

Personal branding in affiliate marketing



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Digital Marketing at Atos



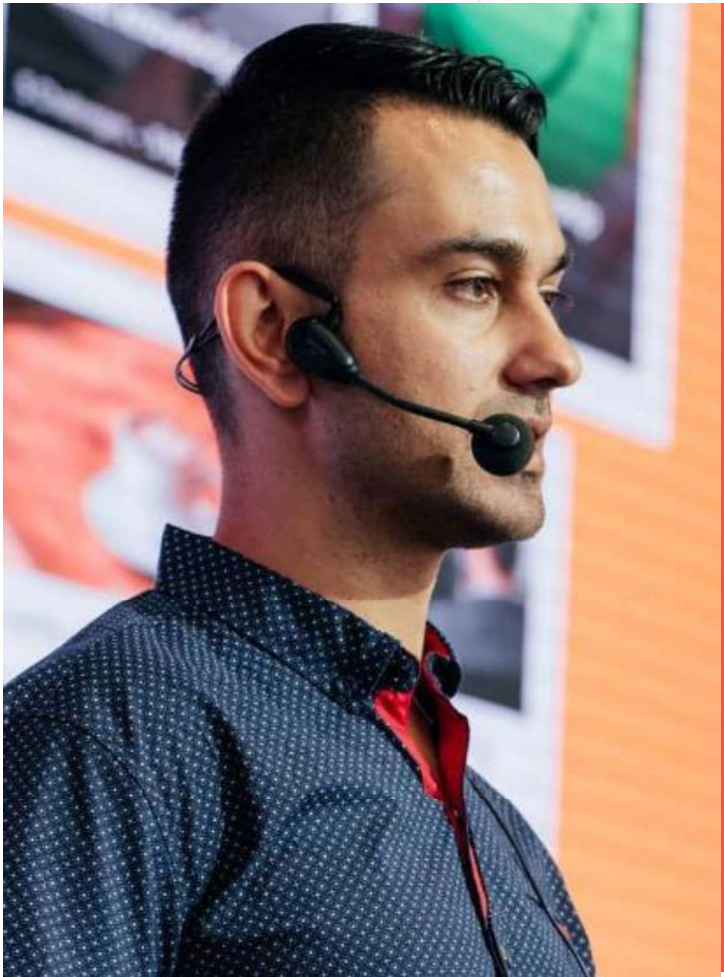
SoftUni Digital

<https://digital.softuni.bg>

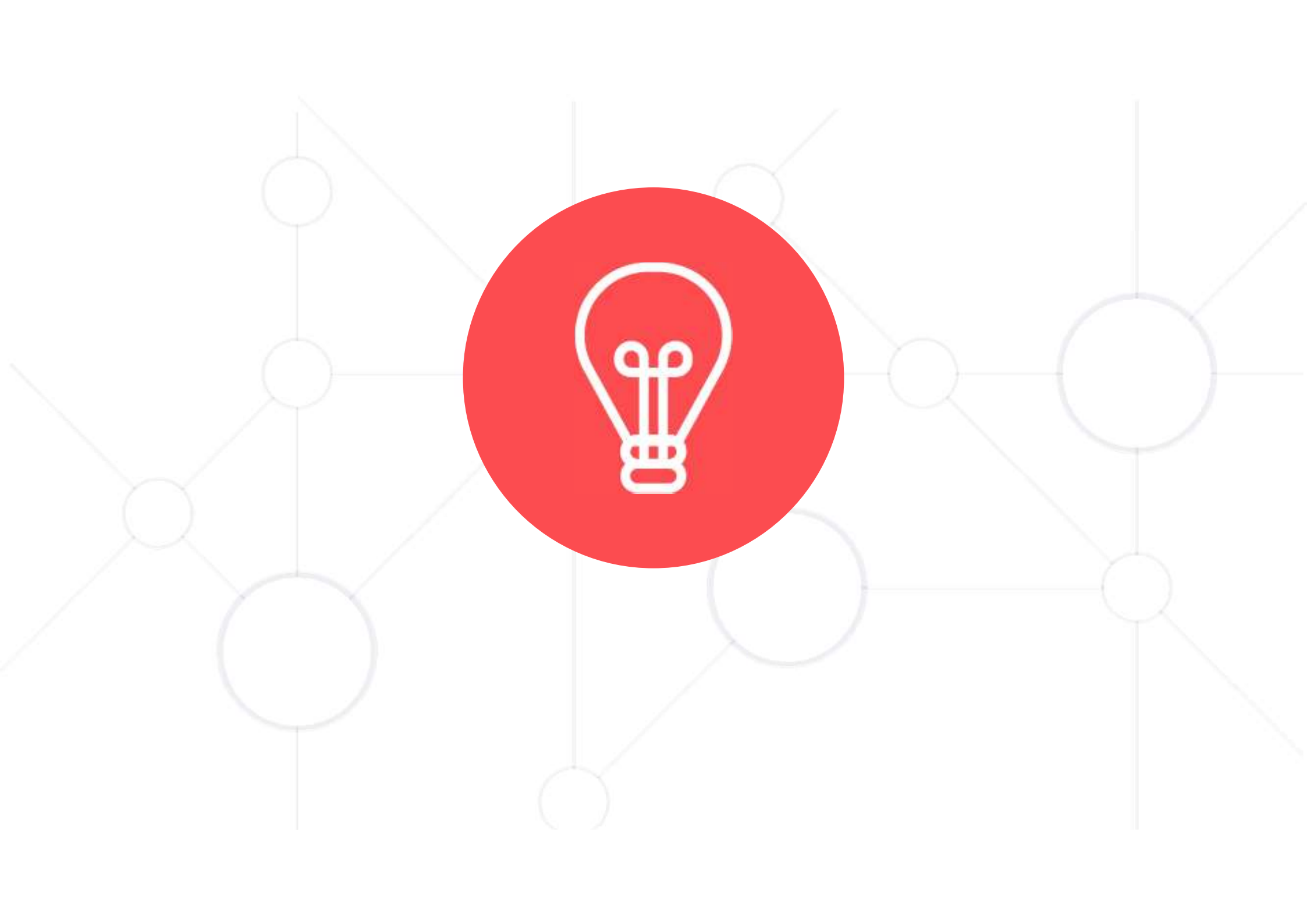
Today

1. Personal branding – definition
2. First steps in building your brand
3. Community management
4. Content creation & copywriting





- Етиен Янев е част от дигиталния екип в Atos, IT лидер в дигиталната трансформация.
- Завършил е магистър по дигитален маркетинг и социални медии към Sheffield University, получава допълнителна специализация чрез Cambridge University, HEC Paris и Franklin Covey.
- Преподава дигитален маркетинг и социални медии на студенти в България и чужбина.
- Мото: Break Your Limits. Live Your Brand.





Personal branding

Definitions

Definitions

“Your brand is what people say about you when you're not in the room.”

**– Jeff
Bezos,
CEO,
Amazon**



Definitions

“If people like you they'll listen to you, but if they trust you they'll do business with you.

– Zig Ziglar



Definitions

- Personal branding – how you promote yourself and your career to others on social media.
- Reputation – more about what you are doing and how people perceive that.

The Boomerang Effect



Benefits

- Build trust and credibility
- Become a renown expert/”go-to person”
- Attract new business and partners
- Control your career
- Influence opinion
- And... monetize (affiliate)



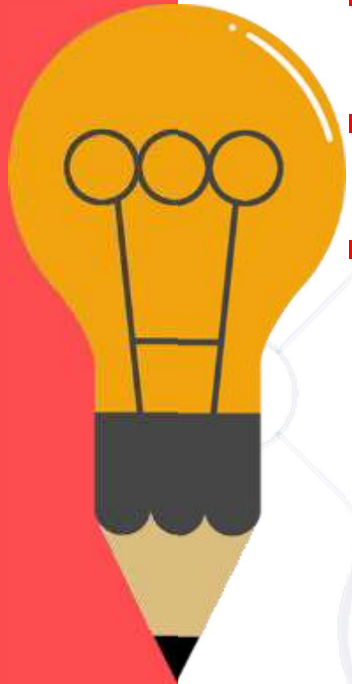
Monetizing

- Sell your products & services
- Promote other products & services
- Create & sell online courses
- Speak on live events
- Coaching
- Affiliate marketing
- Membership program



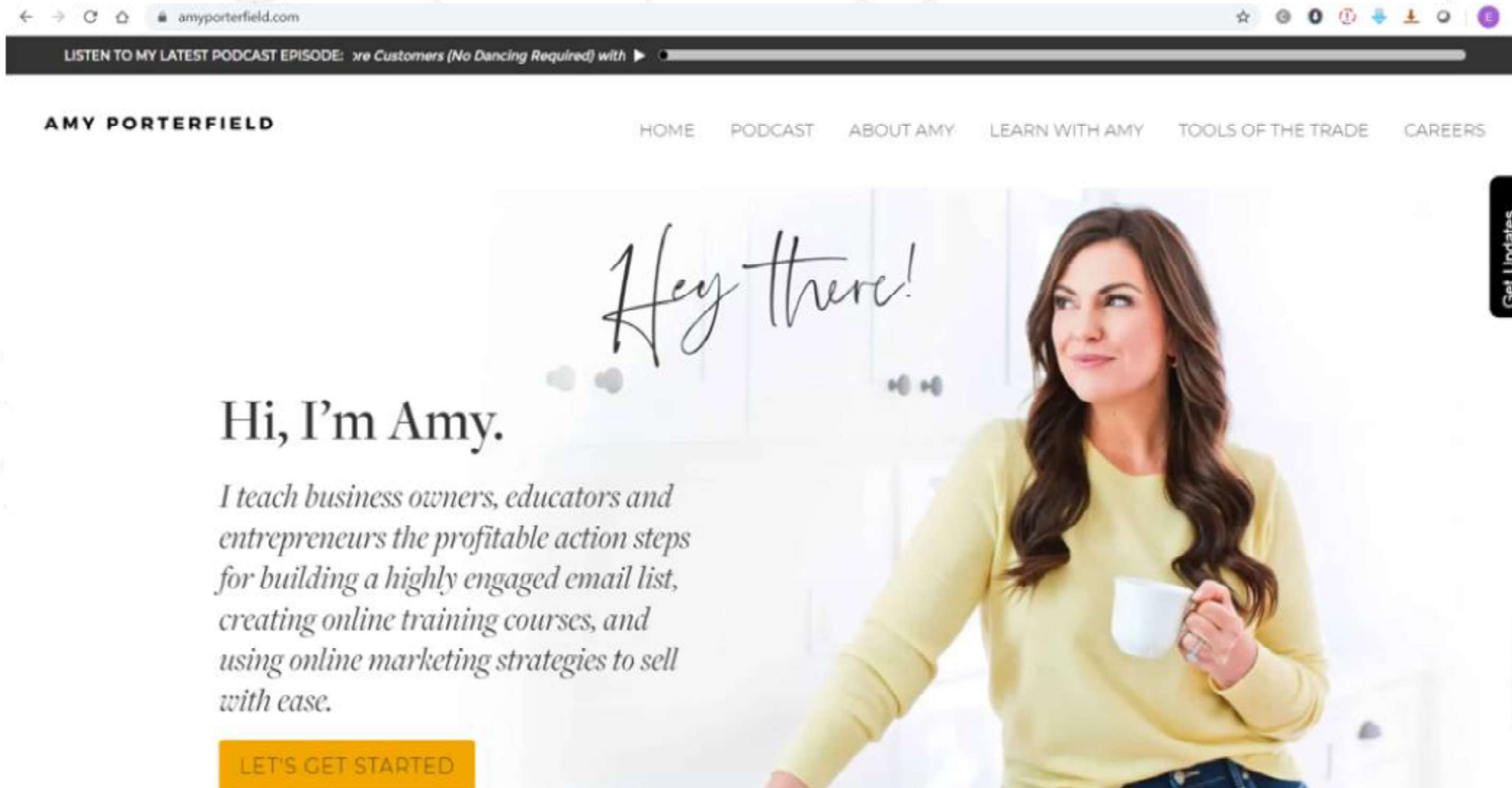
Value Proposition

- **What...** do you offer?
- **To whom...** do you offer?
- **Added value...** what makes you stand out?



Value Proposition - example

I am a marketing practitioner in B2B, with great knowledge in digital ads.



← → ↻ 🏠 amyporterfield.com ☆ ⌂ 📱 📺 📄 📂 📁 📅

LISTEN TO MY LATEST PODCAST EPISODE: *More Customers (No Dancing Required)* with ▶

AMY PORTERFIELD HOME PODCAST ABOUT AMY LEARN WITH AMY TOOLS OF THE TRADE CAREERS

Hey there!

Hi, I'm Amy.

I teach business owners, educators and entrepreneurs the profitable action steps for building a highly engaged email list, creating online training courses, and using online marketing strategies to sell with ease.

LET'S GET STARTED

Get Updates



Your objectives are the start

Specific

Measurable

Achievable

Relevant

Time bound

= SMART



Objectives - examples

I'd like to change my career path from Sales to Business Analytics in the next two years.

To get contact with 10 choreographers till summer 2020.



Community management

Tools

Kevin Kelly

- All you need is 1000 “true fans”
- 1000 true fans - 100\$ a year - make a comfortable living



Facebook vs. LinkedIn



<https://www.stayingaliveuk.com/blog/2016/8/have-you-ever-compared-facebook-groups-vs-linkedin-groups-infographic>

Old, but still the winner is Superman

Membership questions

Answer questions



Rate My Cat

Private group · 8.9K members

Your membership is pending approval

Answer these questions from the group admins to help them review your request to join. Only the admins and moderators will see your answers.

I will read the pinned rules, and guides and understand that no negativity towards another member or their cat is allowed

You can choose one option

- Yes
 No

How many cats do you have? If not, how many cats do you know?

Do not enter your password or other sensitive information here, even if you're asked to by the Rate My Cat admins.

Cancel

Submit

How many cats do you have? If not, how many cats do you know?

Write an answer...

I love cats!!

You can choose one option

- Yes
 No
 Why would you even have the option for no

Answer questions



Rate My Cat

Private group · 8.9K members

Group rules

Group members agree to follow these rules:

I agree to the group rules

1 No advertising or spam

Advertising is not permitted unless with specific permission from admins

2 No hate speech, bullying or political discussion

Bullying of any kind is not tolerated, including but not limited to comments about race, religion, culture, sexual orientation, gender or identity, or... [See more](#)

3 No selling of rehoming of cats

We do not permit the selling or rehoming of cats in this group nor do we encourage breeders as there are hundreds of rescues out there. No posting thr... [See more](#)

4 Do not treat the page as a vets!

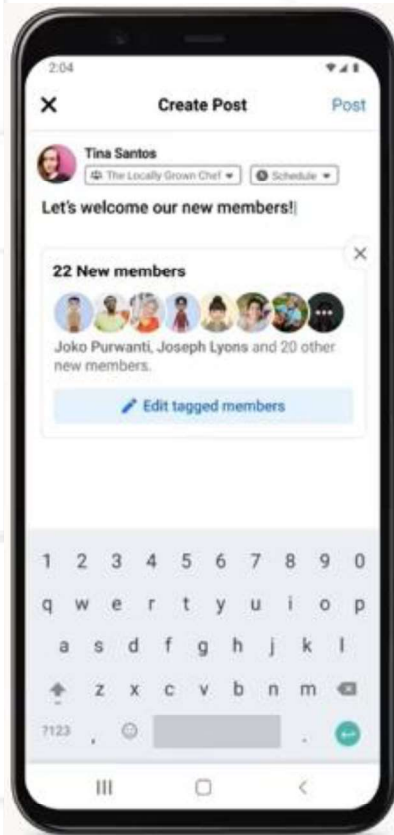
We are NOT experts on cat health and you should always prioritise taking your cat to a vet. We cannot diagnose your cat and we take no responsibility

Do not enter your password or other sensitive information here, even if you're asked to by the Rate My Cat admins.

Cancel

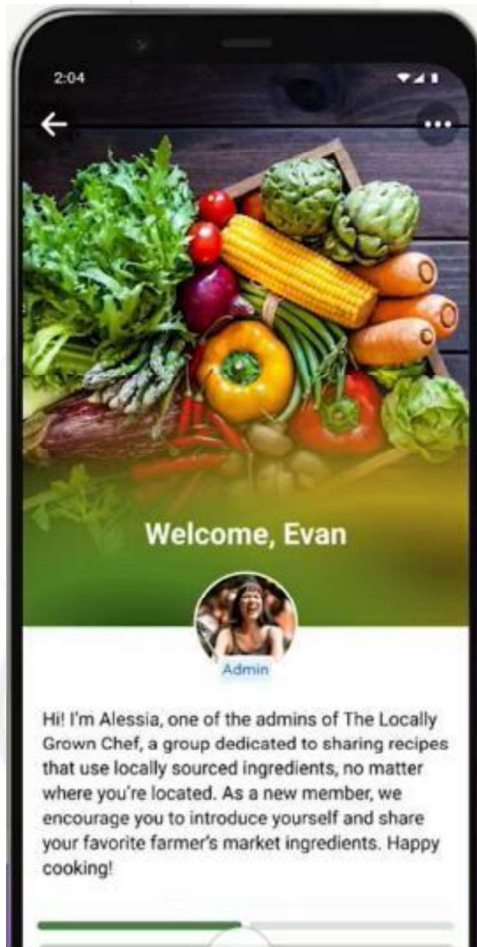
Submit

New redesign welcome post



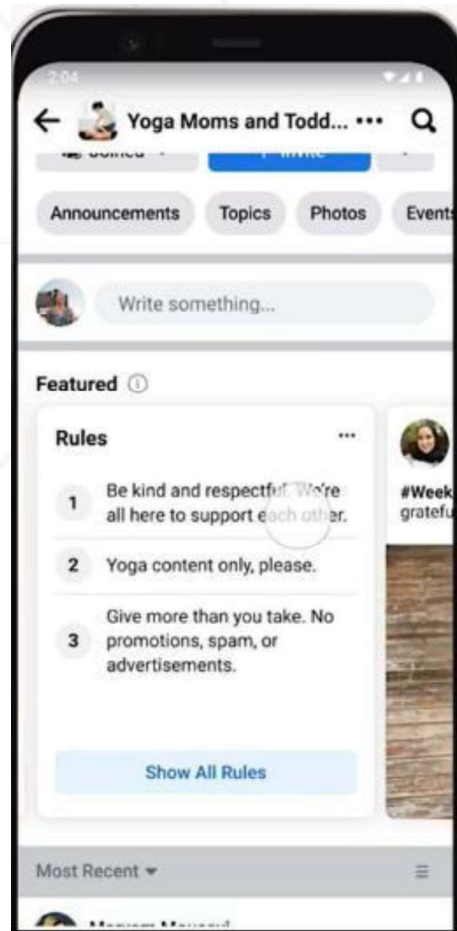
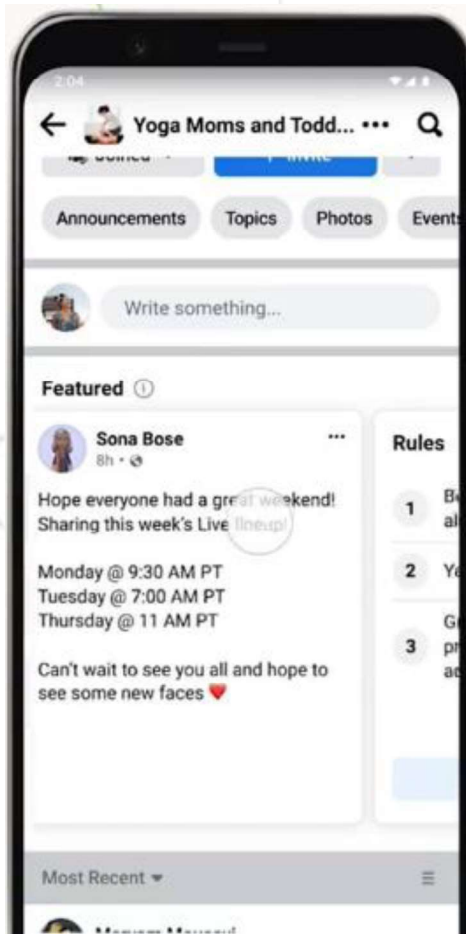
Welcome new
members

Greeting message



Personalized
message for new
members

Announcements



Activate important posts

Build your audience



A screenshot of a Facebook group page. The browser address bar shows "facebook.com/groups/digitalbg". The page title is "Дигитален Маркетинг За Предприемачи" (Digital Marketing for Entrepreneurs), a public group with 576 members. The cover image features a man celebrating with his arms raised, overlaid with social media icons and the text "Тема: Личен Брандинг" (Topic: Personal Branding). The left sidebar includes "Manage group" options like Home, Admin Assist, and Participant requests. The bottom of the page shows a "Create a public post..." input field and a "Changes to public groups" notification.



Content Marketing

Make it worth sharing

Content strategy

- What is the topic(s) I will be talking about?
- Is it demonstrating my expertise?
- What content formats?
- Is it corresponding to my objectives?

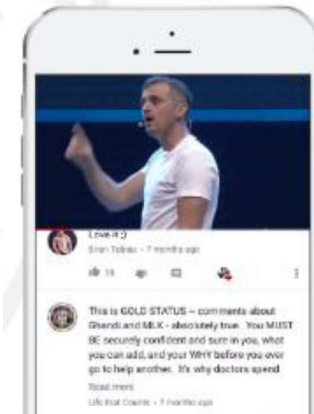
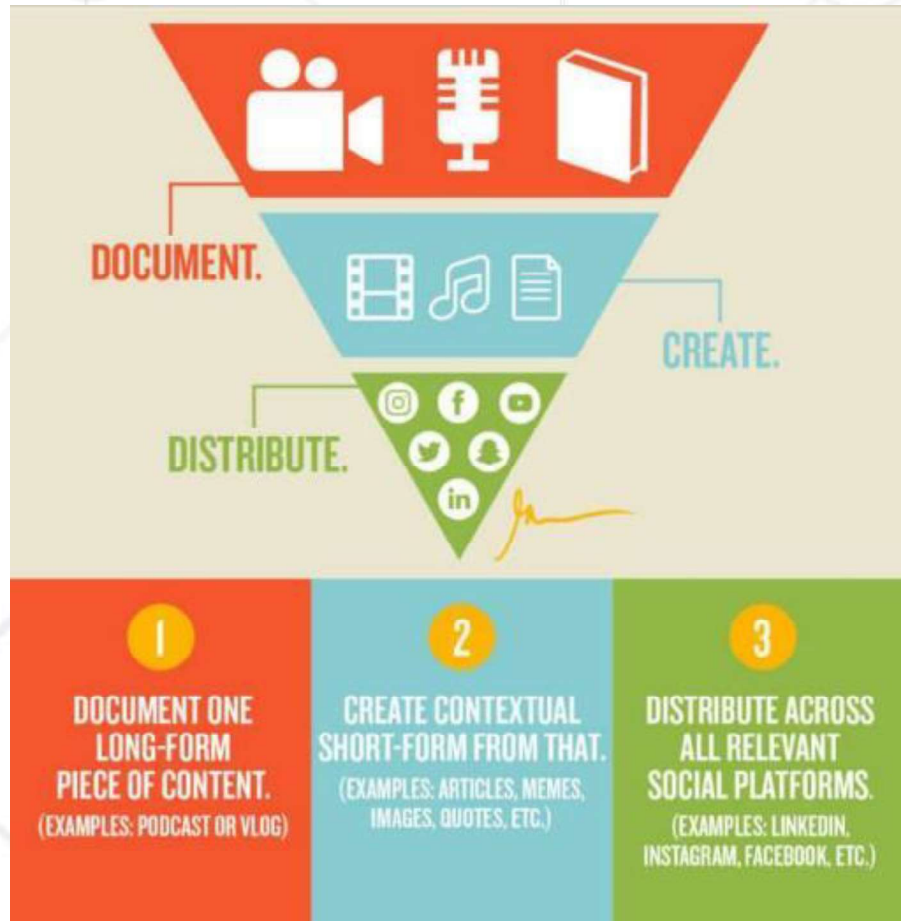
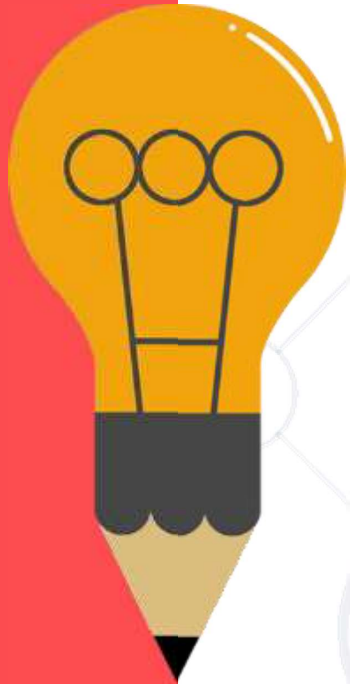


The 3 types of appealing content

- Educational – teach your audience (a new skill)
- Fun – make them smile, happier
- Inspirational – build their confidence



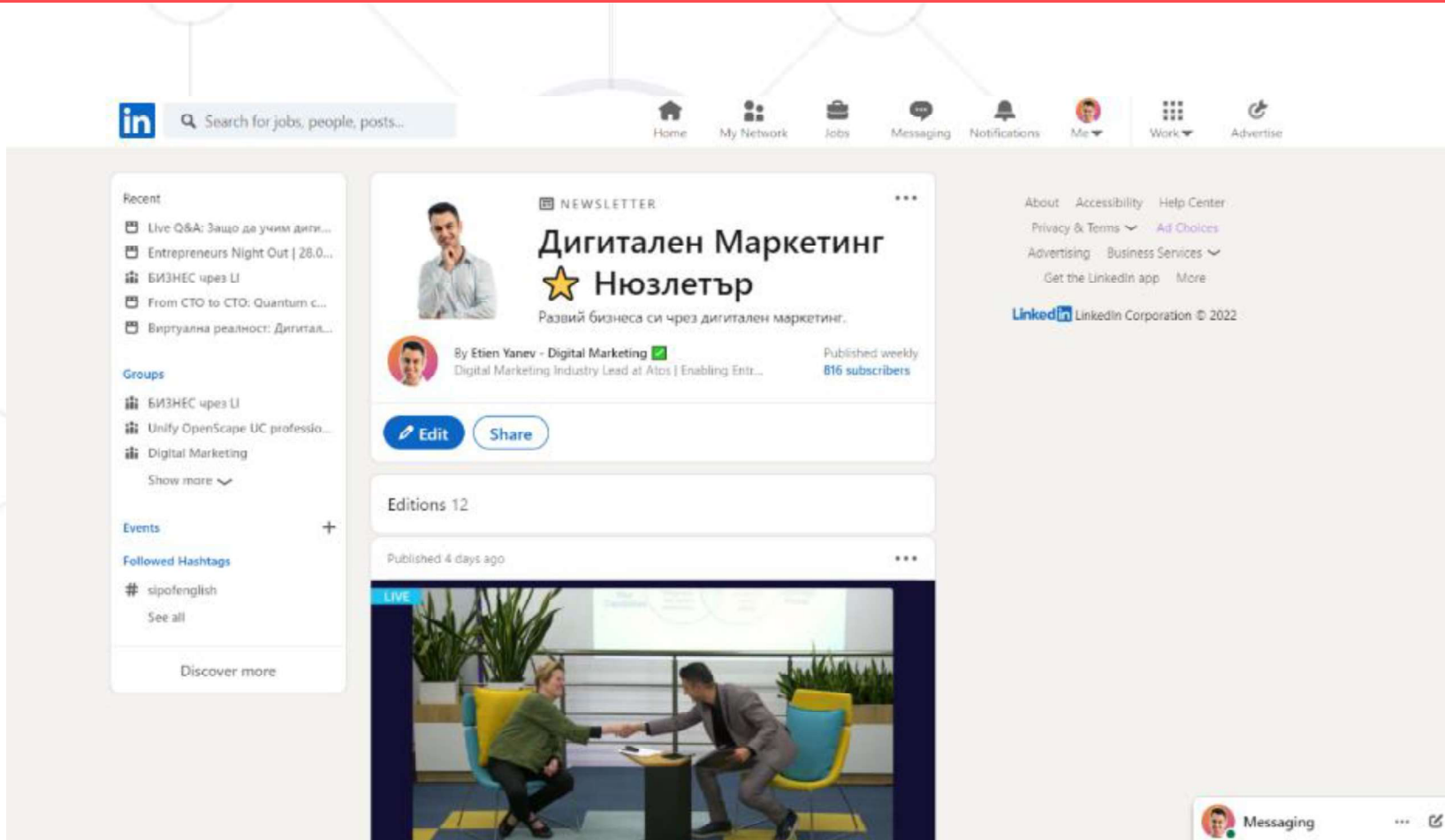
The Gary Vee Content Model



<https://www.garyvaynercuk.com/the-garyvee-content-strategy-how-to-grow-and-distribute-your-brands-social-media-content/>

<https://www.garyvaynercuk.com/how-to-create-64-pieces-of-content-in-a-day/>

Value, value, value...

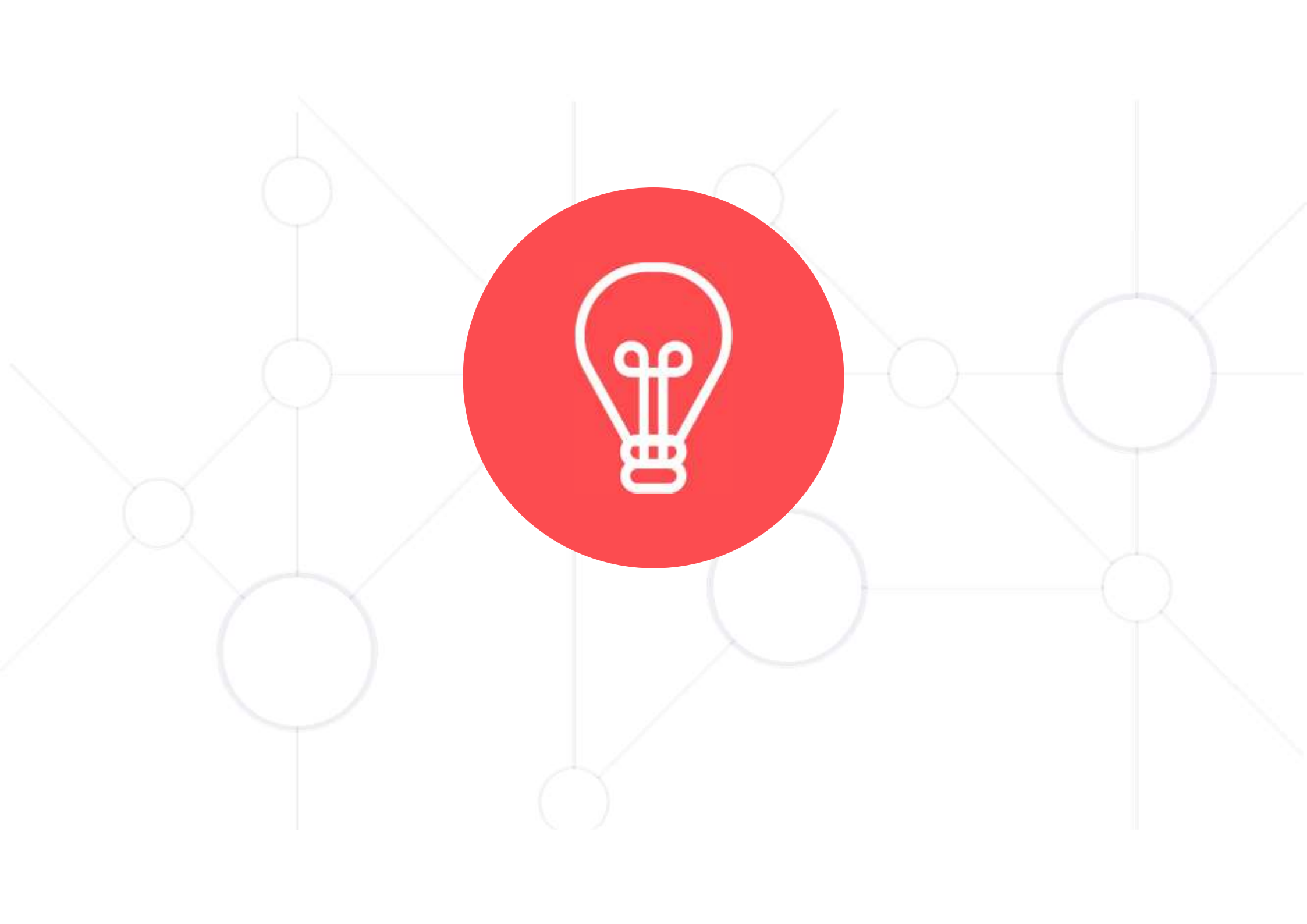


The screenshot shows a LinkedIn newsletter interface. At the top, there is a search bar with the LinkedIn logo and the text "Search for jobs, people, posts...". Navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise are visible. The main content area features a newsletter header for "Дигитален Маркетинг Нюзлетър" (Digital Marketing Newsletter) by Etien Yanev, a Digital Marketing Industry Lead at Atos. The newsletter has 816 subscribers and is published weekly. Below the header, there are "Edit" and "Share" buttons, followed by "Editions 12" and "Published 4 days ago". A video player shows a "LIVE" broadcast of two people shaking hands in a modern office setting. On the right side, there are links for About, Accessibility, Help Center, Privacy & Terms, Ad Choices, Advertising, Business Services, and Get the LinkedIn app. A "Messaging" button is located at the bottom right of the newsletter content.

Copywriting/selling

1. The IF – THEN statement
2. If you don't do anything, this will get worse
3. What most people do
4. Imagine this!
5. Don't let this happen to you!





Conclusions

- Building your brand is a marathon
- Value -> Authority -> Influence -> Sell
- Define Value Proposition / Objectives
- You need some true fans
- Achieve your goals through content

Diamond Partners



Organization Partners



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