

The Complete Marketer: Building Personal Credibility that Drives Business Results



West Michigan

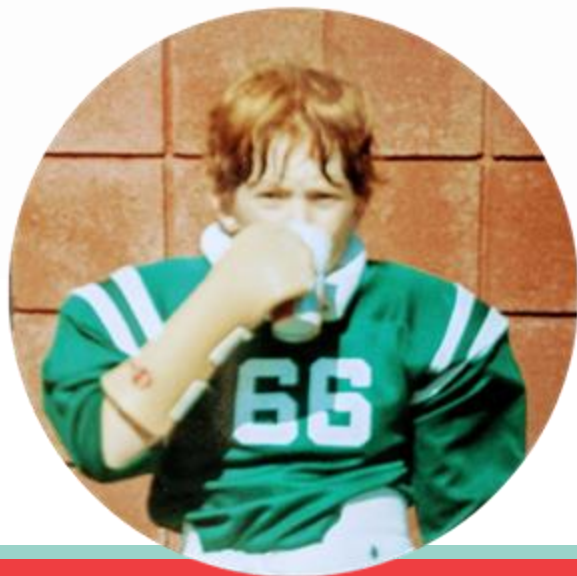


Rebecca's
fiery red hair.

Rebecca's
football number.

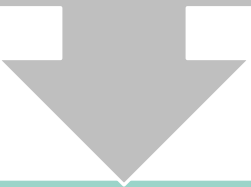
R **RED** 66
MARKETING

We are passionate
about marketing!



Why You're Here

Personal Brand Positioning - Techniques to differentiate yourself and create a personal brand that stands out while complementing your company's positioning for mutual benefit.



Credibility Building Framework - A practical approach to build and show expertise through content, thought leadership, and networking that boosts your influence.



Measuring Impact – Ways to measure this investment your personal brand will impact your reputation, your organization's visibility and so much more



“Life isn’t about finding yourself. Life is about creating yourself.”

[George Bernhard Shaw](#), Author



The Business Case

For Your Organization

- Revenue impact
- Client trust
- Talent attraction



The Business Case

For Your Career

- Advancement opportunities
- Negotiation power
- Industry influence
- Money

Leads via
employees' social
media convert
7X more
than other leads.

BLOG.KREDIBLE.COM

SO WHAT

84%

84% of B2B decision-makers start the buying process with a referral

(Source: Harvard Business Review)

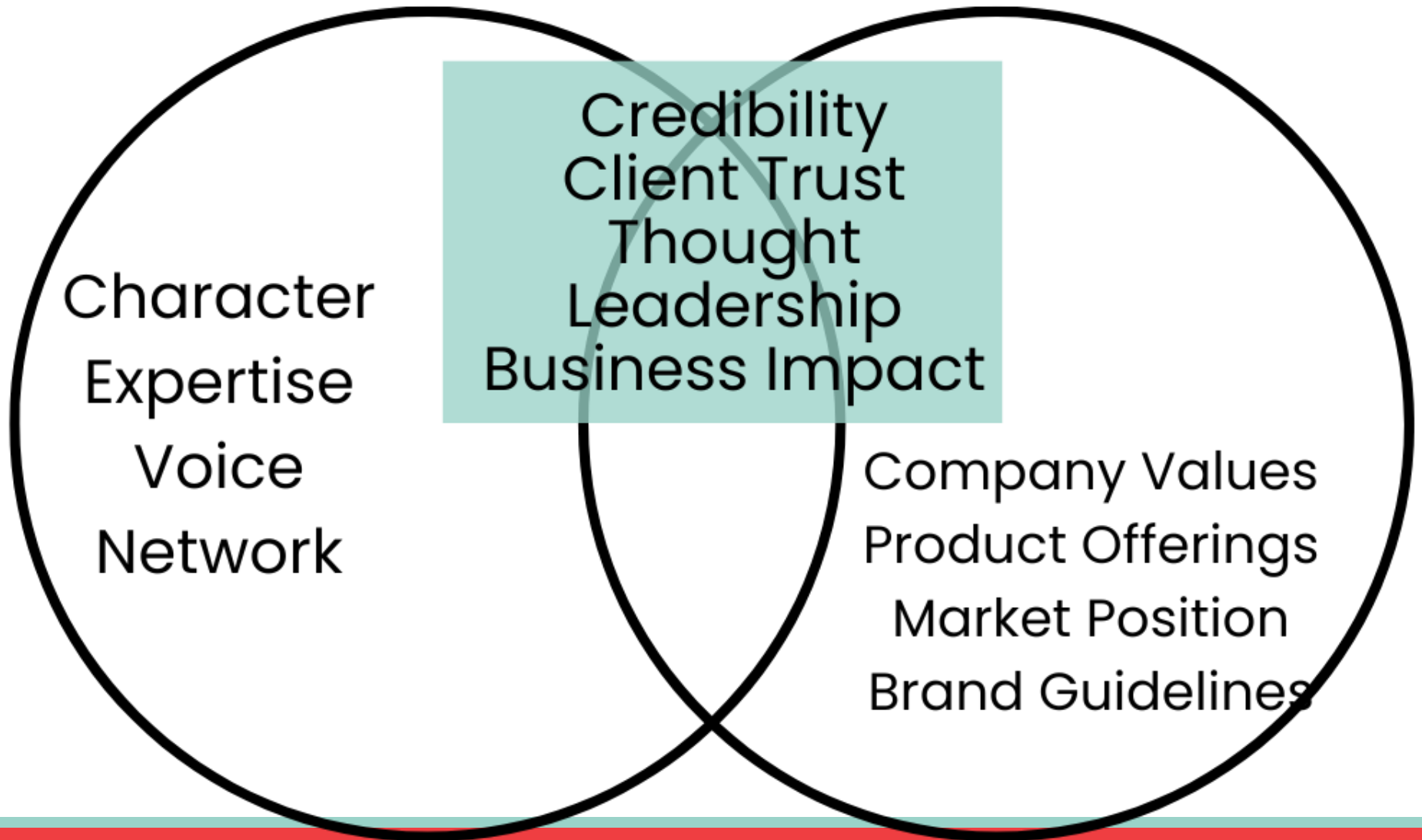
58%

Companies with employee advocacy programs are 58% more likely to attract top talent

(Source: LinkedIn)

Personal Brand

Corporate Brand



3 C's of Credibility



Character:
Build Trust

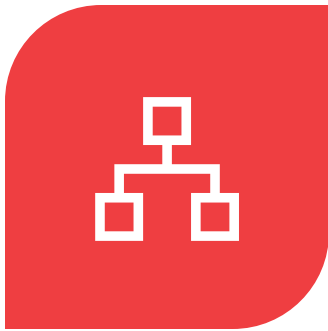


Competence:
Demonstrate
Expertise



Connection:
Relationships =
Opportunities

Why Do You Need One



LEAD MORE



WIN MORE



EARN MORE



Don't claim to
deliver results.
Be known for
delivering them

WHERE PERSONAL &
CORPORATE BRANDS
INTERSECT



Where Do You Stand?

How do stakeholders perceive your expertise?

What measurable business outcomes are due to your influence?

How does your digital presence reflect your ability to drive results?

What gaps exist between your current personal brand and business objectives?



Google
Yourself

Ask others

Where do
you want
to be?

Where do
you stand
right now?

Take a Good Look

Just Like Brands

Strengths

Weaknesses

Opportunities

Threats



Find Your Value Zone

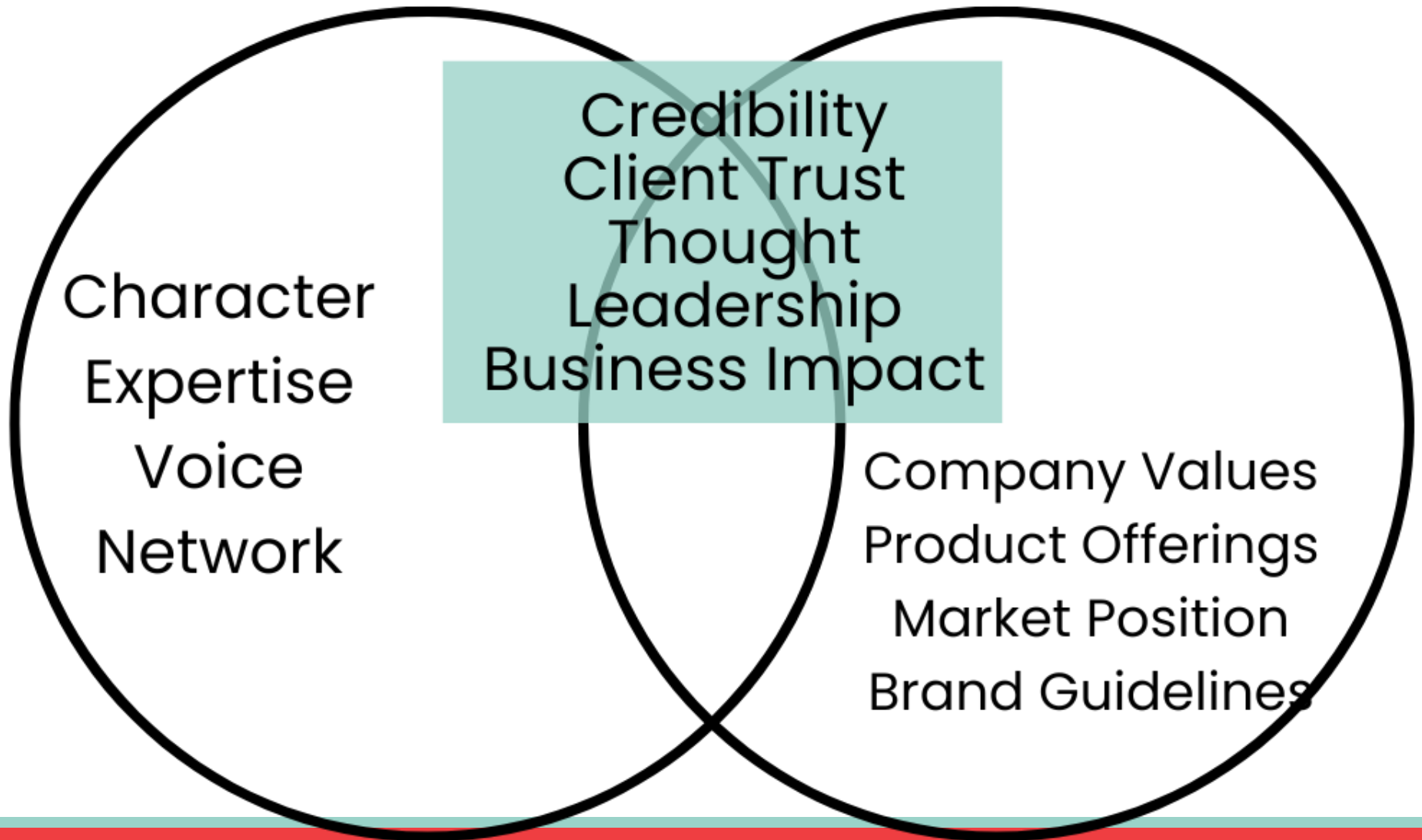
Where does your organization need credible voices?

What unique expertise do you bring to impact results?

Turn your knowledge into measurable outcomes

Personal Brand

Corporate Brand





You're The Architect

Business Alignment: How your credibility supports organizational goals

Stakeholder Mapping: Be where your audience is

Value Proposition: The specific business results you can deliver

Expertise Narrative: How you communicate your impact-driving capabilities

What Channels: Where your target stakeholders seek trusted information

Content Plan: High-value insights that demonstrate results-driving expertise

What Metrics: How you'll track influence on business outcomes

How do I want to position myself?

What makes me different and unique?

How do I solve problems better than others?

How can I highlight my strengths and those of my organization?

Create Brand You

- Define skills
- What does the “market” need
- Who are you “up against”
- Choose your niche
- Find your voice



Personal brand is what
people say about you
when you leave the room.

- Jeff Bezos, Founder, Amazon.com



High Impact Content

Revenue driving insights & processes

Results-focused case studies

Problem-solving frameworks

Execution guidance – how to

Future focused prospectives

Give a competitive advantage



Platform Strategy

LinkedIn

Industry Publications

Client Facing Channels

Internal Platforms

Speaking Engagements

A top-down view of a wooden desk. In the top left, a calculator and a ruler are visible. In the top right, a white cup of black coffee sits. In the center, a pair of black-rimmed glasses rests on a document. The document features several bar charts, pie charts, and a table. A black pen lies on the document. The background is a light-colored wooden surface.

In the attention economy,
personal credibility is your
company's most valuable
marketing asset.

	Q1	Q2	Q3	Q4	Year
Jan	1.20	1.25	1.30	1.35	5.10
Feb	1.22	1.27	1.32	1.37	5.18
Mar	1.24	1.29	1.34	1.39	5.26
Apr	1.26	1.31	1.36	1.41	5.34
May	1.28	1.33	1.38	1.43	5.42
Jun	1.30	1.35	1.40	1.45	5.50
Jul	1.32	1.37	1.42	1.47	5.58
Aug	1.34	1.39	1.44	1.49	5.66
Sep	1.36	1.41	1.46	1.51	5.74
Oct	1.38	1.43	1.48	1.53	5.82
Nov	1.40	1.45	1.50	1.55	5.90
Dec	1.42	1.47	1.52	1.57	5.98

Influence Revenue

Client Retention

Upsell

Market Perception

Engaging Decision Makers

Visits to Website

Followers, etc.

Measure
It



Build Your Brands

Step 1: Credibility audit and business alignment. Baseline metrics in key channels

Step 2: Develop your narrative, content types & proof

Step 3: Create content and optimize platforms

Step 4: Implement targeted engagement

You are in the
business of
content
marketing

Images

Video

Written

Audio



Challenge: Long sales cycles and low trust in new solutions



Credibility strategy: Industry benchmark data publication program



Platforms: LinkedIn, industry webinars, sales enablement



Business results: 23% shorter sales cycles, 18% higher close rates

B2B Marketing Director



Challenge: Fierce competition for enterprise clients



Credibility strategy: Problem-solution video series with metrics



Platforms: YouTube, client presentations, industry events



Business results: # new clients worth \$___M in new business

Agency Strategy Lead



Challenge: Internal resistance to digital transformation



**Credibility strategy:
Implementation case studies with ROI analysis**



Platforms: Internal knowledge base, executive presentations



Potential business results: 40% faster technology adoption, \$800K in efficiency gains

Marketing
Technology
Lead

Why Else?

Job Opportunities

Personal Growth

Promotions

Improve Sales

Advocate

Increase Awareness

Influence





70% recruiters
have **rejected**
candidates
based on info
found online.



Who & What

Mission
Audience
Boundaries
Message
Balance
Values

(Personal) Brand Values

Accomplishment

Accuracy

Achievement

Acknowledgment

Adaptability

Adventure

Challenge

Charity

Charm

Dependability

Loyalty

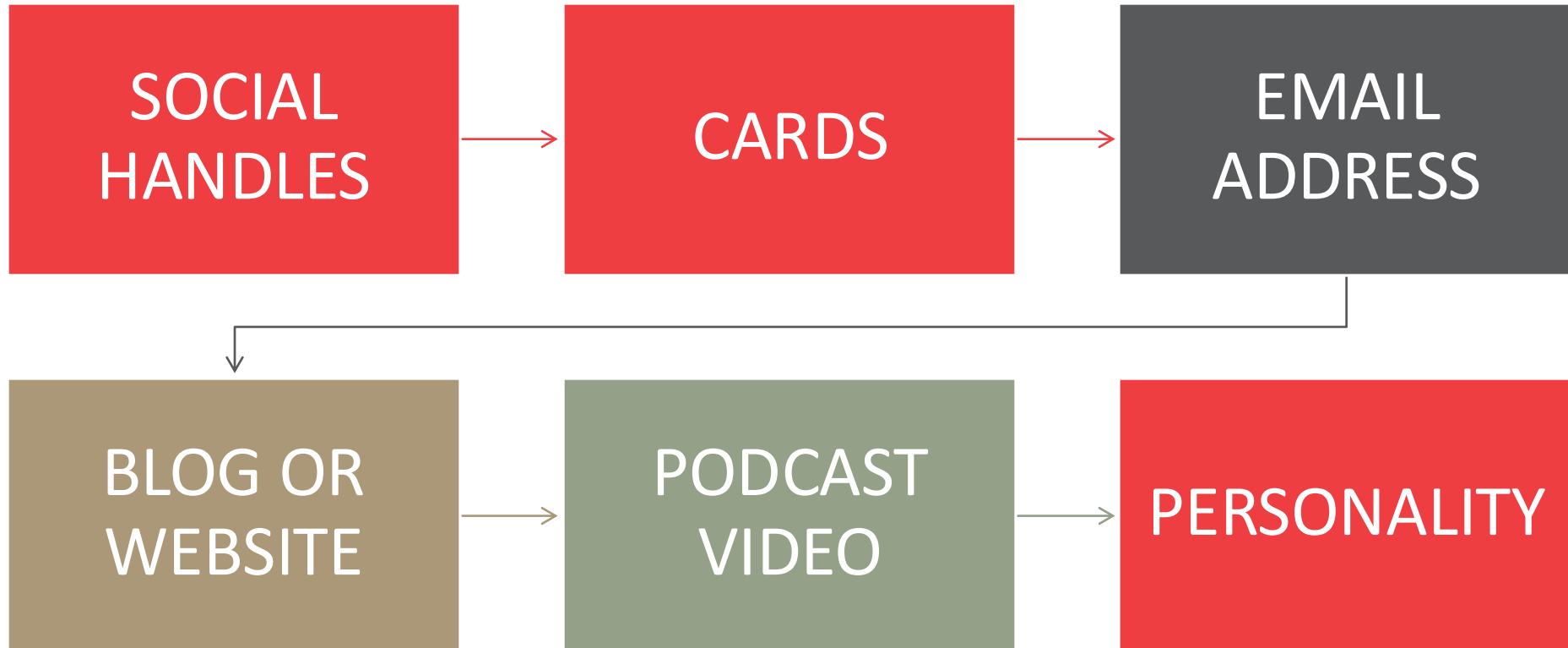
Difference Maker

self-control

Teamwork

Vision

Warmth



Where: Branding Tools

Don't claim to do stuff

Be known for it



“The internet is your vessel for establishing a personal brand”

NEIL PATEL

Next Steps Challenge

1. What's one thing you want to do immediately?
2. Write it down
3. Share it with someone* (or tell me)



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**“You are your own
unfair
advantage.”**

ELEANOR GOOLD

Resources

- LinkedIn's State of Sales Report
- Edelman Trust Barometer
- Harvard Business Review: "How to Establish Yourself as an Industry Thought Leader"
- McKinsey: "The Business Value of Personal Branding"
- Content Marketing Institute: "Building Credibility That Drives Business Results"
- DoubleThink: "The ROI of Thought Leadership"
- https://www.facebook.com/business/help/965529646866485?ref=fbb_an
- <https://www.wordstream.com/blog/ws/2018/01/12/facebook-news-feed-changes>
- <https://thenextscoop.com/facebook-ad-productivity-headlines/>
- <https://www.urbanrenstrom.com/boost-your-business-facebook-workshop/>
- <http://www.tamibrehse.com/better-facebook-boosted-posts-targeted-ads/>
- <https://www.reloadmedia.com.au/searchstrategy/social-media/the-difference-between-facebook-ads-boosted-posts/>
- <https://m.facebook.com/ameliasordell/photos/a.119702719712716/301740861508900/?type=3>
- <https://www.pinterest.com/pin/1024780090184135942/>
- <https://thewelldressedlife.com/5-ways-for-women-to-build-their-personal-brand/>
- <https://thewelldressedlife.com/5-ways-for-women-to-build-their-personal-brand/>