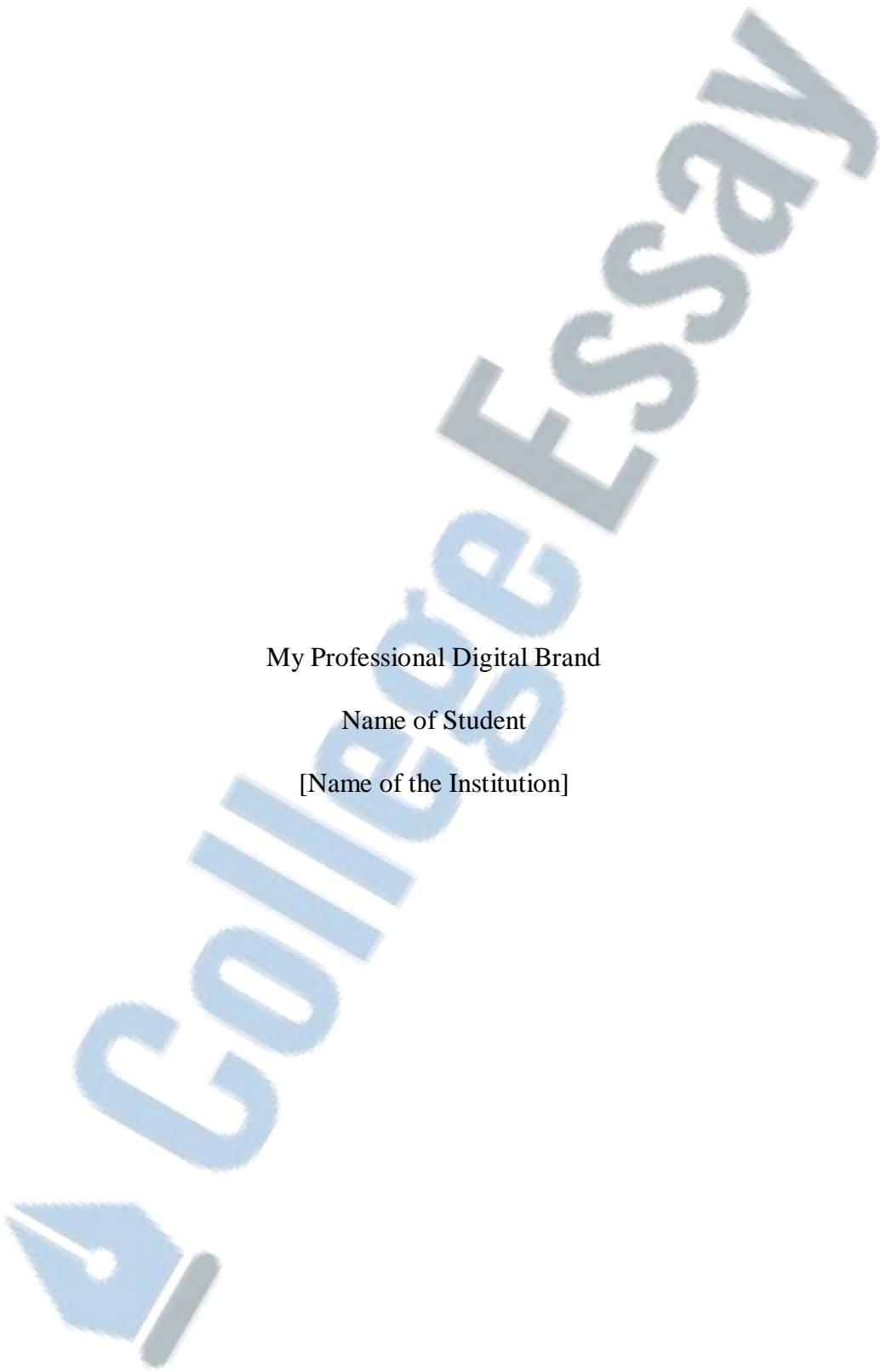


My Professional Digital Brand

Name of Student

[Name of the Institution]



### My Professional Digital Brand

COVID-19 has imposed different impacts on the lifestyles and behaviors of people across the globe. All the aspects associated with daily life have been modified dramatically during this period of the pandemic. People have started to live their lives differently compared to the past. They have to think of ways to proceed with their lives smoothly while considering all the necessary precautions that can help them make themselves protected from this virus. Business organizations are looking to adopt different techniques that can prove beneficial for them to sustain themselves in the prevailing scenario and cope with the latest advancements within the competitive market. The go-to technique that had to be adopted by the business organizations was utilizing the latest technology, such as social media. The lockdown was imposed in almost every developed country across the globe because the business had to transform their mode of operation to virtual from physical mode.

As all the business operations were carried out at home and the people were connected via social media, this created a tremendous opportunity for the freelancers to expand their services and operations. The age of advancements has brought numerous opportunities for digital marketers as the world is moving towards utilizing the online mode to carry out each operation that is relevant to daily life. I am also looking to introduce myself to the digital market as a fashion industry freelancer in order to provide people with the highest quality services while sitting in their homes. The scope of the fashion industry is a broad and everlasting one, and that is why I have selected this field as my profession. This industry captures the maximum number of customers, due to which the service

providers can attain the desired sales rate and profitability, which makes them successful marketers. Considering the importance of digital marketing, it is quite evident that the marketers have got all the basics covered and are ready to excel even during these testing times.

Consumers' trends have also changed during this period, and they are more vigilant to avail of the desired products and services from online platforms rather than physically visiting the markets. In addition, they have become conscious of their health and the preventive measures that can prove to be helpful in order to protect them from the pandemic. As a result, the market scope has broadened with tremendous opportunities for freelancers and digital markets to capture a significant portion of the corporate market.

#### *Social Media Trends*

It has been discussed in the previous section that COVID-19 has impacted the world in different ways, and different trends have also been modified based on the repercussion of the pandemic. The social media trends have also changed during the pandemic and the consumer's behaviors regarding purchasing certain products (Taneja *et al.*, 2021). Businesses have to consider these changes to ensure the fact that their interaction with consumers is not affected by any means. The major trends of social media during the pandemic are increased engagement, acknowledgment of the pandemic, and connectivity.

**Engagement:** The pandemic has forced the authorities to impose lockdowns in areas where the rate of positive cases is relatively on the higher side. People do not have many activities to do in such a disturbing period, which is why they are more attracted to social media usage while at their home. In return, this has tremendously increased engagement

on social media. This has also provided digital marketers with an opportunity to promote their services to a broader band of customers compared to the former (Cinelli *et al.*, 2020). The trends have also demonstrated that the most commonly used platform is Facebook which is also the biggest social media platform as it has the maximum consumers. Therefore, it creates an opportunity for marketers to post advertisements on this platform to attract the maximum number of customers towards the products and services offered by the marketers. The Hootsuite digital report of 2021 has also demonstrated that Facebook is the most platform during the pandemic.

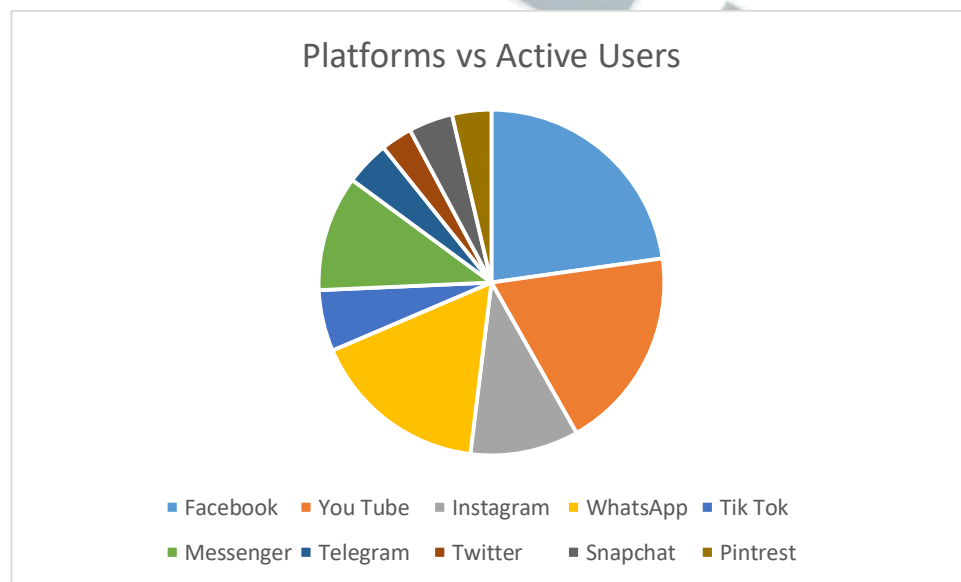


Figure 1: Hootsuite Digital 2021 Report

The above-mentioned pie chart shows the trends of social media usage for 2020 and the start of 2021. The pie chart further indicates that Facebook

**Acknowledgment of COVID-19:** Consumers have developed different behaviors compared to the pre-pandemic times. This is because the restricted movement has made them more conscious and frustrated. People have become more focused on healthier practices, which has played a significant role in changing their behaviors toward

purchasing goods and services. Marketers expect people to take care the precautionary measures, and their services will be in accordance with the latest demands of the pandemic (Sharma *et al.*, 2020). Marketers should talk about the importance of safety measures and make the consumers regarding the initiatives they have implemented. The people should know that you are considering all the precautionary measures and prefer the safety of the people as a marketer (Cox *et al.*, 2020). They should frequently post regarding the pandemic on social media, which will attract customers to the services. The following picture shows the kind of advertisement posts that marketers should upload on social media. I shall frequently be posting these things while promoting my fashion industry services on social media as it will help to ensure an effective engagement with the customers and help to grow my brand.





Figure 2: A Post regarding COVID-19 Precautions

**Connectivity:** The utilization of social media has increased during the lockdown phase, due to which more people are engaging with each other as compared to the past. This has created a significant sense of connectivity as most masses are connected on these platforms. This has helped to make social media social again, and people are able to form a community by staying in touch together on such platforms (Baber, 2021). These are things that can also impact digital marketing constructively as more consumers are available on the internet. Therefore, their advertisements will reach more customers. This will help them attain the desired customer interaction and sell their products and services up to an adequate or desired rate. The adaptation of preventive measures and safer practices has also played a massive role in enhancing this connectivity on social media

because people are reluctant to meet each other physically due to the pandemic. The fashion industry explicitly targets women, and women are the most health-conscious gender compared to the other genders. Therefore, my fashion brand will directly attract my core target segment as they will receive the products at their homes, and they do not have to move physically to the markets during these testing times.

#### *Change in Consumer Behavior & Challenges*

Numerous kinds of challenges are to be faced by the marketers in this specific period. Marketers have to adapt to the changes in consumer behavior and have to develop some effective strategies in this regard. The pandemic has dismantled each entity around the globe, and each process is affected due to this unfortunate virus. Tons of people have lost their lives, and a bulk of them are continuously combating this disease. As discussed in the previous section, consumers are not much vigilant towards physically connecting with people and moving physically outside their homes. Therefore, it is evident that business organizations must deal with great aptitude and proficiency (Nasari, 2021). The same is the case with digital marketers, as they have to ensure that the customers are informed regarding the safety measures and precautions they have taken.

Moreover, the services must be based on providing high-quality and safe products to the customers so that they are attracted to the services offered by digital marketers. The demand for the products decreased during the initial phase of the pandemic, but people were not trusting anything they could have purchased from the market or any other shop. This was only due to the hygiene concerns considering the pandemic's haunting repercussions; this can be listed as one of the significant challenges that marketers face. Being a marketer myself, I shall consider all the necessary aspects while targeting my

core segment. I shall be posting on social frequently regarding the adaptation of hygienic practices while delivering my services to the customers (Naseri, 2021). This will make my customers contended about the quality of the services, and they will be attracted towards availing my services. Thus, I shall be able to attain the desired competitive advantage, which would further benefit me in accomplishing the targeted sales rate and profitability. As I got all the potential that has to be required in order to become an effective digital marketer, therefore. It will be advantageous for me to excel in this particular field and to work in accordance with my career ambitions. These will not only help me to achieve my career goals, but I will also be provided with fascinating career opportunities to attain a formidable position within the market.

Another challenge that the marketers in this specific tenure faced were the mode of marketing. Physical marketing was not possible for business organizations in such conditions, and some people are also not aware of the proper utilization of social media tools. Therefore, marketers had to work effortlessly to make the advertisements easy to reach the maximum number of customers (He and Harris, 2020). That is why along with posting ads on the official websites of businesses, marketers started to post their ads frequently on platforms such as Facebook, Instagram, Twitter, etc. Moreover, some marketers also started to post ads on Tik Tok as it was also one of the frequently used platforms during COVID-19 (He and Harris, 2020). Therefore, my services will also be marketed on the platforms such as Facebook, Tik Tok, and Instagram, and it is anticipated that I shall be able to attract maximum customers towards the services. I have thoroughly researched these challenges and have developed strategies to address the issues relevant to consumer behavior changes.



*Latest Recruitment Trends*

Social media trends have changed during the pandemic, and similarly, recruitment trends have also changed. These changes are based on consumer behavior as the business has to adopt innovative ways rather than conventional ways to carry out the operations. This has enhanced the demand for a skilled and talented staff that is equipped with a diverse and improvised skill set. Moreover, the need for a perfect implementation of preventive measures has also impacted the recruitment process, due to which the conventional trends have been modified altogether. Instead of posting job ads and inviting candidates for interviews, companies can contact them using different innovative measures (Ali *et al.*, 2020). Search engine optimization plays a tremendous role in this regard as it provides employers with an opportunity to find out the best candidates for a particular job. They have to insert the keyword in the search bar, and they will be able to find the best possible candidates for their company. For example, if an employer enters the keyword “Fashion marketing” on Google, then the search results will show different candidates who have mentioned “Fashion Marketing in their professional profile (Al-Zagheer & Barakat, 2021). The most commonly used platforms to create job profiles are LinkedIn and Indeed. As a result, the employer will access the candidate and contact them regarding the job offer. Similarly, the candidates can also find a job for themselves based on their skills by using this technique. They will just have to enter the keyword, and they will be provided with the relevant employers by the search engine.

Mobile phones have also been crucial in transforming recruitment trends as candidates can search for jobs while using different applications on their mobile phones. More than 90% of the candidates use mobile phones, which is why they can look for

their dream job while using their cell phones. Employers can create job listings that can be viewed on different mobile phone applications so that the candidates can reach them conveniently (Moaşa, 2020). It is quite easy to use mobile phones nowadays which both the candidates and the employers can get enjoy numerous benefits from it regarding the recruitment process. Mobile phones' massive usage and engagement have made it much more convenient to carry out different processes than the former.

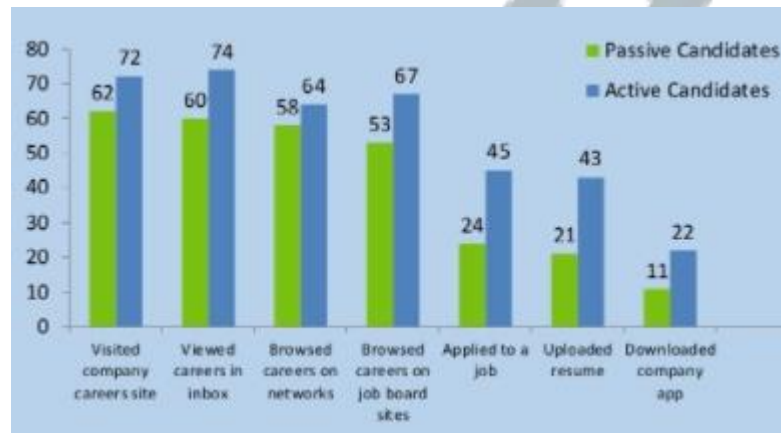


Figure 3: Candidates Finding Jobs on Mobile Phones

The above picture shows the total number of candidates who find jobs while using their phones compared to the candidates who are a bit passive in this regard. Therefore, it can be observed that maximum candidates usually find jobs while using their phones. That also becomes easier for recruiters to find possible candidates for their company.

The last trend that can be discussed and considered in this scenario is that COVID-19 has compelled organizations to adopt an internal hiring mechanism to avoid any inconvenience due to the virus (Moaşa, 2020). Therefore, the companies would not have to invite the candidates for interviews and select the tried and tested employees.

This will make the process fast and productive as the companies would not have to go through the hectic protocols of the recruitment process.

I shall be developing my job profile based on incorporating effective keywords so that employers will be able to find me on Google. This will be done to add critical keywords that are most commonly used in the fashion industry. These keywords will be helpful to provide my profile with adequate trafficking, due to which the search results will show my profile among the top-rated candidates. The following are the essential keywords for the fashion industry.

Fashion blog

- Women's Fashion
- Fashion industry
- Fashion marketing
- Fashion house
- Fashion Designing
- Fashion Tv
- Fashion style
- Fashion trends
- Fashion accessories

*Three Key Influencers*

Numerous individuals are influencing the recruitment and hiring operations of the global fashion industry. The most prominent individuals/influencers who are currently influencing the fashion industry are Floriane De Siant Pierre, Lulu Kennedy, and Sabina Chopra. They are the top influencers shaping the fashion industry trends and must be followed by the new candidates looking to make their way into the industry.

### *Top Ten Competitors*

To make an effective entrance to a particular market, the most important step that has to be taken by an individual is competitive analysis. The competitors' strengths and weaknesses must be analyzed to ensure that the developed strategies are effective enough to deal with the prevailing challenges within a specific market. I have conducted thorough research in this regard and have found the strongest competitors who have marked a significant presence within the digital market.

- **Neil Patel:** He is an outstanding blogger who posts excellent content regularly and is ranked as a top digital marketer by Forbes. His blogs and search engine optimization skills have made him a success story, and that is why I consider him a competitor for myself.
- **Ryan Deiss:** Ryan is renowned as a top-notch digital marketer who has achieved tremendous success during his career. His most significant achievement is the creation of customer value optimization. As a result, he has been able to help many businesses attain strong results while utilizing the online mode of operation.

- **Rand Fishkin:** The founder of MOZ, one of the most used SEO tools, has accomplished many targeted aims in digital marketing. In addition, his effective SEO strategies have compelled different employers to have a look at his profile.
- **Pam Moore:** She runs her social media and consulting agency that deals in optimizing using unique digital methods. She is a success story and a prime example to be considered by the new entrants. However, being a lady influencer, she directly acts as a competitor for me. Therefore, I shall be looking to develop proficient strategies to submit my place in the market even with such strong competitors.

These are the most prominent competitors, and six other strong competitors are Ann Handley, Larry Kim, Joe Pulizzi, Lilach Bullock, Justyn Howard, and Eric Siu. All of them have achieved a lot of success within the digital market, and it is only due to the adaptation of intelligent strategies by all of them.

| <b>Competitors</b> | <b>Platform</b>             |
|--------------------|-----------------------------|
| Neil Patel         | Quicksprout                 |
| Ryan Deiss         | Digital Marketer            |
| Rand Fishkin       | MOZ & SparkToro             |
| Pam Moore          | Marketing Nutz              |
| Ann Handley        | MarketingProfs              |
| Larry Kim          | MobileMonkey Inc            |
| Joe Pulizzi        | Content Marketing Institute |
| Lilach Bullock     | Lilach Bullock Limited      |
| Justyn Howard      | Sprout Social Inc           |
| Eric Siu           | Single Grain LLC            |

Considering my own profile and my LinkedIn blog, I believe that I shall be able to make an effective entrance to the digital market. Furthermore, I shall also be considered for a top position in many top fashion industry companies as they will find me a top-rated marketer on Google.

### *Main Competitor*

My core skill is fashion industry marketing, and I can also write blogs of the highest quality in this regard, so my main competitor will be Neil Patel. I shall be observing his skills and weaknesses, due to which I shall get a better insight for developing my own strategy. I have thoroughly explored his platform, and I have identified his strengths and weaknesses. Moreover, I have also gone through the possible threats and opportunities that I can face while facing such a tough competitor.

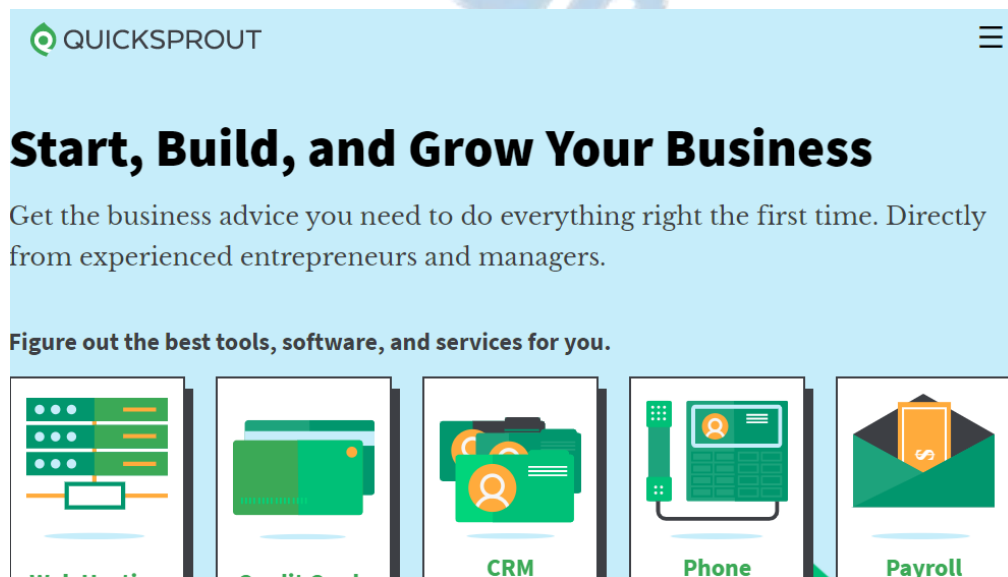


Figure 4: Neil Patel' Platform

**Strengths and Weaknesses of Competitor**

| <b>Strengths</b>   | <b>Weaknesses</b>   |
|--|---|
| <ul style="list-style-type: none"> <li>• Clear Description of services</li> <li>• Effective Keyword usage</li> <li>• Efficient Trafficking</li> <li>• Frequent Activity on the platform</li> </ul> | <ul style="list-style-type: none"> <li>• Fewer advertisements regarding the platform on other platforms</li> <li>• Too many details on the platform make its interface a bit complicated</li> </ul> |

**Personal SWOT Analysis**

| <b>Strengths</b>  | <b>Weaknesses</b>   |
|---|---|
| <ul style="list-style-type: none"> <li>• Broader Industry</li> <li>• Quality Services</li> <li>• Hygienic considerations mentioned in the advertisement</li> <li>• Utilization of the latest keywords within the profile</li> </ul> | <ul style="list-style-type: none"> <li>• Inexperienced</li> <li>• Relatively new to the platform</li> </ul>                     |
| <b>Opportunities</b>  | <b>Threats</b>  |
| <ul style="list-style-type: none"> <li>• Wider market</li> <li>• More opportunities to excel</li> <li>• A large number of employers</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Highly experienced competitors</b></li> <li>• <b>Selective employers</b></li> </ul> |

While thoroughly comparing myself with the competitors, it is quite evident that the significant constraint I have is that I am new to this market. Therefore, it might take some time to attain a formidable position within the market and push my ranking on search engines. This is of great significance because my employment chances depend on my profile's ranking, so it should be on the higher side at any cost.

### ***Search and Social Media Marketing Strategy***

My SSMM strategy will be based on the enhancement of my profile so that I shall be able to get recruited in any top organization within the fashion industry. The first and foremost step to be taken in this regard will be the utilization of effective keywords. However, I have used important keywords in my profile's blog, but there is still room for improvement. The kind of competition in the market signifies the enhancement of keyword selection to attain the desired results from search engine optimization.

### ***Keyword Research***

The first step will be to search for effective keywords which can be used in the blog. The ranking and effective trafficking are based on utilizing the latest keywords so that the search engine can show you as the top-rated candidate for a specific job. Therefore, I shall search the latest and the top-class keywords that are frequently used in the fashion industry. After selecting perfect keywords, the next step will be to create perfect blogs while using those keywords. The most preferred platform will be LinkedIn, as most of the recruiters use this platform to find out the suitable candidate.

### ***Branding of the Profile***

Branding is the next important step to be implemented in this regard. The Profile's branding will be done on different social media platforms to get maximum views as



many employers are available on different platforms to view my profile. Therefore, there is a significant chance that I can get my dream job.

#### *Improved Copywriting*

Improved content on the profile can also contribute towards making the marketing of the profile effective. Quality content amplifies the interface of the profile, due to which the viewer's engagement also increases.

#### *Blogging\*

Posting blogs regularly will increase the activity on the platform, due to which the chances of getting top ranking increase. More will be the utilization of keywords more will be the chance to get adequate trafficking on the search engine.

#### *Email Campaign*

After completing the steps mentioned above, the next and last step will be to utilize the email campaign. Finally, the profile link will be shared with the top employers of the fashion industry so that they can view the profile and if my skills match with their job requirements, they can recruit me for the vacated designation.

#### *Gantt Chart*

This process will be carried out step-wise, and these steps will be accomplished within 12 months.

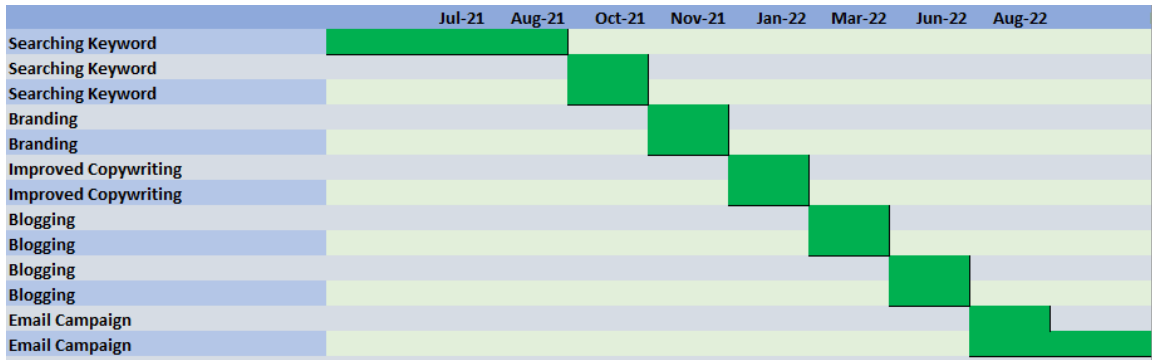


Figure 5: Gantt Chart

**Practical Plan Implementation**

The plan will be implemented entirely after 12 months, but some efforts have already been made. For example, a profile was created on LinkedIn, and a blog was also created on the same platform. Some of the viewers have also viewed the profile and the blog. The viewer engagement will increase after the successful implementation of the strategies mentioned above.



## Why I chose Salford Business School

Published on August 19, 2021



**Ranjana Ramesh**  
Pursuing Masters of Science in...

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"You are an analog living in a digital world"- This quote which I read somewhere left me all fascinated realising that we all are just a mere piece of data in this digital world, This inspired me to pursue a degree related to business after graduating with a science major in my A-Levels, I later decided to enroll myself in a creative business course during my undergraduation where modules like Fashion Marketing, Buying and Merchandising really intrigued me to do a specialisation in Digital Marketing for my post-grad degree. The reason why I chose the University of Salford among other business schools was because the modules and the course structure had a more

I have posted a blog regarding my field of interest where I have also demonstrated my skills and experience in the relevant field. I have used different keywords and most importantly I have used fashion marketing in my blog which is the most searched keyword regarding this field. Moreover, I have thoroughly explained the skills and expertise I possess that can prove to be quite beneficial in my professional life if I can pursue my career in my targeted field.

### ***Conclusion/Personal Analysis***

Digital marketing trend has tremendously evolved during the past few years and more specifically during the pandemic. Not only the social media trends have changed but the recruitment trends in different organizations have also changed. The employers may look for the candidates on social media or by searching the desired keyword relevant to the job description. I want to get recruited into a top fashion company and for this I have developed my portfolio on LinkedIn. I have also posted a blog on my platform to make sure that my profile attains the desired engagement from the targeted audience. My primary target segment are the recruiters of numerous fashion companies. I have also developed an effective search and social media marketing plan to ensure that I receive the desired attention from the recruiter and due to which there is a possibility that I shall be selected for my dream job.

However, there is a room for improvement in many portfolio and strategy making which can make my profile more effective and I can accomplish the targeted aims within the estimated time. I should add more keywords to my blogs that are important for an effective search engine optimization. Moreover, frequent activity on the platform will attract more viewers towards the profile which would be beneficial for me in many ways.

It is quite clear that the perfect implementation of the previously presented plan will be the go to technique in this regard and it is the best possible approach to achieve all the targeted aims and the desired employment opportunity. The core competencies and the skills portion in the blog must be expanded in order to attain further attraction from different employers. The Portfolio must also be posted on mobile platforms to ensure the fact that the maximum employers are viewing the platform and an individual of my caliber will definitely get the desired opportunity in the organization of own choice. Therefore, it can be said that the job employment is heavily dependent on the kind of portfolio and profile that is presented to the employers by the candidates. An effective portfolio will always attract the target segment.



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