

Final Project II: Presentation

Jennifer Nestor

Department of Communications, Southern New Hampshire University

COM 540: Identity & Personal Brands

Instructor Flynn

July 10, 2021



Hi, I'm
Jennifer Nestor.

—NEW MEDIA MARKETING
GRADUATE STUDENT

Personal Goals

- **Goal #1- Conduct a brand audit and analyze my overall online presence.**
- **Goal #2- Increase brand visibility and increase LinkedIn followers by 10% in 2021.**
- **Goal #3- Develop a strong bank of various brand-related content on my social media channels to show authority in the marketing and communication industry.**

Building a Personal Brand on LinkedIn.

LinkedIn is a great tool to incorporate into a communication professional's toolbox. It can help you connect with others in your industry, find available jobs, learn new skills, connect with recruiters directly, and help enhance your online presence.

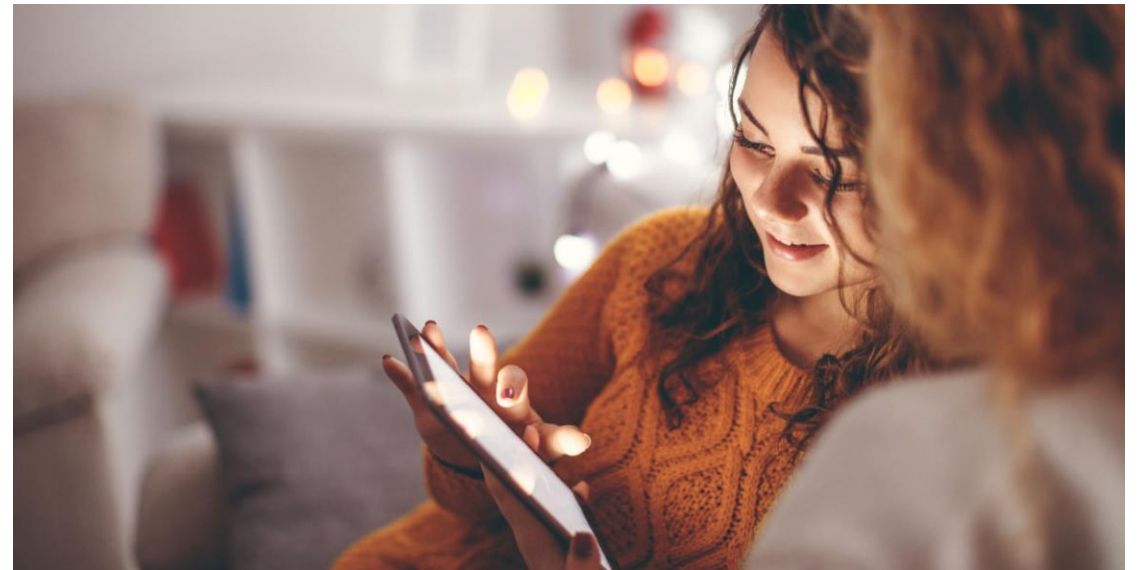




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Objective

Timeline

Goal #1 - I will analyze my social media channels and determine where I could be making improvements. For example, am I on the right social media channels for my brand's tone of voice and persona?

June 2021

Goal #2- I will work to grow my LinkedIn following, since my LinkedIn presence is tied directly to my career as a Senior Marketing Leader.

2021-2022

Goal #3- I will begin to develop more video content to identify who I am as a professional online, which ties directly to my brand voice and personality. I plan to write more blogs and develop a healthy mixture of social content on LinkedIn, Instagram, and YouTube, so that I have a variety of creativity out there and can accurately represent who I am, and what my brand stands for.

2021-2022

Goal Attainment Objectives



Part II Content

facebook



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Instagram

LinkedIn


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YouTube

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Social Media Content





Jennifer Nestor
 Writer 📝 · Grad Student 🎓 · Marketing Strategist for Wedding Pros 🗣️ · @weddingvendorcreativeco.
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Intro


- Studies New Media Marketing at Southern New Hampshire University
- Studied Communications at University of Rhode Island
- Lives in Saint Augustine, Florida
- From Philadelphia, Pennsylvania

What's on your mind?

Live Video Photo/Video Life Event

Posts [Filters](#) [Manage Posts](#)

[List View](#) [Grid View](#)




Jennifer Nestor
 April 12 · 🧑🏻‍🤝‍🧑🏻

Are you a wedding professional who is looking to generate more leads for your business this year so that you could ultimately double or triple your income? 🤖

Are you trying a bunch of random marketing strategies spending a ton of money 💰 and hoping that something eventually sticks?

Do you want a simple step-by-step guide to help you learn how to turn prospective clients into leads, easily? [100](#) Then, The Wedding Professional's Expert Lead Generation Guide will be PERFECT for ... [See More](#)



The Wedding Vendor Digital Strategy Networking Group
 Private group · 55 members

About Discussion Announcements Rooms Topics Members Events Media 🔍 ⋮

What's on your mind, Jennifer?

Live Video Photo/Video Room

About

This group is for all wedding vendors who are ready to step up their digital marketing game and enhance their online digital footprint. This gro... [See More](#)



The Wedding Professional's Expert Lead Generation Guide

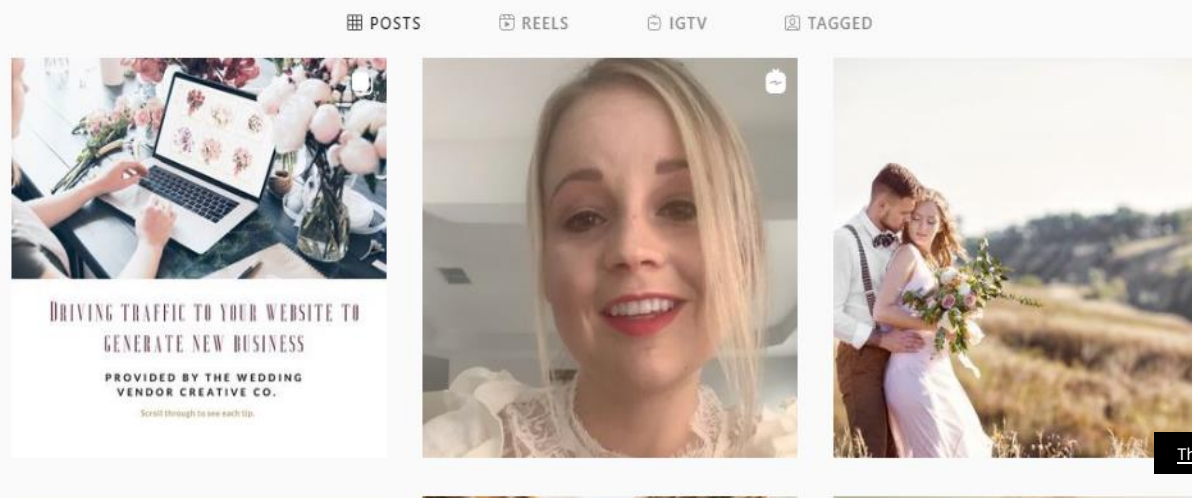
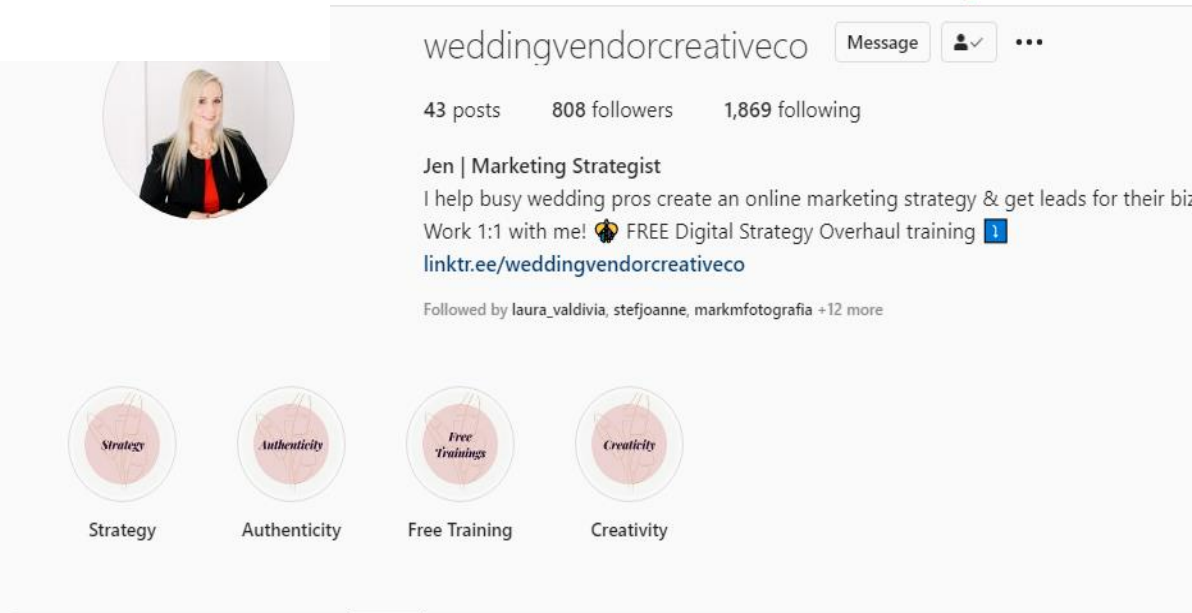
Learn how to turn prospective leads into new business with this training guide that easily walks through closing leads, customer service, crafting the perfect email response, and keeping clients for life, instead of just their wedding day.

[Buy Now!](#)

👍❤️ Ashley Hitchcock, Kathi Frye and 9 others 1 Share



- My Instagram bio for my business clearly States what I do and that I offer 1:1 coaching, as well as a free digital strategy overhaul training.



- My IG posts include relevant wedding hashtags and free tips that can help wedding pros feel more confident in their online strategy development and other hot topics.

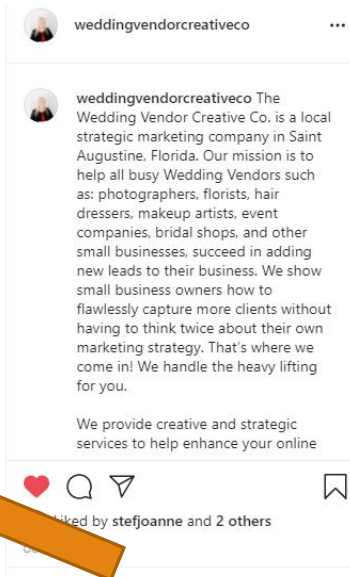
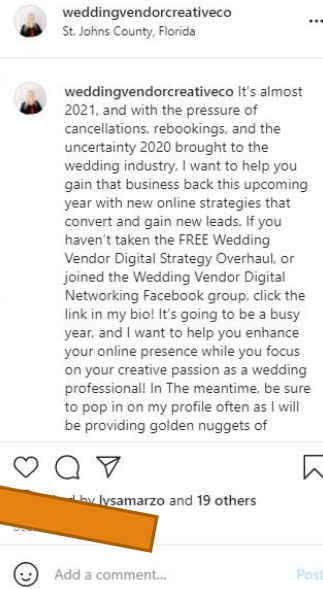
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WHY WORK 1-1 WITH ME IN 2021?

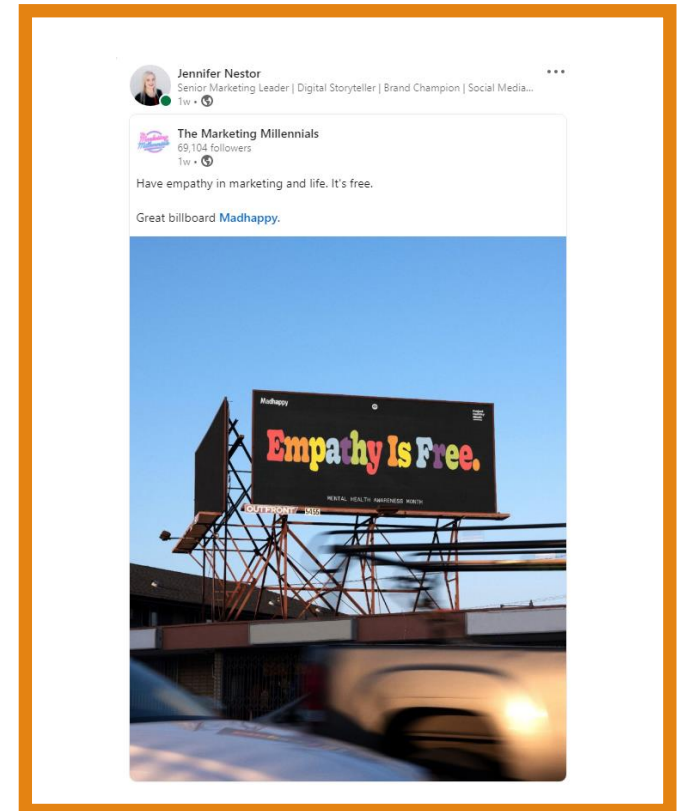
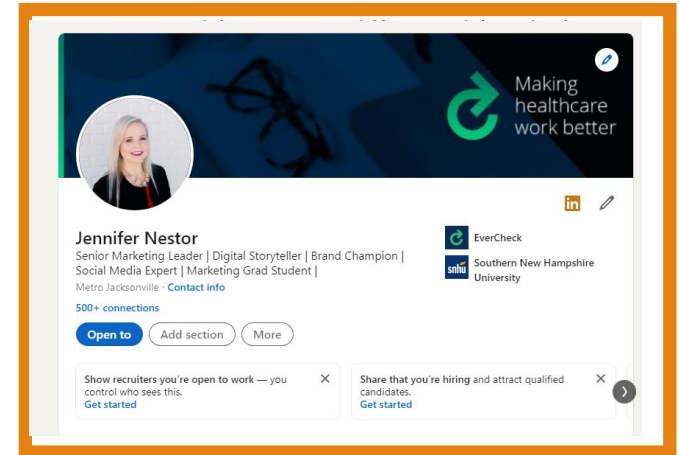
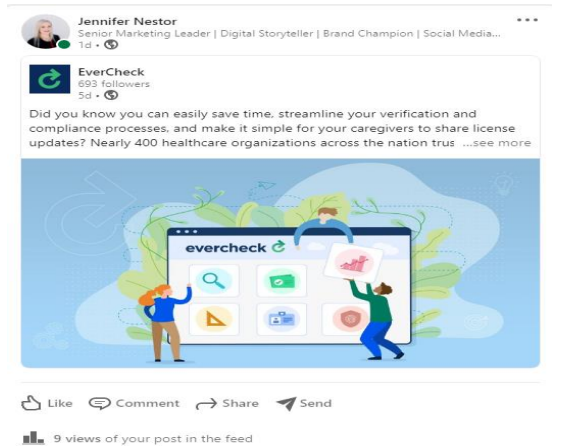
HERE ARE FIVE REASONS YOU SHOULD:

- 01 Over 10 years of marketing experience
- 02 Expert at creating copy for blogs, social media, ads, emails, websites, etc.
- 03 Experience generating leads for different industries and small businesses
- 04 My top 3 values are leading my business through strategy, creativity, and authenticity
- 05 Expert at paid Facebook and IG ads

MORE INFO IN THE BIO



Building a Professional Brand on LinkedIn



The Wedding Vendor Digital Strategy Overhaul
Free training was filmed and uploaded to YouTube for those
Who opt in for the free video training delivered via email.



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Free training for Wedding Vendor Creative Co.
found on my website & in my Instagram bio- This is a
lead gen item to get followers into my sales funnel
by providing their email.





Part III

Conclusion

Measuring the Effectiveness of my branding content

- In creating a strong personal and professional brand that aligns with my goals from the first presentation, I found that my brand presence is easy to understand with the content I've selected in addressing my branding goals. It also aligns with my authentic self, by sharing my business more on my personal pages.



Professional Branding →



Personal Branding →



Confluence

References

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