

## PERSONAL BRANDING AND EFFECTIVE COMMUNICATION

**Zaika O.**, Assistant  
State Biotechnological University, Kharkiv, Ukraine

In an era characterized by growing individualism in the market, the role of the individual as a subject of marketing activity is of utmost importance. Being an expert in your field alone is no longer sufficient; you need to transform yourself into a brand. In today's world, the number of personal brands is on the rise, necessitating an examination of this phenomenon, with particular attention to the communication methods used to create an individual's image and the identification of factors influencing marketing assets.

Most scholars define the concept of a personal brand as the crafting of a distinct persona in the minds of the target audience, one that mirrors their values and aligns with their expectations. P. Kotler and K.L. Keller regard a brand's marketing communications as its "voice" and a tool for establishing dialogue and relationships with consumers [1].

According to T. Peters, a personal brand comprises ideas and associations that the target audience associates with an individual, including behavior and appearance [2]. It is crucial that the created brand conveys a certain social value, offers additional benefits, and provides advantages for all stakeholders.

To establish a personal brand and effectively convey the necessary information to the target audience, it is imperative to employ efficient communication tools. Most researchers typically concentrate on the study of marketing communications for product and service brands. The term "brand communications" is used to differentiate the array of marketing communication technologies required for brand creation.

Brand communication is a specific process of interaction during which changes in people's motivation, beliefs, behavior, and activity are anticipated. Simultaneously, it molds the perception of the brand as a social entity. Brand communication emerges during collective activities, taking various forms, including mass, group, and interpersonal interactions, across different scenarios. When creating a personal brand, it is crucial to position the individual correctly. This involves the deliberate and seamless presentation of relevant information to construct an appropriate image, build a strong reputation, and motivate the target audience toward specific desired actions. This metaprocess is accomplished through a comprehensive set of communication tools, assuming there are successful brand components in place.

Additionally, it is essential to position the brand correctly, ensuring that the image presented aligns with its reputation and that its perception corresponds to the established position.

It should be noted that one of the most common mistakes in personal branding development is attempting to expedite the process through high-profile PR campaigns. The target audience may perceive this as excessive self-focus and approach it with skepticism. Developing a complete personality-brand is a lengthy endeavor, and the end result is certainly worth the dedication and time invested.

The effective creation of a personal brand involves the analysis of goals, tasks, and expected results, upon which a strategy is developed. This strategy includes:

- Formulation of the primary objective.
- Identification of the target audience.
- Analysis of available resources, encompassing personal qualities, financial capacity, and contacts.
- Determination of the desired work outcome.

An essential element of successful personal branding is accurate positioning, which entails identifying the target audience, understanding its insights, recognizing competitors' strengths and weaknesses, and more. Creating a personal brand necessitates not only collaboration with consultants and image-makers but also the direct involvement of the individual. They should possess self-confidence and the awareness that they are unique. Their actions should carry social value, reflecting personal characteristics and being significant for society.

Consequently, the brand's image and reputation are closely intertwined with its positioning. Among the primary tools for supporting a personal brand, brand communication methods, including the active use of social networks, play a significant role. The creation of a personal brand offers substantial opportunities for personal and career development, particularly when this brand delivers social benefits to the target audience.

### **References**

1. Kotler, P., Keller, K.L. (2009) Marketing management. New Jersey: Prentice-Hall. 846 p.
2. Peters, T. (2007), The Brand Called you [Online], available at: [www.fastcompany.com/magazine/10/brandyou.html](http://www.fastcompany.com/magazine/10/brandyou.html).