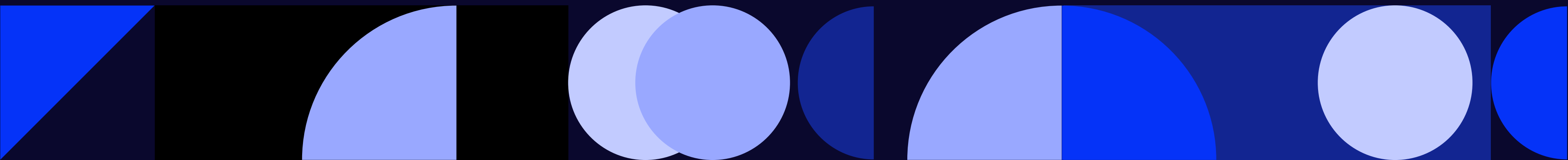




# Putting Personal Brands at the Centre of Your Marketing Strategy

Darren Westall  
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# Personal branding



Paiger



reputation

Welcome to

LinkedIn®

Paiger



Paiger



**Reflect** - your values, strengths, passions

**Purpose** - why you do what you do

**Audience** - who you want to know

**Offer** - what you can do for them

**Publish** - make it available

People are looking at your profile.  
Why wouldn't you control what they  
see?

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# Marketing vs Personal Brand

**We're All Fighting For The Same Thing.**

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**Right?**

Best time →

Second best  
time



# Pay to Play

£

Job boards

CV databases

LinkedIn licenses

Pay per click and display ads

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# Recruitment marketing in 2000s

Job board ads  
Websites - just

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# Recruitment marketing in 2010s

Websites, SEO, email marketing, content creation - mainly blogs/articles...

# Recruitment marketing in 2020s

Website, SEO, email marketing, content creation  
more creative content creation becoming normal -  
video, podcasts, webinars, paid ads...

AI and automation...

# Personal branding

25% of recruitment marketers say Recruiter

Personal Branding is **higher** on their priority list  
than marketing efforts such as content marketing  
and marketing automation.

# Marketing

## channels

SEO - AI's impact is unknown

Paid Ads - CPC increasing

Email Marketing - Google's spam changes

Automation - Really isn't easy

Stand-out content - has to be very, very good

Personal branding - builds awareness of you, and your business

# Personal branding as a channel

Marketers are increasingly looking at recruiter personal brands as a channel

- Build your individuals to be an extension of the brand
- Reach the same audiences, via people
- People buy from people

Profile Setup

Building Connections

What to Post

Post Types

Measuring Success

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# LinkedIn PLAYBOOK

Set yourself up for success on the world's biggest professional network.



<https://paiger.ai/linkedin-playbook>

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