

Marketing

5 Marketing Strategies to Grow Your Personal Brand and Business

Marketing yourself has become just as pivotal to your career as marketing your business.

Marketing yourself is about building trust as an expert in your field and interacting with your customer base, partners, and colleagues to build relationships, grow your business and make a name for yourself.

But where to start? Here are 5 ways you can build a reputation for yourself and be top of mind among peers and customers.



Find Your Place

Map out where you and your business fit in the market and understand how to market that standing.



Learn and Grow

Invest in knowledge, whether it be online learning, additional courses or attending industry meetups.



Get Social

Social media channels offer immense opportunities to connect with peers and showcase your knowledge.



Step Out from Behind Your PC

The pandemic has meant most people work alone and connect via video calls. It's time to get back out there and network!



Create, Create, Create!

Build up a repertoire of content that you can share with your audience to position yourself as a frontrunner and thought leader in your industry.

