



# Marketing Personal Branding

Fueling recruitment business growth through impactful marketing

**It's a lot more than likes and vanity metrics...**

**A personal brand...**

is...	isn't...
Strategic	Self-promotional
Multi-channel	Copy-cat
Authentic	About likes and shares
Consistent (in regularity)	Vanity
Consistent (in message)	Cookie-cutter
Professional	Confusing

**Developing your content: Considerations**

