

PERSONAL BRAND MARKETING

*Your expert
brand*


YOURS . SINCERELY

**ARE YOU POSTING AT LEAST
ONCE A WEEK? IF NOT, YOU'RE
MISSING OUT...**

*Only
5% of
LinkedIn
users fully
capitalise on what's possible...*

YOURS . SINCERELY

THE PROOF IS IN THE NUMBERS



82%

82% of buyers are more likely to trust a company where senior executives are on social media



8x

Content shared by the team's personal accounts get eight times more engagement than posts from brand accounts



4x

Content from CEOs gets, on average, four times more engagement than other content on LinkedIn



92%

92% of people trust recommendations from individuals over brands

YOURS . SINCERELY

HOW WE CAN HELP



*Levelling up your
personal brand*

Identifying your personal brand themes - for use across social media and beyond

Load lifting and doing the hard work for you - drafting social posts proactively taking your insight and expertise

Getting you on stage - industry events are an incredibly powerful route

LinkedIn profile optimisation - making sure that, when people are looking at you, they're seeing the right thing

PR and Comms - as a PR agency, we couldn't be better placed to get you in-front of your audience

YOURS . SINCERELY

LIMITED OFFER! KICKSTART YOUR PERSONAL BRANDING

Perfect for leaders of small businesses or startups, **try our LinkedIn optimisation service at a special rate for a minimum of 3 months**, including:

- Month 1: Initial discovery call
- Month 1: Profile audit and recommendations
- Month 1: Tone of voice guide
- Month 1: Profile edits and optimisation
- From Month 2: Monthly calendar of posts - content and visual assets (max. 2 per week)
- From Month 2: Algorithm and best practice updates
- From Month 2: News tracking & reaction posts to make sure you're staying up to date and engaging
- Quarterly reporting

A flat monthly cost of £595 +VAT (min three months)

YOURS . SINCERELY

PROFILE POLISH: A COMPLETE PERSONAL BRANDING PACKAGE

Offering you a **full profile power-up, including:**

- LinkedIn profile audit with detailed recommendations to improve
- Suggested copy for headline and about section including keywords and more
- A messaging session run by one of our LinkedIn specialists, playing back the audit as well as identifying your core social pillars (organising ideas for what you should be talking about across social media)
- Development of first six week social calendar with suggested social posts
- Content calendar checklist and toolkit to help with your ongoing social management
- Review call at five weeks to discuss any questions, review profile changes and support plans going forward

All for a one-off price of **£1,495 +VAT**

YOURS . SINCERELY

SET-UP FOR SUCCESS: PERSONAL BRAND SET UP AND POSTS

Branding set up and ongoing post production for busy founders, operators and execs, including:

- *Everything* in the above package, PLUS;
- Agreed goals and objectives to track social improvements, plus analytics and reporting against KPIs
- Researching topical content and recommending posts in line with relevant themes
- Creation of monthly LinkedIn content calendar
- A list of simple engagement tasks for you each week (they'll take no more than 15 minutes, we promise)
- Fortnightly content planning call

A flat monthly cost of £945 +VAT (min three months)

YOURS . SINCERELY

LINKEDIN LEADERS: SIGNED, SEALED AND DELIVERED

Your personal brand **signed, sealed and delivered** including:

- *Everything* in BOTH of the the above packages PLUS
- Full post management on your behalf
- Interaction and engagement with people commenting on your post
- A quarterly strategy review session

A flat monthly cost of £1,395 (min three months) - saving £500 in your first month

YOURS . SINCERELY

WANT TO KICK START YOUR PERSONAL BRAND?

Let's have a quick chat to see
whether we are right for you.

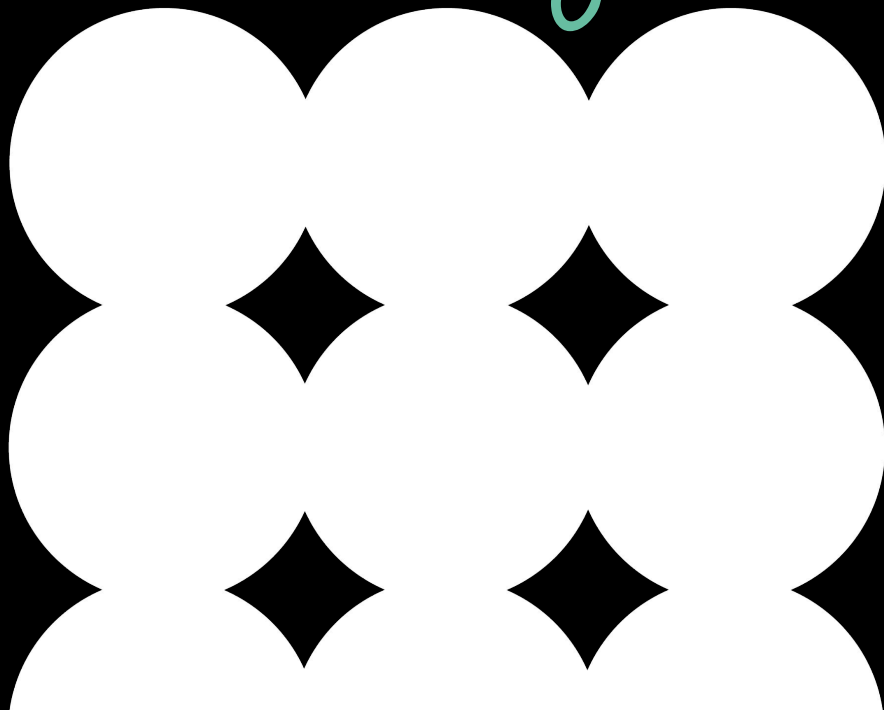
[Click to drop us a line here](#)

Or [click here to book a call in my diary.](#)



YOURS . SINCERELY

Thank you



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