

# Build Your Own Hype: A Personal Branding Masterclass

Thursday 12th August 2021

Cognism 

## Panel

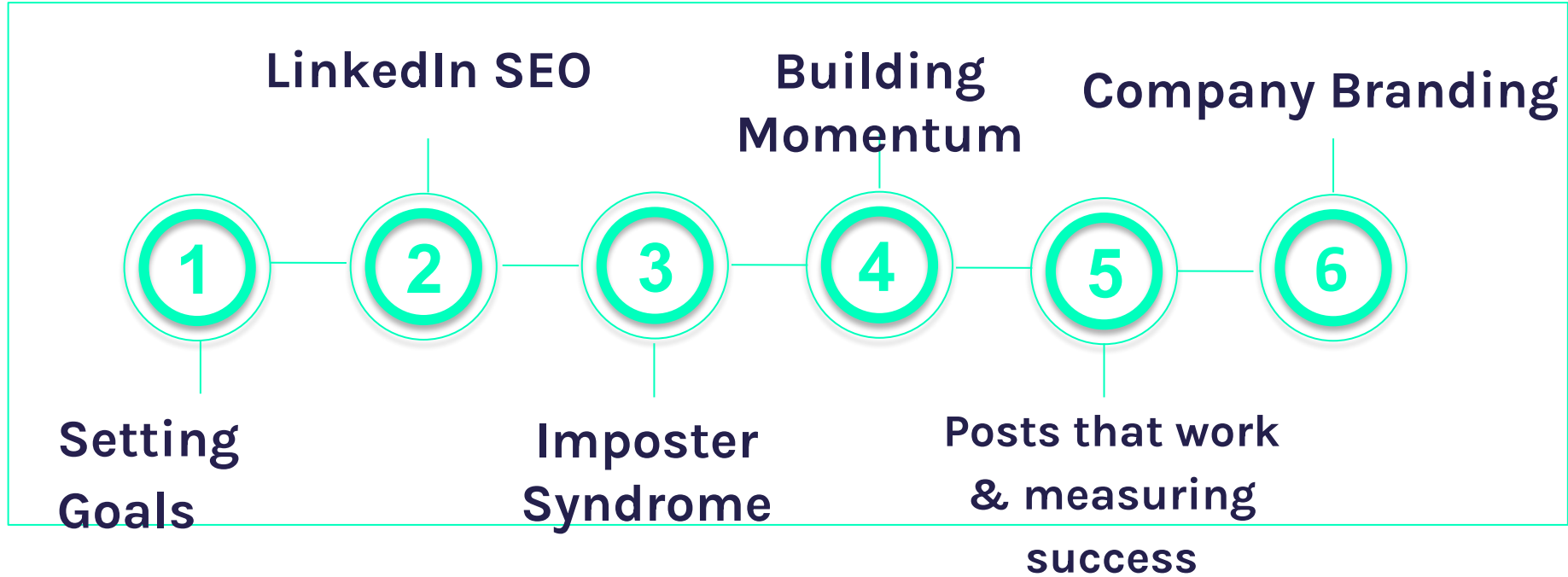


**Greig Robertson,**  
Senior SEO & Content  
Executive



**Oscar Frost,**  
SEO & Content Executive

## Agenda



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# 1. Setting Goals

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# 1. Setting Goals

*Why should you invest in your personal brand?*

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- Growing your professional network and build connections
- Diversifying your content
- Growing newsletter subscribers
- Career planning and streamlining

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## 2. LinkedIn SEO

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The bottom of the slide features a series of nested, upward-pointing triangles. The largest triangle is a dark teal color. Inside it is a smaller triangle of a lighter teal shade. At the very bottom center is the smallest triangle, which is a light gray color. These shapes are centered horizontally and create a symmetrical, mountain-like silhouette.

## 2. The Art of LinkedIn SEO

*Start your personal branding journey.*



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- Optimise your bio with relevant keywords
- Benefit-leading headlines
- Using creator mode
- Using featured section to include top performing LinkedIn posts
- Optimise your 'About' section



The banner features a dark blue background with a subtle pattern of white wavy lines. On the left, there is a circular profile picture of Greig Kaj Robertson. To the right of the profile picture, the word "Cognism" is written in a large, white, sans-serif font. Below "Cognism", the text "Reimagine prospecting. Drive more leads, engage more prospects." is written in a smaller, white, sans-serif font. A small blue icon of a pen is located to the right of the word "Cognism".

**Greig Kaj Robertson**  
Creating B2B SaaS content that gets the snippet 📄 and makes sales easier 🤖  
Talks about #seo, #content, #marketing, #contentmarketing, and #personalbranding  
London Area, United Kingdom · [Contact info](#)  
1,174 followers · 500+ connections

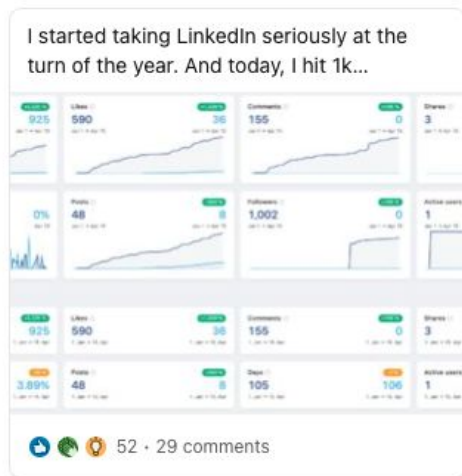
 Cognism  
 University of Bristol

- Seed Keyword: B2B SaaS content
- Benefit-led headline to stand out in crowded B2B space.
- Creator mode is turned on



## Featured

See all < > + ✎



3 things every aspiring B2B SaaS content marketer should know:

- 1 - Blog traffic is great but buying intent is more valuable.
- 2 - Distributing your content properly is just as important as creating it....

22 · 11 comments

Now I've got a share some coi



26 content ma

16 · 12 co

*Featured section: highlight the top performing posts within the platform.*

## About



Competitors pay \$30 for every click on keywords Cognism ranks at #1 for.

This is the kinda sweet organic traffic that doesn't grow on trees. 🌴

The kind that gets direct demo requests. The kind that turns into SQOs. The kind that contributes to revenue.

In fact, last year at Cognism, content was worth a whopping \$88,269.95 🤑

My role in all this?

- ✅ Formulating keyword strategies that get featured snippets for high-intent search terms
- ✅ Compiling hyper-specific lead magnets that help close content deals
- ✅ Growing Cognism's community of content marketers with our bi-monthly newsletter (keep scrolling to sign up)
- ✅ Co-chairing company-wide LinkedIn personal branding sessions to help more prospects solve problems and achieve goals
- ✅ Partnering with the biggest content & marketing influencers on LinkedIn, including Erin Balsa, Mark Kilens & Eddie Shleyner

A little more about me:

- From Mon-Fri, I share nausea-free content, SEO and personal branding hacks. Hit follow if that's up your street. 💡
- I love inflicting needless emotional pain on myself. Thats why I'm a Spurs fan. 🐔
- As I don't own a dog, I will absolutely pet yours. 🐶

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Beam me directly into your inbox by subscribing to the Cognism Content Digest 📧

[https://info.cognism.com/newsletters?utm\\_source=Graig&utm\\_medium=newsletter-bio-sign-up&utm\\_campaign=Marketing&utm\\_term=Content](https://info.cognism.com/newsletters?utm_source=Graig&utm_medium=newsletter-bio-sign-up&utm_campaign=Marketing&utm_term=Content)

Email for content collabs: [greig@cognism.com](mailto:greig@cognism.com)

- Clean up your 'about' section
- It's not a CV; you want to help your audience solve their problems and meet their goals.
- Use this space to highlight your personality and achievements

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## 3. Imposter Syndrome

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### 3. Overcoming Imposter Syndrome 🤔

*Don't be your own blocker because you 'don't know enough' or are scared of going viral.*

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- Be consistent and nobody will care - you can't cause damage to yourself with a small starting audience. Use your first posts as a testing ground.
- There is an audience for you, no matter your level of expertise. Don't underestimate your value.
- Disagreements or negative opinions can be good for your personal brand. 70/30 split between agreements and disagreements to start adding value through what you say.

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## 4. Building momentum

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## 4. Building and Keeping Momentum

*Practical ways to avoid running out of steam.*

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- Creating a content plan - plan topics for given days, allows for structure and creativity.
- Different approach: bulk writing posts in advance and schedule them afterwards.
- Reactive posting: posting after being inspired by reading, listening or watching something.

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## 5. Posts that worked & measuring success

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## 5. LinkedIn Posts that worked 📧

*These kinds of posts gained traction:*

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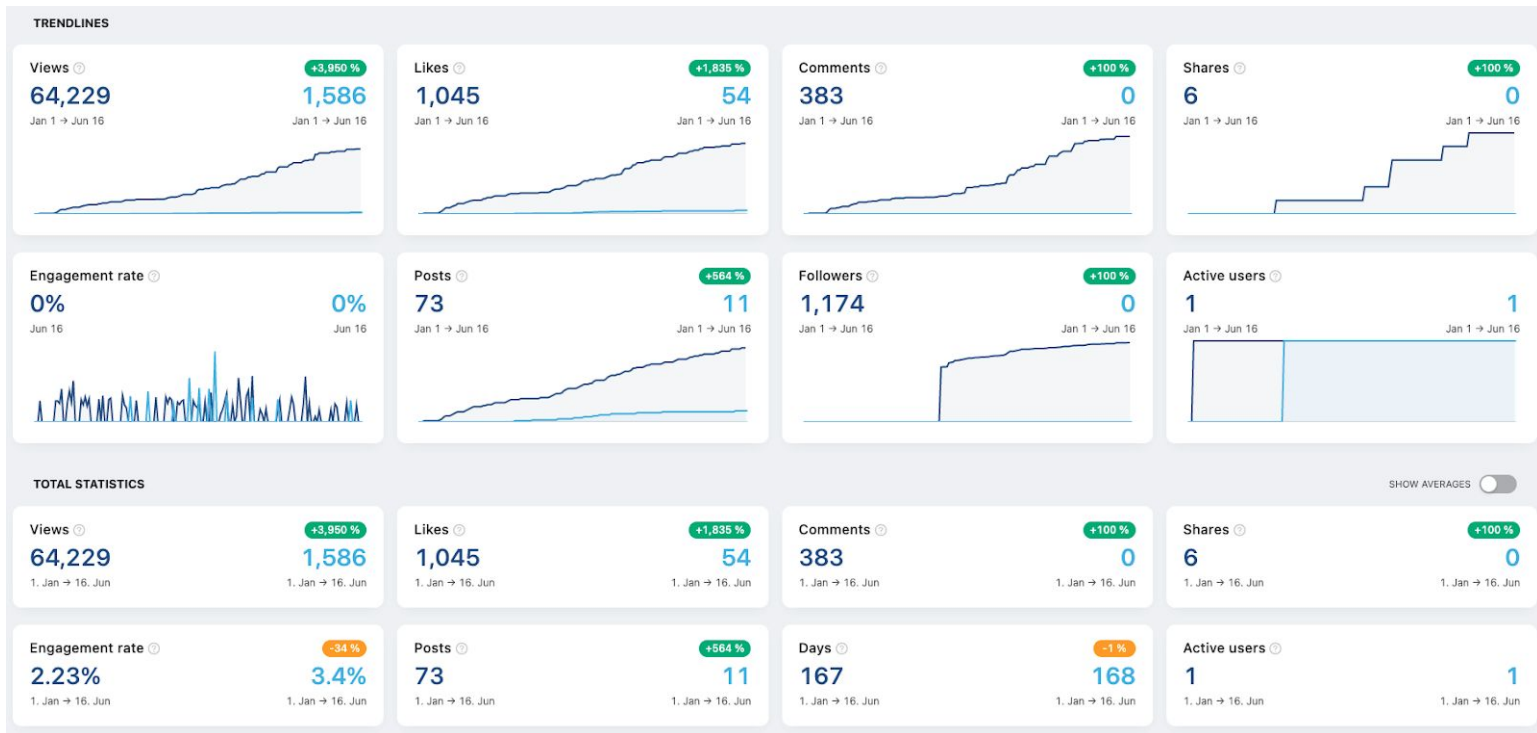
- **Progress Posts** - start off by being bad at something and become good at it. Encourages audience to share their experiences.
  - **Pain point posts** - solve your audience's pain points and expand on it, include an interactive CTA at the end of the post.
  - **Niche, value-add posts** - help your target audience reach their career ambitions, very detailed and encouraging granularity to build deeper connections.
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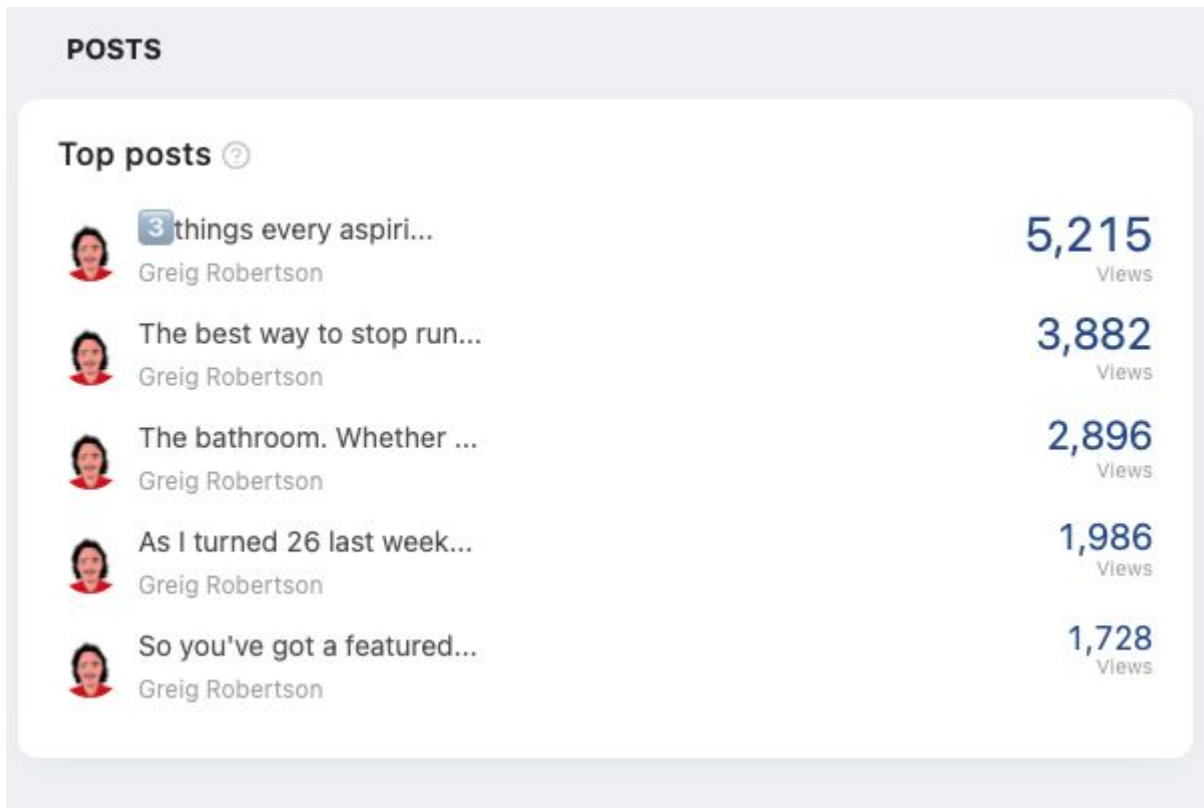
# Measuring success

- Company accounts usually use detailed analytics to track success. It can be hard to track the progress of your personal brand comparatively.
- SHIELD platform tracking is a good option.
- Find room for improvement e.g. boost engagement by writing more compelling CTAs at the end of posts.

# Measuring success



# Measuring success



- SHIELD interface is user-friendly and breaks down top posts.
- You can review techniques which are working for you and try to recreate them.
- Helps to discover underperforming posts and techniques.

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## 6. Company Branding

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## 6. Company Branding

*Using similar branding techniques for both personal and business accounts.*

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### Why?

- Position your company as a thought leader.
- Establish your presence within a market in a non-invasive way.
- Achieve organic, predictable growth.

### Differences

- CTA = content distribution and promotion.
- Focus on delivering value always.
- Create a company voice. Measure everything.

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## Extra personal branding tips

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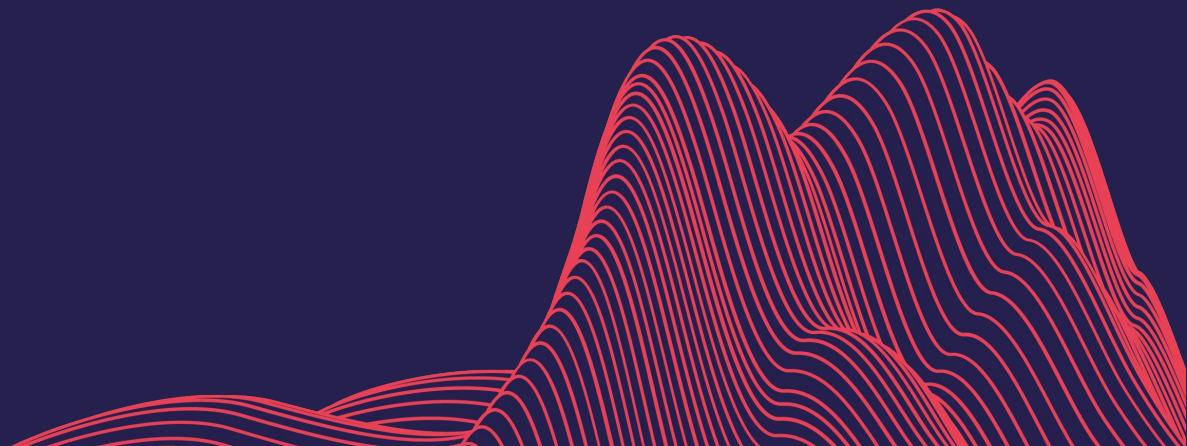


## Extra tips for personal branding

- We've focused on organic methods but you could use other kinds of boosts to grow your reach.
- Sending connection requests to those with a similar job title as you, people in your team, and your ICP.
- Accepting non-bot connection requests that will become more relevant over time.
- Engage with top influencers in the comments section of posts, especially if the post is new (under an hour old). If it's older, try joining a comment thread = people will see your content and you can grow your connections.

Any questions?

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Check out our [TAM Calculator](#) for more from Cognism.

