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CONTENT SPECIALIST - KATLEGO

#Intro to _ Personal Branding

Data Friendly Version



PERSONAL BRANDING

With
Katlego
THULARE

Lesson One

Intro to Branding

Meet the talent

Katlego is a marketing executive at Brilliant Link. A Sage and Acumatica ERP, and Cloud accounting software business partner with over 10 years' experience in marketing and branding. Katlego also runs a boutique digital agency that does a lot of projects for brands.

Check out his awesome website - Katlegothulare.com

Target the market

As someone with a passion for storytelling. My goal is to tell uniquely South African stories in a relatable way. To showcase the culture and comedic element of our daily shared experiences.

Katlego has a truly unique sense of branding culture and is showcased within his entertaining brand pieces available on his website - Katlegothulare.com

Passion and Talent

Many people confuse the meaning of a "Brand" with that of a company. But, to me, a brand is the experience you create around the products and services you offer your customers.

Branding and marketing are an opportunity to carve out unique experiences that last a lifetime. Longer than the products shelf life.



Lesson Two

Pros and Cons of field

True value of a personal brand

Your personal brand is your reputation. It determines the way people interact with you even before you've met them. In a way, it allows you to mould the perception people have of you and predetermines future outcomes of conversations, interactions and even opportunities.

It's a great way to be proactive in determining what other people's experiences should be.

Creativity Vs professionalism

Being in such a digital world means we assume nobody is watching. I always picture my mom, dad, friends, and colleagues sitting in front of me when I publish content. It works as a great technique to gauge people's reactions. If mom would think it's nasty, chances are, someone else's mom would think so too. If your friend would think it's inappropriate, the same applies.

Don't just hide behind an avatar because nobody's physically in the room.



We buy
based
on
looks

THEN
RETURN
BASED ON
VALUE

Expression with words

My go-to strategy is to look at what everybody is doing. **And avoid that.** Why? Let's look at LinkedIn for example, everybody's bio says, "I help businesses..." Yawn! Youtubers all start their videos with "Hey Guys..." Everybody is doing the same thing in different ways. Be bold and do something different. If you do it long enough, it'll stop being weird.

Everything that's "normal" was weird when the first person did it. Be that person.

Lesson Three

Steps in the right direction

Dipping your toes in the water

Truth is that YouTube is the best free university. If you can think it, there's probably a YouTube tutorial for it. But, don't underestimate the power of doing it old-school. Read books. That's where the real secrets and hacks are.

Making significant strides

It's basic. Brands are experiences. And, marketing is the effort to make people want to take part in those experiences. Forget about the noise. Always understand that it's another person on the other side of that billboard, TV ad, or phone screen. Speak to people in a way that you would also listen. Do you know what's better than the next best creative idea?

The experience that someone can relate to and remember for a lifetime. That's the fundamental element of successful campaigns.

Final suggestions for individuals wanting to make it a career?

People are vain. We look in the mirror before we go out. We look at our reflection when we walk past windows. Then why do you assume when we get online, we care about you? We do it for us. Make your messages about the people you wish to speak to, and they will always resonate and connect.

Stop marketing to people. Market with people!

PERSONAL

BRANDING

Show your **true** colours