



*Brand
Me*

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MKTG 1415

Digital Marketing

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INTRODUCTION

This Brand Me report will discuss my personal branding; covering a SWOT analysis of myself, my objectives, current positioning and future action plans. Additionally, the report will include links to my [LinkedIn profile](#) and [personal website](#).

SITUATIONAL ANALYSIS

ABOUT MYSELF

I am a final year Business Marketing student studying in RMIT. Born and raised in Singapore, I came to Melbourne as an international student.

My career aspiration is to be a marketer in the social service sector, serving the underprivileged. Two groups of people I would like to focus on are special needs individuals and homeless individuals.

However, my ultimate goal is to create a business model that employs mainly the underprivileged. I envision an environment where special needs individuals in our societies can be accepted and respected; with the general public shifting their focus from their disabilities to their abilities.

STRENGTHS

→ **Exposure to a variety of cultures**

As an international student, I have a good understanding of both Asian and Western cultures. Singapore is also a melting pot of cultures where people with various cultures and backgrounds come together. Therefore, there are extensive opportunities for us to understand one another's culture, religion and beliefs.

→ **Dual first languages**

I am effectively bilingual. My first languages are English and Mandarin. In Singapore, English is the language we are taught in school and in all official documents. Mandarin is the language I speak at home with my older relatives.

My [Peranakan](#) ancestry prompted me to pick up basic conversational Bahasa Melayu (Malay) from my father, and to choose Melayu as a third language in middle school. On my own, I self-study basic sign language.



→ Dedication

I am not only a starter but also a finisher. Whenever I am assigned a task, I make sure to complete it to the best of my abilities. I take pride in all the things I do.

→ Interpersonal skills

I am able to communicate and work with people of different personalities and walks of life. Since young, I have a habit of imagining myself as the other party and thinking from that perspective. The habit helps me relate better to others and their struggles.

WEAKNESSES

→ Lack of relevant experiences

My lack of relevant experience in the marketing industry is disadvantageous. Many jobs in the industry requires at least 1-3 years of experience in the relevant fields. I will overcome this limitation by securing marketing internships. It will also be an excellent opportunity for me to have a better idea of how marketing works in real life.

→ Lack of real life knowledge

Another disadvantage of mine is my limited knowledge in marketing-related softwares like Adobe Photoshop, Google Analytics, MailChimp, Adobe Marketing Cloud and eCRM. They are usually basic requirements in the industry. To make up for this shortcoming, I plan to take online courses and view online learning materials to learn about the usage of these softwares.

OPPORTUNITIES

→ Rise of social service sector

The social service sector in [Australia](#) and [Singapore](#) are expanding, which makes it a prime opportunity for me to enter the industry. Especially in Singapore, a growing number of resources and trainings are directed to the sector. More social enterprises are being created, and as a result, a [bigger workforce](#) for the sector is required. There are also relevant [internships](#) available which I can undertake.

→ Network

While I was working as a special needs educator, I have gained contacts like my mentor, whom I still kept in touch with. She provides me with useful insights and practical knowledge on the sector.



THREATS

→ **Competition**

Due to my limited knowledge and zero experience, I face strong competition from marketing professionals who have the relevant experience. These candidates might already have the extensive experience, higher qualifications and more connections which translates to their higher chances of success.

→ **Limited connections**

The idea of a career as a marketer in the non-profit sector is relatively new, especially in Singapore. There are not many marketing professionals in non-profit organisations, and this makes it difficult for me to seek advice and guidance. It makes it even tougher for me to have an idea of the job.



OPPORTUNITY ANALYSIS

Apart from the above mentioned [internships](#) which I can undertake, there are also suitable opportunities from other social enterprises like [The Social Space](#) in Singapore.

raise.glints.sg

<p>DAY-TO-DAY TASKS</p> <p>Marketing</p> <ul style="list-style-type: none"> - Help ideate and plan unique events/campaigns/new services to create awareness for the space. - Assist with social media planning, content creation and posting - Assist with group bookings, and ensure smooth execution of other in-house and external events. - Providing support for PR communication and leading press/influencer coverage. - Propose and execute collaborations with other like-minded businesses or networks <p>Operations</p> <ul style="list-style-type: none"> - Assist with day to day operations - Source for new, exciting socially conscious products - Maintain relationship and liaise with vendors - Regular ops maintenance - Creating templates for Standard Operating Procedures 	<p>REQUIREMENTS</p> <ul style="list-style-type: none"> - Passion for social & environmental causes - Very pro-active and a multi-tasker - Great with problem solving - Self-starter who can handle being able to make sense of situations when guidance is not as abundant. - Irregular Hours - 5.5 Days (including weekends)
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Besides, being first-aid certified gives me an advantage over similarly qualified candidates in a social service environment.

TARGET CUSTOMERS

My target 'customers' are the general public, social service enterprises in Australia and Singapore, and the beneficiary group I am working with.

OBJECTIVE STATEMENTS

SHORT-TERM

My short-term objective is to learn the ropes of marketing, have a general overview of the sector and specialise in non-profit marketing. I also want to learn more about myself and knowing which marketing divisions I produce the best results. My short-term goal is to secure a marketing internship within 3 months after graduation and work in a non-profit organisation after the internship.



After understanding which marketing divisions I work best in, I plan to do a Masters in RMIT, in any of these three programs - [Advertising](#), [Communications](#) or [Media](#). Undertaking a Masters would have to be done 3 years later, a requirement of the program.

LONG-TERM

My long-term objective is to come up with a business model where the majority of the employees are individuals with special needs. It is designed to function with minimal outside interferences. This business model will provide the employees adequate training and skills, and certain critical thinking to teach them to react to unexpected circumstances. Instead of hiring special needs individuals only for bottom-of-hierarchy jobs, the business model aims to promote qualified special needs employees to managerial roles as well.

To achieve my long-term goal, I will look at how our special needs schools are educating the children, and what organisations are doing for them. Additionally, I will also research on business models in the rest of the world for inspirations.

POSITIONING STATEMENT

Based on industry requirements and personal strengths, my positioning statement is:

“A dedicated aspiring marketer who is highly professional, and possesses extraordinary communication skills, with a passion for social service.”



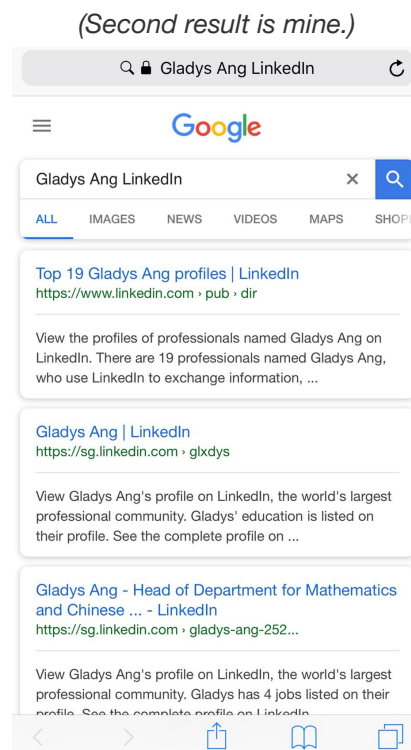
DIGITAL MARKETING STRATEGIES

LINKEDIN

LinkedIn is the biggest professional networking site globally. The platform is usually used by employers to search for potential candidates, and therefore plays a significant role in the impression employers have of candidates. LinkedIn also serves as a networking tool for professionals in the industry.

→ Building a Professional Presence

The first strategy is to build a professional presence. Being listed in the top three position in Google Search and no negative results conveys a credible and professional image. ([Ramona Sukhraj, 2017](#))



→ Engagement

I update my LinkedIn blog regularly to increase engagement and activeness on the platform. I also reply promptly to feedbacks left on my blog to increase interactions with my connections.

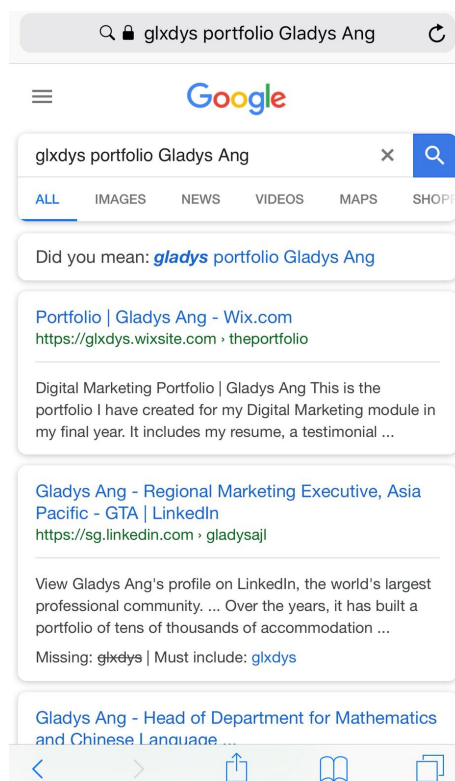


PERSONAL WEBSITE

A personal website boosts your online presence, and it adds more dynamics to an online portfolio. It maximises one's visibility and improves one's personal branding. (M.A. Smith, 2018) Overall, a website reaches much more audience than an offline portfolio.

→ Building a Professional Presence

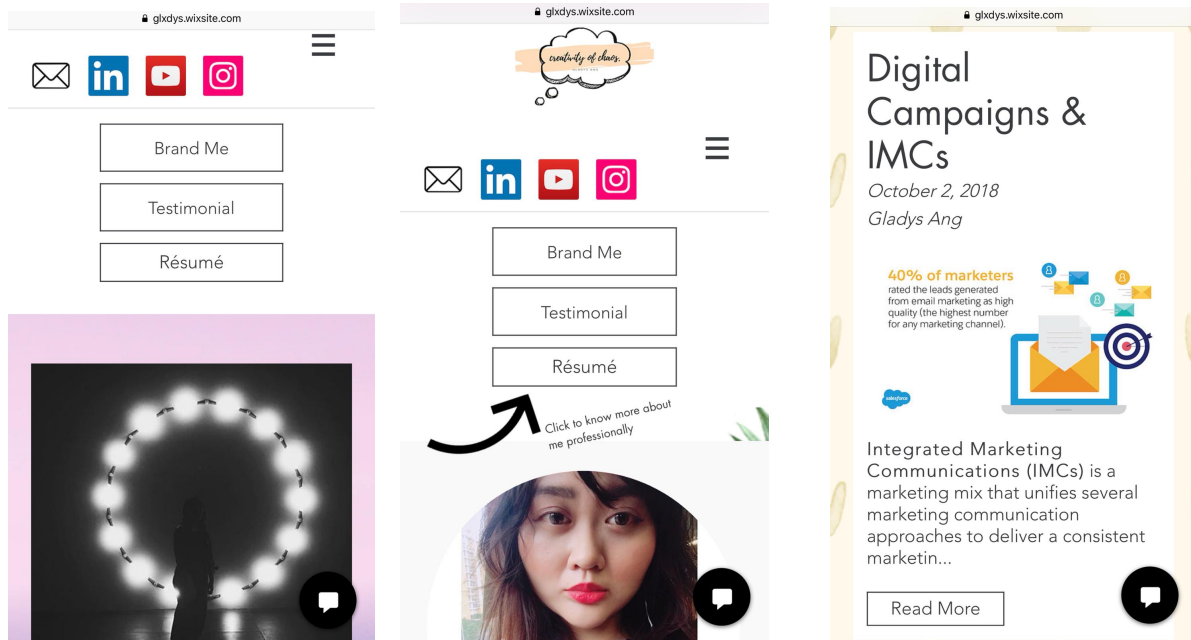
I have indexed my personal website to make it searchable on Google to maximise exposure and traffic. Due to the commonality of my name (Gladys Ang), and the fact that it is a newly created website, rankings are low. However, I am currently working on the website's Search Engine Optimisation to increase its rankings on Google.



→ Mobile-first Indexing

In 2018, 52.2% of all website traffic worldwide came from mobile devices, accounting for more than half of all global web pages served. Therefore, I indexed my website to make it mobile-friendly. All images and texts appear where they should.





→ Engagement

On my website, I included my professional blog, the same as the one in my LinkedIn. Apart from the professional blog posts, I also wrote blog articles about my personal experiences and thoughts, some inspired by my interactions with special needs individuals and those diagnosed with mental illnesses. A comments section is included in my blog to engage audiences and boost interactions.

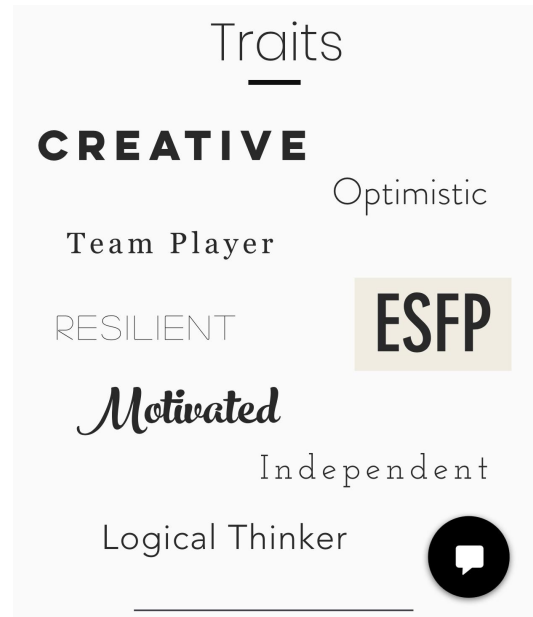
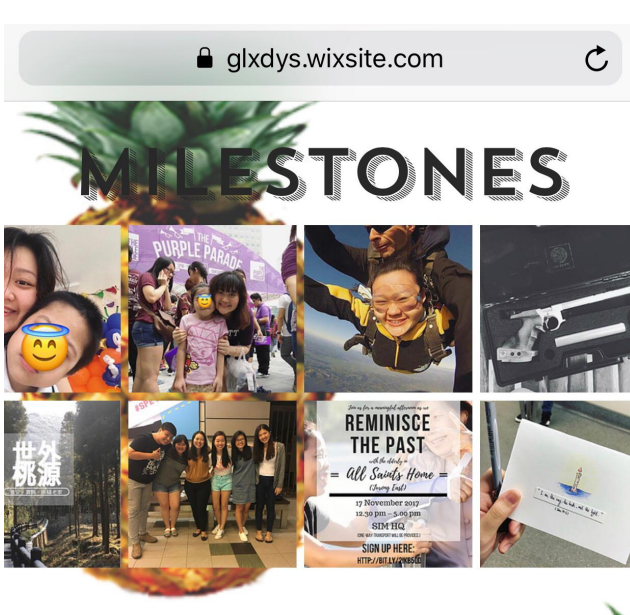
Information and works about me are all conveniently listed in my website. There are clickable links to my resume, testimonial and this Brand Me report. Links to my other social networking sites (LinkedIn, YouTube, and Instagram) and my personal email are listed at the top of the page. A live chat feature is incorporated at the bottom of web pages as well.

→ Visuals & Fonts

Human brains are wired to process visual information better and faster text. Studies have revealed that 90% of information transmitted to the brain is visual information. (Noah Parsons, 2018) Visuals capture readers' attention way better than texts. Hence, I made sure to include visuals in my website. For instance, my experiences are listed as "Milestones" with 8 clickable pictures. When clicked in, a story behind the picture is shown, describing the experiences and knowledge gained.

I also created a mixture of fonts to bring out balance and attention to my texts by playing with opposites fonts and kerning (font spaces). (Creative Market, 2018)





→ Logo

I have created a logo and positioned it on the header of my website. A logo is crucial in building identity and conveying message. ([Design Dept. 2011](#)) The simple logo is designed to be so, carrying the statement “creativity of chaos.”

The thinking cloud represents creativity and the brainstorming process while the scribble mark represents chaos and messiness. The idea came from an online article I chanced upon years ago, explaining the interconnectivity of creativity and chaos. Personally, it conveys a message of optimism as well - creating something meaningful from a seemingly insurmountable mess.

The minimalist logo blends well into the website, and symbolises beliefs of mine. Therefore, the usage of this visual identity will strengthen my digital identity.



SOCIAL MEDIA

What one posts on social media is crucial; one wrong message or one inappropriate picture has the potential of going viral, and damaging years of branding and reputation. Content on social media is most likely to viral due to the huge amount of people it can reach. Thus, a quality social media site will be an exceptionally effective tool for personal branding.

→ **Message Refine**

Content on social media has to be in agreement with contents posted on other medias to maintain a consistent professional image. Inappropriate and irresponsible content should be weeded out, and messages posted have to be refined to match messages on other platforms. Our social media defines our digital image.

Personally, I choose to set my Facebook and Instagram account to private, and exclude them in my personal branding.



ACTION PLAN

SHORT-TERM

My action plan in the short-term is to address the personal weaknesses I mentioned above, namely the lack of relevant knowledge, real life experience in marketing and a strong digital presence. At this stage, I am most concerned about polishing up on my skills and knowledge, including the usage of relevant tools, in order to be well equipped to deal with the tasks I'm given. Overcoming these limitations gives me a better chance of employment in the relevant fields.

<u>Action Plan</u>	<ul style="list-style-type: none"> → Acquire relevant knowledge <ul style="list-style-type: none"> - Google Analytics, SEO and PPC - Mobile Marketing - Email Marketing - Social Media Marketing - Photoshop and Adobe → Gain hands-on experience in marketing → Build a strong digital presence → Obtain a Masters <ul style="list-style-type: none"> - Advertising/Communications/Media
<u>Time</u>	<ul style="list-style-type: none"> → Acquire relevant knowledge <ul style="list-style-type: none"> - 1 Google course takes up 3 to 5 hours. - MailChimp course takes an hour. - Facebook courses are 15 minutes each but the courses are interlinked. <p>I have been doing these courses throughout the semester in an attempt to understand digital marketing better.</p> <ul style="list-style-type: none"> → Gain hands-on experience in marketing <ul style="list-style-type: none"> - Within 3 months of graduation → Build a strong digital presence <ul style="list-style-type: none"> - Within 6 months of graduation → Obtain a Masters <ul style="list-style-type: none"> - After 3 years of employment - 2 years program
<u>Budget</u>	<ul style="list-style-type: none"> → Acquire relevant knowledge <ul style="list-style-type: none"> - \$0, Free Online Courses and materials → Obtain a Masters <ul style="list-style-type: none"> - Masters of Advertising: <u>AU\$25,920</u> as of October 2018 - Masters of Communication & Masters of Media: <u>AU\$23,040</u> as of October 2018



	<p>As a full-time student, I have a limited budget. Therefore, I would require some years to save up for the Masters program. Some work experiences before taking up a Masters would also be beneficial for my personal development. Additionally, I can use the 3 years to figure which marketing divisions suits me best.</p>
<u>Implementation</u>	<ul style="list-style-type: none"> → Acquire relevant knowledge <ul style="list-style-type: none"> - Enrolled in Google Ads Courses - Completed a basic MailChimp course <ul style="list-style-type: none"> • Refer to Appendix 1 - Enrolled in a few Facebook Courses → Gain hands-on experience in marketing <ul style="list-style-type: none"> - Sourcing for suitable jobs/internships - Volunteering for marketing positions for events → Build a strong digital presence <ul style="list-style-type: none"> - SEO for LinkedIn and personal website using Google Trends

LONG-TERM

My action plan in the long-term is to fulfill the objective statements mentioned above. Many budgetary and technology aspects are currently undetermined. Future trends will play a major role in this action plan. I aim to have a good understanding of the industry and a good grasp of marketing knowledge before embarking on this project.

<u>Action Plan</u>	<ul style="list-style-type: none"> → Feasible low-cost business model <ul style="list-style-type: none"> - Employ people with special needs - Employ underprivileged individuals
<u>Time</u>	→ 5 years to 7 years
<u>Budget</u>	→ Undetermined, \$8,000 to \$10,000
<u>Implementation</u>	<ul style="list-style-type: none"> → Feasible low-cost business model <ul style="list-style-type: none"> - Took Global Entrepreneurship module in RMIT as an elective to gain a basic understanding of entrepreneurship (assignment focus was on poverty in India) - Doing research on different types of business models in other countries and modern low-cost innovations



WEBSITE AND SOCIAL MEDIA LINKS

LinkedIn: <https://www.linkedin.com/in/glxdys/>

Personal Website: <https://glxdys.wixsite.com/theportfolio>

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APPENDIX

Appendix 1

