

IRM Advices On How To Promote Your Brand In 2021



To start your journey in 2021, take stock of your personal attributes right now. Follow these few steps to lift the presence and prepare for your extended network.

1. Address your media outreach

- A. **Focus on social media:** Update your biodata on Twitter, Instagram, and other platforms. Tell them who you are, your qualification, education, experience, and post articles that can support your professional objectives.
- B. **Be connected on LinkedIn:** With over 700 million users, LinkedIn is a good reference for recruiters. To develop your name enhancing LinkedIn profile will open the door. Update your bio, your profile picture, enhance skills and update regularly to promote your idea on topics. Writing, sharing relevant articles on LinkedIn can be useful.

2. Forming Strong Network:

Keep your network up to date with your development of any changes in job or adding hobby stay connected to inform. Also, keep updated with what are they doing and find way to collaborate on something. Keep in touch with people in your network directly. Be in people's mind and share what you're working on. Keep them informed. It is also good to find out what are they doing. Prepare regular communication, draft your list of targets, and send this as early as possible.

3. Go Digital

Take a look at your digital skills and determine the areas that you need to improve. Start posting to show your strength on the digital side and participate actively to impress, especially if you are shifting jobs and exploring new opportunities.

4. Train for Networking

Think of networking as a competition. Train yourself before you perform. Research the people you want to reach out to, write thoughtful and tailored pitches. Make them convince that you've done your homework and know what they do.

5. **Make networking two ways relationship**

Ask for help directly but offer at the same time assistance. I had someone reach out to me recently who wanted to promote her services and uses my network. She asked me for help but offered another service. People like to have reciprocal relationships.

6. **Don't feel shy to ask for solid introductions**

To overcome obstacles with people you don't know, if possible, figure out who you might know in common and ask for positive introduction. It is worth working on this, if you have no one in common then find out what that person has in LinkedIn, Facebook society and try to approach them.

7. **Keep diary of your contacts**

Start keeping track of your efforts, networking, and all connections made in a document. Who did you email? Who introduced you? When did this happen? When do you need to follow-up? Being mindful of these details will help you strategically build your network. Be proud of your effort and talk about it, this makes you more confident with a clear understanding of who you are in a compelling way. Remember that every outreach you make results in getting that person checking out a profile of yours. Remember, online presence it requires for building a brand, it needs to be good. So start making it work for you and your professional goals.