

# Brand Yourself Better

Finding and using your personal X-factor  
for business success

Stacey Miller  
Community Manager, Vocus

# Our Agenda

- What is personal branding?
- What **isn't** personal branding?
- Benefits
- How to determine your personal brand
- Assets needed to grow and build your personal brand
- Self-packaging
- Measuring and protecting your personal brand

What is personal branding?

YOU  
as the  
brand





Today, companies are becoming a lot more like individuals,  
and individuals are becoming a lot more like companies.  
In the words of the great philosopher Jay Z:  
**"I'm not a business man. I'm a business, man."**

*Presented By:*



**BEEHOVED**

Digital Buzz | [TheBeehooved.com](http://TheBeehooved.com)

**VOCUS**<sup>®</sup>  
Marketing Cloud

@staceylamiller

@Vocus

#VocusWebinar

“Personal branding is what people say about you when you leave the room.”

- Jeff Bezos, Amazon founder

# What Personal Branding Isn't



# Benefits of Personal Branding



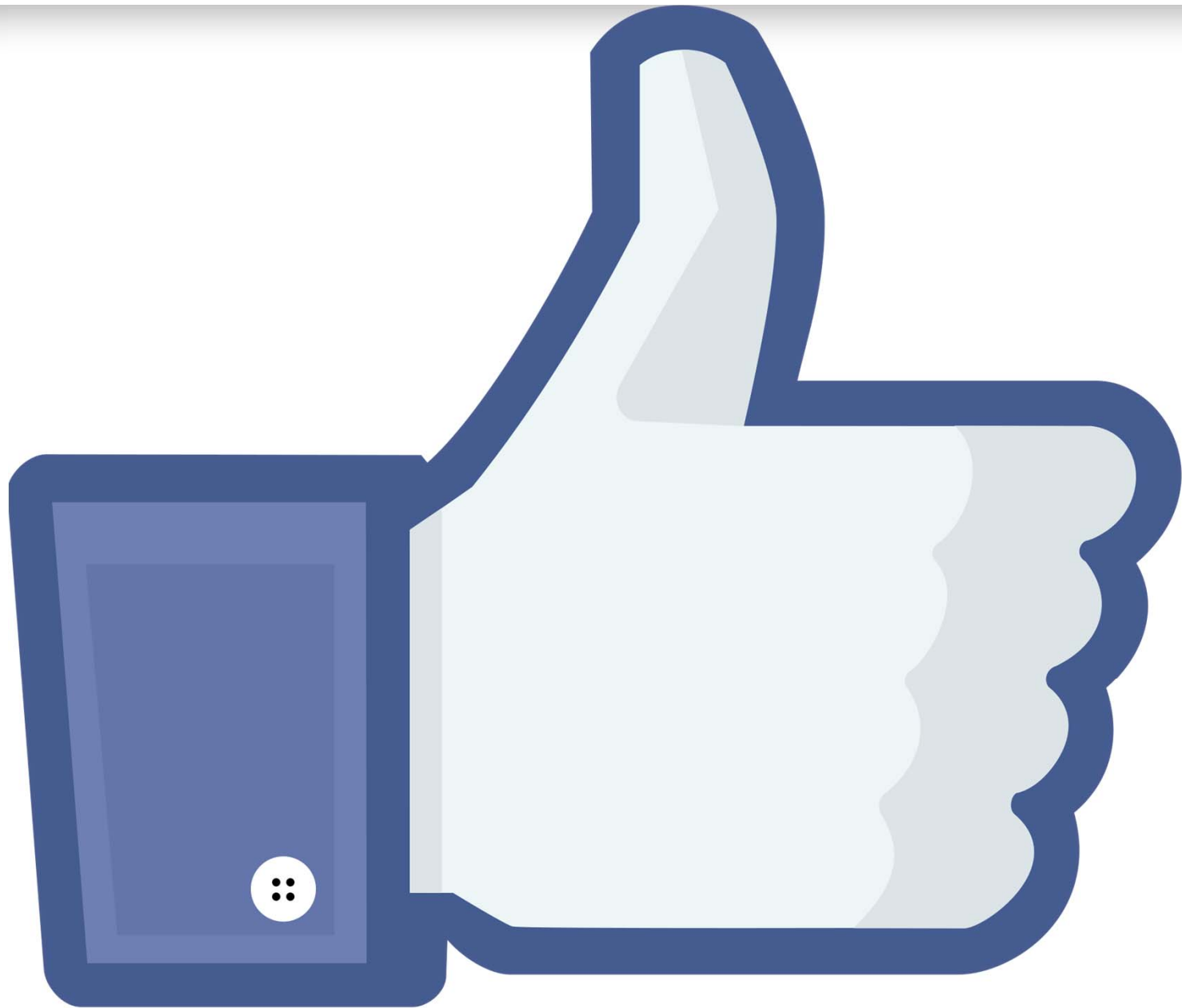


**VOCUS**<sup>®</sup>  
Marketing Cloud

@staceylamiller

@Vocus

#VocusWebinar





**VOCUS**<sup>®</sup>  
Marketing Cloud

@staceylamiller

@Vocus

#VocusWebinar

# Determining Your Brand

- What are you good at?
  - Strengths, weaknesses?

# Determining Your Brand

- What interests you and motivates you, professionally or personally?

# Determining Your Brand

- What is your **passion**?

# Determining Your Brand

- What feedback do friends and colleagues provide about how you are perceived?

# Determining Your Brand

- **Experience** – What are the factual bases of your career?



# Determining Your Brand

- **Differentiator** – What unique quality makes you different or unusual?

# ME FAKE GRIMLOCK

WORLD FAMOUS  
ROBOT DINOSAUR



**FAKEGRIMLOCK**  
**@FAKEGRIMLOCK**

ME GIANT ROBOT STARTUP DINOSAUR! WRITE CODE, DRINK  
COFFEE, KICK ASS. GET NEW BOOK! OR ELSE!  
[kickstarter.com/projects/53121...](http://kickstarter.com/projects/53121...)  
DC. NOT COMICBOOK COMPANY. · [fakegrimlock.com](http://fakegrimlock.com)

25,732  
TWEETS

2,646  
FOLLOWING

11,497  
FOLLOWERS



Following

**VOCUS**<sup>®</sup>  
Marketing Cloud

@staceylamiller

@Vocus

#VocusWebinar

ME ON ONE-DINO MISSION TO  
DESTROY SUCK ON INTERNET,  
REPLACE WITH AWESOME!  
THIS MOSTLY INVOLVE PUNCH  
STARTUPS IN FACE WITH TRUTH  
UNTIL FAIL BEATEN OUT OF THEM.  
GET AHEAD OF GAME, PUNCH SELF  
NOW!

# Assets

## RESUME

### Jane M. Doe

1100 N. Morgan Street  
Rushville, Indiana  
cell: (555) 555 – 5555  
email: jdoe@school.edu

#### Career Objective

To teach choral or general music to K-12 students. Other interests include computers, musical theater, show choir and jazz choir

#### Educational Preparation

2007	B.M.E.; University of Rush County Majored in music education (GPA 3.52) Anticipated graduation May, 2007
2002 – 2003	University of Illinois Majored in music education (GPA 3.42)
2000	Diploma; Huge High School, San Antonio, TX

#### Teaching Experience

Spring 2007	Indiana High School Student teacher All levels choir grades 8-12
2004 - 2006	Volunteer Teaching Assistant Rushville University Lab School Beginning chorus; Mixed Glee Club

#### Honors and Awards

2005 - 2007	Lila Belle Pitts Scholarship Recipient
2005 - 2007	Dean's List University of Rush County
2003	Outstanding Sophomore Musician
2002	Semifinalist at the Midwest NATS Competition

#### Performance Background

2005 - 2007	Soprano, University of Rush County Mixed Chorus (2003-2007) Concert Choir (2004) Opera Workshop (2006) Chamber Singers (2003-2004)
-------------	--

Placement file with references available from University of Rush County Student Services.

Advanced
155
4

[Home](#)
[Profile](#)
[Network](#)
[Jobs](#)
[Interests](#)
[Premium Solutions](#)
[Upgrade](#)

[Are You A Consultant?](#) - Apply to the Worldwide Who's Who network for Successful Women.

## Stacey Miller

Social Media Community Manager, Vocus and PRWeb  
Washington D.C. Metro Area | Public Relations and Communications

Current	Vocus, PRWeb, S.M. Consulting
Previous	Vocus, Inc, Office of Television Resources (TV)
Education	University of Phoenix

[Improve your profile](#)
[Edit Profile](#)

500+  
connections

[www.linkedin.com/in/staceylamiller/](http://www.linkedin.com/in/staceylamiller/)
[Contact Info](#)

### Activity

Stacey Miller

**Four Content Types that Generate Leads**  
vocus.com • You want your content to do more than raise brand awareness. It has to drive business and tie back to your sales goals. These content types will help.

Like • Comment • Share • 8 hours ago

[See More](#)

### Background

#### Summary

Thought leadership  
 Creates, engages and retains communities online  
 Client relations through multiple social media platforms  
 Customer service through social media  
 Blogger - over 500 blogs published

### People You May Know

**Brie Gamble** 2nd  
Talent Analyst at Vocus  
Connect • 43

**Stacey**, stay in the know...  
Visit the Company Page for Vocus!

[Visit](#)

### Who's Viewed Your Profile

16 Your profile has been viewed by 16 people in the past 3 days.

### Profile Strength

All-Star

[Share your profile](#)

### People Also Viewed



# Rob Grimmett



Hi, I'm Rob. Corporate communications, social policy research, proud single dad, outdoorsman, runner, cyclist, gardener, Girls at Work, Inc. volunteer and NASCAR-driven.

You are the best thing that happened today, so make it your best day ever!

📍 Cambridge, MA

🏢 Abt Associates

🎓 Northeastern University

🏃 social policy Girls at Work Inc. single dad  
running toughmudder cycling hiking  
gardening NASCAR corporate communications



🌐 abtassociates.com

🌐 linkedin.com

🌐 facebook.com

🌐 girlswork.org

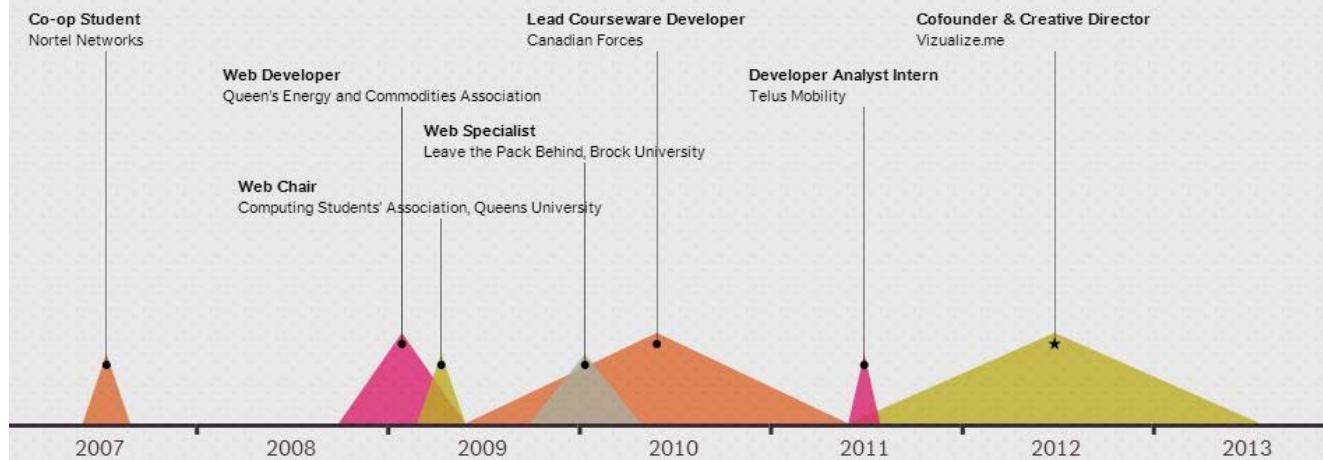


# Hannah Wei

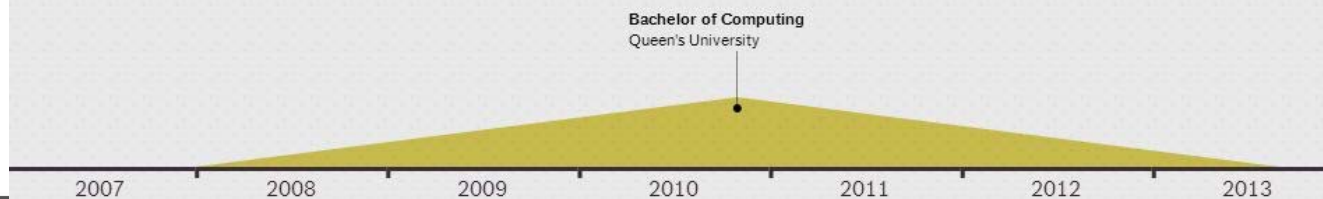
## Co-founder & Chief Creative at Vizualize.me

I'm a hybrid designer and developer who is passionate about building things with pixels and code. At age 10 I picked up my Dad's old-school HTML4 textbook and taught myself how to build websites. I love to create. Recently I've taken a break from college to build Vizualize.me.

## EXPERIENCE



## EDUCATION







**Peter Shankman**  
CEO, ENTREPRENEUR, ADVENTURIST



[peter@shankman.com](mailto:peter@shankman.com)

#### Brief Background

[www.shankman.com](http://www.shankman.com)



Peter started his career in Vienna, VA, with America Online as a Senior News Editor, helping found the AOL Newsroom and spearheading coverage of the Democratic and Republican 1996 conventions, which marked the first time an online news service covered any major political event.

Born and raised in New York City, Peter still lives there with his two psychotic cats, *Karma and NASA*, who consistently deny his repeated requests to relinquish the couch. In the few hours of spare time Peter has per month, he's a frequent runner, with 13 completed marathons and three Olympic distance triathlons to his credit, an amateur boxer, and an "B" licensed skydiver, specializing in free-flying.

#### About Peter Shankman

PR Week Magazine has described Peter as "redefining the art of networking," and Investor's Business Daily has called him "crazy, but effective." Peter Shankman is a spectacular example of what happens when you harness the power of Attention Deficit Hyperactivity Disorder (ADHD) and make it work to your advantage.

#### Current Projects and Clients

[Harrah's Hotels](#)



[Help a Reporter Out](#)



[SCOTTEVEST/SeV®](#)



#### More about HARO

[Help A Reporter](#) connects journalists with the sources they require using a social media platform.

**HARO (Help A Reporter Out)** is already over 36,000 members and growing, and has a growing stable of national journalists using the service on a daily basis.

**My only rule:** By joining this list, just promise me and yourself that you'll ask yourself before you send a response: Is this response really on target? Is this response really going to help the journalist, or is this just a BS way for me to get my client in front of the reporter? If you have to think for more than three seconds, chances are, you shouldn't send the response.

#### Official Biography

#### The Geek Factory

[www.geekfactory.com](http://www.geekfactory.com)



#### THE GEEK FACTORY, INC.

Peter is the founder and CEO of [The Geek Factory, Inc.](#), a boutique Marketing and PR Strategy firm located in New York City, with clients worldwide.

His blog, which he launched in 2002, ([www.shankman.com](http://www.shankman.com)) both comments on and generates news and conversation.

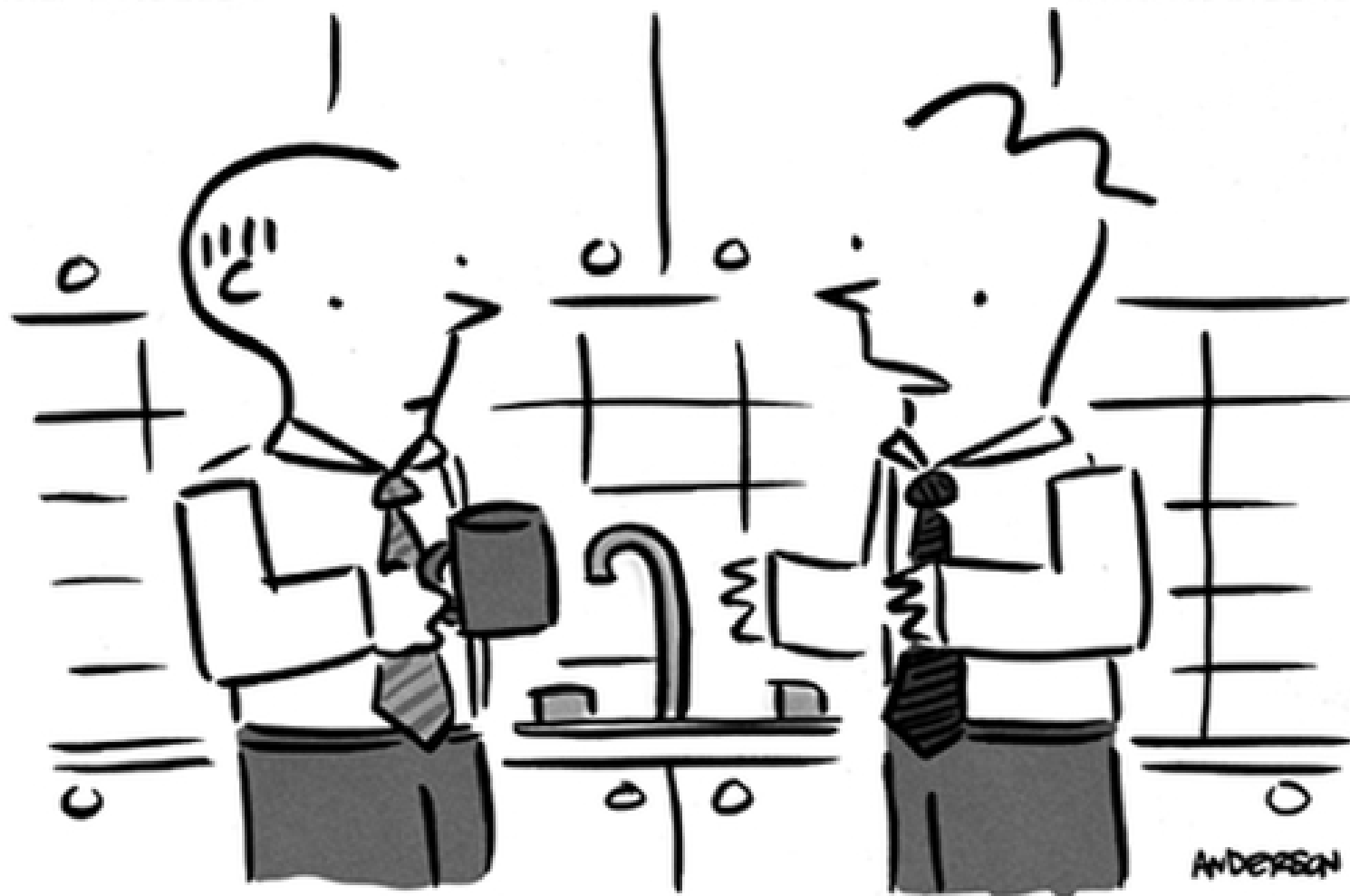
#### My Book

[Click for details...](#)



© MARK ANDERSON

WWW.ANDERTOONS.COM



"I've got an elevator pitch, an escalator pitch, and, just to be safe, a stairway pitch."

# Simplified Elevator Pitch

What you do?

+

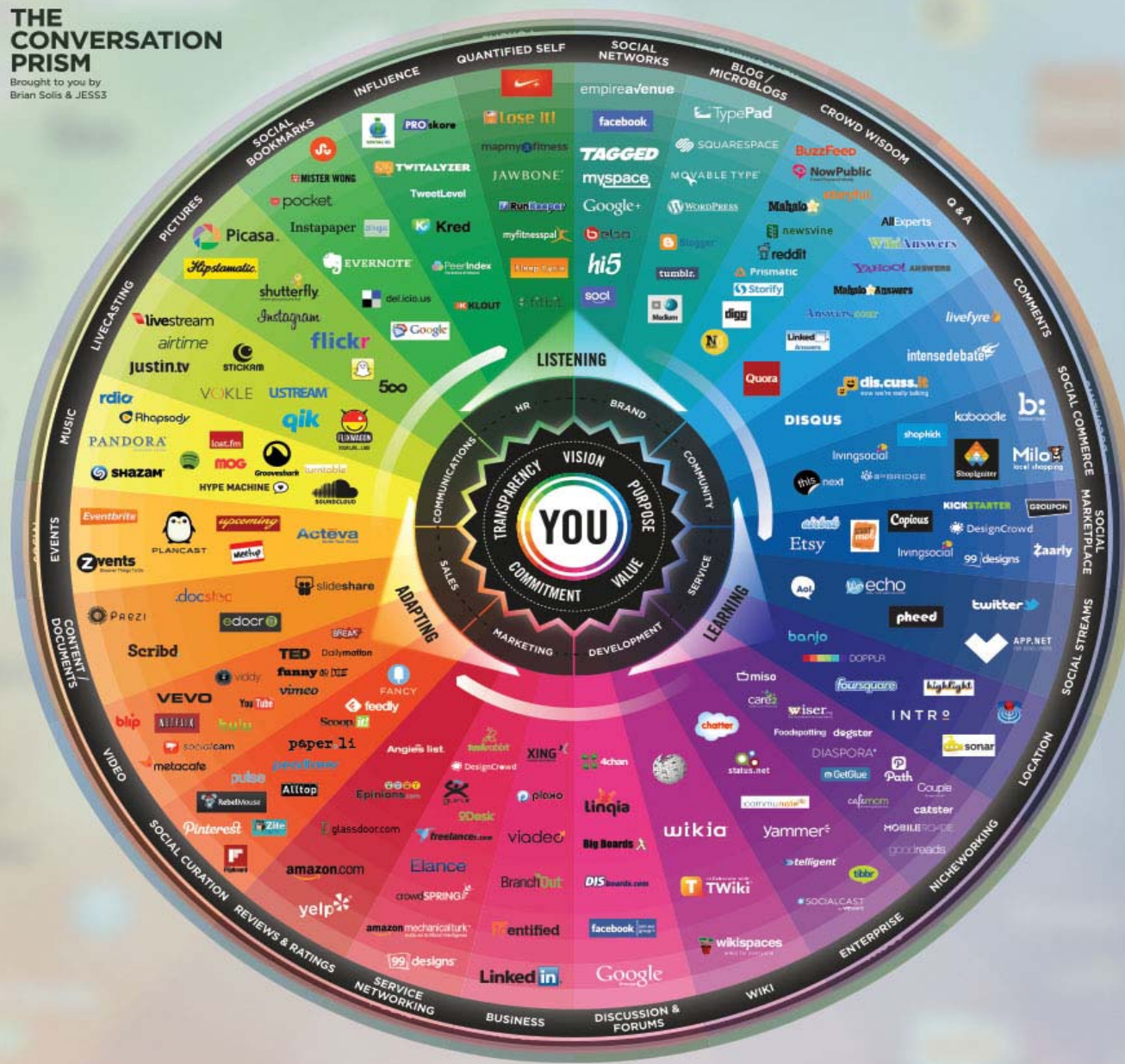
What problem(s) you solve?

+

What makes you qualified to do it?

# THE CONVERSATION PRISM

Brought to you by  
Brian Solis & JESS3









## REWIND WEDNESDAY: DIY PORE STRIPS

JUL 24 2013  
POSTED BY MICHELLE PHAN

Bye, bye clogged pores!

[READ MORE»](#)

COMMENTS: COMMENTS: 19  
CATEGORIES: CATEGORIES: REWIND WEDNESDAY



## BEAUTY SCHOOL: POOLSIDE HAIR CARE GUIDE

JUL 24 2013  
POSTED BY MICHELLE PHAN

It's pool season! Here's how to keep your locks healthy and moisturized this summer...

[READ MORE»](#)

COMMENTS: COMMENTS: 17  
CATEGORIES: CATEGORIES: BEAUTY SCHOOL



## ASK MICHELLE: HOW OFTEN SHOULD YOU SHAMPOO?

JUL 23 2013  
POSTED BY MICHELLE PHAN

I got this question in my MichellePhan.com inbox...follow the jump for my answer!

[READ MORE»](#)

COMMENTS: COMMENTS: 100  
CATEGORIES: CATEGORIES: BEAUTY



NEW VIDEO: MY  
BOYFRIEND DOES MY  
MAKEUP



5 MYTHS ABOUT CELLULITE



THE PERFECT SUMMER  
SALAD



QUICK TIP: HOW TO  
REMOVE DEODORANT  
STAINS



THE 5 CRAZIEST SUMMER  
BEAUTY TREATMENTS



THE BEST SWIMSUIT FOR  
YOUR BODY TYPE



MY WEEK IN PHOTOS



NEW TUTORIAL: THE  
ULTIMATE GUIDE TO  
SUNSCREEN



NEW VIDEO: SUMMER  
FAVORITES



# The Essence of Thought Leadership in a Cluttered Digital World

by Marcus Sheridan



We hear lots of talk about “**thought leadership**,” and it’s for good reason—it’s real. It matters. And it can lead to great things.

Some may try to deny this reality, but when we dig to the core of each of us—be it on an individual or business level—we all want to be viewed as a thought-leader in some way, shape, or form. Heck, **I know I do.**

But as with anything else in life, these two words don’t just happen on their own. They are a choice. And they usually don’t occur as quickly as each of us would like.

search

## The Honest Economy: A TED Talk From Marcus Sheridan



f 2,683 Fans	LIKE
t 10,012 Followers	FOLLOW
in 500 + Connections	CONNECT
7,842 Subscribers	SUBSCRIBE

### Free Weekly Updates

Get **FREE** articles sent to your inbox that will help you, your business, and your life.

Enter your email address

RECEIVE UPDATES



# Jeff Zelaya

## Marketing Consultant & Public Speaker

[Home](#) [Bio](#) [Consulting](#) [Speaking](#) [Calendar](#) [Contact](#) [Sign Up For LinkedIn University](#) [Vocus](#)

← [Social Media in 2008 and now in 2013](#)

[Vocus Webinar: Brand Yourself Better with Stacey Miller](#) →

### SEO for Beginners by David Markovich

Posted on [July 18, 2013](#) by [Jeff Zelaya](#)

In a world where every invention breeds convenience, web based content is the subtext for modern times. When researching the internet, nobody wants to pop in on countless, complicated, and incoherent websites, offering inadequate amendments to your wasted time. We as consumers need to be able to find what we want immediately, innovation demands it. This is why Search Engine Optimization (SEO) is an important fixture in online marketing via the search engines crawling capabilities. Its protocol is based on the mantra that simplicity is the key to organization.



First off research is needed; one should make sure they aren't putting their time into an idea that has already been tapped. The website should have a title that can easily be interpreted by consumers who can immediately acknowledge the sites content. The title should be unique and brief, yet accurately describes the sites content. Using

Circle Me on Google Plus



Are you on Instagram?



Follow My Boards



Send me a LinkedIn Invite



Search Blog

Social Media Roll Call

- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)
- [YouTube](#)



LOGO / HEADER

amy zhang

GRAPHIC ELEMENTS



FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz ! @ # \$ % & \*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz ! @ # \$ % & \*

COLORS / PATTERNS





# Write for MarketingProfs

**Yes!** We accept bylined article contributions for our website and daily newsletter, [MarketingProfs Today](#).

We also publish daily **summaries of research findings** based on polls, surveys, and research studies conducted by marketers, academia, PR firms, and other researchers.

And our community blog, the [MarketingProfs Daily Fix](#), is open to a limited number of marketers who would like to submit guest posts.

## Contribute bylined articles for MarketingProfs.com

Bylined articles (800-1,000 words or so of body text) written from an objective viewpoint and conveying valuable how-to content (practical advice, tips, and know-how) in a fresh, approachable voice are more likely to meet MarketingProfs standards—and therefore more likely to be accepted for publication. See, as examples, the following three articles:

1. [13 'Old-School' Marketing Techniques That Take Your Facebook Fan Page From Wimpy to Wow](#)
2. [Why You Should Run Your Website Like a Magazine](#)
3. [10 Ways to Entice Your Whole Company \(Not Just Marketing\) to Blog](#)

We will inform you whether your article has been accepted for publication; expect to hear from us at the latest within a week of our having received your email. If we choose not to accept your article, you may or may not hear from us, depending on how crowded our inbox is.

Articles accepted for publication will be edited for clarity and brevity and to conform to the MarketingProfs house style. We will likely change your title, too, so you might want to suggest some alternatives.

So, if you are interested in joining the hundreds of MarketingProfs contributors of how-to marketing articles—on a one-time or a regular basis—here are some guidelines:

1. Articles should be original to the author and **unpublished elsewhere**.
2. Articles should offer readers **clear advice, takeaways, and how-to tips** about a specific marketing topic or approach to marketing. Bullet points are good. Meandering text is not.
3. At the beginning of your article, **list two or three bullet points summarizing its key takeaways**—the lessons learned and the how-tos contained in the article. They will be

## Join the World's Largest Marketing Community

**IT'S FREE!** Become a member to get the tools and knowledge you need to market smarter.

we respect your [privacy](#).

## Stay connected!

Don't miss a bit of MarketingProfs ... join the **597,000** marketers following us.



**ANALYTICS**  
4 tips on improving  
the customer experience  
with Big Data technology.



[CLICK FOR PAPER](#)

**sas**  
THE POWER TO KNOW.

Most Popular

## Results for "woodworking"



## Woodworking

Follow

The use of power or hand tools to create various objects out of solid wood, plywood, or other wood-derived materials. Woodworkers produce myriad types of projects includi... (more)

Topic: Top Stories · Trending · Questions



## WoodWorks

Topic · Follow

## Add Question

woodworking

Add Question

## Request Reviews

Create Topic

## What is a good brand of table saw for an entry level woodworker?

Michael T. Lauer, Cabinet and Furniture ... — Adding to Jonathan Lyons list... You might consider a European-style saw with a sliding table if you can afford one and have the space in your shop layout. The slider act... (more)

## What are the best books or resources to learn woodworking?

Jonathan Lyons, I make a lot of sawdus... — One of my favorites is Marc Spagnulo at <http://thewoodwhisperer.com/> his videos are very easy to follow, his workmanship is very thorough, and his designs are often inspire... (more)

## Given a \$1000 budget, what tools would you recommend for a beginner in woodworking?

Jonathan Lyons, I make a lot of sawdus... — Wow, \$1000 on woodworking tools, starting more or less from scratch. It's so easy to make this budget go a long way, or blow it all really quickly. Because of the way the q... (more)

## What is the best factory built woodworking bench?

Michael T. Lauer, Cabinet and Furniture ... — Lie Nielsen Toolworks (<http://www.lie-nielsen.com/catal...>) makes excellent benches in various styles (Ruobo or German). The benches are made-to-order so height and size i... (more)


## What are some web sites that provide woodworking plans?

John-Scott Smith, Digital Strategist — Don't forget Wood Magazine ... <http://www.woodmagazine.com/wood...> In all honesty, a search for "(X item) Woodworking Plans" will yield some results. I built a Humidor from a... (more)



- 1

↑ 15 ↓




**The Slingatron: Building a Railroad to Space** (kickstarter.com)

submitted 1 day ago by k\_lander

11 comments share buffer
- 2

↑ 10 ↓




**Mind Blown: The latest dirt on remote-controlled cockroaches** (mind-blown.blogspot.com)

submitted 2 days ago by Penguin-Pete

comment share buffer
- 3

↑ 18 ↓




**This NFC Ring can be used to do almost anything.** (kickstarter.com)

submitted 3 days ago by brianjherman

2 comments share buffer
- 4

↑ 2 ↓




**WiVi-See Through Walls** (radio.foxnews.com)

submitted 5 days ago by 67sivad

comment share buffer
- 5

↑ 11 ↓




**BBC News - Machine turns sweat into drinking water for Unicef** (bbc.co.uk)

submitted 7 days ago by Abscess2

2 comments share buffer
- 6

↑ 16 ↓




**3D Printed Cast For Broken Bones** (wired.com)

submitted 8 days ago by benretan

comment share buffer
- 7

↑ 17 ↓

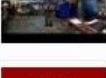


**"ATLAS": Pentagon-funded Humanoid Robot [Video]** (youtube.com)

submitted 13 days ago by DrDalenQuaice

4 comments share buffer
- 8

↑ 11 ↓




**BBC News - US unveils 'Atlas' humanoid robot tes** (bbc.co.uk)

submitted 13 days ago by Abscess2

comment share buffer
- 9

↑ 36 ↓



**Realtime camera tracking of fast moving objects. Keeps a bouncing ball squarely in frame.** (redsharknews.com)

submitted 15 days ago by exile57

1 comment share buffer

search reddit

username

password



remember me

reset password

login

Submit a new link

Submit a new text post

## AmazingTechnology

subscribe 1,707 readers

~6 users here now

Here are some examples of things that you can post,

1. Cool Robots
2. Awesome games
3. New technology that will be coming out
4. VIDEOS OF ROBOTS WORK ESPECIALLY WELL



And you get the idea. Go ahead and start posting!










Note: Think your post might have been caught in the spam filter? Message the mods! Or send a PM to /u/HeWhoPunchesFish and I'll take care of it!

Feel free to check out /r/HistoryOfTech for older technology.

CSS is Mindashq from /r/Mindashq

# Facebook Groups

 Groups named "marketing" 












**MARKETING**  
Open Group  

📌 A Group where people can learn how marketing, market there business, and get up to date news in the business world. Ok, folks.. we're about to open back this...

👤 6,309 members

👤 Gabriel Elliott is in this group


[+1 Join](#) 











**Marketing**  
Closed Group  

📌 Join With Marketing Group Visit Blog With Information <http://mediadasar.info>

👤 9,817 members

[+1 Join](#) 




**Marketing' Network**  
Open Group  

📌 Hello, I offer the following services:-create-management-animation of the facebook pages for companies and associations. if you are interested please...

👤 11,522 members

👤 Gabriel Elliott is in this group

[+1 Join](#) 

**More Than 1,000 Groups**

**REFINE THIS SEARCH** 

**Membership** [Add...](#) 

**Privacy** [Add...](#) 

**Name**  

**About** [Add...](#) 

**EXTEND THIS SEARCH** 



👤 **Members of these groups**

👤 **Friends who are members**

 **Discover Something New**

[Give Feedback](#)

# LinkedIn Groups

The screenshot shows the LinkedIn Groups search results for the keyword 'technology'. The page layout includes a top navigation bar with the LinkedIn logo, a search bar containing 'technology', and navigation links for Home, Profile, Network, Jobs, and Interests. On the right side of the top bar, there are notification icons for 160 messages and 5 alerts, along with a profile picture and an 'Upgrade' button.

The main content area is divided into a left sidebar and a central results column. The sidebar contains filters for 'SEARCH', 'Advanced', 'Groups', 'Relationship' (All, 1st Connections, 2nd Connections, 3rd + Everyone Else), 'Categories' (All, Your groups, Open groups, Members only), and 'Languages' (All, English, Spanish, Dutch, Italian, French, Add).

The central results column displays 39,610 results for 'technology'. The first five results are listed below:

- Information Technology: IT Networking, Forum and Jobs [Subgroup]**  
1,000,000+ Members: Job Career HR human resources recruiter executive manager consultant alumni training information  
Very Active: 625 discussions this month · 138,627 members  
2,498 in your network · Similar
- IT Specialist - Information Technology Network**  
Welcome to one of LinkedIn's largest and most popular tech groups focusing on information technology and ...  
Very Active: 57 discussions this month · 99,117 members  
1,357 in your network · Similar
- B2B Technology Marketing Community**  
With over 35,000 members, the B2B Technology Marketing Community is the single largest LinkedIn group exclusively focused ...  
Very Active: 798 discussions this month · 50,772 members  
4,815 in your network · Similar
- Supply Chain Today: Latest News & Trends, Delete Spam, Technology Innovation, Search Executive Jobs**  
Procurement Strategy Logistics Lean Six Sigma, Business Sourcing consultant, project management Inventory metrics MBA SCM, ...  
Very Active: 321 discussions this month · 66,828 members  
1,297 in your network · Similar
- Technology Sales Professionals**  
This group is for all individuals which are either high tech sales professionals themselves or engage with such people on ...  
Very Active: 499 discussions this month · 50,133 members  
3,085 in your network · Similar

On the right side of the results, there are three advertisements:

- Are You A Consultant?**  
Apply to the Worldwide Who's Who network for Successful Women.
- MIT Executive MBA**  
The Science of Management. Part-Time, Mid-Career, Innovation!
- Are You a Female Manager?**  
Apply Now to the National Association of Professional Women.



“One HARO response turned into  
four national TV appearances.  
**It's priceless.**”

*Lisa De Fazio*  
LisaDeFazio.com



Publicity from **VOCUS**

Publicity From **VOCUS**

“Getting this kind of coverage  
is like **winning the lottery**.  
We have HARO to thank for it.”

*Jessica Welsch*  
The HopeFULL Company



Publicity From **VOCUS**

**VOCUS**<sup>®</sup>  
Marketing Cloud

@staceylamiller

@Vocus

#VocusWebinar

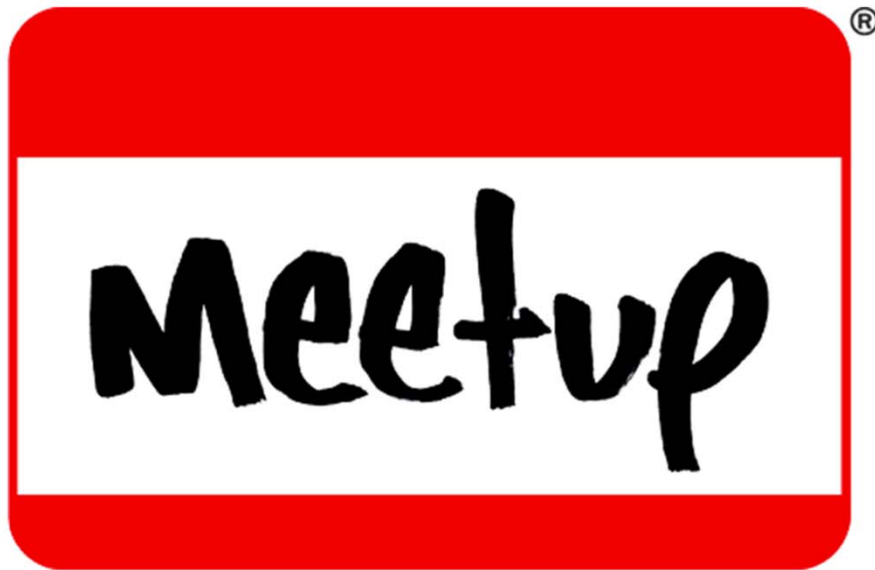


For marketers, the competition is no longer a rival company making the same product or offering similar services. The competition is The New York Times, The Huffington Post, The Wall Street Journal, Reuters, and the Associated Press.

- [www.CMO.com](http://www.CMO.com)



Networking, dude.





**VOCUS**<sup>®</sup>  
Marketing Cloud

@staceylamiller

@Vocus

#VocusWebinar



**VOCUS**<sup>®</sup>  
Marketing Cloud

@staceylamiller

@Vocus

#VocusWebinar





**VOCUS**<sup>®</sup>  
Marketing Cloud

@staceylamiller

@Vocus

#VocusWebinar



**VOCUS**<sup>®</sup>  
Marketing Cloud

@staceylamiller

@Vocus

#VocusWebinar

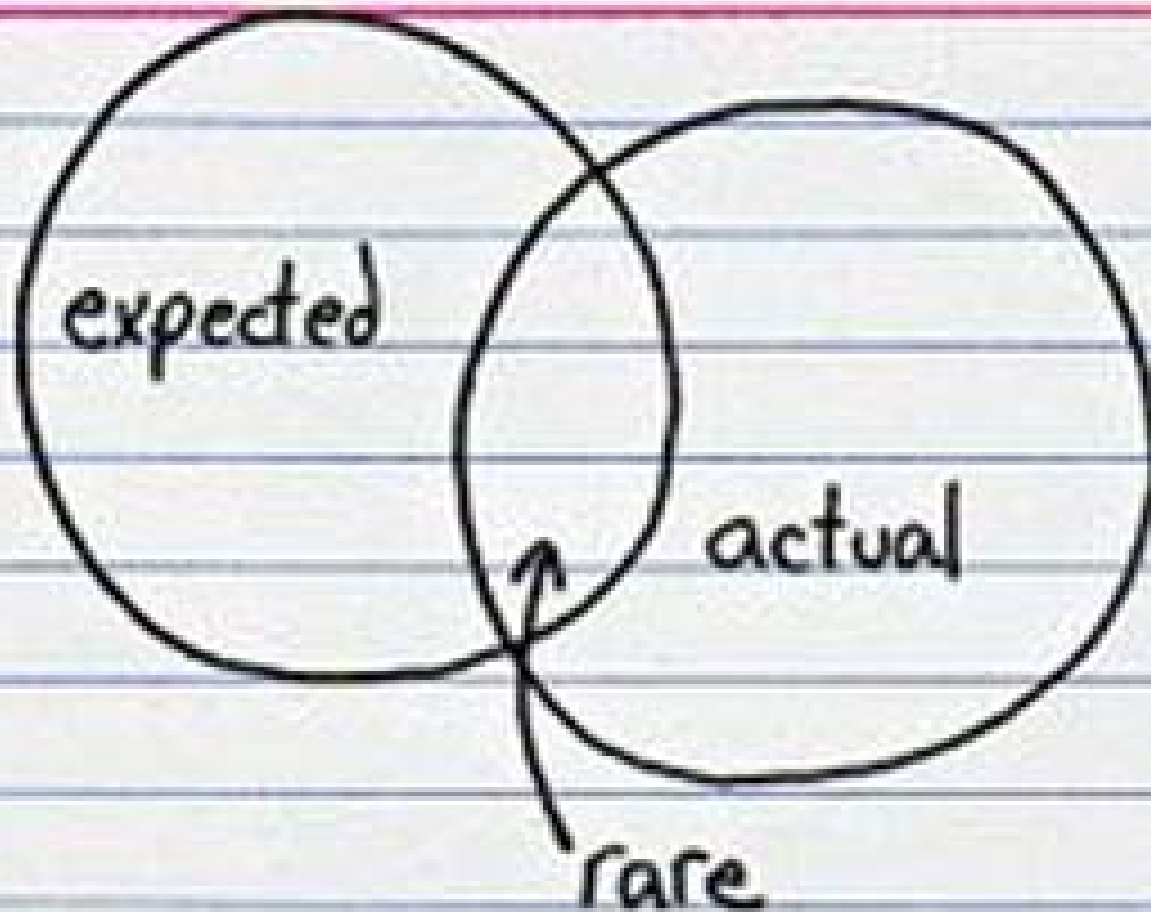












# Visual Identifiers







**VOCUS**<sup>®</sup>  
Marketing Cloud

@staceylamiller

@Vocus

#VocusWebinar







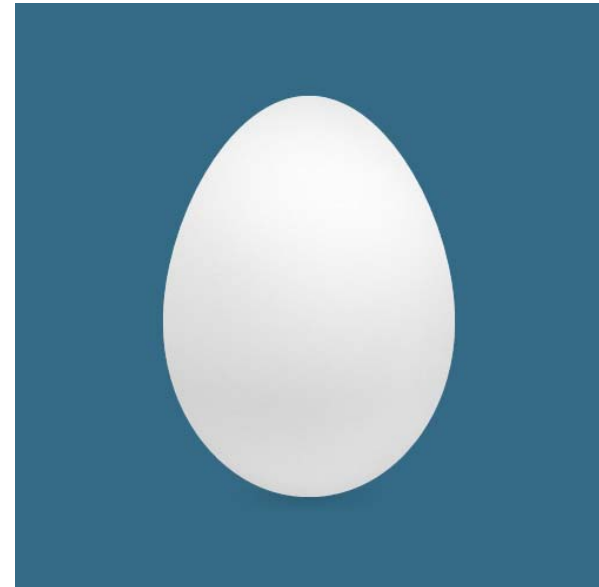
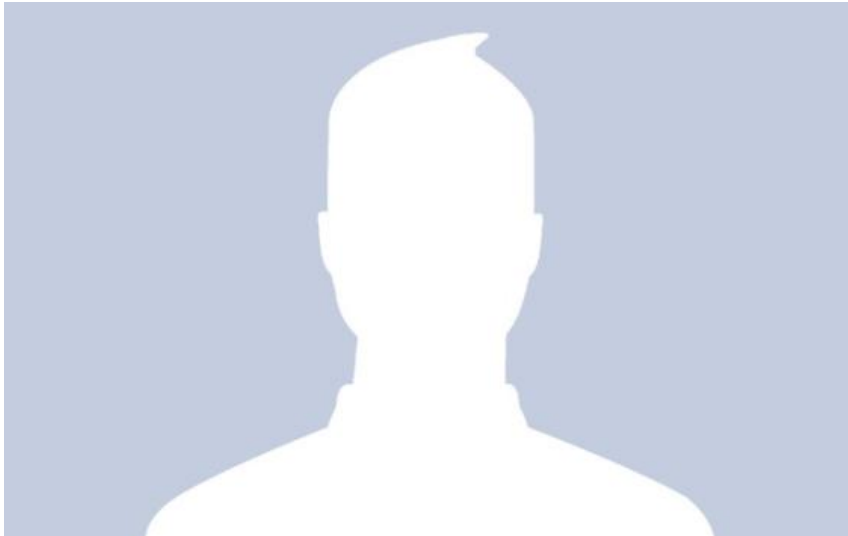


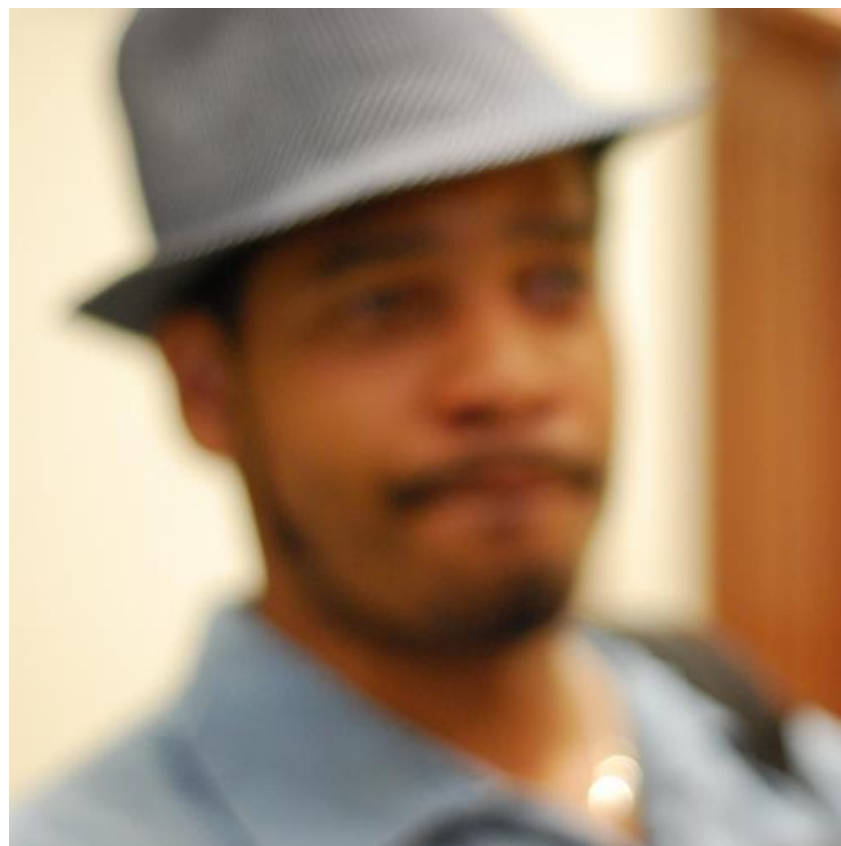
**VOCUS**<sup>®</sup>  
Marketing Cloud

@staceylamiller

@Vocus

#VocusWebinar







No more kittie  
profile pics.

...and definitely none of this.





# Plan of Attack

- Organize

# Plan of Attack

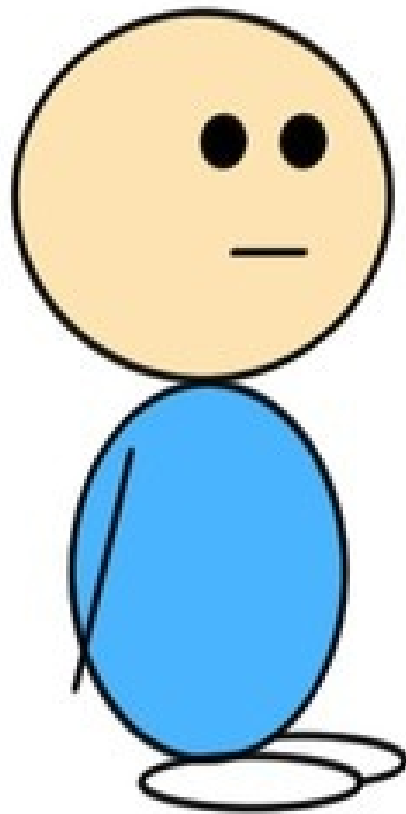
- Organize
- Build

# Plan of Attack

- Organize
- Build
- Measure

# Measuring Your Personal Brand

- Monitor, listen, document
  - Your name, industry keywords, hashtags, groups on social and search



Sometimes when I'm  
alone I Google myself

@thekhemeiaway Copyright Khemeia Consulting, 2013



# Plan of Attack

- Organize
- Build
- Measure
- Reassess

*“Life is not a dress rehearsal, you have to go for it. But it takes hard work & dedication and you might not always get what you want or what you ‘think’ you deserve. It doesn’t matter. Handle yourself with professionalism and remember in this business, it might be who you know that gets you there, but it’s what you know that keeps you there. Mind your personal brand and the rest will come.”*

**-Aliza Licht, @DKNY pr girl**

# Questions?

Email me!

[smiller@vocus.com](mailto:smiller@vocus.com)

The Twitter logo, featuring the word "twitter" in its characteristic blue, rounded, lowercase font with a white outline.

[@staceylamiller](https://twitter.com/staceylamiller)

**VOCUS**<sup>®</sup>  
Marketing Cloud

# The Vocus Family

## About Vocus

Vocus is a leading provider of cloud marketing software that helps businesses reach and influence buyers across social networks, online and through media. Vocus provides an integrated suite that combines social marketing, search marketing, email marketing and publicity into a comprehensive solution to help businesses attract, engage and retain customers. Vocus software is used by more than 120,000 organizations worldwide and is available in seven languages. Vocus is based in Beltsville, MD with offices in North America, Europe and Asia. For further information, please visit <http://www.vocus.com> or call (800) 345-5572



PR Suite | Marketing Suite  
[@Vocus](#)



Online News Releases  
[@PRWeb](#)



Publicity  
[@Helpareporter](#)



Facebook Apps  
[@NorthSocial](#)



Email Marketing  
[@iContact](#)