

DIGITAL BRAND STRATEGY - _____

ANALYZE

- 1. WHO ARE YOU? (demographics, skills, passions, specializations)**

- 2. HOW ARE YOU PERCEIVED? (personally, professionally, online)**

- 3. WHAT DO YOU WANT TO ACHIEVE? (career, industry, personal brand)**

LAUNCH

- 4. CREATE YOUR BRAND! (name, alias, platforms, colors, etc.)**

- 5. CREATE YOUR ECOSYSTEM! (websites, blogs, forums, social media)**

6. CREATE YOUR NETWORK! (friends, followers, experts, professionals)

MAINTAIN

7. CREATE ORIGINAL CONTENT! (blogs, social media posts, etc.)

8. GET INVOLVED & SHARE (comments, retweets, share links, conversations)

9. LISTEN & MONITOR (tracking, alerts, social listening)

ACTION ITEMS