



HOW TO ENHANCE PERSONAL
BRANDING BY PUTTING YOUR
VALUABLE EXPERTISE IN THE
HANDS OF SOCIAL MEDIA

BUSINESS LEADER

Read the following case study to see how we helped a cloud computing expert build his personal brand and gain visibility in the tech community. Through strategic content creation and social media optimization, we boosted his online presence, achieving a Google page rank of 4, 1,000+ LinkedIn connections, and key collaboration opportunities in just a few months.

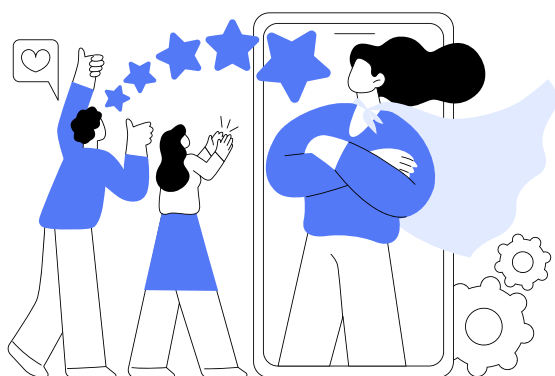


Client

The client is an accomplished technical and business leader, notably recognized as a cloud computing pioneer.

The client has initiated several business projects in technology and is currently a CTO for an online educational platform. In addition, he is also an active speaker in technology-related conferences, also having a Google page rank 4 blog about cloud computing.

The services offered by the NNC Services team for this client are focused on personal branding.



Challenges

With an experience of almost 20 years in the field, backed up by pioneering results in technology efficiency improvement, the client had a lot of quality knowledge content to offer. The first challenge was creating visibility and setting up the best premises for networking.

At the beginning of the collaboration, the client was rarely active in social media (Facebook, LinkedIn, Twitter, had no blog etc). Therefore the proposed action plan was aimed in this direction. Further more, the NNC Services team took up another challenge - to increase exposure in a short time.



Objectives

- ✓ Identify the best channels to approach for creating visibility; establish strategies and definite objectives for each.
- ✓ Create premises for the client to interact and collaborate with other IT experts/ organizations/ publications.
- ✓ Build a strong reputation through coherent, sustained personal branding activities.

Solutions

The channels approached were the following:

- ✓ Launch the client's own, professional blog where the NNC Services dedicated team could post qualitative blog posts in the client's field of expertise. Posting valuable content on a platform that encourages interaction between the author and readers was the strong point of the general plan.
- ✓ Customize Twitter and LinkedIn accounts as the main professional channels of networking. Create a LinkedIn group to discuss cloud computing. Connect and interact with the industry's IT experts. Seek and approach collaboration opportunities.
- ✓ Regular maintenance of social media accounts and the blog.

Results

- ✓ The blog reached a Google page rank 4 in just a few months after launching. Weekly traffic surpasses 400 unique visitors.
- ✓ The LinkedIn profile gained 1000+ valuable connections, as well as the LinkedIn group.
- ✓ Over 600 relevant followers on Twitter.
- ✓ Because of growing visibility and valuable content, the client was proposed several collaborations with top cloud computing blogs and several business partnerships.
- ✓ At only a couple of months after its launching, the blog was included into the list of “Top 100 Cloud Computing Blogs”.
- ✓ The visibility in social media led to further opportunities in creating a reputation: the client was interviewed by a number of prestigious publications in the field.



NNC Services

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