetrix performance report. The report is for the URL https://www.sheistheaisha.com/. It shows a GTmetrix Grade of A, with Performance at 92% and Structure at 92%. Web Vitals are also displayed: LCP at 1.1s, TBT at 186ms, and CLS at 0. The report was generated on Mon, Apr 15, 2024 at 8:54 AM -0700 from a test server in Vancouver, Canada, using Chrome 117.0.0.0 and Lighthouse 11.0.0. A small thumbnail of the website's hero section is visible on the left, showing the text "Building well-loved global brands, one story at a time." and a photo of Aisha Owolabi.

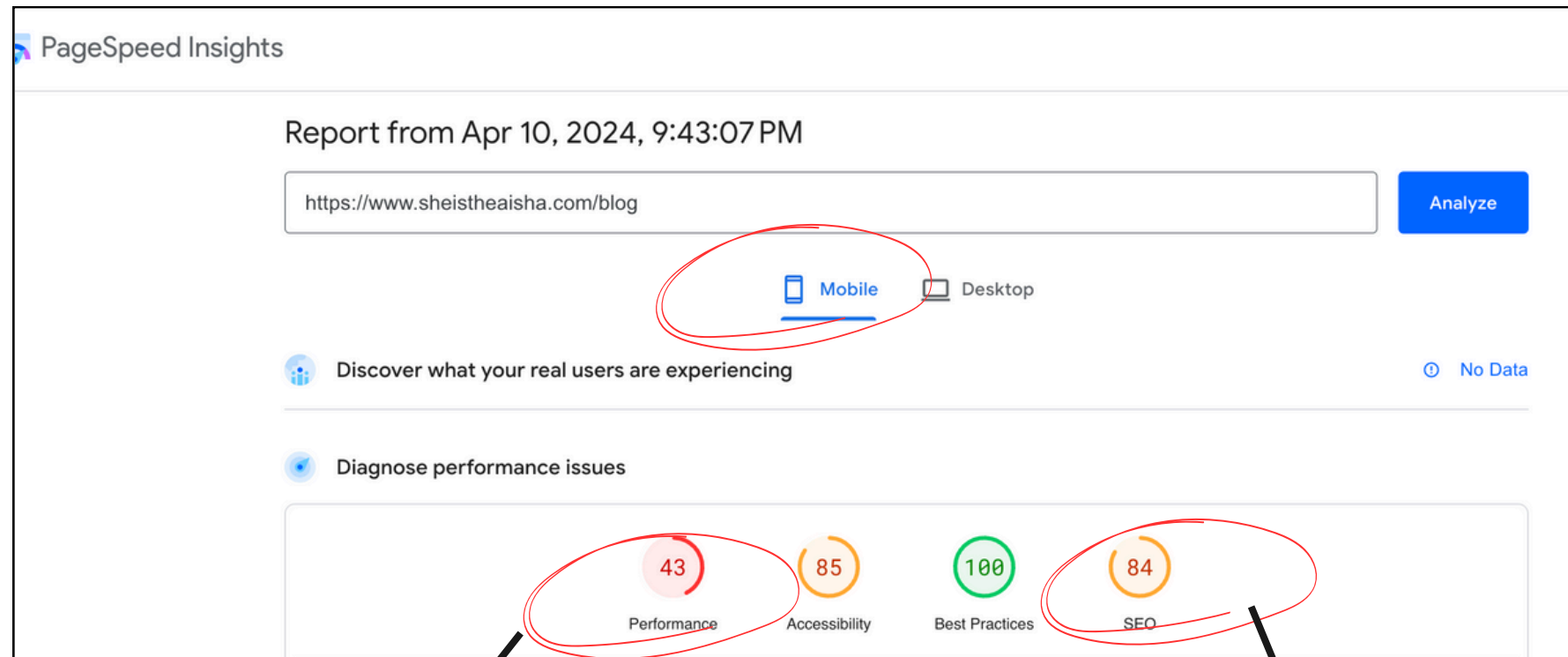
**GTmetrix** Features Pricing Resources Blog

## Latest Performance Report for: <https://www.sheistheaisha.com/>

Report generated: Mon, Apr 15, 2024 8:54 AM -0700  
Test Server Location: Vancouver, Canada  
Using: Chrome 117.0.0.0, Lighthouse 11.0.0

GTmetrix Grade ?			Web Vitals ?		
<b>A</b>	Performance ?	Structure ?	LCP ?	TBT ?	CLS ?
	92%	92%	1.1s	186ms	0

# On Mobile

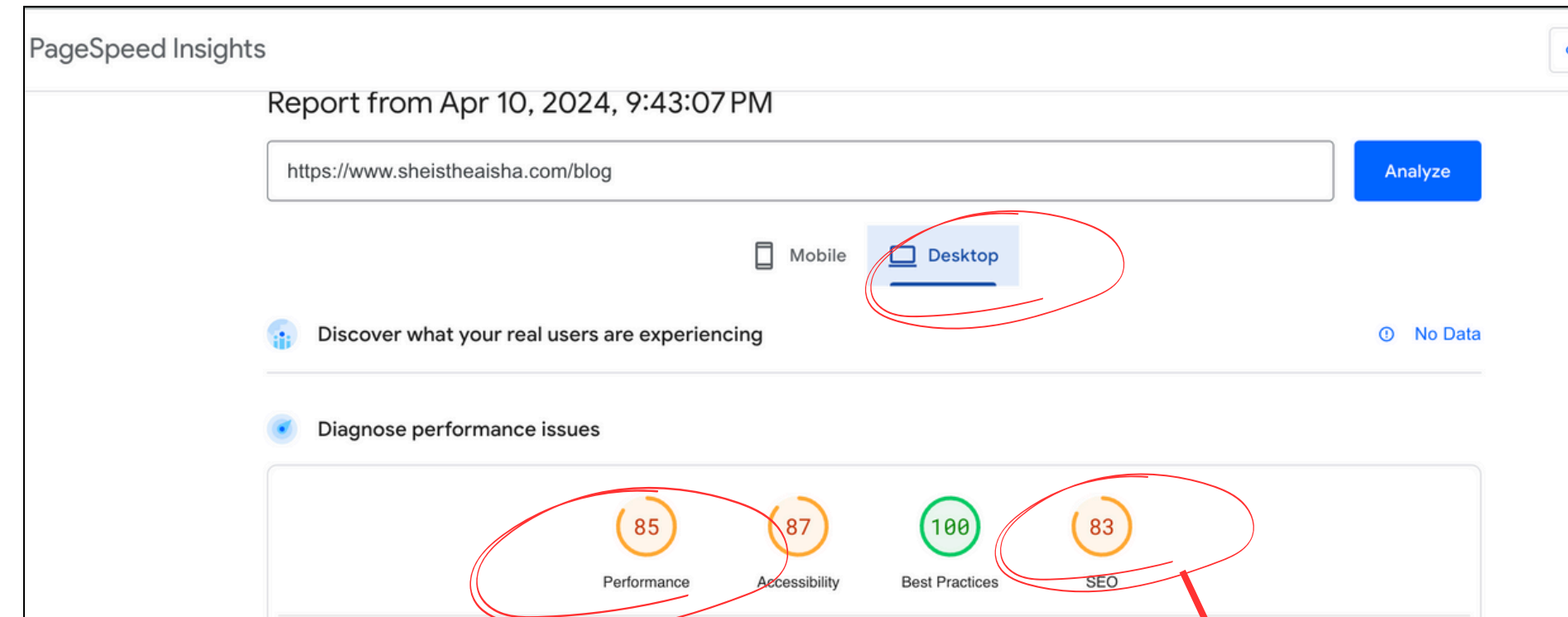


Google prioritises mobile optimization for optimal performance in SERP. Lyons (2022) Google now uses mobile-first indexing for every site on the web. This means the mobile version of your site is the only one that counts toward ranking.

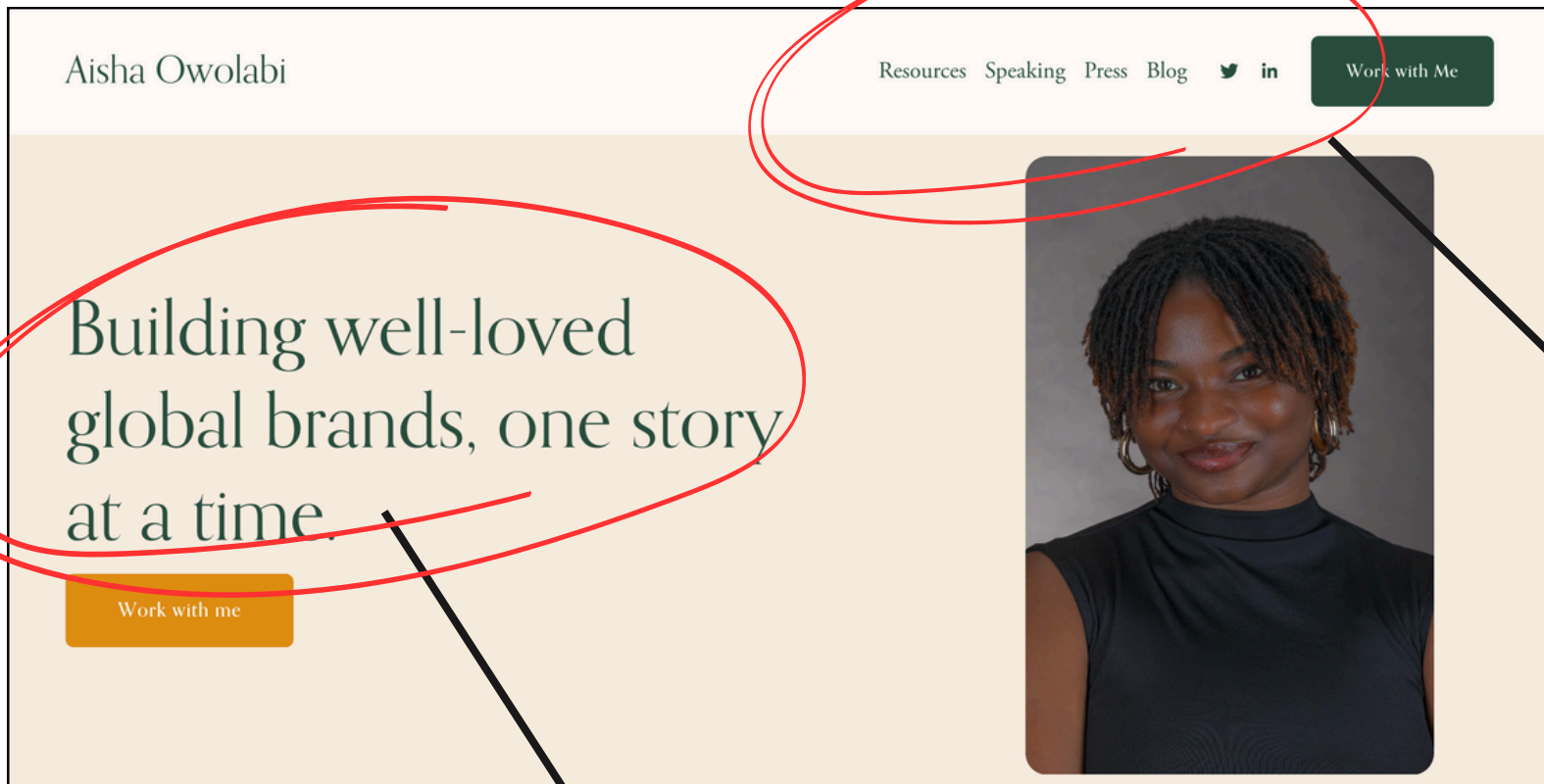
Looking at my competitor's website, page performance and on mobile is low and can be improved. According to Juviler (2020) a score of 80 or above is considered high-performing.

According to Hubspot 2024 **Performance:** It shows how well a page performs in terms of speed and optimisation.

# On Desktop



Looking at my competitor's website, page performance and on the desktop is low and can be improved.



Building well-loved global brands, one story at a time.

Work with me

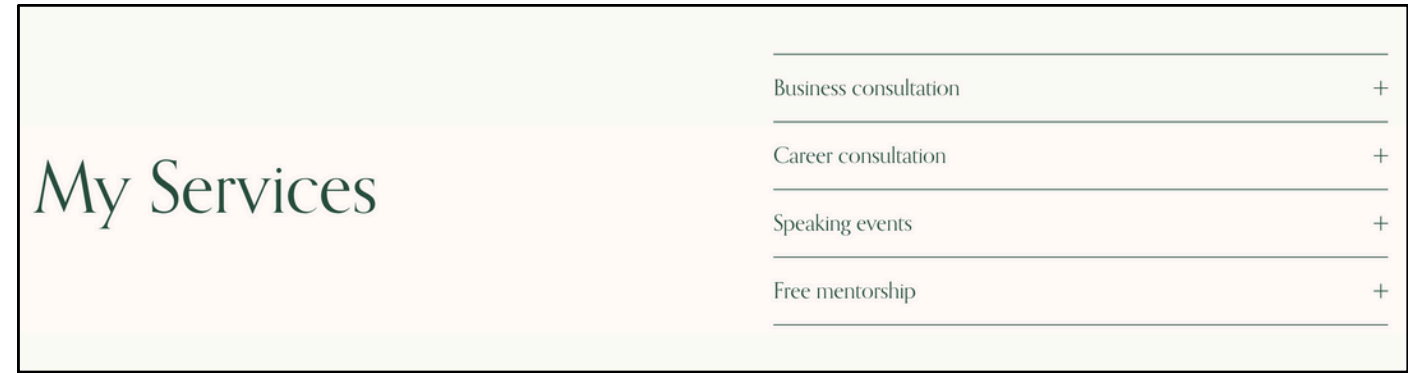


Resources Speaking Press Blog [Work with Me](#)

Key messaging for brands.

embedded links to other information and places where she has been featured to show her credibility.

A clear description of the services she offers.



Business consultation	+
Career consultation	+
Speaking events	+
Free mentorship	+

I currently lead content marketing at [Photoroom](#), the most popular AI photo-editing app. I'm also the founder of [Smarketers Hub](#), an online community helping African marketers build successful global careers.

[Connect with me on LinkedIn.](#)

Short and succinct details about who she is.

"Aisha is highly adaptive, flexible, and innovative in her approach, working with complex subject matter and managing stakeholder expectations with a ton of success."

— Scott Rayburn, VP of Marketing, DataArt

"Aisha has an amazing work ethic. She pays a great deal of attention to detail and consistently delivers high-quality work. It's always a pleasure to work with and learn from her."

— Taslim Okunola, Strategy & Operations Manager, Google

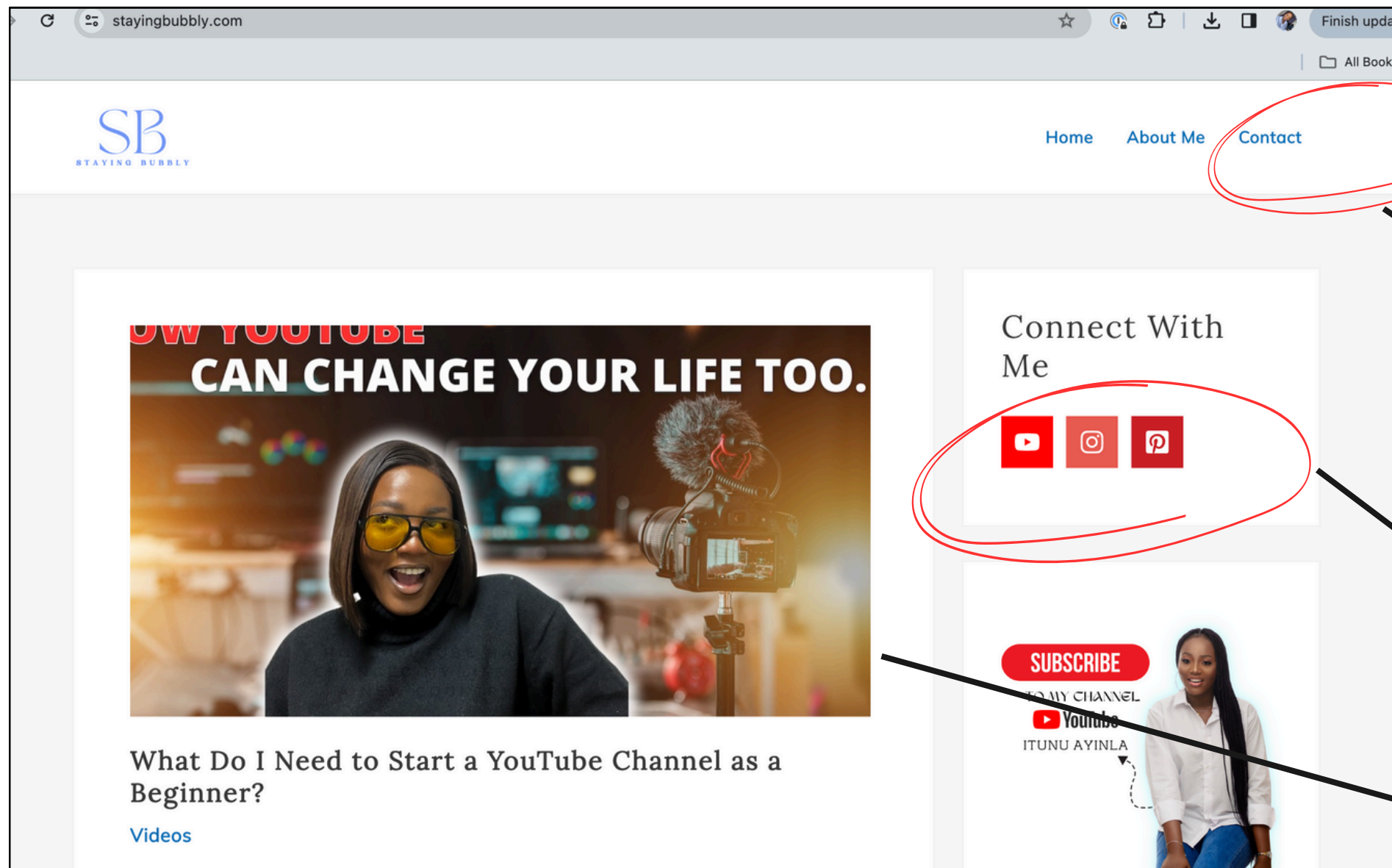
Testimonials from previous employers.



# STRENGTH & WEAKNESS OF COMPETITORS WEBSITE.

<b>Strength</b>	<b>Weakness</b>
<b>Personal accounts linked</b>	<b>Website is not mobile friendly</b>
<b>Testimonials from previous employers</b>	<b>Not posting consistently on her blog</b>
<b>Landing page which serves as her digital portfolio</b>	<b>No social media embedded to allow sharing of content</b>
<b>Easy to navigate through the website</b>	<b>No section for frequently asked question</b>
<b>Excellent UI/UX both on mobile and desktop</b>	<b>No email subscription on her blog to collect email address</b>
<b>Consistent use of brand colours and fonts.</b>	<b>Website speed is low and can be improved, this may be due to the size of images on the website</b>
<b>A landing page that links to her resources, blog, press releases, booking an appointment</b>	<b>Poor performance on mobile</b>

# MY WEBSITE ANALYSIS.

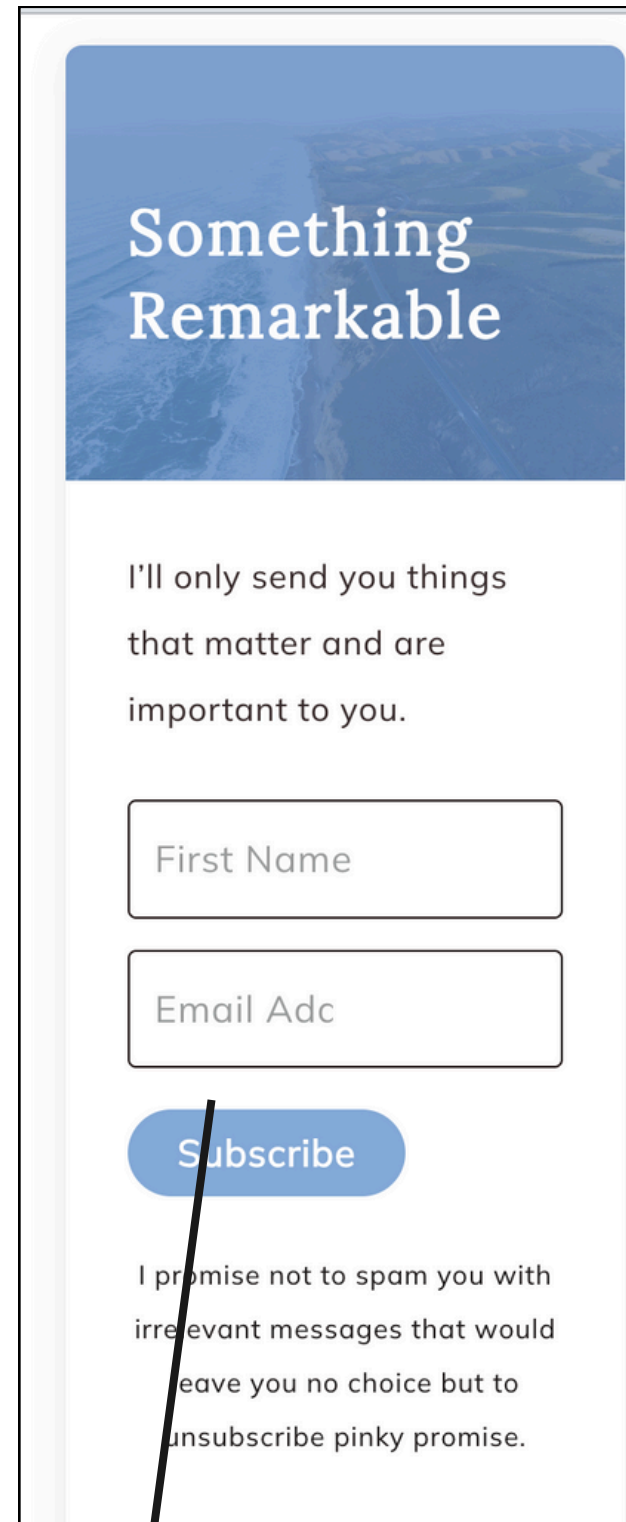


Which allows website visitors to reach out and also creates SEO benefits.

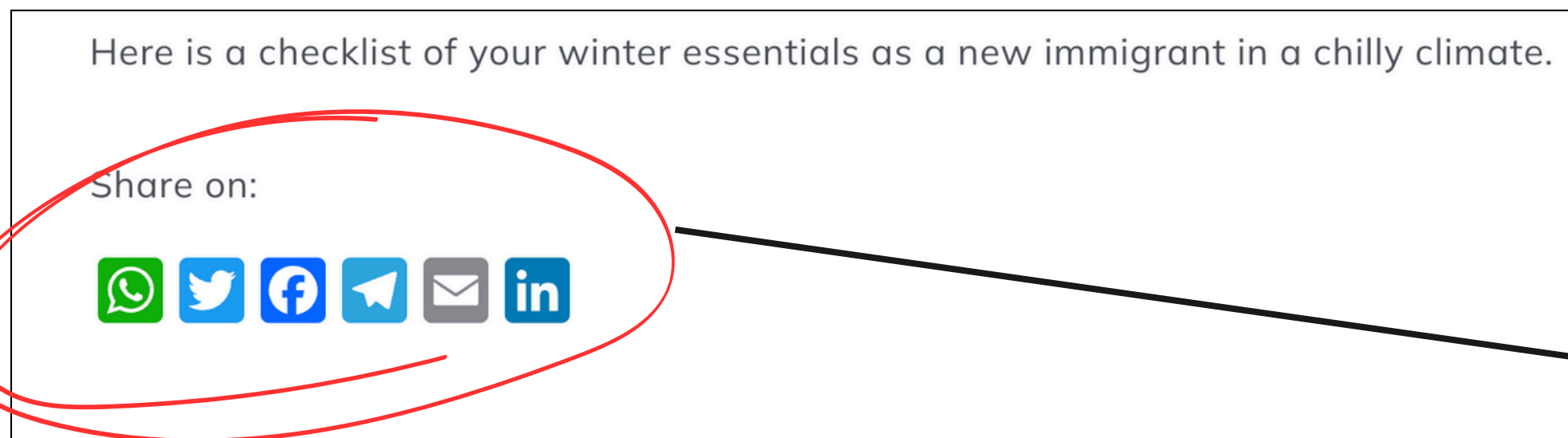
Social media platforms that allow visibility and growth.

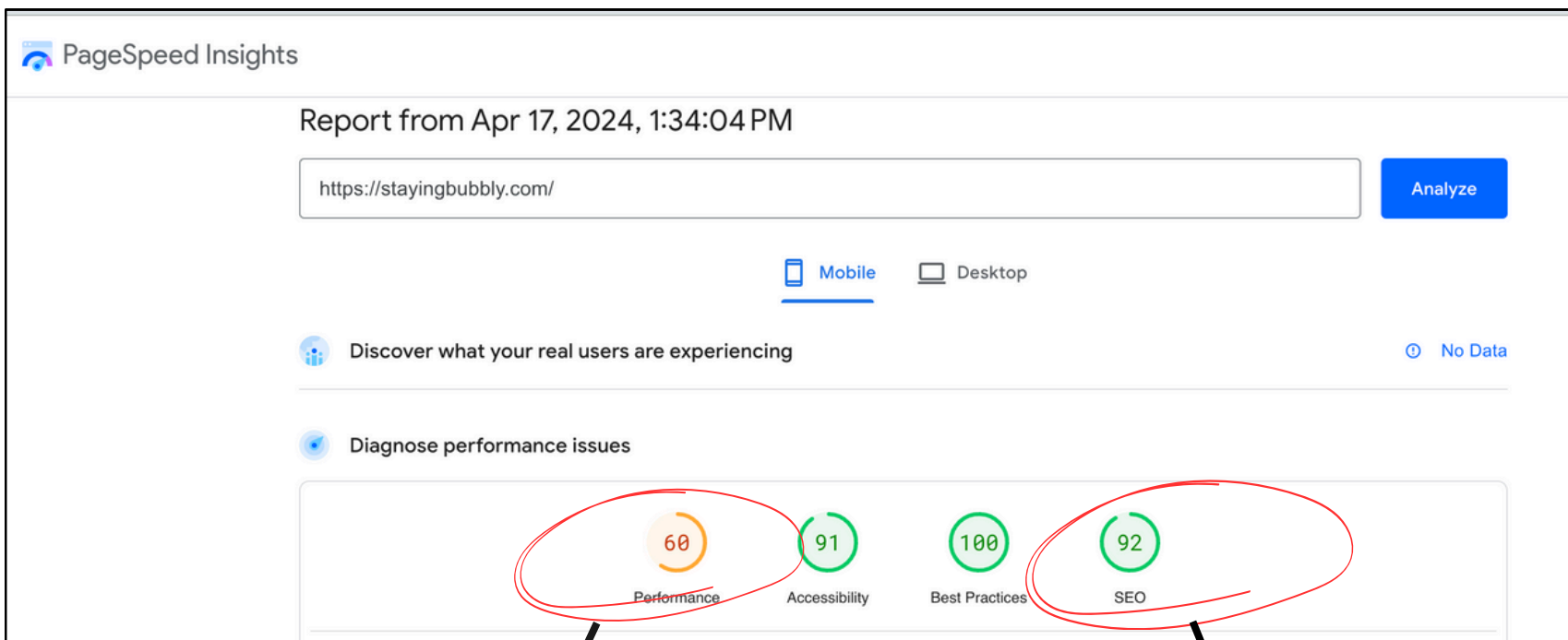
High-quality pictures.

Embedded social media platforms that allow sharing of content (cross-promotion).

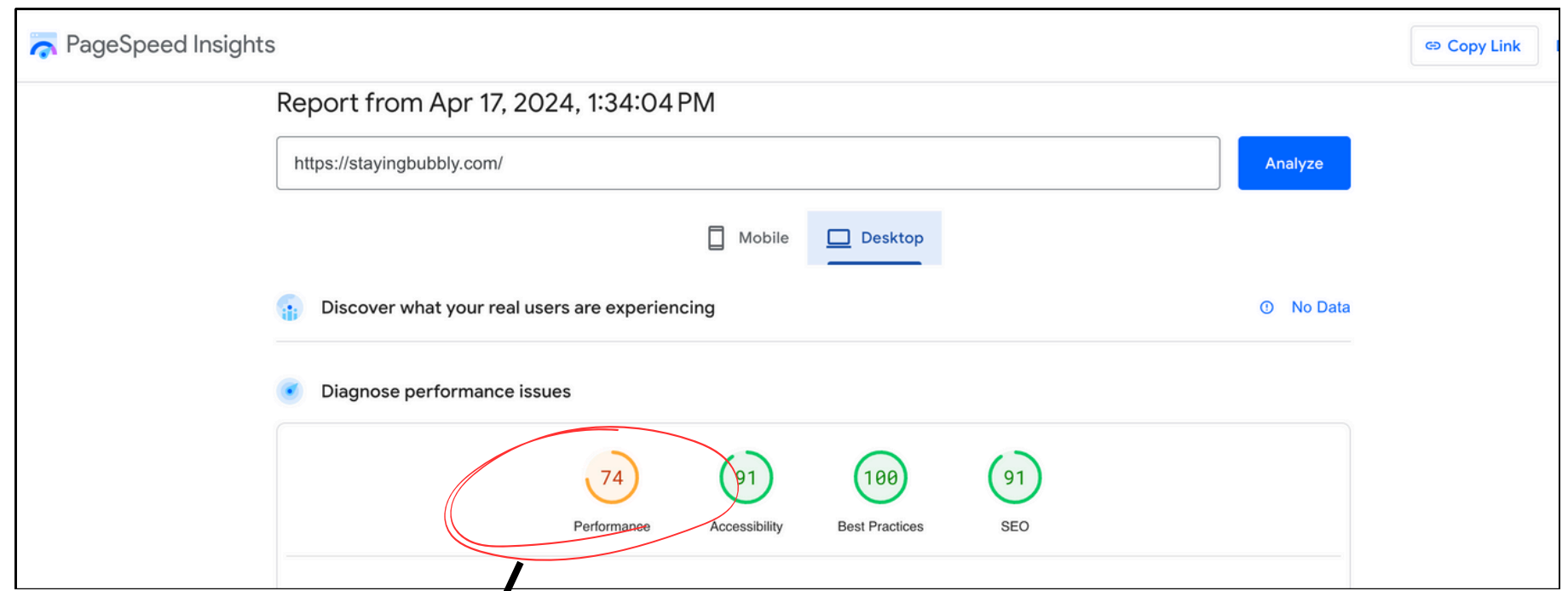


News letter form for lead generation, communication and marketing.





Performance on mobile is not great and this is due to several things like the size of images on my blog and not serving images in the next gen format.



Performance on desktop is not great and this is due to several things like the size of images on my blog and not serving images in the next gen format.

SEO is great but can also be improved.



# IMPLEMENTATION ON MY WEBSITE

---

- Include a **testimonial section** on my website.
- Create a **personal website** with my name as the website domain.
- Have a **key message** for my brand.
- Develop **pages for the different services** I provide.
- Create a **free product for lead generation**.
- Create a **landing page** to house other pages on my website.
- Include a **(FAQ)** frequently asked question on my website.
- Having a **schedule and posting consistently** on my blog.
- Add **statistics of my blog and social media analytics** for brand collaboration.
- Give value by **creating freebies** e.g. ebooks, and free consultations.
- Improve **website performance score** on mobile to increase mobile speed and SEO.



# PERSONAL BENCHMARKING

- Increase social media engagement on LinkedIn, my blog and TikTok to 60% in one year by creating a strategy for each platform and posting two times weekly.
- Create a personal website that is optimised with industry keywords within 3 months.
- Attend industry events and conferences to meet and link with professionals ahead of me and young professionals who are on the same journey as me
- Create five industry-based projects centred around content marketing, social media strategy, and marketing strategy for FMCG brands within the span of a year.
- Attend one networking event in Manchester and its environs monthly from May to establish a relationship with potential employers and other attendees.
- Develop a portfolio for all projects to show potential employers my skills in content marketing, social media strategy, and marketing strategies.
- Get my CIM certifications within a year of completing my master's program to build credibility and trust with potential employers and business owners.

# PLANNING





# DIGITAL STRATEGY DEVELOPMENT

A digital strategy explains and shows the vision of a company and how it plans to achieve it. It shows the long term goal as well as the short term goal and how these goals will inform the vision.(Lipsmeier et al., 2020).

it considers how digital technology can completely reshape the company's relationships—with customers, with employees, with the market as a whole— to create value and revenue.” (Gobble 2018).

Digital strategy development accelerates the speed of product launches (Bharadwaj et al., 2013)

In conclusion having a strategy provides direction, alignment, and focus for achieving goals while enabling effective decision-making and resource allocation. It fosters consistency, adaptability, and success in navigating challenges and opportunities for enhanced efficiency and effectiveness.





## **Aim**

I aim to become a content marketer for fast-moving consumer goods in the United Kingdom.

## **Mission Statement**

Helping brands increase market share and brand loyalty one content at a time through brand storytelling.







## BUYER PERSONA OF TARGET AUDIENCE

**Bio:** Magda Kamani, in-house hiring manager for Frank Body. Her goal is to recruit a top-notch content marketing professional with a proven track record to elevate Frank Body's brand awareness and market share through strategic content distribution.

**Name:** Magda Kamani

**Role:** In-house hiring manager for Frank Body

**Age:** 35 years old

**Location:** United Kingdom

**Interest:** Music concerts & Festival, fashion shows, Fine dining restaurants

**Preferred channel choice:**

LinkedIn, Referrals, Email, Networking events.

Result driven

Continuous learning

Resilient

**Pain point:** The population of qualified professionals but limitations due to visa sponsorship. With the rise of AI, little to no effort is put into CV and cover letter creation, making the selection process tedious. Time constraints from company to urgently fill vacant positions.

**Goal:** To hire the best content marketing professional with a proven result to show. To increase the brand awareness and market share of Frank Body through content distribution.



## BUYER PERSONA OF TARGET AUDIENCE

**Bio:** Kwasi is a junior marketing recruiter whose goal is to match qualified entry-level talents to company goals. With a degree in human resource management, he strives to bridge the gap between entry-level candidates and employers. Despite being new to the industry, he has successfully placed 10 entry-level candidates and aims to continuously build credibility through exceptional service.

**Name:** Kwasi Mena

**Role:** Junior Recruiter

**Age:** 30 years old

**Location:** USA

**Interest:** Football, Pub Bar

**Preferred channel choice:**

LinkedIn, Referrals, Job boards like CV library, Indeed, Otta, networking events, career fairs

Goal oriented

Passionate

Optimistic

**Pain point:**

- To gain credibility as a junior recruiter.
- Matching previous job roles on the CV to fit the practical job requirements.
- Finding candidates with the right skills and experience for a particular role, especially in specialized industries.

**Goal:**

- To be the first touch by companies to provide entry level marketing professionals in roles that aligns with their skills and company goal.
- To understand the job requirements of companies and provide the best candidates.



# SMART OBJECTIVES

Goal	Specific	Measurable	Attainable	Relevant	Time-bound
Grow my LinkedIn account to 1000 followers in 6 months	Grow my LinkedIn followers to 6000	By tracking the number of new followers gained <b>weekly</b> and monitoring the percentage of followers who fall under my target audience through analysing LinkedIn analysis.	It is attainable by implementing a strategic content plan and engaging with relevant communities and individuals.	It expands my network with digital marketing professionals which directly aligns with my professional goals.	The duration for this goal is 6 months
Achieve a 20% increase in monthly blog visits within the next 3 months	20% increase in blog traffic; i.e 150	Using tools like Google analytics, I will be able to keep track of progress made and quantify the efforts put in place.	By having a schedule and posting educative and relevant content and optimising my content, cross promoting across other channels.	It is relevant because I currently have 20 monthly visits and I can do more with posting consistently	The duration for this goal is 3 months
Get 2 jobs in marketing in within a year	A job in marketing	By sending out 20 applications monthly and at least securing 5 interviews in digital marketing specialists job	By improving my current marketing skills, attending networking events, volunteering and taking certification courses	It is relevant to my final goal of working in marketing	The duration for this goal is 12 months
Grow TikTok account to 500 followers in 3 months	Grow account to 500 followers	By tracking the number of new followers gained <b>weekly</b> and monitoring the percentage of followers who fall under my target audience through analysing metrics	By creating a calendar and posting consistently and cross promoting	It is relevant to my goal of building my brand publicly	In 3 months

# SAMPLE OF CONTENT TYPE & CALENDAR

Hook

Industry related

3 THINGS YOU WILL FIND IN A LADIES BAG.

A lip gloss, a phone with a cute phone case and a hand cream.

I wasn't stunned when I saw the Rhodeskin lip case, what I saw was a brand that invested in research and development.

A brand's culture should revolve around research, development and innovation, as this might aid in brand loyalty and increasing customer lifetime value.

Why is this a smart move to increase brand revenue; looking at the case, only one type of lip gloss will fit, the peptide lip gloss from Rhodeskin, meaning as a consumer, you will always want to get a new one to fit in the gap when you run out.

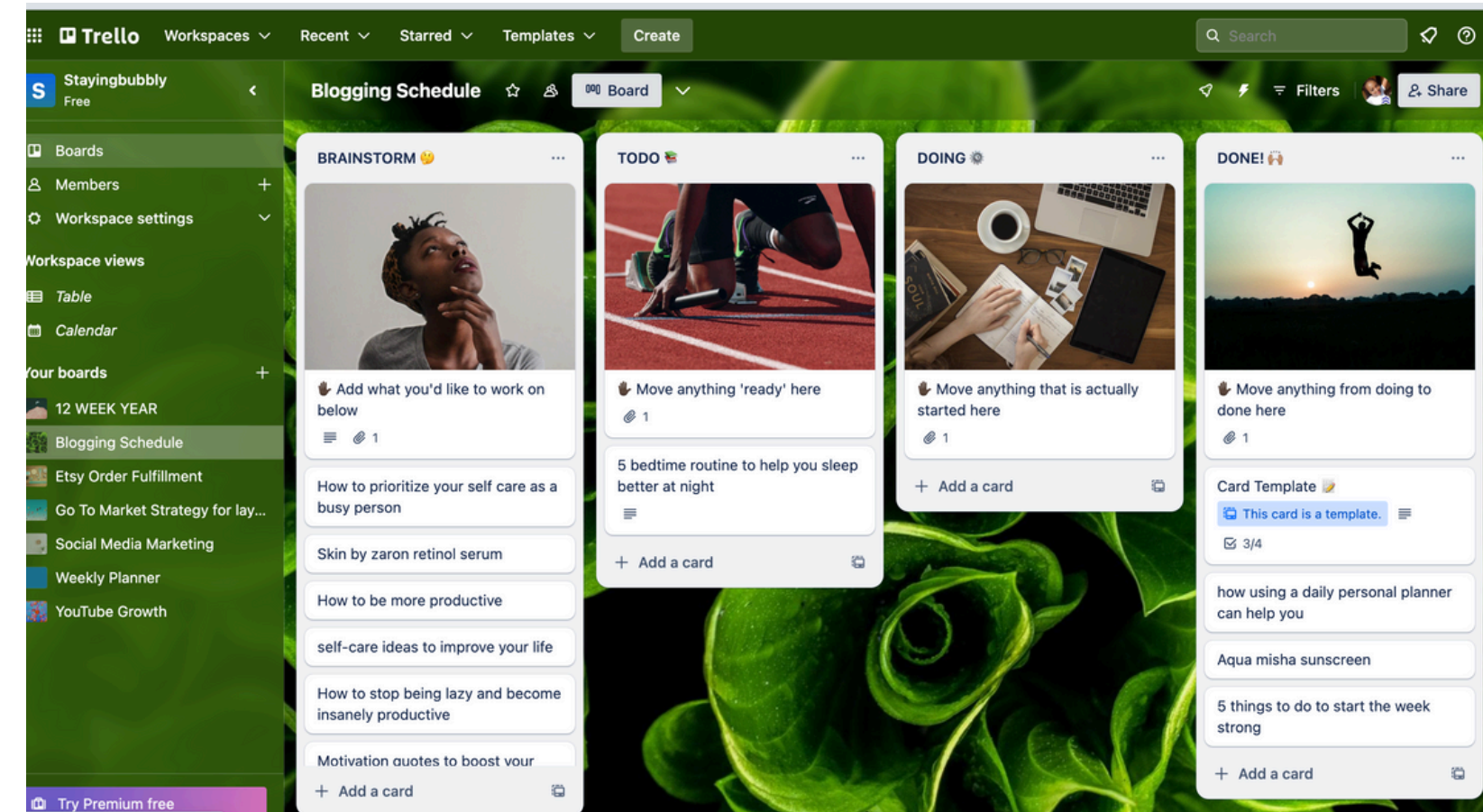
Also, product users are indirectly a marketing billboard for the brand, one thing ladies will do is take a mirror selfie or a mirror video hence generating earned media from brand advocates, and placing the brand name on the faces of people who haven't heard or seen the product.

Locating your lip gloss in your bag can be a hassle, with the phone lip case, searching for your favourite item instead of digging around your bag just got easier one way consumers can justify their purchase of the product.

However, the brand's downside was making the release for only iPhone pro users i.e. 14 and 15, leaving a huge number of their followers and other smartphone users i.e. Samsung users to question their love for the brand.

In conclusion, research, development and diversification should be ingrained in the core of a brand, as this may assist brands increase consumer lifetime, brand revenue and foster brand loyalty.

Content Pillar	Content Type	Format	Rationale
Industry updates	Educational	Feed post, Carousel	This will portray me as someone who is conversant with industry and understand trends.
Self development	Inspirational and motivational	Feed post, Carousel, video	A relatable content as an human who is open to learning and will not be micromanaged
Meme	Humor	Feed post	Mind lifting content on funny side of marketing



Inspirational takeaway

# KEY PERFORMANCE INDICATOR

Platform	Metrics
LinkedIn	6,000 followers
TikTok	5,000 impressions monthly
Blog	150 website visits



**KPI**



# LONG TERM STRATEGY

## Goal:

- To work inhouse for fast-moving consumer goods by creating content and promoting products and contents across different communication channels.
- To work as a freelance and help small businesses in my home country increase awareness and brand revenue through content marketing.

## How:

- By positioning myself on platforms my target audience visit through creating a vast array of content they can resonate with.





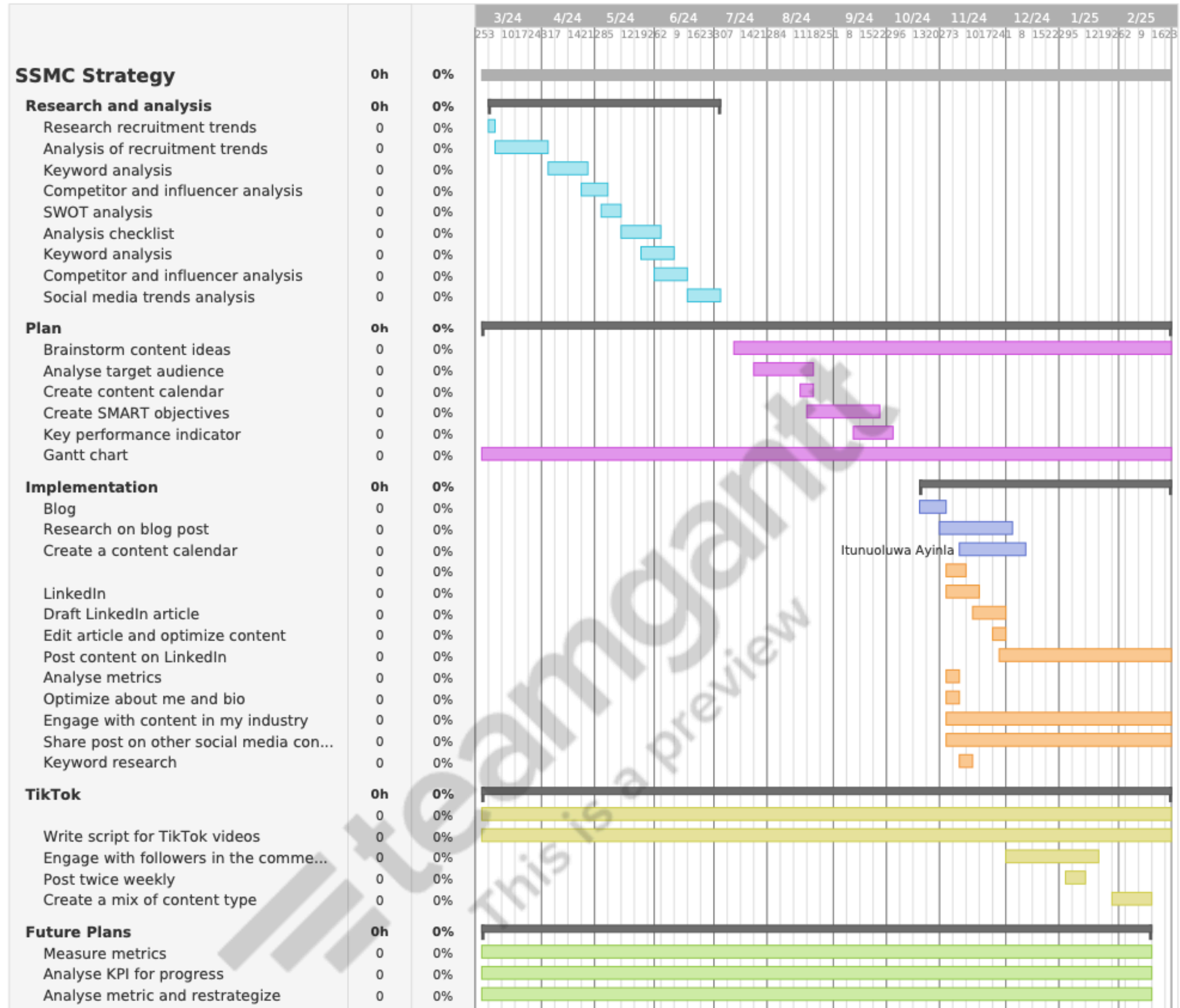
# SSMC STRATEGY

SSMC STRATEGY	ACTION
Personal branding	Audit and optimise my major social media platform with my mission statement
Content creation and content marketing	Create content in diverse formats like videos, infographics, text and cross promote across different social media platforms
Public building	Create content on LinkedIn and TikTok on events attended, Industry news, current projects.
Contributing and volunteering	Allocate time weekly or monthly to give back to small businesses through a webinar or a TikTok live
Attending networking events	Increase visibility and get acquainted with industry leaders in content marketing industry
Build credibility and thought leader as a content marketer	Take CIM certification after completing masters programme
Have a portfolio website	Create projects on content marketing to showcase my skills and expertise
Continuous learning	Be aware of trends and be adaptable in the changing world of digital marketing by taking courses and implementing
Reporting and analytics	Revisit strategy monthly, quarterly and annually to fill gaps for improvement

STRATEGY

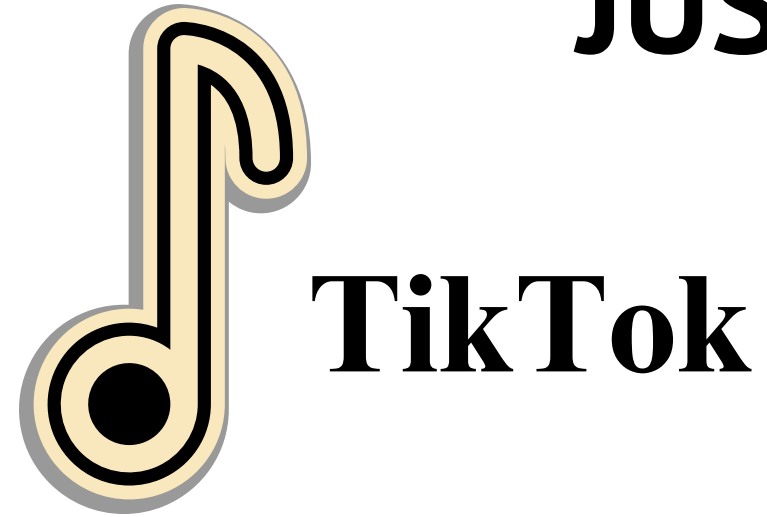


# GANTT CHART





# JUSTIFICATION OF SOCIAL MEDIA PLATFORM



Leveraging TikTok's massive user base and powerful algorithm may enhance a brand with a small following (Ang, 2020).

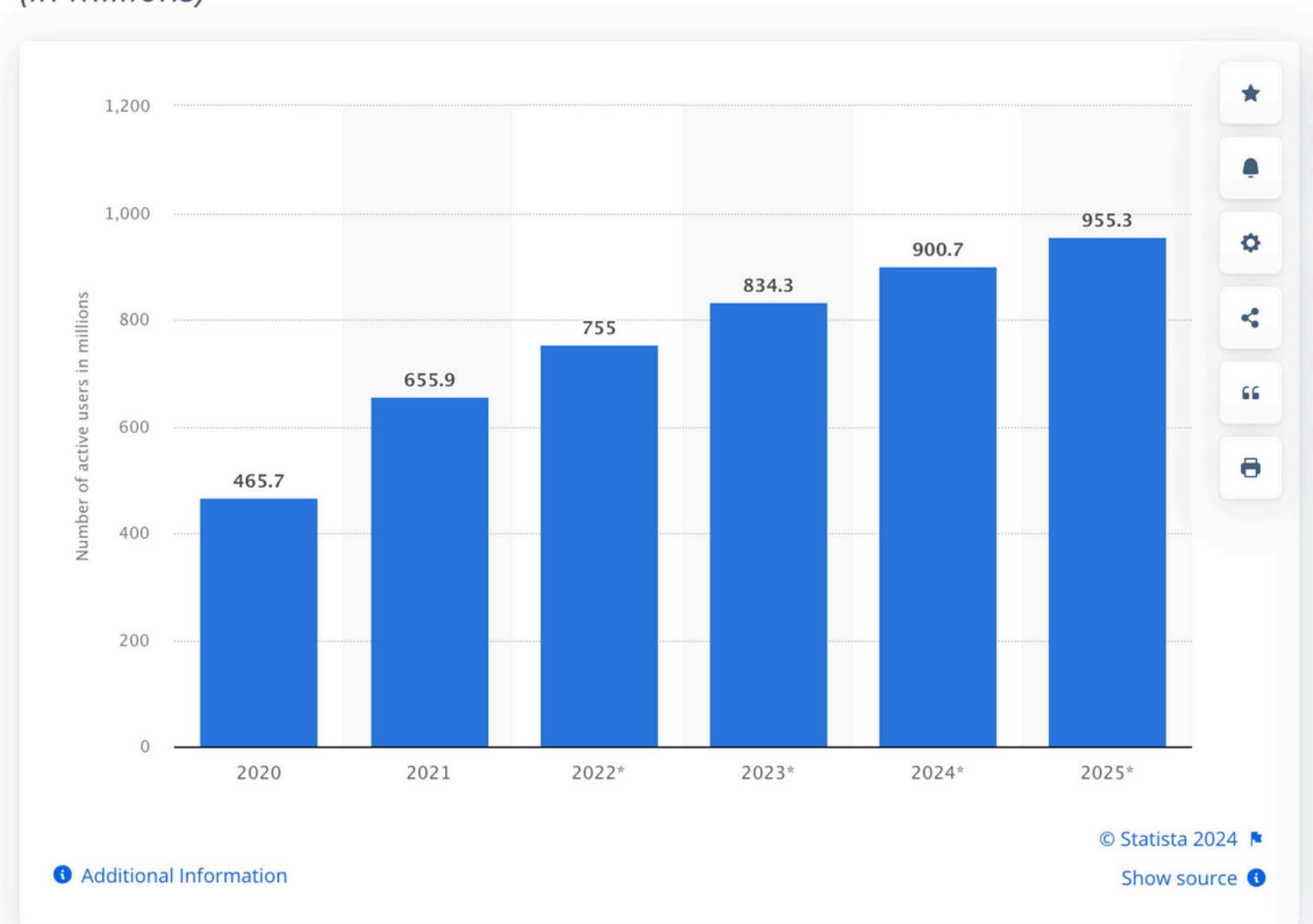
Compared to other image-centric platforms, TikTok permits diverse content that allows the display of expertise and personality (Domestika, 2024)

Younger audiences value authenticity and this helps to foster genuine connection (Ang, 2020).

By consistently creating engaging content and fostering a community through interaction, it may help establish you as a thought leader within the digital marketing space.

[Internet](#) > [Social Media & User-Generated Content](#)

**Number of TikTok users worldwide from 2020 to 2025**  
(in millions)



Source: (Statista, 2024)

# JUSTIFICATION OF SOCIAL MEDIA PLATFORM



## LinkedIn

With a worldwide user of 770 million professionals, (Statista 2024) LinkedIn is a reputable platform for building a personal brand. This allows me to connect with potential employers, clients, and collaborators within my field.

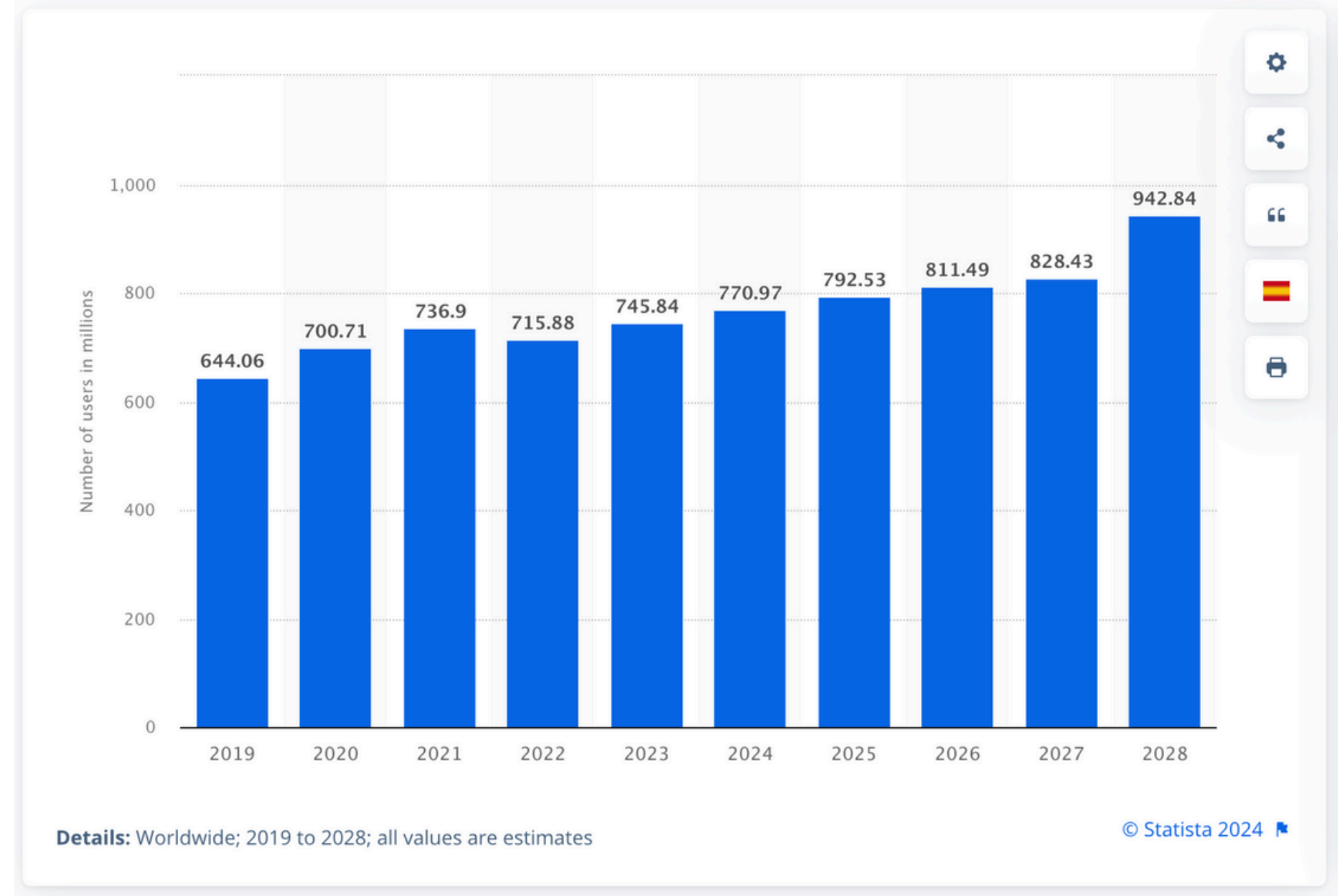
By consistently sharing content in my field, allows me to become a thought leader and allows me to build trust with future employers.

Compared to other video and casual platforms, LinkedIn gives a professional advantage and this may foster brand identity, self perception and give the advantage of creating your own narrative

Furthermore, with intensive research of my target audience, it has been established that my target audience spends time on these platforms in search of new hires for their brands or for other companies during the analysis section.

Internet - Social media & user-generated content

Number of LinkedIn users worldwide from 2019 to 2028  
(in millions)



Source: (Statista, 2024)

# JUSTIFICATION OF SOCIAL MEDIA PLATFORM

## Blog

Having a blog as a product and content marketer is crucial for showcasing my expertise and building credibility.

Consistent blog content demonstrates my knowledge of content and product marketing, which helps to build brand visibility and nurture customer relationships.

According to Edilbaeva, (2014) here are some benefits of blogging.

- World Wide Web has no geographical limits; blogs are widely available.
- A blog is great for creating awareness and sowing expertise as a content marketer.
- Blogging is cost effective.



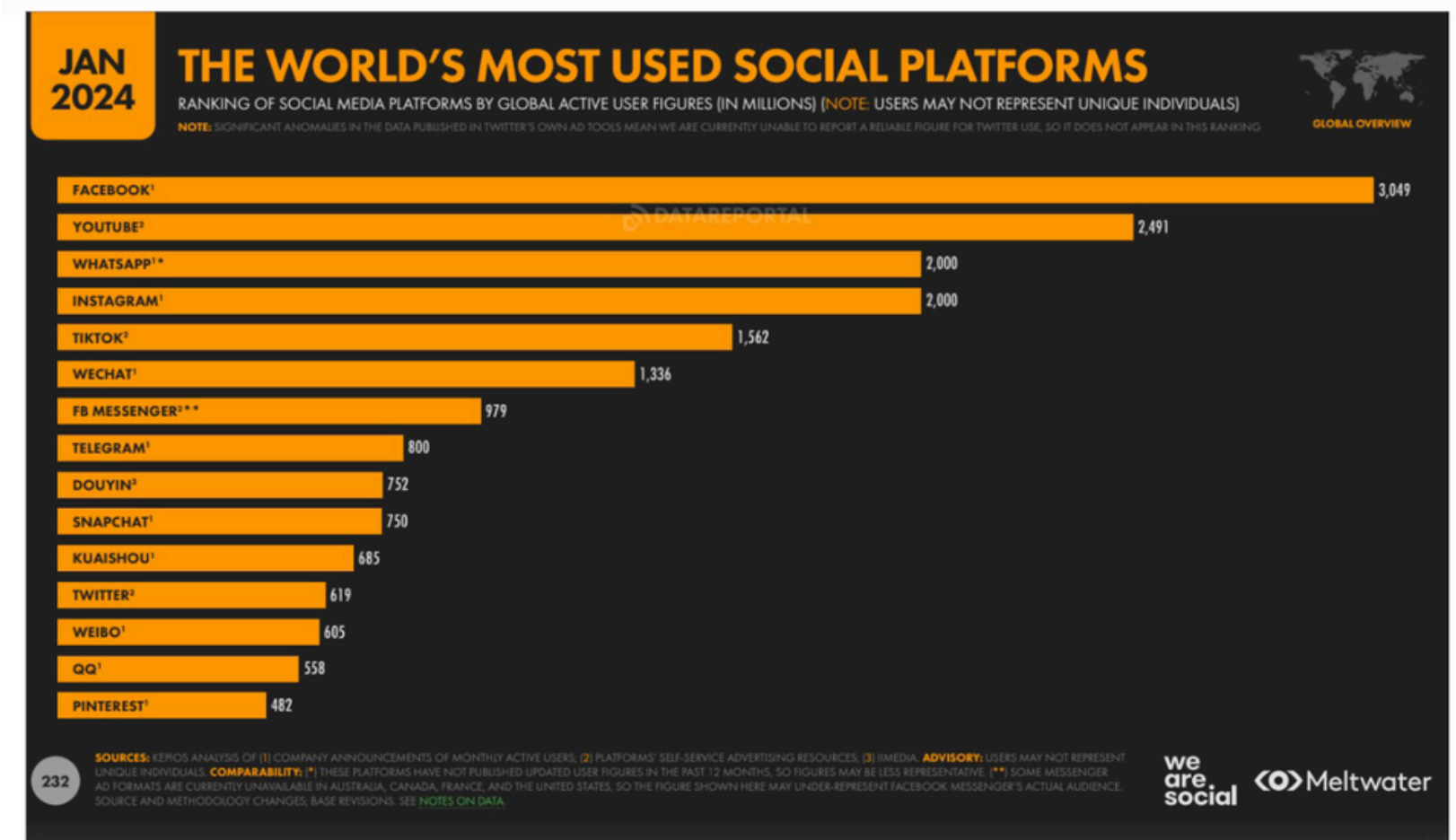


# LEGAL and ETHICAL IMPLICATION of BEING ONLINE

According to Poh et al., (2013), ethics encompasses the philosophical study of moral concepts, theories of right and wrong, and systems of moral rules and values. It involves examining the distinctions between moral good and bad in various contexts.

Kalloniatis et al., 2020 identified some ethical concerns for being online.

- Conflicting views - Differentiation in views on certain topics and values shared could result in harassment.
- Information disclosure privacy issues have been a prominent concern in online technologies, with particular emphasis on social media platforms.
- The issue of public perception: Since social media tools are popular, cautions need to be put in place in terms of self-representation how you appear online, what you write and what you say. (Knijnenburg et al., 2022)



Source: (Hootsuite, 2024)

# REPORTING AND MONITORING TOOLS



Tracking and reporting the source and impact of traffic.

Google Trends



Analyse the popularity of search queries across different regions over a period.



It provides valuable information on how well content is resonating with your audience, helping you make informed decisions about what to post in the future.



Insights on content performance in terms of shares, likes and saves.



A valuable tool for businesses to monitor their online presence and stay ahead of their competitors.

# RISK ASSESSMENT

Risk	Risk Level	Impact	Mitigation
Data privacy/ Hacking	4	Stolen identity	<ul style="list-style-type: none"><li>• Enabling two-factor authentication</li><li>• Regular review of privacy setting</li></ul>
Copyright	4	Lawsuit	<ul style="list-style-type: none"><li>• Use original content or seek permission before using copyrighted content</li><li>• Get acquitted with copyright laws</li></ul>
Burnout from creating content	3	Reduction in content quality	<ul style="list-style-type: none"><li>• Set realistic goals</li><li>• Have a schedule and manage time effectively.</li></ul>



# IMPLEMENTATION





University of Salford Business School. Picture by smallbusinesscharter

## How Salford Business School has prepared me for a career in Product and Content Marketing



The University of Salford Picture by Nectar Creative

### What is my stance now that I'm close to completing my postgraduate degree?

I'm just that girl whose desire for marketing started at 18.

Digital marketing came to me when I least expected it, for some people it was after they saw the movie Emily in Paris, for me it made sense when I started my fashion business and COVID-19 struck, with a lot of curiosity about how to grow my business in a digital world, I crept into the rabbit hole of wanting more information, from lessons learnt and implemented I began to share on other platforms like [YouTube](#), but it didn't end there, I needed more so I took it upon myself to get an internship in a marketing agency which not only steered me in the right direction but led to an intense desire to get more theoretical knowledge at the University of [Salford Business School](#).

I took into Google to type my keyword - schools in the United Kingdom offering digital marketing with a placement option. From a pool of results provided by Google, I ended up with a spreadsheet of schools to choose from.

Deciding on the final school wasn't an issue because every detail needed on what studying for a [master's degree in digital marketing](#) at [The University of Salford](#) was stated clearly on the school website.

### What is my stance now that I'm close to completing my postgraduate degree?

With the vast array of lecturers and professors who valued two-way communication and who were ready to teach and give feedback constantly whenever there was a hurdle, the programs put in place by the school to ensure a smooth transition into the career space in the United Kingdom post covid for an international student like me; from SBS Employability Hub, Salford Advantage Job, career fairs and lots more.

The interest in digital marketing persisted.

Yes, many experiences mark significant "firsts" in our lives, such as using an ATM card for the first time, going out alone for the first time, receiving payment for a service, or the first day starting the last semester as an undergraduate. These unique moments contribute to our growth and learning as individuals.

My first day at the Salford Business School seemed eventful, with numerous "ah-ha" moments. The Digital Marketing Analysis and Strategy module, taught by [Magda Marchowska-Raza](#), provided valuable insights into how digital analytics can shape [strategy development and the creation of social media strategies](#) in



Yes, many experiences mark significant "firsts" in our lives, such as using an ATM card for the first time, going out alone for the first time, receiving payment for a service, or the first day starting the last semester as an undergraduate. These unique moments contribute to our growth and learning as individuals.

My first day at the Salford Business School seemed eventful, with numerous "aha" moments. The Digital Marketing Analysis and Strategy module, taught by [Magda Marchowska-Raza](#), provided valuable insights into how digital analytics can shape strategy development and the creation of social media strategies in today's post-COVID world. Also, it discussed search engine optimization, search engine marketing, analyzing and auditing a website for both on-site and off-site **SEO** and the role of digital analytics and websites in digital marketing strategy development.

### Digital Marketing Communication

This module gave me in-depth knowledge of ways brands utilize different digital marketing communication channels like **email marketing**, storytelling, SEO, social media, and mobile applications to ensure two-way communication with consumers and stay abreast of changes in today's world to remain relevant.

To finish this module, I worked on a real-life project where I analyzed how The John Lewis company uses digital communication channels to convey their purpose, vision, value proposition, and product offerings to consumers.

During this module, I better understood the process and criteria for creating an exceptional campaign that creates buzz, gets people talking and allows them to take the required action, increasing brand awareness, increasing the purchase of products, building a community, or increasing product or brand recall.

engine marketing, analyzing and auditing a website for both on-site and off-site SEO and the role of digital analytics and websites in digital marketing strategy development.

Throughout this module, I gained proficiency in utilizing a range of analysis tools, including digital marketing software and theoretical frameworks, to evaluate Deichmann SE's website and social media account. After this, I recommended how the brand could enhance its **digital strategy**, focusing specifically on improvements to the website for future progress.

### Online and Offline Consumer Behaviour

This was exciting to me because my assessment was based on analysing the consumer behaviour of fashion apparel consumers in Japan. As someone who used to be a fashion designer, it brought a closer perspective for me to better understand what motivates people to shop both online and offline. The role **storytelling and culture** play in consumers' relation to products and brand perception.

### Search and Social Media Marketing

Focusing majorly on building your brand online, this is my last and my favourite module so far because it has been quite intriguing, with a lot to learn about the benefits of personal branding to improve your digital footprint as a young professional.

Acknowledgements to [Mirage Islam FRSA](#), [Magda Marchowska-Raza](#), and Amir for their commendable work and contributions.

Learning about Google Keyword Planner, Google Analytics, Google Console, Ahref, SemRush, and Google Trends in this module has made me realize the untapped potential they have **for content writing and** planning marketing campaigns, which I haven't been taking full advantage of.


Offering a lot of hands-on experience, I have been able to utilise my research skills, analytical and critical thinking skills to inform future content both on my **blog** and on **LinkedIn** to increase website sessions and visibility.




Most relevant ▾

 **Itunuoluwa Ayinla** Author 4d ...  
 Product Marketing | Content Marketing | Content Creator | St...  
 I'm always rooting for you, girl.


Like | Reply

 **Bukola Fadahunsi** (She/Her) • 1st 3d ...  
 Digital Marketer|| Content creator || Content Marketer  
 Brilliant! Your journey sounds both intriguing and exciting at the same time. I wish you all the best in your journey. You're a star 🌟


Like · 1 | Reply · 1 Reply

 **Itunuoluwa Ayinla** Author 2d ...  
 Product Marketing | Content Marketing | Content Cre...  
**Bukola Fadahunsi** Thank you, Caramel 😊


Like | Reply

 **Scholastica Okolo** (She/Her) • 1st 4d ...  
 Digital Marketing Strategist | Creative Social Media Content ...  
 Well done! Such a fantastic piece of work 😊 I wish you all the best as you continue your journey


Like · 1 | Reply · 1 Reply

 **Itunuoluwa Ayinla** Author 4d ...  
 Product Marketing | Content Marketing | Content Cre...  
**Scholastica Okolo** Thank you so much


Like | Reply

 **Dinah Tamunoromie Ben-kalio** • Following 4d ...  
 Project Coordinator at TransProjets  
 Beautifully written 🍌🍌🍌 Well done babes


Like · 1 | Reply · 1 Reply

 **Itunuoluwa Ayinla** Author 2d ...  
 Product Marketing | Content Marketing | Content Cre...  
**Dinah Tamunoromie Ben-kalio** Thank you so much 😊

Like | Reply

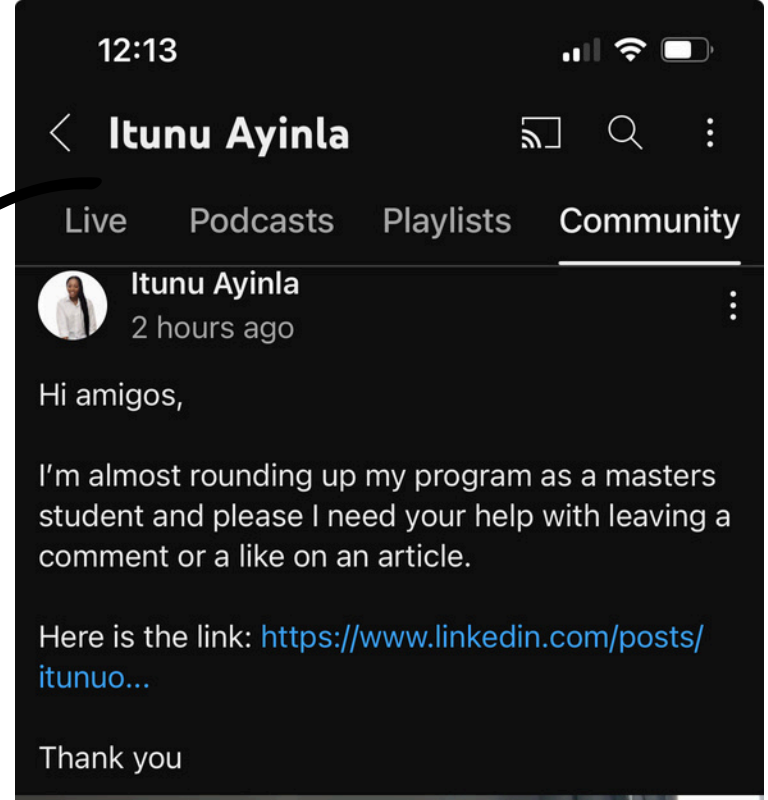
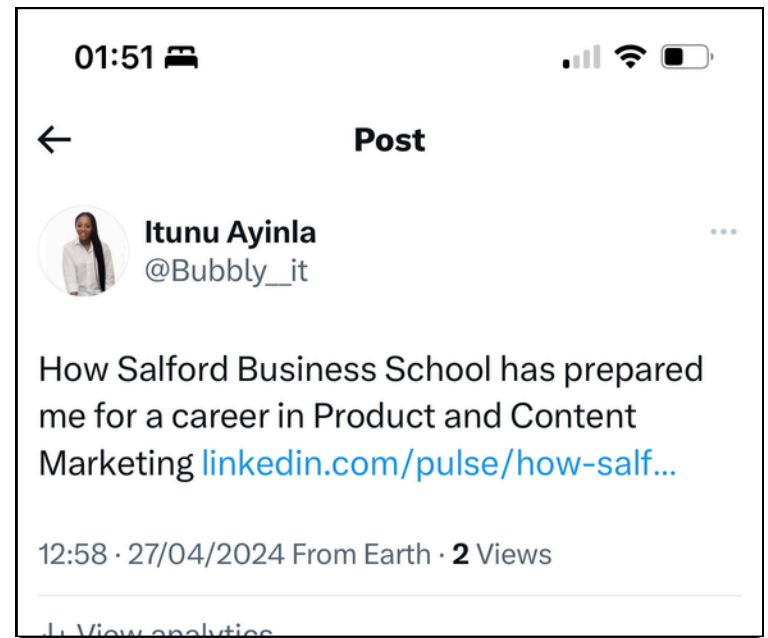
 **Goodness Olawale** (He/Him) • Following 4d ...  
 Creative Director focused on your Brand Growth  
 Impressive! we grow to the top together 😊

Like · 1 | Reply · 1 Reply

 **Itunuoluwa Ayinla** Author 2d ...  
 Product Marketing | Content Marketing | Content Cre...  
**Goodness Olawale** Thanks you Goodness, yes we are 😊

Like | Reply

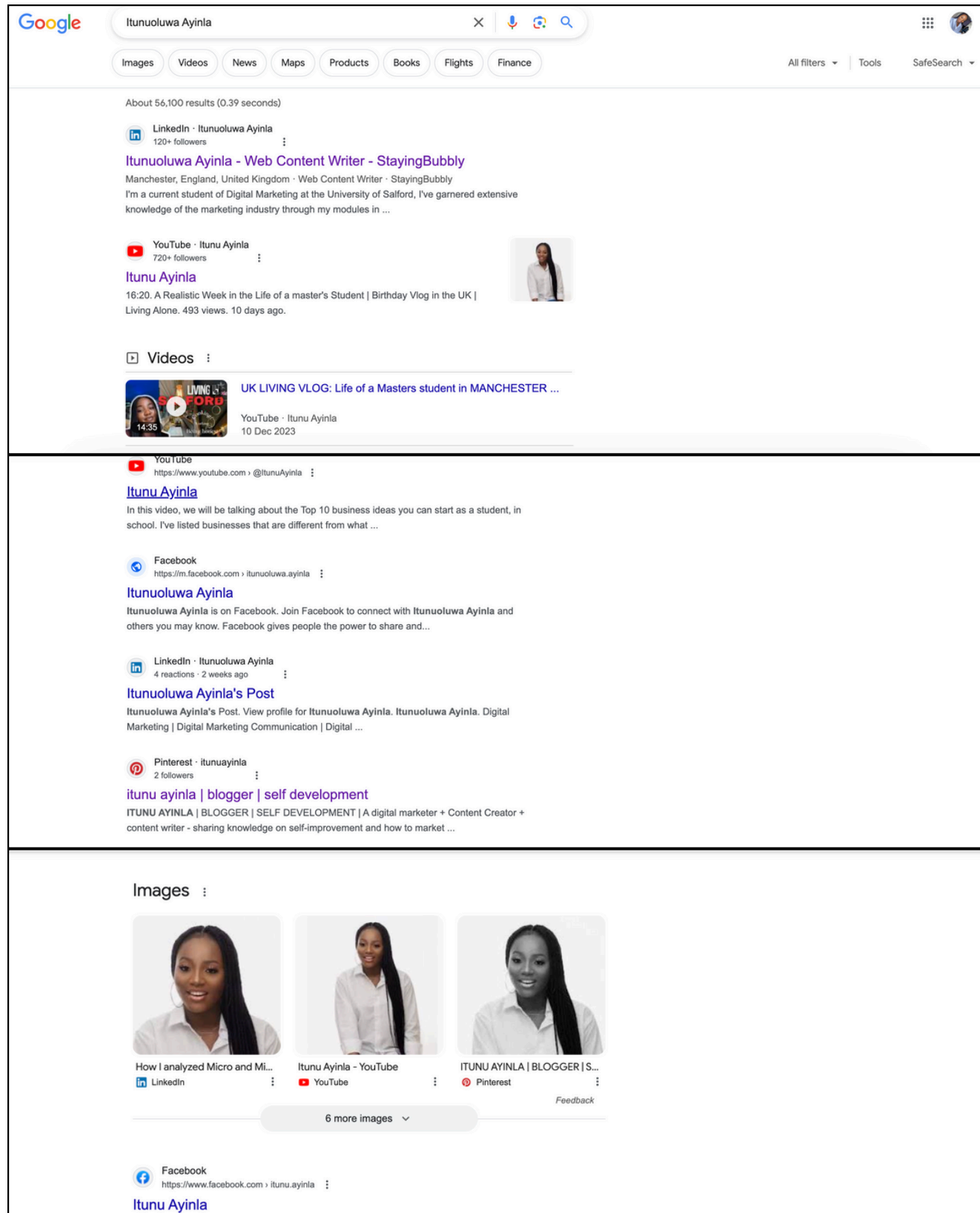
Further amplification on other social media platforms



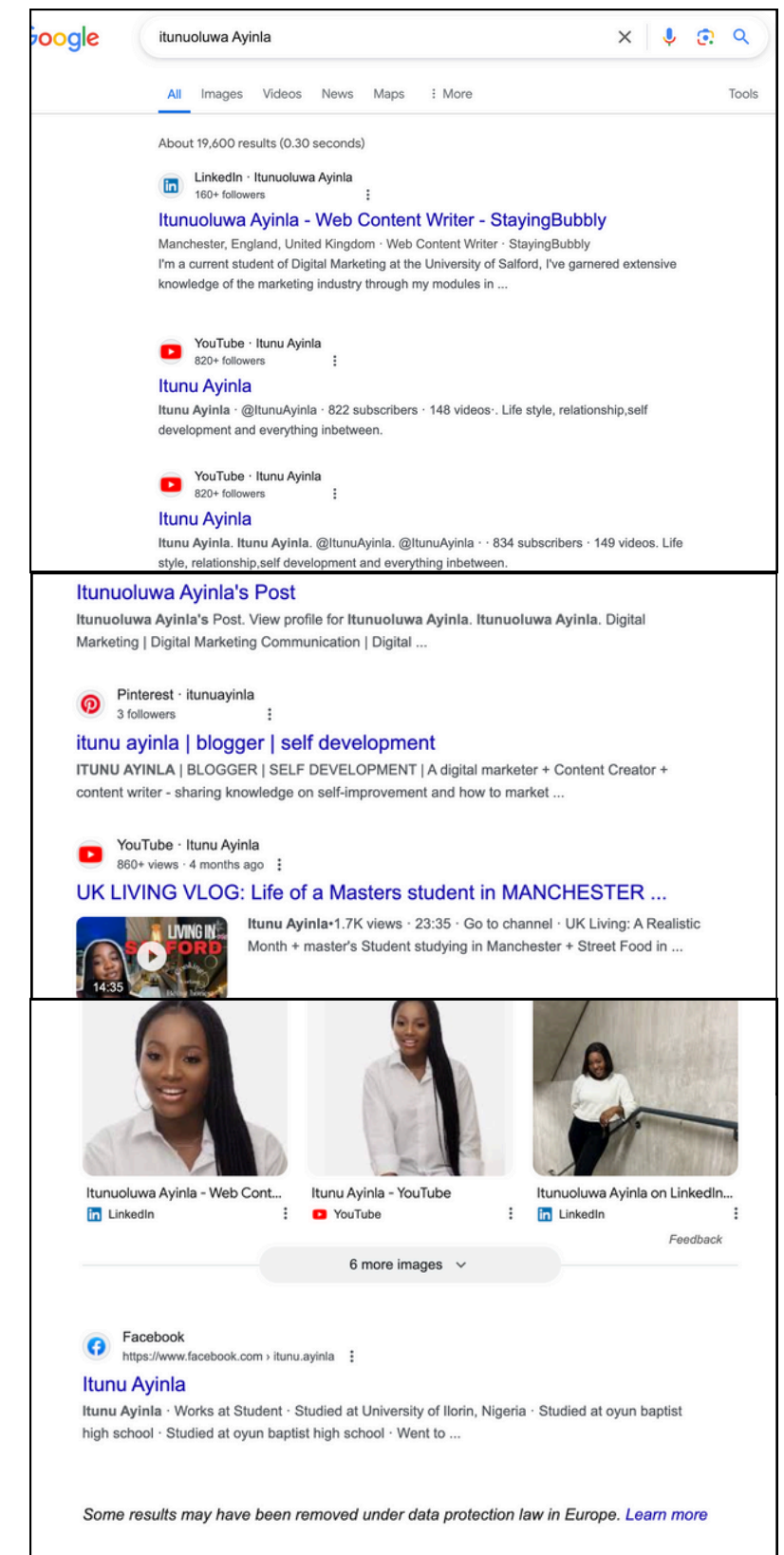
# BEFORE

# AFTER

Before and after of SERP, the after result was checked in incognito mood.



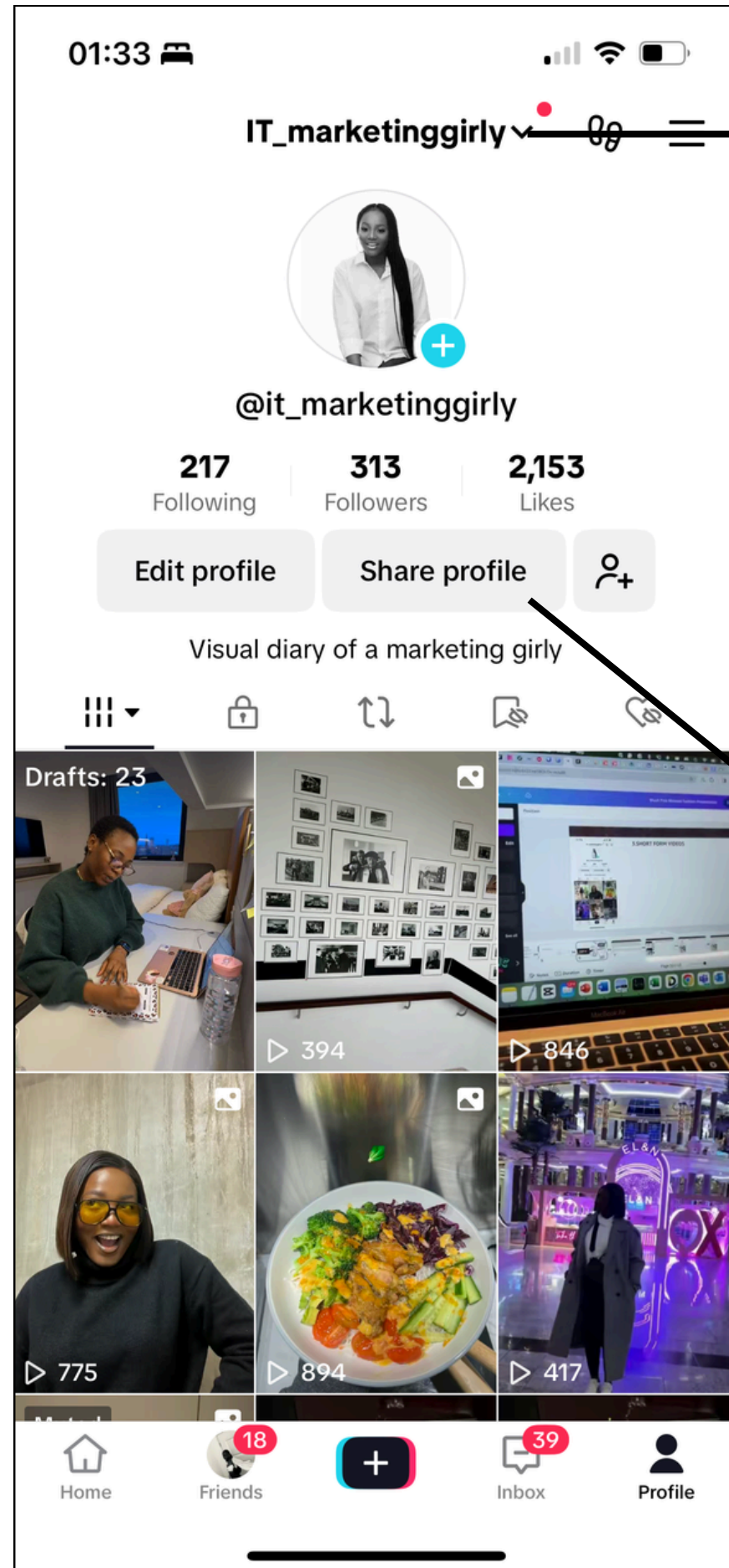
Before the assessemnt, my name was visible on SERP, and some of my accounts weren't on SERP but compared to after, my name appears on the first page of SERP taking the first 15 results.





# BEFORE

# AFTER

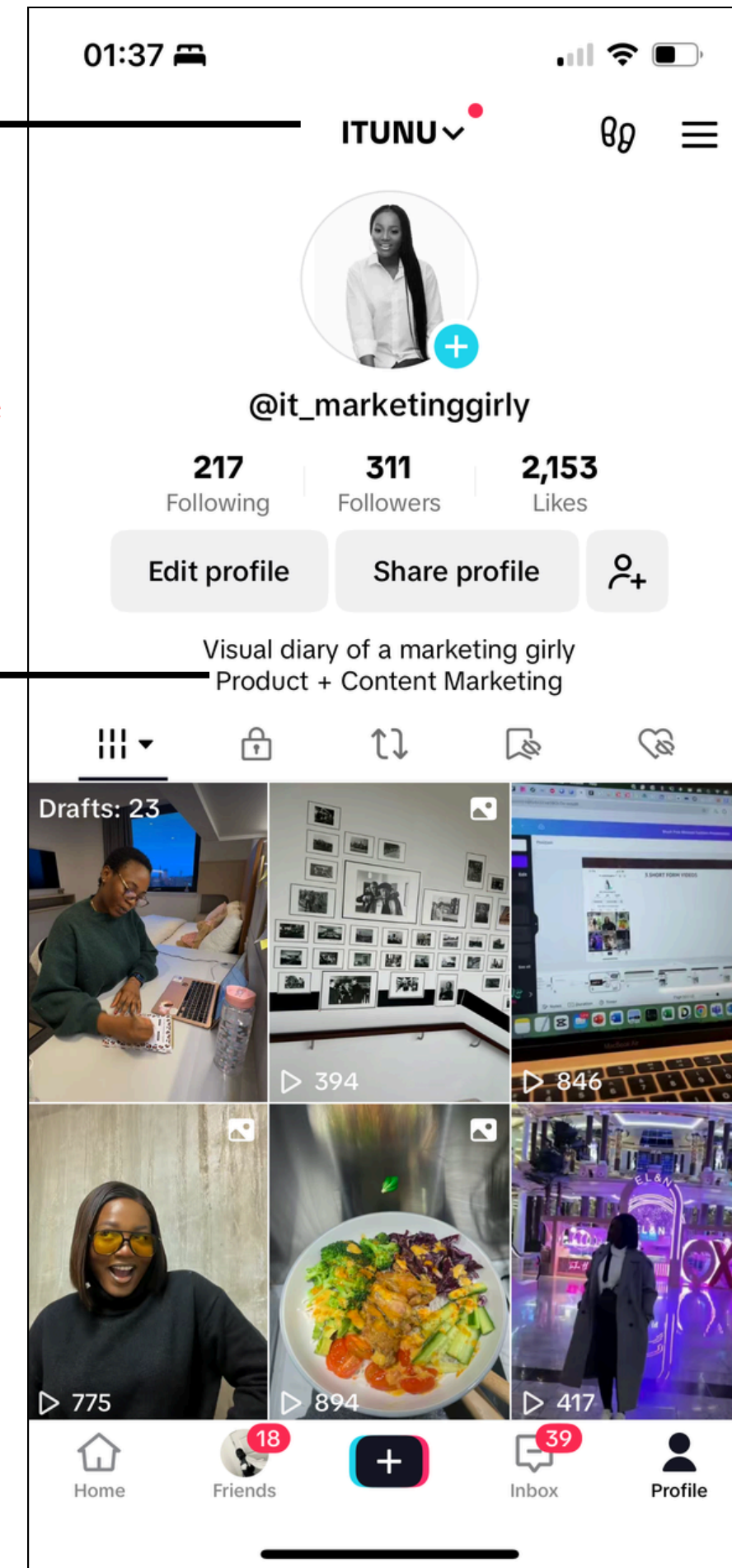


Generic name.

Personal name to have a consistent name across selected platforms.

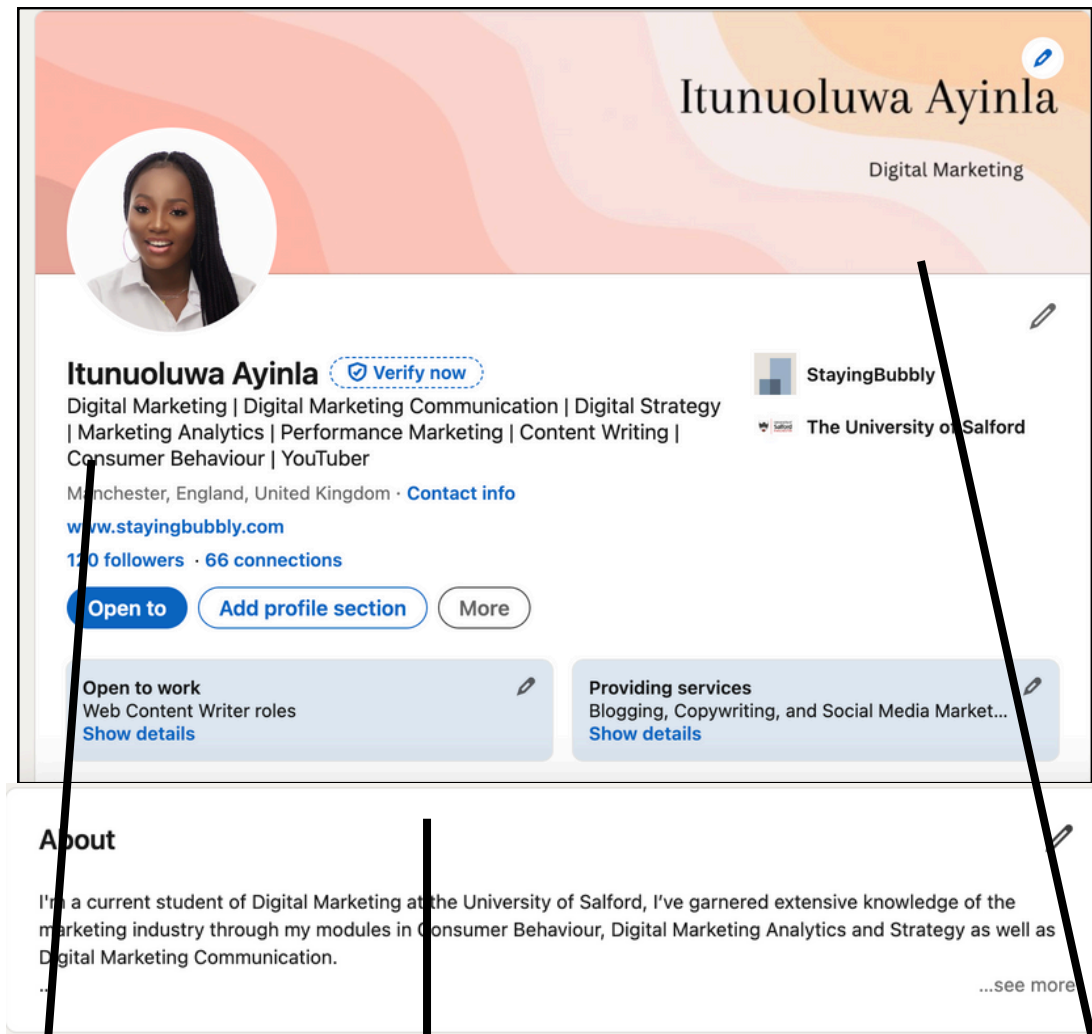
Bio not optimised.

Optimised profile to include industry keywords.





# BEFORE

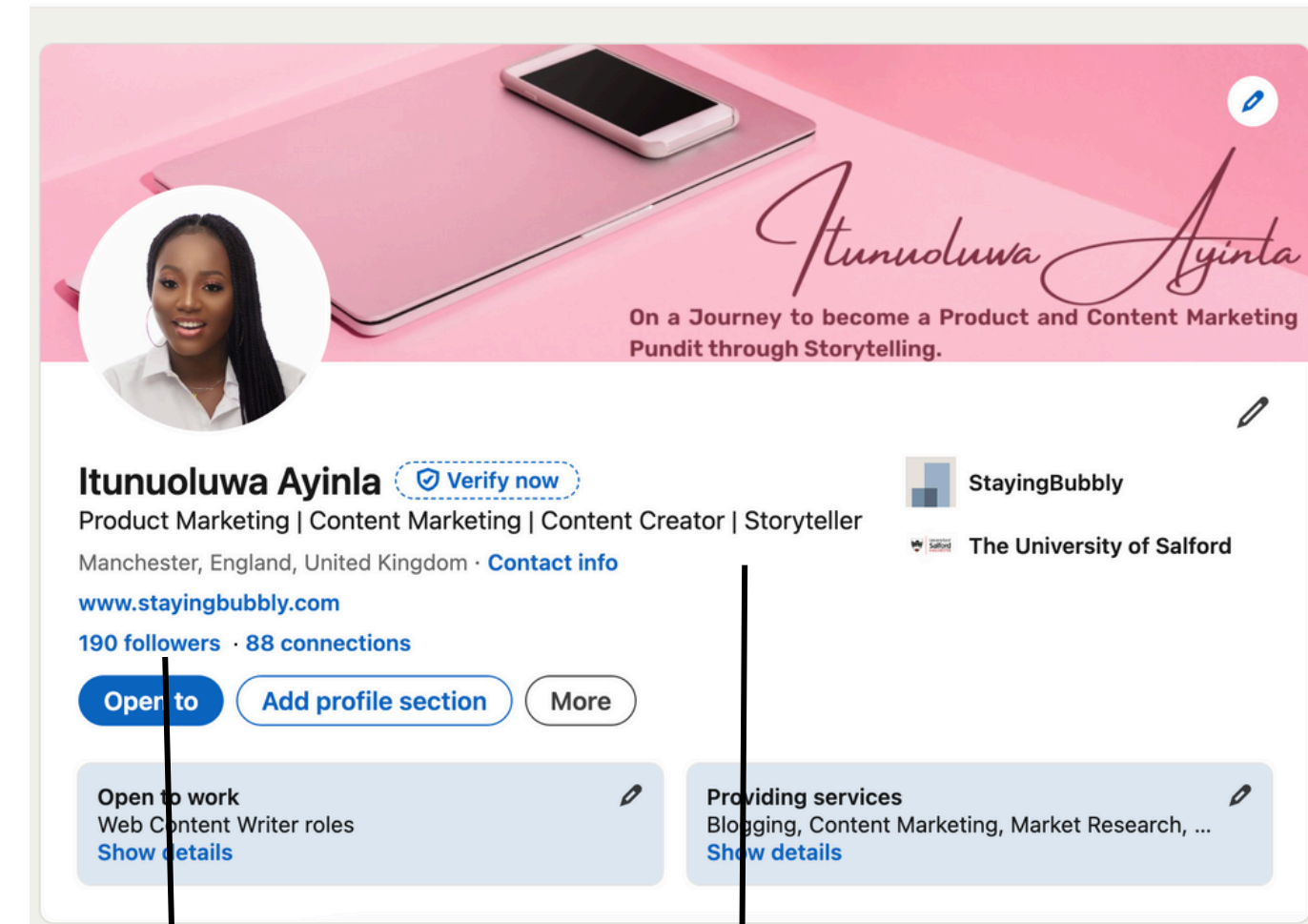


Change profile banner.

Revamp bio.

Improve profile summary with industry keywords.

# AFTER

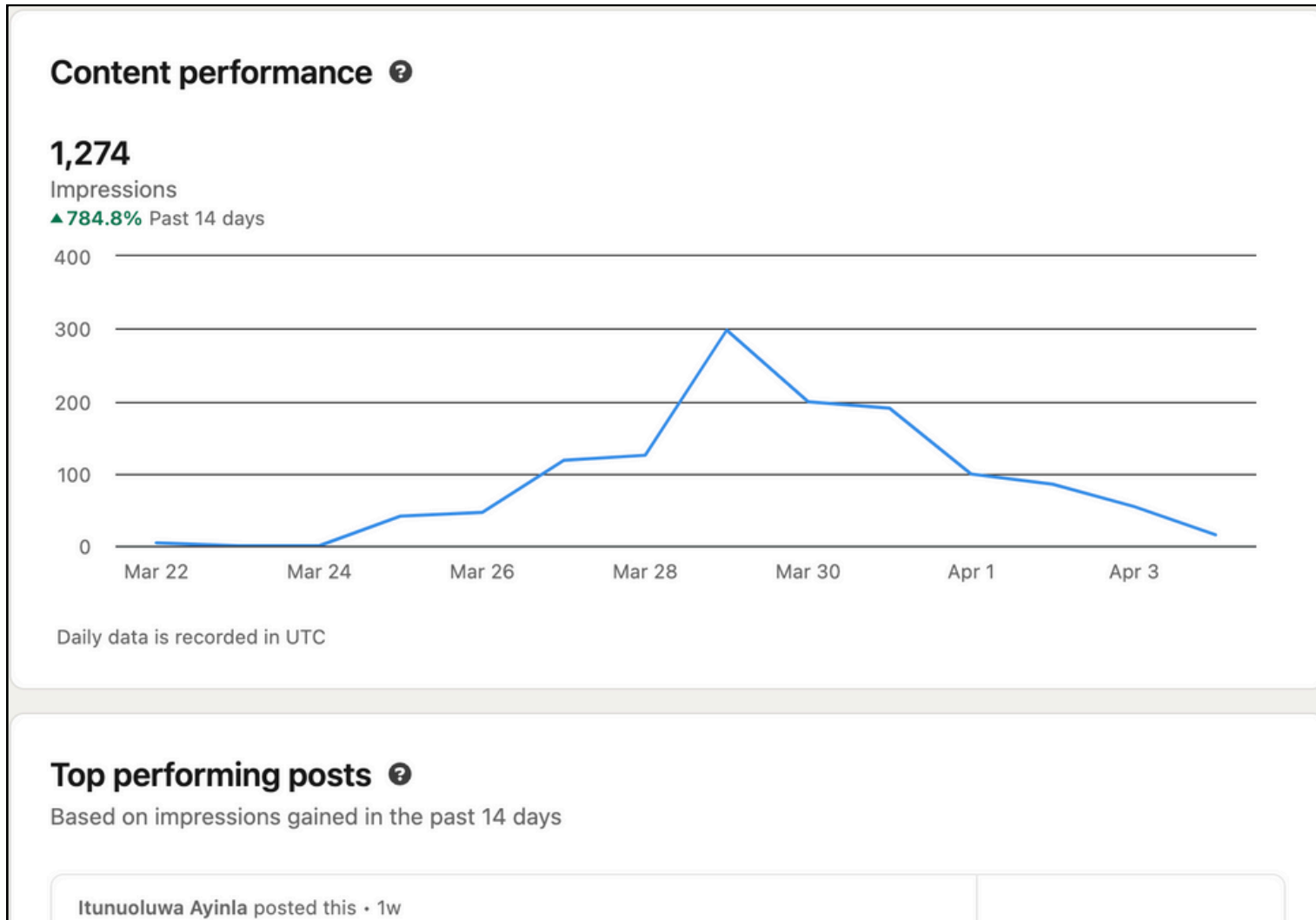


Changed banner and also added appropriate keywords to summarise what I do.

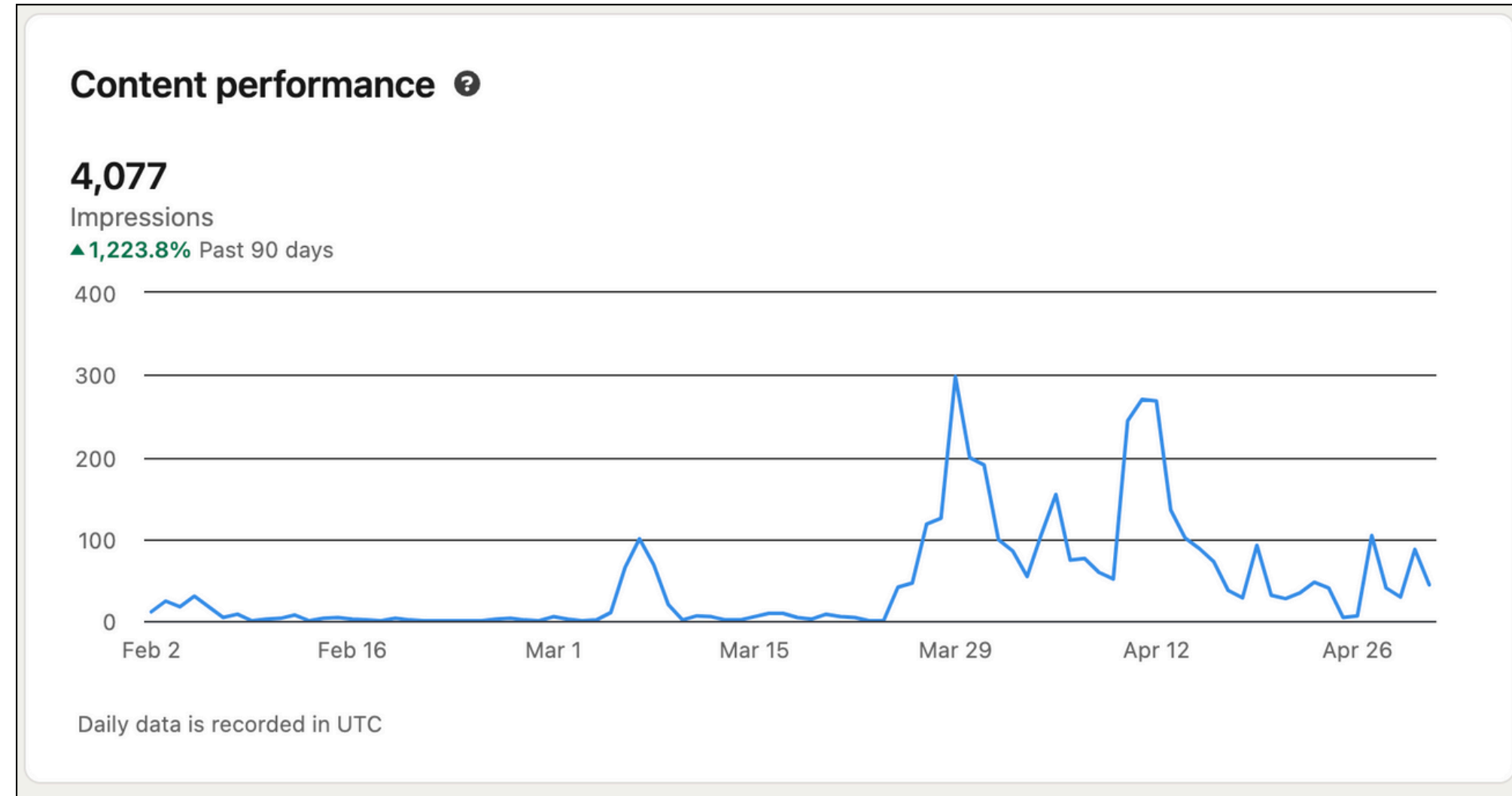
I updated my bio to include the role I want to get into and used appropriate keywords.

190 followers and 85 connections.

# BEFORE



# AFTER



### Analytics

👁 Private to you

<b>125 profile views</b> Discover who's viewed your profile.	<b>316 post impressions</b> Check out who's engaging with your posts. Past 7 days	<b>51 search appearances</b> See how often you appear in search results.
---	---	---

[Show all analytics →](#)

# BEFORE

## About

I'm a current student of Digital Marketing at the University of Salford, I've garnered extensive knowledge of the marketing industry through my modules in Consumer Behaviour, Digital Marketing Analytics and Strategy as well as Digital Marketing Communication.

During these modules, my SEO and website auditing skills have improved as I have made use of website auditing tools like Google Pagespeed Insights, SEMrush, and Seobility where I identified problems that some websites were experiencing and wrote about how the performances of the website can be improved and optimised.

At the end of the consumer behavior module, my research skills were utilized to understand the role consumer behaviour plays in both online and offline shopping of goods and the role understanding the culture of the people plays when entering a new market.

Also, I have a proven ability to work in diverse teams which I have exhibited in different roles where I have worked over the years. Especially during group sessions and presentations in class. I worked effectively with my colleagues to achieve set goals.

Completing my last internship at a Digital Marketing Agency, I developed my skills in social media ad campaigns, campaign development, influencer marketing, creating social media strategies and creating growth campaigns.

I'm eager to improve my technical skills and soft skills. I'm seeking opportunities where I can improve my marketing skills but also allow me to meet other ambitious people who are creative and ready to take up challenges.

About me, section was not optimised.

# AFTER

**Itunuoluwa Ayinla**  
Product Marketing | Content Marketing | Content Creator | Storyteller

## About

A current digital marketing student with a passion for content marketing, product marketing and storytelling through creating content.

With digital marketing agency experience, I've honed my skills in content creation, marketing strategy development, social media strategy, and campaign development, and through my blog I've further developed my skills in search engine optimization.

Due to the change in consumer behaviour post covid and how content is consumed, other skills like content creation and storytelling have been garnered.

As a current student, I've gained more skills in auditing a website, personal branding in a digital world, project management, and creating result-driven strategies.

Some of the marketing tools I use.

- Google Analytics
- Google Console
- Google Trends
- Ahrefs
- Google slides
- WordPress
- Grammarly
- Trello

Outside of my being professional, I also do a thing or two on YouTube, documenting my life as an international student in the United Kingdom. So, when you don't find me doing any of these, you will find me cooking or thinking of the next thing to work on.

**Top skills**  
Web Content Writing • Social Media Content Creation • Marketing Strategy • Personal Branding • Social Media Marketing

- Industry keywords included
- Skills and expertise highlighted
- Industry tools also mentioned



Two recruiters reached out on job roles in content marketing.

**Kyle Wilding**  
Hi Itunuoluwa,  
Seeking experienced copywriter, are you open to new roles?  
Good Afternoon Itunuoluwa,  
The City Recruiter is assisting in the search for an Experienced Copywriter for a dynamic startup in Manchester. They're the first mobile network to boost customers' credit scores, gaining recognition as an up-and-coming brand in the industry.  
Given your expertise, we'd love to discuss this role further. You'll handle Email Marketing, Engagement Measurement, general copywriting tasks, and assist in scaling the brand through various marketing activities.  
Could we chat for 5 minutes today or tomorrow?  
Looking forward to your response!  
Kyle Wilding  
Senior Recruiter

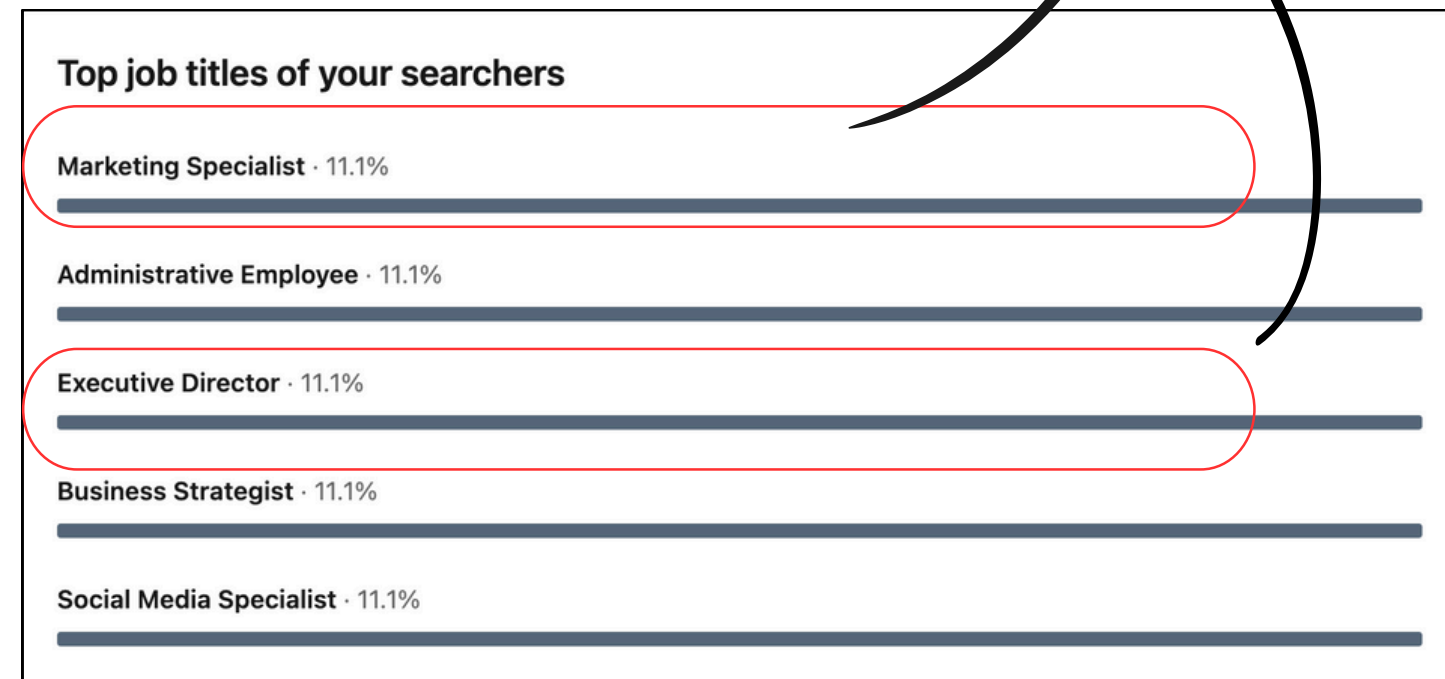
**Sarah Roberts**  
Hi Itunuoluwa,  
We are looking for a Content Editor to join our team and teach AI chatbots -- no AI background is required! Your profile stood out, so I wanted to reach out to encourage you to apply.  
**Benefits:**

- Part-time or full-time, REMOTE position
- Choose your projects and schedule
- Paid hourly, starting at \$20+ USD per hour, with bonuses for high-quality and high-volume work

**Responsibilities:**

- Come up with diverse conversations over a range of topics
- Write high-quality answers when given specific prompts

Been seen by my target audience.

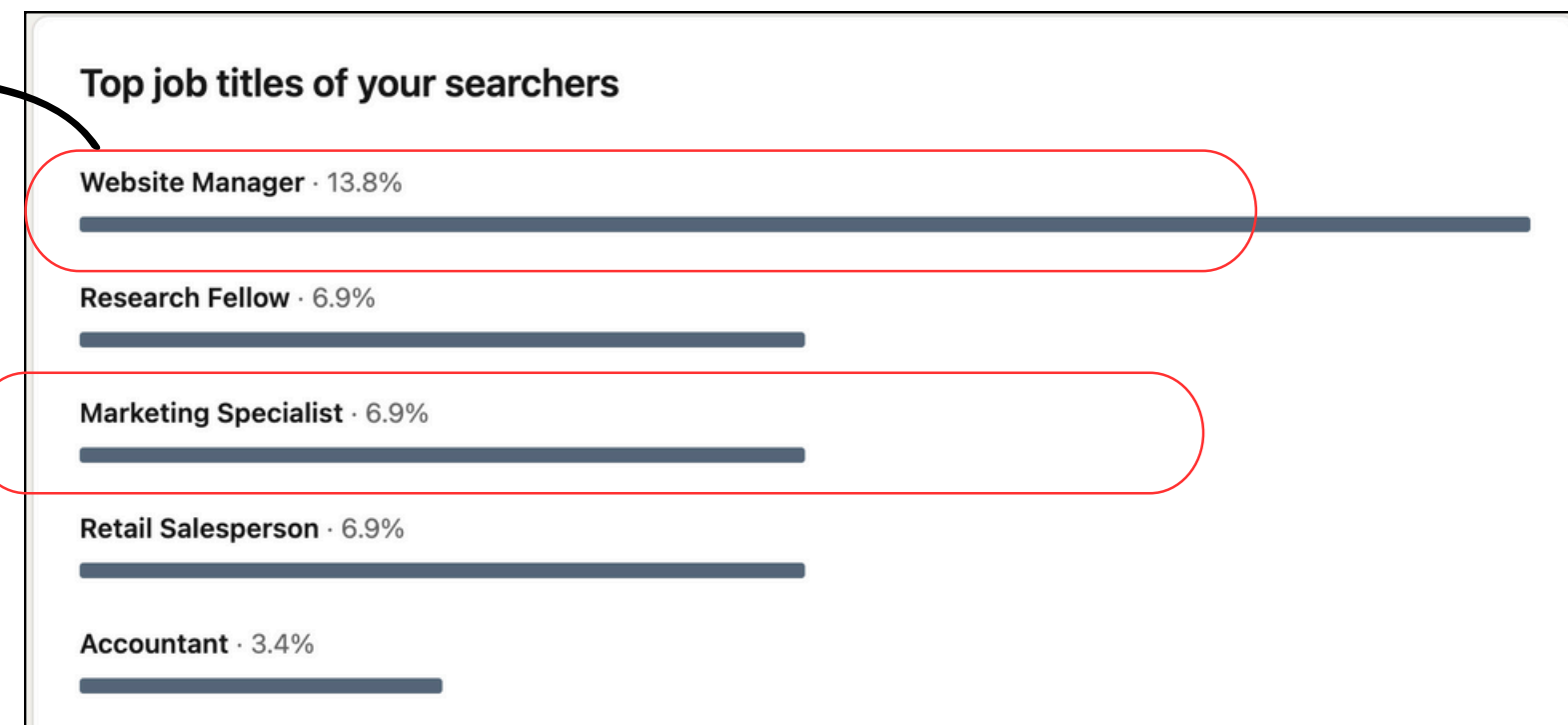


119  
Profile viewers in the past 90 days

**Viewers you might be interested in**

- 2 work at The University of Salford
- 2 work at Anakle
- 1 works at 9mobile
- 5 found you through LinkedIn Search
- 1 works at a company with open roles you may be interested in
- 3 have connections who may be hiring for roles that match your job function

Part of my target audience.



# REFLECTION & CONCLUSION



# REFLECTION

This module has exposed and enriched my knowledge of the importance and benefits of upholding your personal brand and digital footprint as a young professional in today's world.

Before the beginning of this module, I was ignorant of the benefits of some marketing tools and the benefits they can offer me as I build a career in content marketing as an individual and work within a company.



# CONCLUSION

After analysing the current recruitment trends post Covid, industry keywords, my competitors and how they are winning and some of the gaps in their strategy. This is my conclusion

- Position me rightly in the places my targets spend their time
- To move from point A to point B, a strategy must be in place and each objective must be flexible enough for unforeseen circumstances.
- Optimising my digital footprint is key to be visible.
- A/B testing, if a particular content doesn't resonate with my target audience, there should be room to try other things and see what sticks.
- It's not just about the strategy, there must be action, in terms of implementing, analyzing, and reporting.





# RECOMMENDATION

**To conclude on this module, here are some recommendations that can be helpful to someone out there.**

- Build your personal brand, as it sometimes distinguishes you from a pool of people.
- Have a voice, when you have an idea, put it out there as no idea is stupid.
- Be adaptable and this comes with being flexible, in an industry like marketing that is fast paced.
- Have the willingness to learn and implement while learning.
- Build in public.

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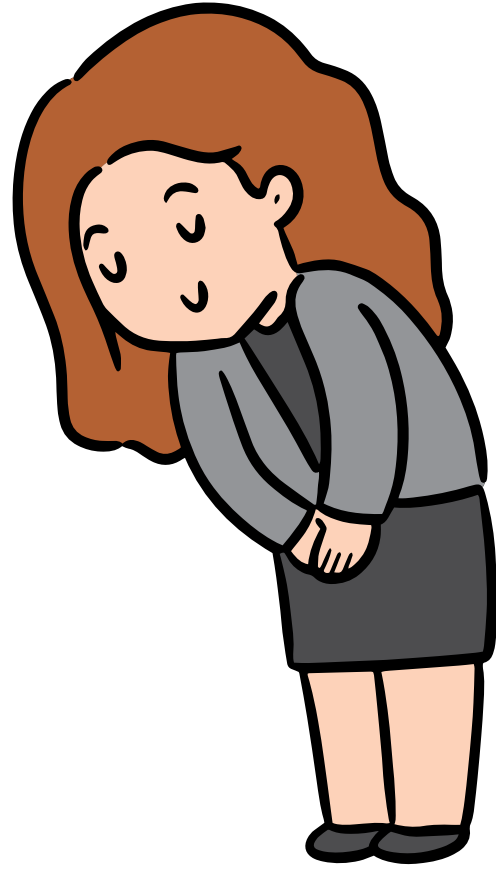
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Thank You