

Digital Marketing MASTERCLASSES

Creating Your Personal Brand on LinkedIn

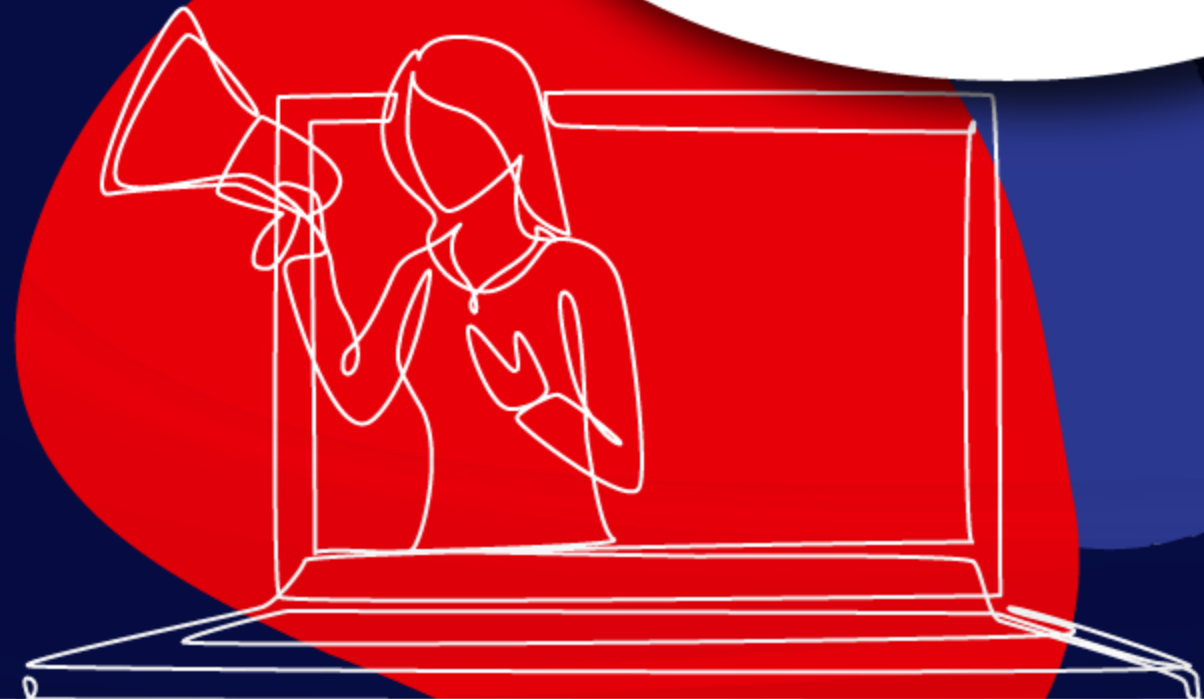
Leverage LinkedIn to Amplify Your Business & Career

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Practical Business Remedies

Let's Talk!

1. Introduction
2. Why LinkedIn
3. Setting Up A Strong LinkedIn Profile
7. South African Success Stories
8. Q&A



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Why LinkedIn Matters

- 1 billion+ global users, 11 million+ in South Africa.
- 80% of B2B leads originate on LinkedIn



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Why South African SMEs Need LinkedIn

- Builds trust with local and international clients.
- Positions you as an industry expert in SA's competitive market.
- Drives organic traffic to your business website.

Your network is your net worth on LinkedIn.



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Personal Brand VS Business Brand

Personal Brand:

- Focuses on you (values, expertise, reputation).
- Builds human connections and credibility.

Business Brand:

- Focuses on your company (products/services).

Synergy:

- A strong personal brand:
 - Attracts talent and investors to your business.
 - Creates a “halo effect” for your company’s reputation.



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The Halo Effect

- Positive Perception Transfer
 - A strong personal brand can create a favourable impression that transfers to your business. For example, if you are seen as an expert in digital marketing through your LinkedIn content, potential clients may trust your company more for similar services.
- Brand Loyalty & Equity
 - The halo effect increases loyalty and strengthens both personal and business brands by creating a positive bias among consumers. This means that if people respect you professionally on LinkedIn, they are more likely to trust and support your company.



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South African SMEs Effectively Using The Halo Effect

1. Mbali Luvuno

- Business: Mbali's Fast Food (catering and takeaway)
- Success Story: Benefited from UN Women's business skills training, enhancing her entrepreneurial skills and significantly improving her business profitability.

2. Ryan Bacher

- Business: NetFlorist (online gift shop)
- Success Story: Accidentally founded the largest online gift shop in SA, demonstrating adaptability and innovation.

3. Luke Mostert

- Business: CatalyzU (educational technology platform)
- Success Story: Recognized for empowering young

Africans through accessible career resources, featured in Forbes Africa's "30 Under 30" list.

4. Nompumelelo Madubedube

- Business: The San Hair (hair supplier & manufacturer)
- Success Story: Grew from a small operation to a leading hair products company with 15 salons across SA.

5. Theo Baloyi

- *Bathu Shoes* is South Africa's first black-owned sneaker brand with significant retail presence and recognition as one of Brand Africa's Most Admired Brands.



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South African SMEs Effectively Using The Halo Effect

1. *Portia Mngomezulu* – Founder of Portia M Skin Solutions, recognized for exceptional growth performance and job creation in skincare products.
2. *Rabia Ghoor* – Founded SwitchBeauty as a teenager; now it's one of the biggest proudly African women-led beauty brands targeting millennials and Gen Zs.
3. *Sihle Magubane* – Owner of Sihle's Brew, the first black-owned coffee brand in SA; successfully expanded into major retail chains like Pick n Pay.
4. *Vusani Ravele* – Native Decor founder; transformed his part-time hobby into a thriving sustainable homeware manufacturing business.



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Setting Up Your LinkedIn Profile

Step 1: Optimise Your Profile

Profile Picture

Use a high-quality, professional photo that shows your face clearly. Tools like Canva or PhotoRoom can help enhance it.

Headline

Craft a compelling headline that clearly states your expertise and value proposition (e.g., *“Digital Marketing Expert | Helping SA SMEs Scale”*).

Summary/About Section

Write an engaging summary highlighting achievements, skills, and what sets you apart. Include relevant keywords for better visibility.

Custom URL

Set up a custom profile URL with keywords related to your career or industry (e.g., [linkedin.com/in/digitalmarketingexpert](https://www.linkedin.com/in/digitalmarketingexpert)).



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Setting Up Your LinkedIn Profile

Step 2: Showcase Achievements

- Use Featured Section:
 - Add case studies, client testimonials, or media mentions.
 - Link to blog posts/webinars (e.g., *“How I Grew My SA Startup to R5M”*).



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Setting Up Your LinkedIn Profile

Step 3: Create Engaging Content

Focus on One Skill/Niche

Specialise in one area of expertise and educate others about it through posts or articles.

Post Regularly

Aim for 3 to 5 posts per week. Consistency is key for maintaining visibility.

Use Storytelling Techniques:

- Start with a broad platitude.
- Share personal stories.
- Offer actionable lessons related to your niche



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Setting Up Your LinkedIn Profile – Engagement Strategies

Commenting & Interacting:

- Spend time commenting on other people's posts daily.
- Engage authentically by adding value rather than generic responses.

Building Authority

- Connect with influencers in your industry by sharing their content or quoting them in posts (@mention).
- Participate in LinkedIn groups related to your niche.



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Setting Up Your LinkedIn Profile – Visual Content and Formatting

Enhancing Engagement

- Use tools like the LinkedIn Text Formatter or Carousel Generator to make posts visually appealing and increase engagement.

Video Integration

- Incorporate video content into your strategy as it gains more traction on LinkedIn.



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Success Stories – SA Entrepreneurs

- **Case Study 1:** *Thabo Mdluli (Johannesburg)*
 - Strategy: Posted weekly LinkedIn articles on fintech trends.
 - Result: Landed partnerships with 3 major SA banks.
- **Case Study 2:** *Zanele Mthembu (Cape Town)*
 - Strategy: Used LinkedIn Live to demo her eco-friendly products.
 - Result: 200% increase in B2B inquiries in 6 months.
- **Key Takeaway:** Consistency + niche expertise = visibility.



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Step-By-Step Content Strategy

Step 1: Build a Content Calendar

- Post Types:
 - 50% educational (e.g., “5 Tax Tips for SA SMEs”).
 - 30% storytelling (e.g., “How I Overload Load-Shedding Challenges”).
 - 20% promotional (e.g., new product launches).
- Tools: Use free planners like Trello or Google Sheets.



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Step-By-Step Content Strategy

Step 2: Engage Authentically

- Daily Actions:
 - Comment on 5 industry-related posts.
 - Share 1 post with your insights (e.g., *“Why this SA law change matters”*).
- Pro Tip: Use LinkedIn Polls to spark conversations (e.g., *“What’s your biggest SME challenge?”*).



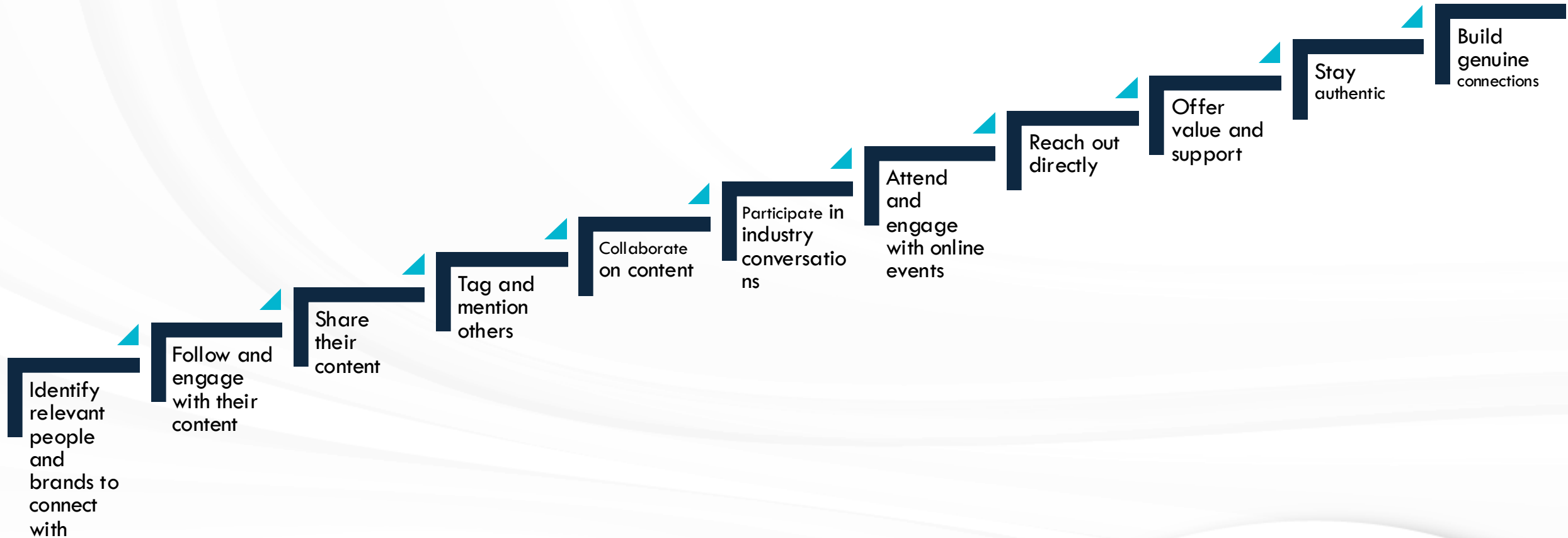
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Leveraging LinkedIn



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Advanced LinkedIn Tactics

- LinkedIn Creator Mode:
 - Activate to access newsletters, live video, and analytics.
- Collaborate:
 - Partner with SA influencers for LinkedIn Live sessions.
- Ads:
 - Run targeted Sponsored Content (R500/month budget).



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Closing

Key Takeaways:

- LinkedIn is non-negotiable for SA SMEs in 2025.
- Your personal brand is your business's secret weapon.

Homework:

- Update LinkedIn profile by Wednesday, 5 March 2025.
- Post 1 piece of content this week.



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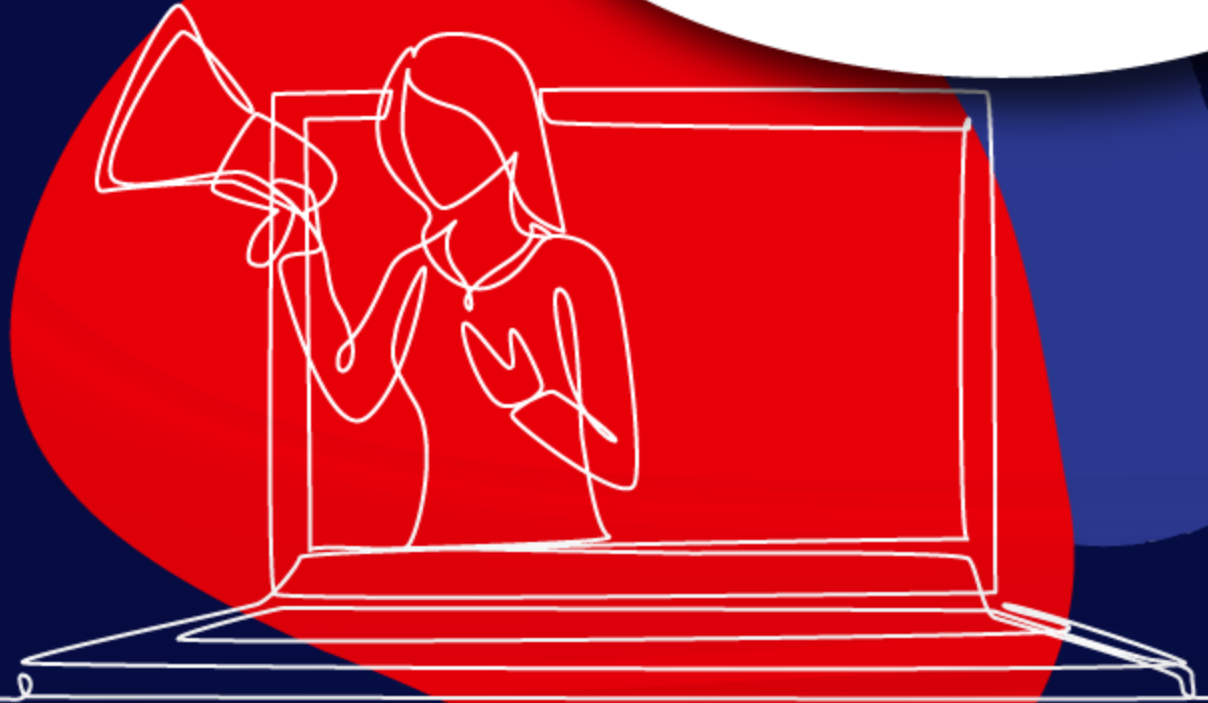


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Q&A



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Thank you!

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