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Professional master degree in Management- Marketing

**FINAL DISSERTATION**

**Theme**

**Developing a personal brand**

**Case: Moncef Nour expert, coach and consultant in strategic  
management and information system**

**Submitted by:**

BOUMEZRAG Zahra

**Supervised by:**

Dr. ELMOKRETAR Lamia

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# ABSTRACT

In intensely competitive market, individuals must determine how they will distinguish themselves from the competition, and the way to do that is through building a personal brand. but Many are unsure of how to create a strong personal brand or unsure of how to market themselves and create a brand that will reflect their real identity and attract more customers and opportunities.

**Keywords: Personal branding, Personal Brand Identity, Digital Communication Strategy, Digital Marketing Trends.**

# RESUME

Dans un marché extrêmement concurrentiel, les individus doivent déterminer comment se distinguer de la concurrence, et le moyen d'y parvenir est de créer une marque personnelle. Beaucoup ne savent pas comment créer une marque personnelle forte ou ne savent pas comment se commercialiser et créer une marque qui reflétera leur véritable identité et attirera plus de clients et d'opportunités.

**Mots-clés : Marque Personnelle, Identité de Marque Personnelle, Stratégie de Communication Digital, Tendances du Marketing Digital.**

# ملخص

في سوق شديدة التنافسية، يجب على الأفراد تحديد كيف سيميزون أنفسهم عن المنافسة، والطريقة للقيام بذلك هي من خلال بناء علامة تجارية شخصية. لكن الكثيرين غير متأكدين من كيفية إنشاء علامة تجارية شخصية قوية أو غير متأكدين من كيفية تسويق أنفسهم وإنشاء علامة تجارية تعكس هويتهم الحقيقية وتجذب المزيد من العملاء والفرص.

الكلمات المفتاحية: العلامة التجارية الشخصية، الهوية الشخصية للعلامة التجارية، استراتيجية الاتصال الرقمي، اتجاهات التسويق الرقمي

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## **LIST OF ABBREVIATIONS AND ACRONYMS**

**PB:** personal brand

**DCS:** Digital communication strategy

**PBSC:** Personal Balanced Score card

# **INTRODUCTION**

« A personal brand is like a piece of classical music on the page, it may be finished, but it's not fully realized until it reaches the ears of its audience through performance » (Montaya & Vandehey, 2002)

The business world is beginning to recognize the importance of controlling personal brands and offering strategic advice about how to project a desired personal brand identity through the use of different social media (Safko, Lon & David K. Brake, 2009)

Personal brand and its construction strategy can be regarded as modern marketing concepts due to interdisciplinary overlap; it is impossible to clearly determine the age of this concept. This question can be found in some concepts of topics such as self-introduction, work psychology, and the understanding of new marketing trends. In the beginning, personal branding was mainly associated with the image of celebrities and senior management. In the context of increasingly fierce competition, the importance of personal branding has begun to be applied to lower job positions. One of the first authors to conceptually consider personal brand issues was T. Peters, an inspirational lecturer and business consultant in "the brand called you". That partially agree that the marketing category of personal brand marketing begins to have its own definition.

A personal brand is defined by (Montaya & Vandehey, 2002) as « a *clear, strong and convincing public image* ». (Kaputa, 2005) understands the principle of building a personal brand as a process involving your name, identity and image. It summarizes what you must do to differentiate yourself from the competition, and what individuals can promote to target audiences as personal message.

In principle, every individual has a personal mark. However, not everyone is aware of the value of their personal brand and does not approach it in a strategic, consistent, and effective way. In this context, it is necessary to take responsibility and control over the value of one's personal brand and name. Most branding concepts focus on its marketing aspects, such as image enhancement, product or service sales promotion, potential revenue, and so on. However, a personal tag should be authentic and should reflect the true nature of its bearer. It should be based on the concept of personal identity, life mission, values, uniqueness of talents and skills. If a personal brand is built on these natural, authentic and holistic fundamentals, it is assumed to be strong, consistent and relevant in the long run. It integrates the market demands as well as the personal ambitions of the wearer and leads to a full and satisfactory life on the professional and personal level of life.

A study plan was developed with an aim to investigate the subject and respond to the questions presented. To begin, four semi-directive interviews were conducted, one with Moncef Nour, the owner of the personal brand, to develop his personal brand identity, and three with digital marketing experts to gain insights into developing a digital communication strategy that will reflect his true identity and attract new customers.

We have also proposed a personal brand identity model based on our documentary research and a digital communication strategy based on marketing experts' semi-interviews insights:

we will demonstrate the following:

- Personal brand identity model development;
- The development of digital communication strategy;
- Digital marketing current trends.

This dissertation will encompass four chapters:

Chapter 1: the context of our topic and its objectives, the academic and professional relevance of the research, the problematic, the sub-questions and the organizational context.

Chapter 2: it will be dedicated to the theoretical framework. Firstly, a literature review will be presented which will expose previous works on the key concepts of our research. Secondly, we will present the conceptual framework through the variables that constitute it.

Chapter 3: it will be devoted to the methodological framework that contains the approach used, the methods, the measurement tools and the models used to develop the digital communication strategy and the personal brand identity.

Chapter 4: Presentation of the results of the semi-structured interviews, and proposal of personal brand identity and a coherent digital communication strategy.

# **CHAPTER 1: PROBLEMATIC**

We will illustrate the context of our research topic, its purpose, the objectives to be achieved, and its academic and managerial relevance in this chapter. The host agency and the study case will then be presented.

### **1. Context and objectives of the study**

Personal branding appears to be a valuable advantage in today's internet, virtual, and individual era, it's taking all over the world and it became the positioning strategy for the most powerful and influencing people in the world such as Dwayne "THE ROCK" Johnson, Oprah Winfrey, Gary Vaynerchuk, kylie Jenner and Kang Seung Yoon.

Amazon CEO Jeff Bezos is famous for saying, "Your brand is what people say about you when you're not in the room." The term "branding" used to be reserved for businesses, but with the rise of social media and the gig economy, it has become essential. A personal brand is each combination of experience and skills that defines you from others. It's how you portray yourself towards the outside world. It will set you apart from the competition and allow you to build trust with potential clients and employers if it is successful.

Latest statistics showed that there is over 25 million social media users in Algeria in January 2021, this number being equivalent to 56.5% of the total population (Data reportal 2021 statistics), that number contributed in having thousands influencers and content creators in different fields, Moncef Nour a mentor, coach, and consultant in management strategic and information system with over 35 years of experience wanted to shift his successful career and impact more people by creating an online personal brand, that will allow him to share content and interact with his potential customers.

we chose to develop Moncef Nour personal brand, and for that we will work on two important phases, phase one that will consist of creating the core identity followed by the proposal of a well-structured and solid digital communication strategy that will eventually allow the personal brand to have a strong digital presence, homogenous with the strategy, identity, and positioning.

The two primary objectives of our research are to develop Moncef Nour Information system and strategic management mentor, coach and consultant personal brand identity and the communication strategy, our goal can be broken down into the following sub-goals.

To create the personal brand identity of Moncef Nour:

- Identify the vision, mission and values of Moncef Nour the personal brand;

- Identify the personal brand objectives;
- Create Moncef Nour personal brand story;
- Create Moncef Nour personal brand statement.

The objectives of the digital communication strategy:

- Identify Moncef Nour buyer persona;
- Propose tools to evaluate and control the personal brand's digital actions;
- Suggest a social media editorial schedule for different social media platforms.

## **2. The research interests**

Personal branding has become the most widely known worldwide trend, allowing people to influence others. However, this subject is poorly documented and explored by marketing researchers, prompting us to choose a theme that will be approached from two perspectives: brand management through the development of an identity, and digital marketing through the development of a digital communication strategy. We also chose this research topic because it intrigued certain theoretical and managerial interests, as well as our academic and professional objectives.

### **2.1. Theoretical interest**

The fact that people are increasingly creating their own personal brands has been well documented in the practitioner literature (Clark, 2011). However, the scholarly literature has largely ignored this subject to date. Indeed, (Gorbatov, 2018) Note that while a search for "personal brand" on Amazon.com yields over 300,000 results, a search for the same phrase in academic databases yields only 100 relevant scholarly articles. Furthermore, the majority of these scholarly articles are either conceptual or qualitative.

Based on this reflection, we hope that our work will contribute in the marketing literature of personal branding and will add value and inspire other researches in the marketing field to go further into the topic.

### **2.2. Managerial interest**

This research intends to provide Moncef Nour with relevant strategic recommendations to build a strong personal brand identity and communication strategy that will reflect it through different digital platforms.

### **3. Research question**

in order to fulfill the objectives of our study, we took a time to immerse ourselves in our research and reading, and we asked ourselves the following question during the preliminary interview we had with agency client Moncef Nour:

**«How can we develop a personal brand identity that reflects Moncef Nour's true self and what digital communication strategy might we offer that is consistent with it? »**

#### **3.1.Sub-questions**

From our main research question come the following sub-questions:

- What is the best model to use when developing a personal brand?
- What is the best model to use when implementing a digital communication strategy?
- What are the current marketing trends?
- Who is the buyer persona to Moncef Nour personal brand?
- How can we set up an editorial calendar, adequate to our buyer persona?
- What tools can we use to track and measure our digital actions?

### **4. Organizational context**

ICÔNE agency is the organization that has kindly welcomed us to carry out our research, we will first introduce ICÔNE agency. Then, we will present Moncef Nour the case recommended by the agency to conduct our research.

#### **4.1.Presentation of the host organization ICÔNE:**

ICÔNE is an agency specializing in real estate and territory marketing, where the impossible has no limits and audacity takes place. Since 2018, they take on the challenge of making their clients and their actions ICONIC and anchor their brands in the minds of consumers.

They work hard to gain a solid understanding of the essence of their clients' brands, their markets, their competition and future trends. They create strategic development plans for them and manage their images to increase their marketing performance and take them to a higher level.

- **ICÔNE vision**

The real estate sector is a very important lever in the economy of any country. It is undergoing profound changes due to the different trends related to new technologies and the evolution of consumer behavior and needs.

In this perspective, ICÔNE acts as an economic actor to contribute to the improvement and strengthening of this sector by bringing good marketing and management practices.

- **Mission**

To reveal the icon that hides in our customers!

- **Values**

Our actions cannot be realized without strong values that form the foundation of our company:

- **Expertise**

We believe that our skills and expertise allow us to help you intelligently achieve your objectives and automate your activities.

- **Excellence**

With proven processes and proven talent, we ensure that we deliver the best possible experience to our clients at the best possible value.

- **Efficiency**

With a focus on continuous improvement, we create impact and measure our actions by being pragmatic and RESULT oriented.

- **approach / Philosophy**

We enjoy the opportunity to immerse ourselves in our partners' diverse organizations by being challenged to deliver the best customer experience possible. We are passionate about our work and this is the main engine that allows us to surpass ourselves and invest ourselves fully in the projects we undertake. We use our resources transparently to ensure the satisfaction of our clients, who are at the heart of our business.

At ICÔNE, we humanize modern marketing to bring more clarity to our clients.

#### **4.2.Moncef Nour**

Endowed with a State Engineering degree in Electronics from the University of Science and Technology Houari Boumedienne (USTHB) promotion 1988, Moncef NOUR is first of all a Designer of Information Systems, a Business Architect & a Business Analyst. At the same time, the consultant has built a career in another field to become an Expert in Strategic Management and Systems Governance. He has also been a Project Director, Management Coach and Trainer of Trainers for many years. He holds more than 35 years of experience in different domains.

**Figure 1:**Moncef Nour picture



Source: Icone agency

- **Expertise:**

Thanks to his qualitative experience in the field, Moncef NOUR will help his customers to frame a new way of conceiving the strategic decisions and the organizational piloting of

their company, as well as the investments carried out in the field of the information systems with the double aim of satisfying the interests of the various actors of the company and to develop its performance.

- **Management Coach and Trainer of Trainers**

After having held several executive positions in several private and state organizations for many years, Moncef NOUR was able to capitalize on his managerial know-how and his ability to federate teams around him, and he ended up building a career as a trainer and coach specialized in management and in the support of managers

- **Conceptor of Information Systems**

With a background in information systems development, Moncef NOUR is equipped with methodologies and language tools to design distributed systems for institutions and large companies, ensuring the development of computer specifications and the total integration of the latter via ERP.

- **Business Architect & Business Analyst**

As part of the environmental assessment of companies and their business and technological aspects, the consultant uses his specialty to be able to decomplex IS and translate the language of customers into a technical language for designers, developers and testers, in order to propose solutions in line with the strategic objectives of these entities.

- **Project Manager**

During his long career, the trainer was able to lead different projects such as: internal training in ITIL, Agility, Scrum, design and implementation of the State budgetary information system ... etc., supervising several project managers to achieve the benefits and values of the programs, while ensuring the coordination and optimization of these projects.

# **CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

## 1. Review of the literature

The literature review is based on the work done on the important components of our research, which are: brand identity, communication strategy, personal branding, and lastly brand equity

### PART 01: Branding concepts

#### 1.1.Brand equity

There are two principal and distinct perspectives that have been taken by academics to study brand equity – financial and customer based. The first perspective of brand equity is from a financial market’s point of view where the asset value of a brand is appraised (Farquhar, Han , & Ijiri , 1991). Customer-based brand equity is evaluating the consumer’s response to a brand name (Keller & Kevin , Conceptualizing, measuring, and managing customer-based brand equity, 1993).

There is a variety of brand equity definitions and aspects in the existing research on the topic. The table below illustrates the variety of existing definitions and concepts of brand equity

**Table 1:** Definitions of brand equity

Study	Description of the Concept
Farquhar (1989)	Added value endowed by the brand to the product
Aaker (1991)	Set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers.
Keller (1993)	The differential effect of brand knowledge on consumer response to the marketing of the brand
Simon and Sullivan (1993)	Cash flow differences between a scenario where the brand name is added to a company product and another scenario where the same product does not have brand name.
Yoo et al., (2000)	The difference in consumer choice between a branded and unbranded product, given the same level of features
Kotler and Keller (2006)	A bridge between the marketing investments in the company’s products to create the brands and the customers’ brand knowledge
Yasin et al., (2007)	Consumers’ favoritism towards the focal brand in terms of their preference, purchase intention and choice among brands in a product category, that offers the same level of product benefits as perceived by the consumers.

Source: (Farjam & Hongyi, 2015)

Clearly, various brand equity studies conducted throughout the years have indicated a wide range of brand equity dimensions that might be associated with a brand. The usage of one or more Aaker model dimensions is the common denominator in all models. As a result, consumer-based brand equity has four dimensions: brand awareness, brand associations, perceived quality, and brand loyalty.

Building and properly managing brand equity is a priority for many firms (Keller K. , Strategic Brand Management, 2003). (Keller & Kevin , Conceptualizing, measuring, and managing customer-based brand equity, 1993) points out that building brand equity requires internal brand identity efforts, and then, integration of brand identities into the firm's overall marketing programs, such as product, price, advertising, promotion, and distribution decisions. Furthermore, (Keller & Kevin , Conceptualizing, measuring, and managing customer-based brand equity, 1993)suggests that the strength of the firm's brand equity from communications depends on how well the brand identities are integrated into the supporting marketing programs.

## **1.2. Brand identity**

D. Aaker gives the following interpretation of the term: "Brand identity is a unique set of associations that the brand's developer seeks to create or maintain. These associations represent the value of the brand and the promises that are given to consumers by members of the organization." (E. Kosteljik, 2020)

To be effective, a brand identity needs to resonate with customers, differentiate the brand from competitors, and represent what the organization can and will do over time

(Aaker & Joachimsthaler, Brand Leadership, 2000)

a brand identity is inspirational and may imply that the image needs to be changed or augmented. In a fundamental sense, the brand identity represents what the organization wants the brand to stand for (Aaker & Joachimsthaler, Brand Leadership, 2000), The "brand as personality" stage marks an important transition phase since not all brands evolve into consumer icons, especially if the consumers do not relate to, or believe in, the communications of the brand, or they sense some inconsistencies with the brand's communications (Tan & Ming, 2003).A brand's personality provides a richer source of competitive advantage than any functional feature can (Sherrington, 2003).

### **1.3. Personal branding**

The concept of personal branding, first popularized by (PETERS, s.d.) in his article “The Brand Called You,” has become increasingly important in the digital age. Once considered a tactic only for celebrities (Rein, 2006) and leaders in business and politics, online tools have allowed personal branding to become an important marketing task for everyday people (Shepherd 2005). The premise for personal branding is that everyone has the power to be their own brand and a person's main job is to be their own marketer (Peters 1997)

According to (Llopis, 2013), personal branding is a part of leadership development. It is a process that requires an ongoing (Llopis, 2013) further asserts that the personal brand needs to represent the characteristics, skills, knowledge, and abilities that set the individual apart from everyone else. What can you offer to other people that they cannot get elsewhere? What is your area of expertise? For Llopis, personal branding is not necessarily about telling everyone why you are important and bragging about your accomplishments; it is a way to serve as a role model for people who need advice. It involves accepting the responsibility to engage other people with valuable information that will help them successfully achieve their goals. In this way, personal branding requires a level of accountability. You must be willing to assume high standards for the image and content you deliver.

The concept of personal branding shares roots with personal selling since oftentimes certain personality traits lead to sales success. Yet, in personal branding, there is no employer attachment, but rather an individual is selling herself rather than a company related brand (Shepherd, 2005). In the age of Web 2.0, self-branding tactics involve creating and maintaining social and networking profiles, personal Web sites, and blogs, as well as using search engine optimization techniques to encourage access to one's information. Similar to product branding, personal branding entails capturing and promoting an individual's strengths and uniqueness to a target audience (Kaputa, 2005). Despite the differences in terms, both self-branding and self-marketing refer to the promotion of oneself in order to advance in the job market. (Peter H & Keller, 2013) assert that social media became a working tool that assisted in the establishment of a professional image and the management of social relationships for purposes of professional success and career progression. According to (Akinwunmi, 2014) it can also be defined as a perception maintained by somebody else about an individual, the meaningful perceptions about the values and qualities of an individual, and a reflection of what an individual believes in and is, expressed by what they do and how they do it.

(Quast, s.d.) contends that creating a personal brand is much like developing a brand for a product. Hypothetically, each product that is on the shelf in a store is different from the next in some way, shape, or form. The same differentiations are needed when one develops a personal brand to set themselves apart from competitors. On this basis, Quast observes that a significant problem people who are seeking to develop personal brands experience concerns the level of research they perform to learn about other people in the field.

Because personal branding requires the creation of content and an identity, you need to consider it as an asset that demands constant protection. Assets need to be monitored, managed, and nurtured. Consider yourself as part of the stock market. Your value can fluctuate depending on how the public views you as a commodity (Hardin, 2018).

The previous definitions generated several debates. Some academics even claim that a product branding methodology cannot be applied to humans. There is an argument between brand researchers and brand practitioners on whether or not everyone has a personal brand. Many researchers argue that everyone has a personality, image, and reputation, so therefore everyone has a brand. Practitioners, particularly those who manage celebrities' and athletes' personal brands, argue that a brand is something that is a household name. If you can put a person's name on a product and sell it for more than a competitor, then it's a personal brand (waller, 2020).

### **1.3.1. Personal Brand Equity**

The personal brand equity concepts roots lie in the marketing literature that has established that a product 's brand equity is the outcome of the process of creating and positioning a product 's brand and is reflected in consumers 'familiarity and perception of the brand (Aaker D. A., 1991).

(VITBERG, 2010) "Personal brand equity consists of the intangible value individuals bring to the firm in terms of their ability to influence others by leveraging their experience, expertise and reputation, the relationships they have built and maintained, and the tangible value they bring in terms of their contribution to firm revenue and growth». Online and offline. Managing the representation of one's identity narrative, especially in the focused and controlled way branding and marketing requires, is time-consuming work. It requires marketing and digital expertise that was unnecessary in an earlier time when societies ascribed individuals' identities or later, when persons achieved their identities (Côté, 1996).

### **1.3.2. Brand identity in a personal brand**

In order to begin the process of establishing a brand identity, one must acknowledge what it is about themselves that is worthy of branding. (Morton, 2012) To start the branding process, (Morton, 2012) proposes creating a professional biography that contains a personal brand statement that includes visions, goals, and ambitions that assist employers decide what they are looking for. The brand profile follows, which focuses on the principles in the statement and establishes the individual as a whole. Once those two are completed, a CV should be created, and if the personal branding efforts have been successful, a portfolio should be created.

(Morton, 2012) also said that “a personal brand should not be an austere representation; [an individual’s] soft attributes will make a lasting impression,”

(Erikson, 1956) In his article "The Problem of Ego Identity," he linked individual identity development with social identity, describing it as “something in the individual’s core with an essential aspect of a group’s inner coherence”. He went on to argue that in order to establish one's identity, one must first establish one's identity, “the young individual must learn to be most himself where he means most to others—those others, to be sure, who have come to mean most to him,” specifying the culmination of a young person’s identity development is a “conception of himself [sic] and his community’s recognition of him”.

Drawing on Erikson, (McAdams, 2008) identity development was defined as “an individual's internalized, evolving, and integrative story of the self" He viewed the creation of narrative identity as both autobiographical and contextual performance. People’s stories are chosen and strategic: They develop and execute them for specific audiences for particular goals. Stories give meaning and purpose to people's lives while also reflecting society expectations and standards. Stories seek respect from a society and segments deemed essential by their makers. Recent study on identity as a narrative production reinforced Erikson's contention that such social acknowledgement is especially vital for emerging identities.

## **PART 02: Digital communication**

### **1.1.Branding in the digital era**

Based on (ATTOUCH & ZAGHLI , 2019) «For a long time, the consumer had remained very passive, only receiving information in a one-sided way. But with the emergence of

web 2.0 at the beginning of the 3rd millennium, he starts to communicate with the brand by sharing his opinion, questioning the brands and getting in touch with them».

In other sense, the consumer was previously passive, and brands used an Up to Down logic. However, with the development of Web 2.0, the consumer has begun to interact with the brand. He converses and expresses his thoughts with the brand. In order to stay in touch with their customers, brands must to adapt to change and evolution of the web according (ATTOUCH & ZAGHLI , 2019) «The initial balance was disrupted and the bargaining power started to shift towards consumers who became more and more reactive. Faced with this far-reaching change, some companies are now evolving in a complex digital environment and are forced to review their marketing strategies at the risk of losing contact with their customers».

It should also be highlighted that web 2.0 provides brands with a set of tools, platforms, and concepts on which marketing 2.0, an updated version of traditional marketing, is established in order to assist them to win and retain customers.

According to a study by BROWN in 2003 (Quoted by (ATTOUCH & ZAGHLI , 2019) «The use of the technological tool generated by the Web 2.0, can be sometimes source of fight. The consumer so much it is informed in a constant way that it begins to the consumer so much he is informed in a constant way that he begins to develop a resistance and an immunity towards this flood of information. Thanks to this same technology, the consumer has even found a way to filter, select and analyze this information. This consumer is described as an informed consumer, less sensitive to the advertising message and sometimes even an expert». According to (Michel, 2019), for brands to respond to the question for meaning, they must have values and embody them. Although the product or the service remains essential in the consumer's decision to buy, brands must also have values to give meaning to consumption.

## **1.2. Communication in the digital era**

"Digital marketing is also defined as the use of digital means to carry out marketing activities, digital means the modern means of communication developed with the advent of information technology, the information technology, the Internet, and social media" (Zidane, 2017). Digital communication enables the company to promote its products all over the world without interruption, which gives it additional opportunity to thrive. As a

result of its 24-hour availability, it maintains the dynamism and continuity of the client relationship.

### **1.3. Digital communication**

For Keller, “marketing communications represent the voice of a brand and the means by which companies can establish a dialogue with consumers concerning their product offerings” (2001, p. 823)

While to Maronne (2018), digital is present in all aspects of life. By looking around, we can see that it is the individual, not the firm, who is digitalizing. It is consequently up to the company to adapt to this new environment, to these structural and behavioral changes, and to embrace this phenomenon into its strategy at all costs.

(Yamani, 2018)states that digital communication, whether online or digital, is distinct, first and foremost because digital media are "pull" media, as opposed to traditional media, which are "push" media (television, radio ...). And it is stated that on the Internet, the Net surfer goes towards the information rather than the information coming towards him. The same author adds that, with the help of digital tools, Internet users can participate by giving an opinion or an evaluation, a satisfaction or a discontent, which will be available to all Internet users, facilitating the flow of information.

According to (Habib, 2013)it is not only important for all businesses to integrate social networks and penetrate digital media, but also to understand how to take advantage of them and utilize them effectively. Because the stakes are so high for a company that must carefully manage its online presence.

### **1.4. Social media**

Social media is the use of web-based and mobile technologies to create and share information beyond any geographical, social, political, or demographic boundary through public interaction in a participatory and collaborative way. Social media has become ubiquitous in commercial circles and a global phenomenon during the past several years (Rodriguez, Peterson, & Krishnan, 2013)

In addition to traditional advertising methods, an increasing number of firms have embraced social media as a means to engage with their customers and to pursue their profit objectives. Firms establish their social media presence by operating pages on social networking sites, posting messages on these pages to interact with consumers by exploiting network structures, and ultimately building their brands and stimulating sales

(De Vries,, Gensler, & Leeﬂang, 2017).

It's almost unusual to see on the Internet a businesses or brand without social media icons. It's a new way to promote products and services and they will do it through the social media platform that best suits their purpose (PETRUCĂ, 2016 ). In the present the social media comprises thousands of social media platforms, some of them more popular than others, but each of them with its audience and users, as each serves different type of people. If for instance Instagram is for those who communicate better through pictures, Twitter is for those who communicate better by the means of words (Sanborn, 2016).What no long time ago was possible only for companies, media or celebrities, today is so easy for any person with a phone and Internet connection to disseminate information, pictures, videos of public interest and gain audience, followers, money, notoriety, even fame. All of these are just being offered by social media to people with the needed skills to manage it. Just like any other industry, only the ones who figure out how it works will be rewarded with many and different type of benefits (ARRUDA & DEB, 2013).

## **2. Conceptual framework**

In this section we will present Moncef Nour personal brand conceptual model, for that we will introduce the key concepts:

### **Section one: developing a personal brand identity**

#### **1.1.Approaches in building a personal brand**

Currently, there are various approaches for developing a personal brand, each with its own set of advantages and disadvantages. Differences are mostly determined by the target audiences as well as the general market for which they are intended. Personal Branding Canvas by L. Cenear is a preferred strategy, particularly for inexperienced marketers. The author has developed a system comprised of ten categories that build on one another and describe strategically significant areas of establishing a personal brand through questions (Centenaro & Sorchiotti, 2010).

Taking a more traditional marketing idea into consideration, (Rampersad, 2009) discusses an authentic model of a personal brand, which comprises of four stages leading to the construction and formation of a powerful so-called 'authentic personal brand.' Individual stages include analyzing personal and formulated ambition, establishing a personal brand promise, determining the technique of transition to personal goals, and ultimately, establishing the method of development and the principles of personal brand care in the future. This model stresses the person's values and perceptions and assists them in properly impressing the selected audience.

### 1.1.1. Authentic Personal Branding Identity Model

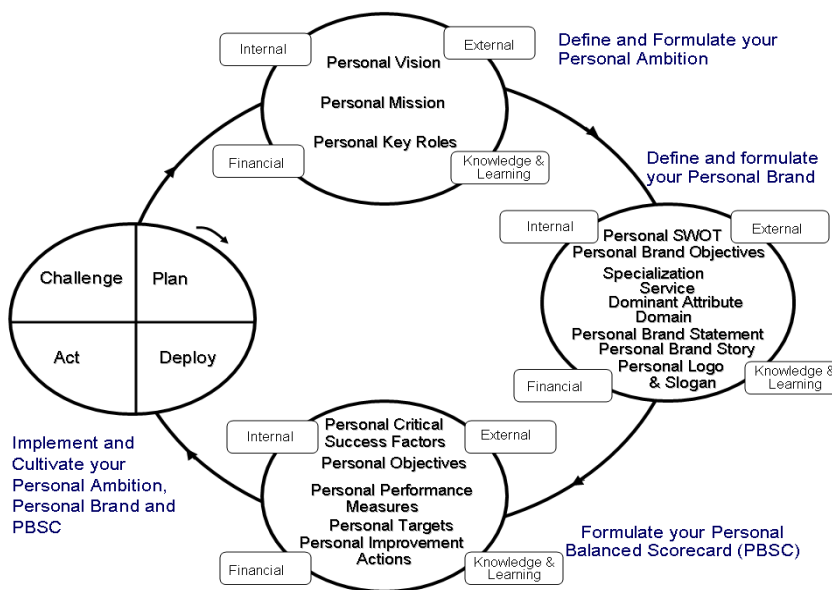


Figure 2: Authentic personal branding model  
Source: (Rampersad, 2009)

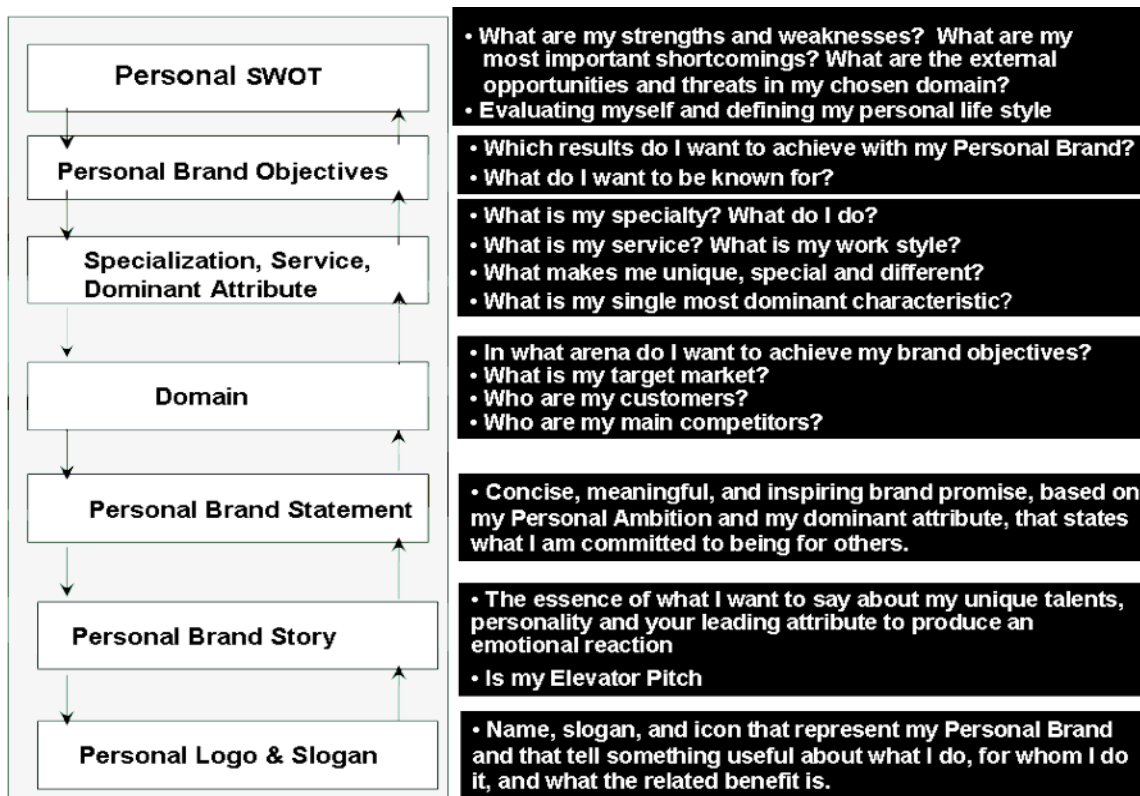


Figure 3: Authentic Personal Branding Framework (Rampersad, 2008, 2009)  
Source: (Rampersad, 2009)

According to Authentic personal brand writer Rampersad, H. K in order to create an authentic personal brand we need to follow the following phases:

- **Define and formulate your Personal Ambition:**

This phase involves defining and formulating the personal ambition in an exciting and persuasive manner and making it visible. It is about identifying yourself and figuring out what your objectives are, who you are, what you stand for, what makes you different and special and why you are different from others, what are your values, and identifying your strength

- **Define and formulate your Personal Brand**

This phase involves defining and formulating an authentic, distinct, relevant, compelling, ambitious, and memorable Personal Brand promise. Where we will write personal brand statement, which is consistent with the personal brand ambition, followed by creating a related compelling brand story. The first and most important step is performing a personal SWOT (Strengths, Weaknesses, Opportunities and Threats). The result of this analysis is the definition of the personal life style. This relates to your personal ambition and brand objectives, what do we want for our personal brand to achieve which is outlined in the brand objectives. These should be linked to the four viewpoints indicated above: internal, external, knowledge & learning, and financial. next we have to determine the specialization, concentrating on a single core talent. And then defining the main specific services, the key characteristics and the most powerful attribute. Finally, we need to determine what the audience domain is and what their greatest needs are.

the personal ambition, brand objectives, specialty, service dominant attribute, and domain are all included in our personal brand statement. our unique value proposition is also included. The second stage's next step is to develop our personal brand story, which is the substance of what we want to communicate about our personal brand in order to convey a positive emotional response. Finally, create a personal logo, which is a single visual symbol that represents the personal brand. Personal ambition and personal brand are meaningless unless they are put into action. As a result, the emphasis at this stage is on developing an integrated and well-balanced action plan based on personal ambition and personal brand in order to achieve your life and brand goals while removing any negative aspects

- **Formulate your Personal Balanced Score card (PBSC)**

It is necessary to translate your personal ambition and personal brand into your PBSC (action). Your PBSC consists of your personal critical success factors related to your personal ambition and Brand, as well as the corresponding objectives, performance measures, targets, and improvement actions. It is divided into four perspectives: internal, external, knowledge and learning, and as well as financial perspectives Your Personal Ambition and Personal Brand are translated into manageable and measurable personal objectives, milestones, and improvement actions in a holistic and balanced manner by your PBSC (Rampersad, 2009). Your PBSC is required to continuously improve and manage yourself based on your Personal Ambition and Brand. It's a powerful tool for managing and mastering yourself and your brand. It can be used to develop improvement actions to achieve your goals, track your progress, record key brand information, explore your life and brand, define new career paths, build a network of contacts, quantify and report your key accomplishments, and so on.

- **Implement and cultivate your Personal Ambition, Personal Brand and Personal Balanced Scorecard:**

Personal ambition, personal brand, and the PBSC are all irrelevant until you put them into action. As a result, the next stage is to properly implement, maintain, and cultivate your ambition, brand, and PBSC. You must be determined to change and continually increase your perceived value in the marketplace and yourself by articulating your Personal Brand with love and commitment. Additionally, work to establish trust and establish yourself as an expert in your field. Get the word out through a range of media channels, do work you enjoy that is consistent with your Personal Brand and values, obtain experience in areas of your brand where you are lacking, promote yourself, and market your brand on a regular basis.

Once you've created and launched your Personal Brand, remember to keep it up to date. As time goes on, you'll need to refine your Personal Brand promise, figuring out which parts work and which don't, and making adjustments as needed. In light of new insights, challenges, and experiences, you should constantly refine your brand promise. Competing brands will always be ready to fill any gap you leave behind. You'll be more successful if you strengthen, maintain, protect, and cultivate your brand. It must be updated on a regular

basis to reflect new challenges you face, lessons you've learned, and your personal and brand growth.

### **1.1.2. The N. Patel and A. Agius model**

(Patel & Agius, 2019) presented the methodology entitled “The Complete Guide to Building Your Personal Brand”, it is a concept that reflects current developmental trends, The essential components of brand building are reflected in both the personal and professional contexts, as well as in social networks. These, in addition to personal assumptions, play an important role in examining and evaluating job seekers on the labor market.

- **Building a personal brand:**

(Patel & Agius, 2019) divide the stages of developing a personal brand into five categories:

1. creation of vision, mission and values;
2. analysis and choice of target audience;
3. online and offline personal brand activities;
4. content marketing and media channel attendance;
5. building relationships, mentoring and control.

- **Creation of vision, mission and values of a personal brand:**

A personal brand provides us with a significant competitive advantage and allows us to stand out in the labor market. As a result, when entering the jobs market, it is essential for an individual to have a certain level of self-awareness as well as the ability to organize thoughts in order to build a vision of a distinct personality. In the context of a personal brand, it can be thought of as how we want to be perceived by others, as well as how our professional and, to some extent, personal lives should be presented. Before defining the vision, it is important to define the core values of the candidate's personality in order to find his or her place on the job market. These attributes indicate qualities that are considered significant from a person's personal perspective. It is possible to imagine the desired state of the future vision that the candidate on the job market aspires to achieve through an appropriately implemented personal brand strategy. It can be thought of as the foundation for the entire process of strategic personal brand management. In this context, the vision serves to clarify the framework of career direction as well as the motivation that leads to the achievement of the goals and the vision as a whole. The basic principles established by the vision remain constant, regardless of the evolution of the surrounding

conditions. In essence, it is a blend of timeless and long-term principles, strategies, and practices that adapt to a changing world (Reed, 2018).

Following the vision, the mission concept must be developed. The mission validates the purpose of our activity and provides us with excellent reasons to enter the labor market and begin the process of professional growth. It reflects a distinct goal, inspiration, and sometimes even a description of how the candidate will make sense of his or her existence in his or her career so that his or her mission is unique and in accordance with rivals. Vision and mission cannot be perceived alone, yet they are frequently presented together due to their interdependence. They are the foundation and start of strategic personal brand planning management.

the authors recommend focusing on the following elements:

- **Consistency:** A commitment to repeating principles and carrying out all responsibilities consistently. Uniform principles and consistency refer to the continuous complementarity and basic attributes of personal branding, such as when developing one's identity on social media, in traditional media, in personal contact, and in other activities related to our professional lives.
  - **Creativity:** is recognized as an essential aspect for colleagues and business partners. In general, it arouses curiosity and increases the chances of connecting with and developing professional and business relationships. Existing communication technologies and the Internet provide a unique space for the presentation of creativity. Individuals who actively create and build their own brand can creatively present their results on their own websites or social networks.
  - **Remembrance:** It is essential that a candidate for a job position be easily remembered by people who work in a similar field. A unique interest outside of professional life can play a role in this case. These personal interests or stories should be shared with people who are important to our professional careers.
  - **Credibility:** It is formed on the basis of trustworthiness and is built gradually on the basis of work references, or through collaboration with renowned organizations or generally respected personalities in the field (Patel & Agius, 2019).
- 
- **Choosing a target group:**

In business, it is critical to select a target audience and define its characteristics. When developing a personal brand, it is essential to segment the market into several target groups based on specific characteristics. We rely primarily on socio-demographic and psychographic criteria, supplemented by in-depth analysis of their motivational structures, decision-making, and information processes, based on common marketing practice. Individual target groups that correspond to market segments are characterized by their needs and responses to our offer, their decision-making motivations, and information processes aids in the creation and development of a personal brand, as well as planning and control tools.

Every individual should equitably assess his or her chances of success in the labor market into which they intend to enter. If they are unable to provide added value to clients or business owners, it is necessary to consider what needs to be done in order to gain a competitive advantage when entering a given market segment.

SWOT analysis is another tool that can help us realistically evaluate our input to the chosen target segment. The analysis provides a straightforward and practical picture of current personal brand situation, highlighting the individual's strengths and weaknesses as well as the opportunities and threats of the established market segment (Dube, 2011)

- **Online media and personal brand assets:**

Social media platforms provide us with multiple opportunities to raise awareness of our personal brand on the Internet. Discussions, blogs, microblogs, social networks, multimedia sharing, LSB (Local Based Services), and other social media are the basic typologies of social media (Resources), 2018)The term personal brand assets is used by authors N. Patel and A. Agius in the context of social media typology. According to their interpretation, these are strategic brand attributes that, when combined in a unique way, create a distinct brand character in both an online and partially offline environment. According to the above-mentioned authors, the most important assets of a personal brand are:

- **Profile:** Providing a username or a URL address based on the context of a defined personal brand strategy is currently one of the key attributes when creating a personal brand in an online environment. Distinct user accounts that are identical across multiple social media platforms have a competitive advantage. There are numerous suggestions for creating a personal brand name. When it comes to developing a personal brand, it is best to start with one's own name. The brand name should be easy to pronounce and remember, and it should be possible to use it in other areas of business.

- **Social networks:** When it comes to creating and building a personal brand, it is best to use a combination of social networks. Different combinations of social media may be preferred by each professional field. It is not always necessary to use all available options. LinkedIn Social Network is prioritized. This network is thought to be the most extensive in terms of presenting work history, work experience, personal assumptions, and job market references. Other social networks that play an important role in developing a personal brand in the online environment are, in particular, Facebook, Instagram, and Twitter. The disadvantage of social networking is the lack of control over the content of individual users.
- **Domain:** One of the most important aspects of a personal brand strategy is the domain name. The main advantage is that the operator can control both the content and the entire platform. In terms of long-term strategy, it is advised to secure not only the required domain, but also similar domains or alternatives, and redirect them to the main domain.
- **Website:** Unlike social networking platforms, the owner of a website has complete control over the content displayed. In the context of personal branding, the website's role is to create a platform that integrates all of the user's available online and offline activities and creates an effective referral system to social media. When creating a website, it is critical to base it on a well-defined strategic framework of a personal brand, which will be reflected in graphic design and content marketing.
- **Offline assets:** Offline personal brand activities should be given equal weight. They are very important in personal meetings and informal gatherings. The most common offline assets are business cards, which should, similarly to online presentation based on a uniform layout, be based on a unique strategic concept.
- **The issue of content marketing:** There is no widely agreed definition of content marketing. Different interpretations are commonly generated as a result of the different perspectives of authors who perceive this term from various points of view of practice. The final substance remains the same regardless of whether the term is interpreted from a commercial, marketing, or creative standpoint. According to (Pulizzi, 2013), content marketing is a “marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience - with the goal of driving profitable customer action.”

Despite the fact that content marketing is most commonly associated with the Internet, its application can undoubtedly extend beyond the digital sphere. This type of marketing in the context of a personal brand can be done using both online and offline tools. There are numerous ways to

deliver interesting content to target audiences, such as through interesting articles, interactive learning, or appropriately timed e-mailing. Individual resources are classified by (Lieb, 2011) as blogs, e-books, e-mailing, social networks, mobile applications, video, and infographics (Lieb, 2011)

In terms of personal branding strategy, it is critical to ensure the consistency of the communicated message across a variety of individual communication platforms and to create an efficient communication channel.

- **Relationship marketing**

Relationship marketing can be defined as “a marketing link where the primary goal is to build deep and close relationships with all individuals and organizations that can directly or indirectly influence the success of corporate marketing activities” (Pelsmacker, 2003).

CRM (customer relationship management) and PRM (prospective relationship management) are two aspects of relationship management (partnership relationship management). The methodology for developing client and partner relationships can be used in both online and offline settings. It is based on fast, efficient, and professional communication. As A. Hurajová points out, building deep personal and professional relationships is also important in this context for increasing job market opportunities and making a workforce more mobile. When entering the labor market, it is critical for an individual to have a certain level of self-awareness as well as the ability to organize ideas in order to build a vision of a distinct personality in the context of a personal brand. It can be thought of as how we want to be viewed by others, as well as how our professional and, to some extent, personal lives should be presented. Before defining the vision, it is essential to describe the core values of the candidate's personality in order to find his or her place in the employment market. These characteristics indicate qualities that a person considers to be important from a personal standpoint.

## **2.2. The brand personality**

Brand personality is defined as "the set of human characteristics associated with a brand." (Keller & L, 1993), because consumers frequently imbue brands with human characteristics (Gilmore & George W, 1919). Consumers can easily visualize brands as celebrities or famous historical figures. (Rook & Dennis W, 1987) and as they relate to one's own self (Fournier, 1994). Although human and brand personality traits may be conceptualized similarly (Epstein, 1977) , They differ in terms they are formed. Individuals' behavior, physical characteristics, attitudes and beliefs, and demographic characteristics are used to infer their perceptions of human personality traits. (Park, 1986).

In contrast, perceptions of brand personality traits can be formed and influenced by any direct or indirect contact that the consumer has with the brand (Plummer, 1985). Personality traits were indeed directly associated with a brand by the people associated with the brand.

### **1.2.Moncef Nour personal brand identity model**

During our research for personal brand identity models in the marketing literature we found that we had only few options and they were the two models mentioned above we couldn't choose one because they both seemed uncomplete for our case, therefore we combined the two models the authentic personal brand identity model and added some elements for the N. Patel and A. Agius model which consisted of: Creation of vision, mission and values and Online media and personal brand assets. We believe that a personal brand needs to have a human characteristic such as personality core values that will differentiate it from the rest of the competition and enable it to connect more with its audience.

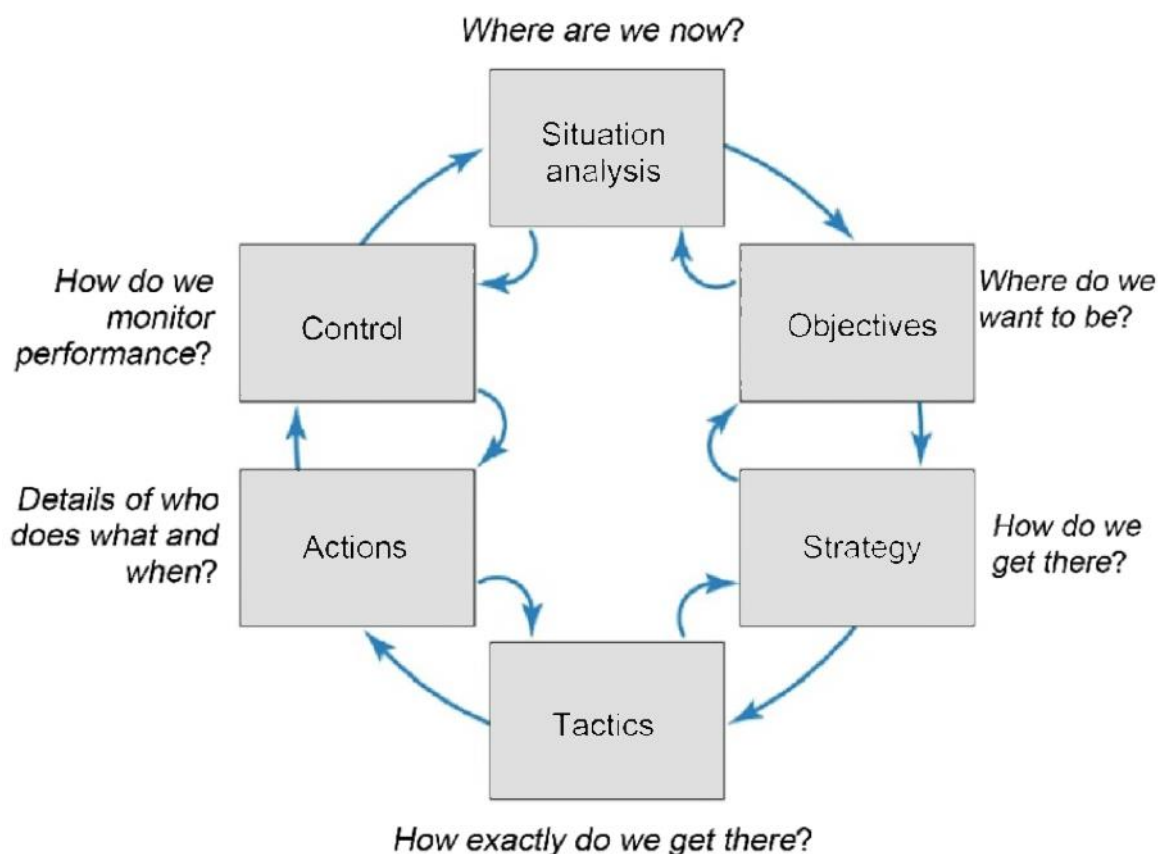
## **Section two: digital communication strategy**

### **1.1.Digital communication strategy**

In order to properly frame the process of implementing a strategy, several researchers have proposed models to adopt, including: the SOSTAC model (1990), the PASTA model (2011), RACE Framework (2012).

For our work, we have chosen to adopt the SOSTAC model, which seems to us relevant, adequate and includes the necessary elements for the proper conduct of our research. It's the only existing model that has a situation analysis part and it was highly recommended by the marketing digital experts we questioned in our qualitative approach. In this section will introduce and define the elements that comprise the SOSTAC model: situation analysis, objectives, strategy, tactics, action, and control.

### 1.1.1. Sostac model



**Figure 4:**Sostac Model Framework

Source: page 29, eMarketing Excellence ,4<sup>th</sup> edition, Dave Chaffey and PR Smith ,641p

SOSTAC® is a planning model, originally developed in the 1990s by Dave Chaffey and PR Smith, it stands for Situation analysis, Objectives, Strategy, Tactics, Actions and Control, it helps with marketing planning, its used by thousands of professionals to produce all kinds of plans (marketing plans, corporate plans, advertising plans and digital marketing plans)

#### 1.1.1.1.Situation analysis

This first element of the SOSTAC model requires from us a detailed examination of the company's marketing environment, The analysis of the environment, the industry and the competition.

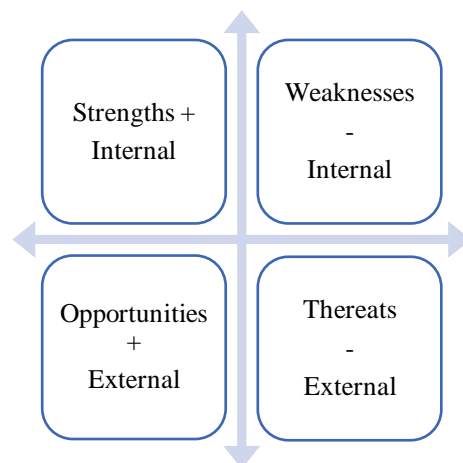
A company's ability to adapt to its environment is a critical factor in its success, analyzing the environment and its growth is a crucial matter in any strategy. We can distinguish two levels of analysis a multidimensional macro-environmental analysis and a competition-focused micro-environmental analysis.

- **Analyzing the macro-environment:**

PESTLE analysis is a strategy for reducing business risks. Companies can gain valuable advantages by examining the **P**olitical, **E**conomic, **S**ocial, **T**echnological, **L**egal, and **E**nvironmental factors. These factors assist in the idea phase, product development, product launch, content marketing strategies, and other factors that contribute to the company's success. Environments that directly and indirectly impact business will go unnoticed if PESTLE analysis is not performed. The model enables the organization to understand the market position, the trends and many aspects that is benefit to update the strategy, targets the performance schedules (Dwyer & tanner, 2002)

- **Micro environmental analysis**

to synthesize the external and internal analysis we use the so-called SWOT-analysis, SWOT analysis can be used to make an overall evaluation of the company's strengths, weaknesses, opportunities, and threats. There are internal and external factors, as well as positive and negative factors. This tool assists marketing managers in identifying crucial aspects of the company's performance, as the main goal is to connect the company's strengths to opportunities. The SWOT analysis can be narrowed down to specific areas that need to be evaluated. Internal elements in digital marketing research can be analyzed on a platform, where traditional channels and digital marketing tools are compared – this is known as an e-SWOT analysis. Considerations for the client database, online customer service, website, integrated database system, and so on may be included in the e-SWOT analysis. External influences are uncontrollable, and they change quickly and are difficult to predict, especially in the realm of digital marketing. Following competitors and consumers who may provide signals about impending events can be used to evaluate opportunities and risks. Companies should aim to put themselves in the shoes of their customers and predict how they will change and what their expectations are. Their preferences will allow the company to serve their clients more effectively.



**Figure 5:SWOT-analysis**  
Source: (Kotler & Armstrong 2014, 78)

#### - **Digital SWOT analysis**

This analysis can reveal typical opportunities and threats that are sometimes presented online for an established multi-channel brand. It also reveals tactics that may be required and it may even generate some ideas for strategic options ( Chaffey & Smith, Digital marketing excellence Planning, Optimizing and Integrating Online Marketing, 2017)

##### **1.1.1.2.Objectives**

Every company exists for a reason and therefore their purpose should be clearly defined and visible. The strategic planning starts with defining the company missions, setting up the objectives and goals, and designing a business portfolio. When this framework is done and companies have better understanding of who they are and what they do, it is more convenient to start planning their future activities. (Armstrong & Kotler 2014, 66-67.)

Generically, researchers define a goal as the desired end result of an action that is expected to be achieved at some specified time in the future, and toward which all effort and essential resources are committed to achieving (Locke EA & Latham GP, 2002)Typically, writing objectives as SMART statements is the gold standard for goal setting, because it gives a clear direction for action planning and implementation (CDC, 2008).

##### **1.1.1.3.Strategy**

The strategy means how do you plan to get there in terms of fulfilling the objectives set. The strategy section should also identify which segments of the market you aim to target with your plan. The decision which digital marketing channels are to be exploited, is also a part of the strategic planning. When the customer segments are clear, companies should define which channel is used for each segment, because the channel usage may vary

depending on the customer type. (Chaffey, Digital business and e-commerce management, 2015), in addition, integration between digital marketing and the traditional channels is recommended.

### 1.1.1.3.1. Segmentation

Market segmentation divides a market into well-defined slices. A market segment consists of a group of customers who share a similar set of needs and wants. The marketer's task is to identify the appropriate number and nature of market segments and decide which one(s) to target. We use two broad groups of variables to segment consumer markets. Some researchers define segments by looking at descriptive characteristics—geographic, demographic, and psychographic—and asking whether these segments exhibit different needs or product responses. Regardless of which type of segmentation scheme we use; the key is adjusting the marketing program to recognize customer differences. The major segmentation variables—geographic, demographic, psychographic, and behavioral segmentation (Kotler & Keller, 2014), as we demonstrate in the table below:

Category of criteria	characteristics
<b>socio-demographic</b>	<ul style="list-style-type: none"> <li>➤ Age</li> <li>➤ gender</li> <li>➤ income</li> <li>➤ social group</li> <li>➤ residential area (urban/rural)</li> <li>➤ size and composition of their household (with children/without children)</li> </ul>
<b>Demographic (and economic)</b>	<ul style="list-style-type: none"> <li>➤ Education</li> <li>➤ Profession</li> <li>➤ Socio-professional group</li> </ul>
<b>Geographic</b>	<ul style="list-style-type: none"> <li>➤ Country</li> <li>➤ Region</li> <li>➤ county,</li> <li>➤ City</li> <li>➤ city population</li> <li>➤ climate</li> <li>➤ type of residence</li> </ul>
<b>behavioral</b>	<ul style="list-style-type: none"> <li>➤ benefits sought</li> <li>➤ consumption habits</li> <li>➤ self-image</li> <li>➤ buying opportunities</li> <li>➤ level of loyalty</li> </ul>

Source: Made by us

In the B2B context. The behavior among industrial operators is a complex issue, and it includes significant information for the marketers (Choffray & Lilien, 1978)

**Table 3:** Selected Segmentation variable

Segmentation variable	Serious consideration	Moderate consideration	Exploratory consideration
<b>Organizational</b>	➤ Industry type	➤ Geographic location	➤ Years in business
	➤ Industry size	➤ Autonomy	➤ Staff ratio
	➤ Centralization	➤ Usage experience	➤ Usage rate
	➤ Pattern on usage		

Source: (Wind & Thomas, 1996)

### 1.1.1.3.2. Targeting

After completing market segmentation, the company should be aware of the demands and desires of its chosen categories. It is in the best interests of the company to identify any unsatisfied needs in the marketplace, as there may be clients who are underserved by competitors. The next step is to determine the most profitable categories and decide which ones will be served. There are three market coverage options: undifferentiated marketing, differentiated marketing, and concentrated marketing

#### ➤ **Undifferentiated Marketing Strategy**

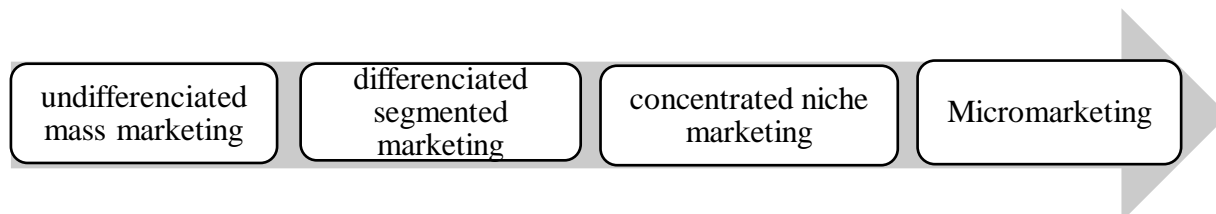
A marketing strategy that isn't differentiated ignores market differences. As a result, this strategy calls for approaching customers with a single market offer. In today's world, recognizing customers are becoming increasingly demanding. It will be difficult for the company to create a product or a brand that will meet the needs, wants, and expectations of all customers. (Camilleri, 2018)

#### ➤ **Differentiated Marketing Strategy**

Generally, a differentiated marketing strategy will target a number of segments. This marketing coverage strategy entails creating a marketing plan for each segment and developing a unique product or service offering. As a result, the company should conduct extensive market research to learn how it can satisfy its target segments. This will result in higher costs than a strategy that isn't differentiated. As an outcome, it is critical for the company to determine which services are critical to its targeted segments. When opting for differentiated marketing, marketing managers should determine whether there will be significant margins. (Camilleri, 2018)

#### ➤ **Concentrated marketing**

Companies with limited resources will typically concentrate their efforts on one or a few sub-markets. If a segment is chosen correctly, the company may be able to earn a high rate of return on its investment. However, there is a high-risk factor associated with this type of marketing. If the chosen segment fails, the company may suffer significant losses. (Camilleri, 2018). Because we are especially interested in implementing a digital strategy, the SCP process must adapt to the methodologies and practices employed online.



**Figure 6:** Marketing strategies  
Source: (Armstrong & Kotler 2014, 225)

- **Targeting Customers in the Digital Age**

Customers are divided into groups in traditional marketing. Individual customers, on the other hand, have clearly different needs and desires. This is where personalized marketing comes into play. Today's technological advancements have made it possible for many businesses to reach out to potential customers via digital and mobile applications. A few companies have already reinvented how they target digital consumers in order to get the most value out of them. Digital marketing is dominated by Google, Facebook, eBay, and Amazon, among others, who are pushing the entire field of advertising to new heights. Personal information, web browsing, search history, location data, apps, and Google Play Store transactions have all become extremely common. Google began using transaction records to prove that its ads are effective, as they encourage people to buy more. This empowered Google to examine the effect of its digital ad campaigns and verify conversion rates. As they move through the virtual and physical worlds, everyone leaves a "digital trail" of data. The term for this phenomenon is "data exhaust." Initially, the term "digital trail" was used to describe how Amazon.com used predictive analytics to make product recommendations to its customers. Despite the fact that people tend to repeat their habits, predictive analytics cannot predict when and why they might change their preferences in the future. (Camilleri, 2018)

According to (Bouzaglo, 2018) there are five methods to perform online targeting:

- **Socio-demographic or socio-economic targeting of Internet users:** A classic method transposed on online audiences and depends on the CSP, gender, number of children, marital status ... etc.
- **Geographic targeting:** This means that the user is targeted according to his geographical location: where is he? Does he pass near a point of sale, and we depend for obtaining this information either on the language used, the extension of the name of the domain used or the navigation parameters which indicate the country of connection.
- **Time-based targeting:** we target the Internet user at specific moments and times according to his online activity, e.g.: a restaurant group can program a sponsored link campaign on Google two hours before lunch or dinner time.
- **Contextual targeting:** we target the Internet user based on a request made and content viewed on his behalf.
- **Behavioral targeting:** we target the Internet user according to his browsing history observed recently, according to his way of "surfing". However, it should be noted that this type of targeting is not based on his "surfing" at a given moment but over time.

#### **1.1.1.3.3. Positioning**

According to (Camilleri, 2018) Product positioning is the final stage of target marketing. Firms formalize "positioning statements," which define the position they want to hold in the minds of their target customers in comparison to competitors' products or services. Customers are constantly evaluating products and services. As a result, marketers must develop positioning strategies to improve the perceptions of their products among customers (and prospects). There are four key characteristics of effective product positions. For starters, they are designed to provide benefits to potential customers. Second, they set the products or services of the specific company apart from those of key competitors. Finally, the firms must have the necessary skills, resources, and credibility to follow through on their implied statements and promises. Finally, an effective position is defensible, implying that an aggressive competitor will be unable to quickly neutralize or predict another positioning strategy.

#### **2.1.1.4. TACTICS**

When the third step, strategy, has been carried out, it is time to move on to the fourth step: Tactics. In order to implement the strategy, tactics are needed; tactics are the specific action plan of the strategy how to choose and use the digital channels and e-tools ( Chaffey

& Smith, Digital marketing excellence Planning, Optimizing and Integrating Online Marketing, 2017) Marketing mix is a helping tool which consists of four P's: Product, price, place and promotion. This tool helps the marketers to serve selected customer segments effectively and to answer to the different needs of various customer groups. Through marketing mix companies can also regulate how much to use adaptation in their marketing activities. (Armstrong & Kotler, 2014)

### 2.1.1.5 ACTIONS

After carefully planning the strategy and tactics, the plan is to be executed. In the action phase, company will define who does what and when. Each tactic can be divided into small projects which are shared between different departments within the company. Every project needs an action plan, where every step is well planned and the responsibilities are shared with certain key persons. It is also necessary to define whether the company applies internal or external staff in the team. Schedules help to keep the project organized and therefore usage of Gantt chart, critical path analysis or flow charts are strongly recommended. (Chaffey & Smith, Digital marketing excellence Planning, Optimizing and Integrating Online Marketing, 2017)

**Table 4:** Reports in strategy, objectives and action levers

Strategy Elements	Objectives	Key Indicators	Actions/Levers
<b>Develop awareness</b>	- Increase visibility on search engines - Audience	- Number of impressions (views) - Google positioning	- SEO - SEA - Display - Social Media - RTB - E-mailing
<b>Develop the turnover</b>	- Increasing in sales orders - Site performance	- Order volume - Conversion rate - Average Shopping Cart - Retargeting	- E-merchandising - Ergonomics - E-CRM
<b>Conquering new customers</b>	-Increase the share of new customers in the business generated	-Rate of new customers -Rate of new visits	-Retargeting -Big data -Co-registration -Games Contest
<b>Reduce costs</b>	- Make the device profitable digital	- Conversion rate - Bounce rate - Cost per order - Cost per customer - Cost per click (CPC)	- E-merchandising - Site animation - Site animation - SEO - SEA - SMO
<b>Improve the</b>	-Develop positive	-Work on e-reputation	- Social media

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<b>image of the brand</b>	notoriety	<ul style="list-style-type: none"> <li>- Create commitment to the brand</li> <li>- Promote word-of-mouth, positive virality</li> <li>- Rate of engagement on social networks</li> <li>- Proportion of noise (Opinions and comments) positive</li> </ul>
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Source: POMMERAY (Denis), the marketing - digital communication plan: preparing, deploying and managing your marketing plan, Edition Dunod, Malakoff, P67.

#### **2.1.1.6. Control**

Companies must monitor and regulate their programs in order to measure performance and success. It is impossible to predict which actions are beneficial to the company and which are not if there is no adequate monitoring system in place.

Important is to measure the project already when it starts to run and not only in the end of it, because corrective actions can be made before the end of the project. There are several ways to measure the on-going project, depending on what the goal of the project is. For instance, sales figures, number of visits on online platform or contacts made by customer can reflect the project outcome before the end. The way of measurement depends on the wanted outcome. (Chaffey, Digital business and e-commerce management, 2015). Regular reports and feedback are essential in order to understand how the project proceeds. Collaboration of distinct departments in the company can be better controlled when regular meeting and reports are performed. (Smith, 2012)

### **Section three: The current digital marketing trends**

Digital marketing trends and marketing innovation have always captivated people's interest. The best marketers are always on the looking for new digital marketing trends, technology, and platforms so that they can quickly spot new opportunities for agile businesses and marketers. In this section, we'll look at the top digital marketing trends for 2020 and how they're affecting the industry according to digital marketing experts on the digital annually magazine (blanc, 2020)

#### **2.1. Digital marketing 2020 trends**

With over 4 billion Internet users, behavior is continuously changing. Companies, influencers, and even governments are attempting to capitalize on these trends in order to spread their messages, boost income, and improve user experience. In this section we will investigate the developments occurred in 2020

### - **The era of social commerce**

After an unsuccessful attempt 10 years ago, social commerce is invading the platforms and this practice is here to stay. Social networks collect a wealth of valuable information about users. Targeting and interactions are easier, more relevant and personalized for advertisers. The distance between the brand and the consumers tends to disappear on social networks, like nowhere else. If a few years ago, no consumer was ready to buy on social networks, S-commerce is now appreciated for its fluidity. Rare are the posts without the mention "see the products" that redirect to the e-shops of the brands

In fact, Instagram and Pinterest have developed the "Instagram Checkout" and "Shop the Look" which allows users of the platforms to buy without even leaving the social networks. And these uses will continue to grow, propelled by digital native brands.

S-commerce is therefore the promise that there will be no more breaks in the buying process: the customer gets information, reads reviews, ask questions and buys his product at the same place

### - **The content factory, reactivity and flexibility**

«The content factory is the industrialization of the image industry to services of these new challenges and issues»

The expression Content Factory, refers to the department of a company dedicated to the production of content. it has already exploded in the United States. It responds to the multiplication of channels and therefore to the growing need for of branded content. The number of words spoken is increasing posts, stories, videos ... it is then necessary to produce in quantity without losing in quality. And if some content, such as television advertising, is subject to long creative processes, produced by agencies, with very elaborate briefs ... a lot of content today requires more spontaneity and reactivity.

### - **Podcasts for engagement**

Audio is unsurprisingly a trend to watch in 2020, not only with the development of with the development of voice assistants and voice searches, but also in terms of content. Opposed to the snack content trend encouraged by social networks, the podcast is emerging as a return to "intelligent" background content. Spotify and Google have dedicated a separate category to this content to give it the visibility it deserves. This retreat to audio is particularly well adapted to mobile situations and is fully in line with new

consumer consumption habits. It reflects the need for more intellectual and learning content. Social networks then become a vector to promote and to make these contents known.

- **Monetizing instant messaging**

63% of digital social interactions are done through instant messengers, like Facebook Messenger. A trend confirmed by Mark Zuckerberg himself the disengagement from public streams on Facebook is realized in favor of the growth of private exchanges and interactions. This will attract a lot of monetized content. The monetization of these platforms becomes a crucial issue. Facebook is taking advantage of this situation to standardize its messengers Instagram, Messenger and WhatsApp to create a new titan with diversified resources, which no longer includes only advertising. Soon commercial functions, transactions, subscriptions or even currencies, will be available to enrich the user experience and open up new opportunities for advertisers.

- **The time for large-scale personalization**

After years of focusing on data, creation and personalization is amplified and mingles with the data to boost the results. Improving sales will therefore go through the use systematic machine learning and automation. They will allow companies to adjust their bidding strategies via predictive models. This is the best way to prioritize the most interesting conversions. But this information must serve the personalization of the customer experience on a large scale because consumers are eager for messages tailored to their personal needs. It will be possible to give a more human dimension to marketing and adopt a truly Omni channel approach, by individualizing the relationship, with maximum relevance.

- **The arrival of new social platforms**

Far from being obsolete or shutting down networks classics such as Facebook are nevertheless in slight loss of speed, especially for younger audiences, Tik Tok currently taking over the world by being the most popular and one of the most downloaded apps recently

- **Tiktok:** Tiktok describes itself as a "place for short-form mobile videos." Users can produce and publish a video with music, filters, and editing effects now longer videos are becoming more popular on Tiktok. After testing the change with a

growing number of artists over the previous several months, it will give out the opportunity to produce videos up to 3 minutes in length. Tiktok videos could previously be up to 60 seconds long, after starting out as 15-second pieces. Newer Tiktok competitors, such as Snapchat Spotlight and YouTube Shorts, have since imitated this 60-second video format.

## **2.2. Trends in Influence Marketing**

Influence Marketing is doing well but you have to understand that the sector is constantly evolving, health crisis has of course had a certain impact on collaborations between companies and influencers. Topics emerged; others were momentarily put aside. Formats have been particularly used; others have not had the expected success. Types of collaborations have also evolved and we see that Influencer Marketing has made a significant leap from last year. Over 80% of influencers have done at least one partnership and more than half have received more requests from companies according to Reech's latest study.

### **- Trend 1: Ultra-targeting of influencers**

We cannot repeat it enough, good targeting is essential for a successful influence marketing campaign. We are in the era of the micro-influencer, a genuine person who has a link with the brand and its community, which also generates interesting engagement rates on social networks. The micro-influencer is a content creator with a slightly less visible profile but much more flexible and more receptive to audiences. The lever of Influence Marketing will turn this year to even more communities restricted but more engaged. Brands will more and more frequently request these micro and even Nano-influencer profiles. They are gentlemen-all-the-world close to their community but having a sphere of influence that is no longer limited only to their family, friends and colleagues. These ultra-connected consumers now have the ability to influence the market by a few clicks on different spaces of expression, in particular on Facebook, Instagram or even Twitter. The Nano-influencer is not an opinion leader but he is perfectly at ease on social networks.

### **- Trend 2: “Value” partnerships**

Creators are not very interested in partnerships with low added value, with the exception of must-have product placement, and prioritize long-term relationships with a business. They want companies to offer them recurring partnerships, without always set up the same

things, partnerships of the ambassador type or containing a clause exclusivity. They also favor partnerships with high added value.

- **Trend 3: Amplification of content**

the contents are less and less visible on social networks because algorithms are evolving in this direction. to have content that performs, you have to focus on amplification with a budget for more and more Ads more consequent. The influencer is above all a creator. By amplifying its content, you capitalize on the dissemination power of social networks. Brands practice amplification for increase the visibility of content, to smooth the costs of content creation and to increase the KPIs of a campaign.

- **Trend 4: Intelligent use of data**

A recent study by Google and BCG indicates that only 30% of marketers collect data across all channels. However, data can be very useful in marketing and more specifically in affecting. There are indeed 7 million influencers in the world and between 5 and 10 million publications, which represents a large number of data! All this data is useful for building Influence Marketing campaigns and provide information concrete that can be used by brands. You have to understand the influencer community and analyze the data because its characteristics are very important. Data comes mainly from social media APIs and can also come from studies carried out by agencies or surveys carried out with influencers directly. They wear on topics addressed by influencers, chosen hashtags, features and formats used... Twitter, Facebook and Instagram have become important sources information. The data of these social networks are essentially of two types: texts and images but it is also possible to identify emojis. By intelligently analyzing data, it is possible to spot the emergence of new formats or new trends.

- **Trend 5: Qualification of data via Artificial Intelligence**

AI can help build an effective influencer marketing strategy. She permits mainly to qualify a large amount of data and automatically classify influencers according to different criteria. Identifying influencers is thus faster, easier and therefore more effective.

### 2.3. Social Media Trends

#### - **the stories**

These are video formats or series of short, ephemeral photos. They can be found on Snapchat, Facebook, Instagram and even WhatsApp. They allow you to easily promote your offer, show behind the scenes of your business or even tease your audience.

This spontaneous format guarantees authenticity for consumers and humanizes the brand. Above all, it has the advantage of provoking even stronger engagement than video. In addition, 62% of users are more interested in a brand after seeing it as a story and 50% of them visit the website to purchase one of the products featured in the story.

#### - **Instagram Reels**

A new feature in Instagram to compete with Tiktok, it allows you to create and discover small and entertaining videos on Instagram. These videos are generally not more than 15seconds long and Instagram provides various effects, types of audio and other effects to make them more fun for the viewers.

#### - **Live videos**

Live videos are also to be favored because they allow Internet users to immerse themselves in the corporate world. It will also promote interaction as it is possible to comment live. Once again, this is an opportunity to enrich storytelling, be transparent and therefore improve the close relationship with customers.

#### - **S-commerce**

Social commerce facilitates the buying journey for users and therefore increases your sales. Facebook launched it with its Marketplace. Instagram Shopping and the Pinterest app's "Shop the look" feature allow brands to tag their products on their posts. By clicking on the buy button, the user is taken directly to the product page of the website.

#### - **Instagram ad hashtag**

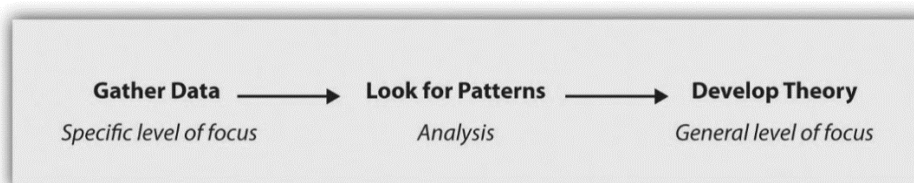
Generally, influencers do not want to turn off their audience with ads, or risk a drop in engagement or losing followers by appearing to sell out, but Instagram has recently forced them to include ad as hashtag in order not to mislead their audience and influence them to believe that that it's their personal opinion and they are not profiting from it.

## **CHAPTER 3: Methodological approach**

In this chapter, we will go through the key points of the methodological approach and epistemological attitude that we have chosen. We will also discuss the research methodology and data collection tools that we employed in our study to fulfil our goals and respond to the problem.

### 1. Epistemological posture

This study is part of a constructivist epistemological posture, that according to (Hudson L., 1988) is an approach that aims at understanding and explaining how objects are structured, in order to better help their design. (Hacking, 1990) also, defined it as “knowledge is 'made' rather than 'discovered' and interpretative categories are prior to facts; truth is 'provisional' rather than 'certain', and 'limited' rather than 'foolproof’” (Confrey, 1990). The use of the constructivist epistemological paradigm is required by the nature of the research, which seeks to understand and identify a little-studied concept, which is developing a personal brand. Given the topic of our research which consist of developing a personal brand, we decided to use an inductive approach, in which a researcher begins by collecting data relevant to his or her topic of interest. Once a significant amount of data has been gathered, the researcher will temporarily stop from data collection, then consult the data. At this stage, the researcher searches for patterns in the data while developing a theory to explain those patterns, all of the pervious steps were conducted in our qualitative research.



**Figure 7:** Inductive research

source: (Vinod Goel & Randall Waechter, 2017)

### 2. Instruments and methods of measurement

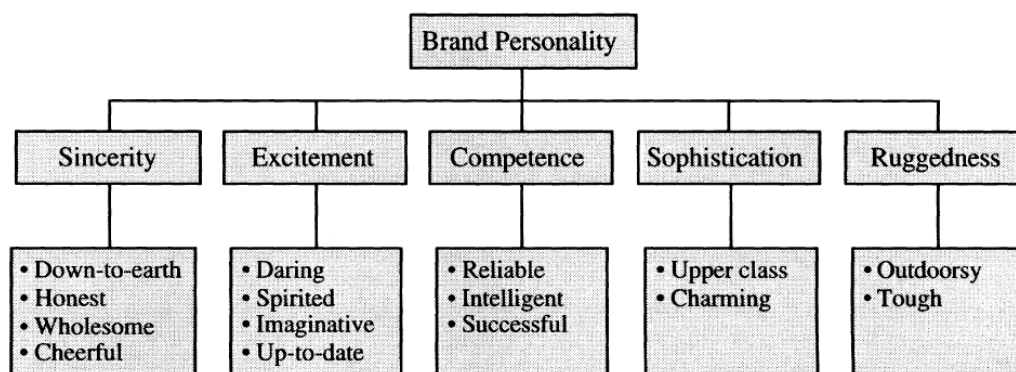
To completely understand the topic of the research and acquire accurate results that will provide a response to our problem, we chose the following techniques of data gathering.

## 2.1.documentary research

as the first step of our diagnostic, we conducted an existing analysis which is carried out in four stages: data collection, processing and analysis of the results and then the development of action plans. We used this diagnosis to build an accurate personal brand identity, we also used this approach of gathering information to better understand and identify concepts, as well as to internalize all of the elements and aspects relevant to our research to which we will refer in order to create our work. For theoretical notions, we will explore books and scholarly journals, as well as prior research on our topic.

### 2.1.1. Measurement instrument of the personality

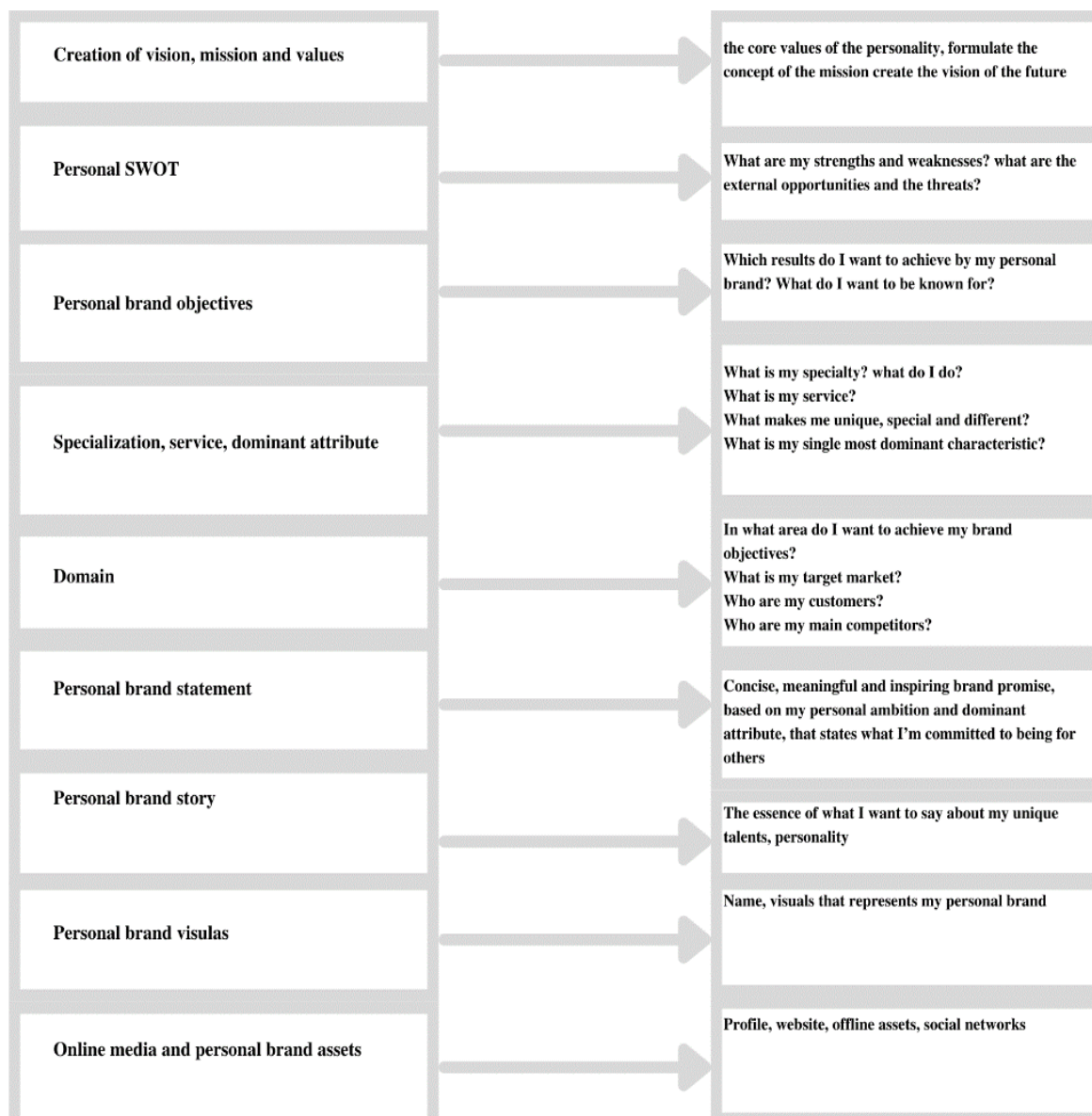
after our deep research on the topic, we decided to choose Jennifer Aaker's brand personality dimensions to measure the personal brand personality,



**Figure 8:**brand personality framework

Source: (Jennifer Aaker, dimensions of brand personality,1997)

### 2.1.2. Moncef Nour identity model



**Figure 9:** Personal brand identity model

Source: made by the author

### 2.2.Semi-structured interview approach

The objective is to grasp the meaning of a complex phenomenon as it is perceived by the participants and the researcher in a dynamic of co-construction of meaning. The interview involves a conversational dynamic during which the researcher and the respondent are in

interaction that is likely to generate three biases: the biases linked to the survey device, the biases associated with their respective social situations and the biases linked to the survey context (Poupart, 1997). Conducting a semi-structured interview involves taking into account a number of elements, including the goals of the study, the conceptual framework, the research questions, the selection of empirical material, the methodological procedures, and the personal and material time resources available (Flick, 2007).

To explore and deepen our knowledge in developing a digital communication strategy, we conducted semi-structured interviews with experts and professionals in digital marketing

### **2.2.1. Objectives of the interviews study**

the purpose of this interview is to clarify the following points:

- Explore the current digital marketing trends;
- Define the digital communication strategy;
- identify the opportunities and threats in Algerian digital market;
- identify the existing models for digital communication strategy;
- identify the process of developing a digital communication strategy;
- identify the content suitable for the personal brand.

### **2.2.2. Choice of interviewees**

we decided to conduct semi-structured interviews with digital marketing experts that are familiar with digital communication strategies, their experiences as well as their knowledge and contributions played a huge factor in the selection process, we wanted to select the right people that will allow us to build a digital communication strategy. Due to the current pandemic Covid 19 and the limited time we were able to conduct 3 interviews that gave us enough information to build a suitable, effective digital communication strategy. For the sampling, we will use the convenience sampling method that involves using respondents who are “convenient” to the researcher. The interviews were conducted by videoconference on GOOGLE MEET and recorded on computer with the agreement of the interviewees.

**Table 5:** List of interviewees

	Function	Reason of choice	Duration of the interview
	Marketing strategist and founder of the marketing agency Icone	8 years' experience in different marketing fields	40min
Digital communication strategy	Brand Strategy Manager	Years of professional experience and research professor in digital marketing	45min
	Marketing digital manager	Professional experience in the digital marketing field	30min

### 2.2.3. Development of the interview guide:

In order to fulfill the mentioned objectives and ensure effective data collecting. A well-established, comprehensive interview guide based on the study's objectives is required. The interview guide consists of "a set of open-ended questions that allow the interviewer to lead the exchange with the respondent. This interview guide proposes all the important themes for the study". (KARYOTIS & BORGES,, 2012)

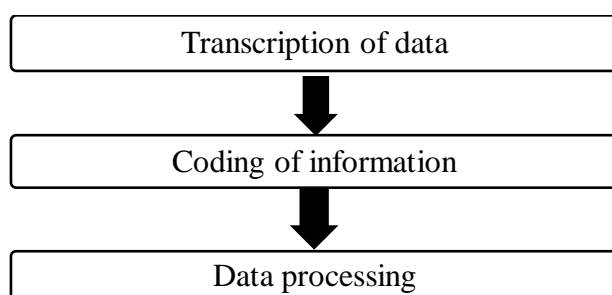
### Topics covered in the interview guide for the digital marketing experts:

**Table 6:** Topics of the interview guide

	Topics	description
01	Introduction	<ul style="list-style-type: none"> <li>➤ Introduction of the interviewer;</li> <li>➤ Explanation of the interview process;</li> <li>➤ Presentation of the objectives</li> </ul>
02	General topics	<ul style="list-style-type: none"> <li>➤ the interviewee;</li> <li>➤ Introduction to the research topic</li> </ul>
03	Specific topic	<ul style="list-style-type: none"> <li>➤ Definition of digital communication strategy</li> <li>➤ the opportunities and threats in Algerian digital market for the development of DCS</li> <li>➤ the existing models for digital communication strategy</li> <li>➤ Process of building DCS</li> <li>➤ What type and format of content should we post and what format?</li> </ul>
04	Closing the discussion and ending the interview	<ul style="list-style-type: none"> <li>➤ Thanking and closing the interview</li> </ul>

#### 2.2.4. Analysis of the results:

After the collection of data from the semi-structured interviews, we proceeded to the analysis of the results of the study, we will use the method of content analysis, which is the method that seeks to capture what the interviewees said as objectively and reliably as possible. (BERELSON, 1952), its founder, defines it as "a research technique for the objective systematic and quantitative description of the manifest content of communication". In Marketing, the objective is to analyze the survey material collected during observations group or individual interviews: behaviors, words, gestures, what is not said and what is implied. The procedure (Bardin, 2013) generally includes the transformation of an oral discourse text, then the construction of an analysis instrument to study the meaning of the words. Then, there is the intervention of a researcher to use the analysis instrument and decode what has been said. Finally, the analysis establishes the meaning of the speech. Often the difficulties are to gather ambiguous, incomplete, and contradictory information, to interpret similarities and differences between respondents and to arrive at an objective analysis.



**Figure 10:**Stages of Qualitative Data Analysis

Source : Méthodes d'analyse et d'interprétation des études qualitatives. Jean-Claude Andreani et Françoise Conchon. P 03

#### 2.2.5. Data transcription

Before beginning the analysis, the first step is to take inventory of the information collected and to and puts it into written form. This text - called verbatim - represents the raw data from the survey. Transcription organizes the survey material into a format that is directly accessible for analysis. Rather than processing audio or video recordings directly, it is best to Rather to lay them out in writing for easy reading and to have an accurate record of them (AUERBACH CF, 2003)

### 2.2.6. Coding the data

Coding explores line by line, step by step, the interview or observation texts (Berg, 2003). It describes, classifies and transforms the raw qualitative data according to the analysis grid. This is a cumbersome and painstaking process that is done by hand and for which there are no automatic systems.

### 2.2.7. Analysis categories

Once the qualitative data have been transcribed, an analysis grid is constructed before coding them. It is composed of criteria and indicators that are called categories of analysis. Their choice can be established according to the information collected or be determined in advance according to the study objectives. In the first case, we speak of an open and inductive approach of generalization and abstraction of data, in the other case a closed approach of evaluation and translation of the study indicators.

**Table 7:** Coding grid

Open coding	Closed coding
<b>Line by line reading of the data to generalize them generalize (abstraction process)</b>	Line-by-line reading of the data and coding according to the research hypotheses (translation process)
<b>Search for similar sets, classification and comparison</b>	Explanatory variables and variables to be explained established a priori
<b>Coding of the main dimensions and selective coding of central and repetitive ideas</b>	Coding of research indicators

Source: Methods of analysis and interpretation of qualitative studies. Jean-Claude Andreani and Françoise Conchon. P 08

### 2.2.8. Processing of qualitative data

The processing of qualitative data can be carried out from a semantic point of view or statistics (ANDREANI JC, 2001) In the case of so-called treatments "Semantics", the analysis is carried out by hand, using the Content Analysis approach. By successive approximations, she studies the meaning of ideas or words. The studies carried out by professionals often follow this traditional approach (Morrison , Haley, Taylor , & Sheehan, 2002). On the contrary, statistical processing is carried out on computer from word processing software. The analyzes carry out word counts, pieces of sentences or

categories and data analyzes (e.g., factorial correspondence analysis). Academic researchers are fond of these approaches.

**Table 8:** Difference between semantic and statistical processing

Semantic processing	Statistical processing
Manual processing	Data processing
Empirical analysis of ideas, words, and their meanings	Statistical analysis of words and sentences
Professional's study	Academic researchers

Source: Methods of analysis and interpretation of qualitative studies. Jean-Claude Andreani and Françoise Conchon. P 08

As we already mentioned above, we will use the SOSTAC® strategy planning model to develop our strategy.

**Table 9:**SOSTAC® adapted digital communication strategy

SOSTAC®	Description
Analysis of the situation	<b>1. Internal and external analysis:</b> <ul style="list-style-type: none"> <li>➤ Digital swot</li> <li>➤ Seo and performance analysis of the website</li> <li>➤ Analyze of the Facebook page</li> </ul>
Objectives	<b>2. Development of SMART objectives:</b> based on the overall vision of the personal brand and the results of the situation analysis.
Strategy	<b>3. Strategy:</b> <ul style="list-style-type: none"> <li>3.1 <b>Segmentation</b></li> <li>3.2 <b>Targets</b> <ul style="list-style-type: none"> <li>➤ Secondary target</li> <li>➤ Core target</li> <li>➤ Communication target</li> </ul> </li> <li>3.3 <b>Brand strategy</b> <ul style="list-style-type: none"> <li>➤ Positioning</li> </ul> </li> </ul>
Tactic	<b>4. Tactics:</b> <ul style="list-style-type: none"> <li>4.1 Facebook tactics</li> <li>4.2 Instagram tactics</li> <li>4.3 Website tactics</li> </ul>
Action	<b>5. Editorial Calendar</b>
Control	<b>6. Digital platforms KPIs :</b> <ul style="list-style-type: none"> <li>A. Facebook KPIs</li> <li>B. Instagram KPIs</li> <li>C. Web site KPIs</li> </ul> <b>7. Tools to evaluate and control our actions and image</b>

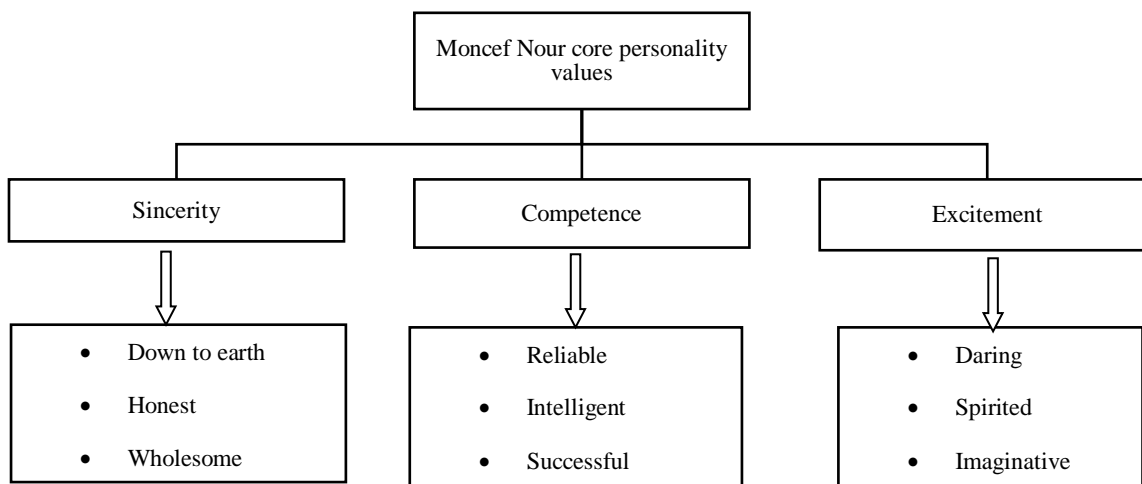
Source: made by the author

## **CHAPTER 4: RESULTS**

## Section one: personal brand identity

### 1. Creation of vision, mission and values

After conducting a semi direct interview with Moncef Nour we were able to list his personality core values using a scale that was designed by the researcher Jennifer Aaker;



**Figure 11:** Creation of Moncef Nour vision, mission and values  
Source: Jennifer Aaker personality scale

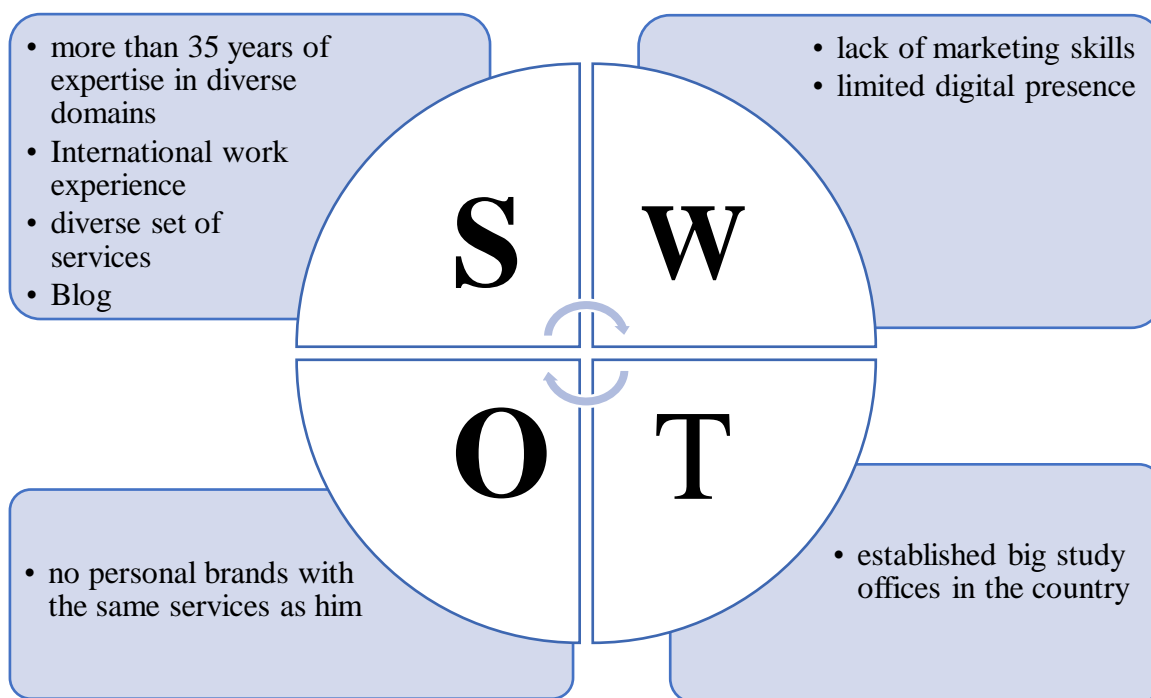
#### 1.1. Formulate the concept of the mission

I lead professionals and companies to achieve excellence in their performance with my diverse experience and tools

#### 1.2. The vision of the future

My vision is to train a group of consultants and establish a consulting office that will intervene in big companies and compete with the top international consulting offices in Algeria. With the right methodologies, diverse expertise and suitable tools, we will be able to take on big projects on the national level.

## 2. Personal SWOT



**Figure 12: Moncef Nour personal SWOT**  
Source: made by the author

### 3. Personal brand objectives

#### ➤ Objectives on the short term:

train a group of qualified consultants that shares the same vision, ideas and tools as the personal brand Moncef Nour, so we can take over important big projects on a national level in order to build Algeria with the right competence and in the right time.

#### ➤ Objectives on the long term:

establish a study office on a high level, that is consisted of adequate, passionate and well-trained Algerian youth that will compete with the international and national study offices in the country.

#### ➤ What do I want to be known for?

An Algerian self-made expert, consultant and coach that wants to help professionals, companies and Algerian youth achieve excellence in their performance.

### 4. Specialization, service, dominant attribute

Specialty: Strategic Management and Information System

#### ➤ Services:

##### a) Consulting

- Organizational consulting
- Development consulting

- Performance management consulting
- b) Training
  - IT Development
  - Operational management
  - Support functions
- c) Coaching
  - In Management
  - In Management of performance systems
  - Coaching in managérial communication

➤ What makes the personal brand unique, special and different?

Supplement visions. Moncef Nour has Managerial, information system and human resources visions, due to a long experience in different domains he has gained vast vision, he looks at any problem from different angles, comparing to other consultants that maybe have an adequate background in a field like finance will eventually give the client a financial vision while his vision is a mixture of different domains.

➤ The most dominant characteristic in Moncef Nour personal brand that reflects his true identity is: pragmatic.

## **5. Domain**

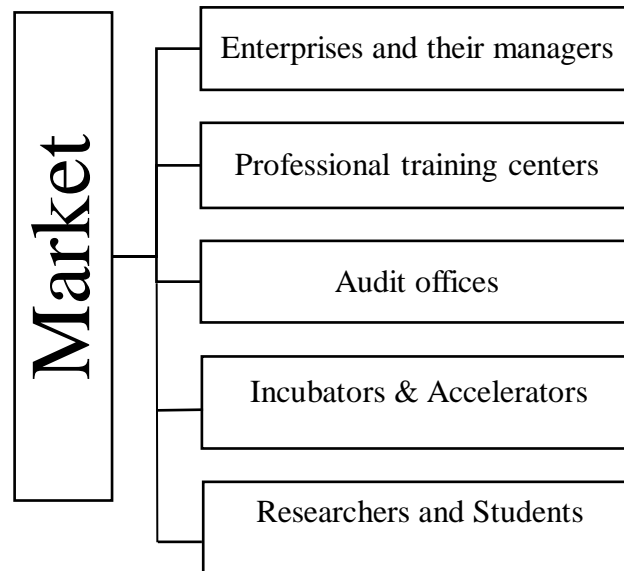
In what area do I want to achieve my brand objectives?

Moncef Nour plans to achieve his personal brand objectives in three specific area:

1. Coaching
2. Consulting
3. Mentoring

➤ **Target market**

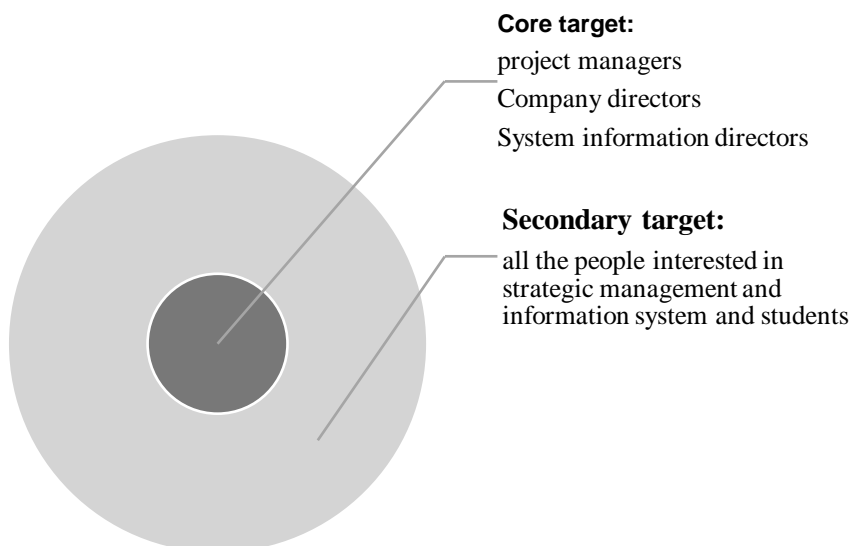
Moncef Nour personal brand target market is divided into 5 segments:



**Figure 13:** Moncef Nour target market segments

Source: Moncef Nour website

➤ **Who are my customers?**



**Figure 14:** Moncef Nour target customers

Source: made by the author

➤ **Main competitors**

Moncef Nour competitors are all the study offices that offers similar or the same services as him in the market, which consist of consulting, mentoring and coaching.

## 6. Personal brand statement



I assist companies and professionals in strategic management and information systems by consulting, coaching, and mentoring them using the tools and methodologies I've developed over the last 35 years, as well as my diverse domain expertise, which allows me to approach any problem from a different perspective.

## 7. Personal brand story

Hello, I'm Moncef Nour, a management strategic and information system consultant, coach, and mentor who believes in being pragmatic and normative. I started my career young and have worked in a variety of fields, gaining experience both nationally and internationally, I promise my customers and followers that I will assist and guide them to reach their full potential and achieve success and excellence.

## 8. Personal brand visuals

**Table 10:** Moncef Nour visual identity  
Personal brand visual identity

<b>Personal brand name</b>	Moncef Nour
<b>Personal brand slogan</b>	I work with companies in the field of information architecture and integration
<b>Personal brand logo</b>	<p>Gold version:</p>  <p>Blue version:</p> 

Source: Icone agency

- **Personal brand visual identity see (Appendix A)**

## 9. Online media and personal brand assets

- **Website:**



**Figure 15:** Moncef Nour website  
Source: Moncef Nour website


### **9.1. Profile**

Providing a username or URL address is currently one of the most important aspects of building a personal brand in an online environment. Experts advise that when it comes to developing a personal brand, one should start with one's own name. The brand name should be simple to remember and pronounce, with the ability to be used in other fields of business. Based on that Moncef Nour personal brand name was based on his real name and he has a website with the same name.

### **9.2. Social networks**

It is recommended to choose an appropriate combination of social networks when it comes to constructing and building a personal brand. Different combinations of social media may be preferred by different professional fields. Using all available options isn't always the best decision.

- **LinkedIn profile:**



**MN**  
MONCEFNOUR  
EXPERT EN SYSTÈME D'INFORMATION  
ET MANAGEMENT STRATÉGIQUE

**Moncef Nour**  
Formation professionnelle et coaching

Suivre

**À propos**  
Expert en Management Stratégique et Gouvernance des Systèmes, Coach en Management, Business Architect et Analyst.

Site web <http://moncefnour.com>

Secteurs Formation professionnelle et coaching

Taille de l'entreprise 1-10 employés

Figure 16: Moncef Nour LinkedIn profile  
Source: Moncef Nour LinkedIn page

- **Facebook profile:**



**MN**  
MONCEFNOUR  
EXPERT EN SYSTÈME D'INFORMATION  
ET MANAGEMENT STRATÉGIQUE

**Moncef Nour**  
Expert en Management Stratégique et Gouvernance des Systèmes, Coach en Management, Business Archit

Posts About Mentions Followers Photos More

Following Message

Figure 17: Moncef Nour Facebook profile  
Source: Moncef Nour Facebook page

- **Blog:**



**Figure 18:** Moncef Nour Blog  
Source : Moncef Nour website

### Offline assets :

#### - Business card:



**Figure 19:** Moncef Nour Business card  
Source: Icone agency

#### - Trainings:

Moncef Nour offers trainings in different fields to different targets, he customizes his offers to fit the company or individual's needs.



**Figure 20:** Moncef Nour training picture  
Source: Icone agency

## **Section two: digital communication strategy**

we will first present the results of the qualitative study, and then we will discuss the digital communication strategy

### **1. Results of the semi-structured interviews**

The discussion we are conducting is based on the analysis of interviews conducted with professionals and experts in digital marketing

#### **1.1. Digital marketing trends**

Trends in Algeria are different than the trends abroad, on the international level they are advanced in marketing content, b2b content and commercial strategies in Algeria we started to develop in communication, worldwide search engines and Tiktok are trending everywhere and brand started to be more human centric or as they call it human brands.

#### **1.1. Definition of digital communication strategy**

a number of choices in the first place and decisions and actions that aims to respond to a certain objective based on a digital context.

#### **1.2. Process of creating a digital communication strategy**

We begin with a situation analysis, in which we must analyze all existing platforms and compare them to our competitors, the consumer behavior, for objectives we must choose between brand awareness, engagement, and conversion they usually set by analyzing the data collected in the situation analysis part and by following the initial objectives of the brand, and for the strategic part, we must make choices; next we have our action plan that depends on the objectives of the strategy such as posting content on social media and

articles on the website, enhancing the technical aspect of the website, using social media and search engine advertising (Paid). And lastly control and that by using the same KPIs used to define the objectives of the strategy, and compare between the performance before and after the actions, for a PB we should consider measuring the pb image

### **1.3. The type and format of content and format that generates high rate of engagement in Algeria**

For a personal brand credibility and content of expertise its very interesting, articles, emailing and study cases for professionals and videos, webinars for students, the live stream can also help personal brand a lot because it will keep it closer to the audience in addition to that the Algerian public love anything emotional and trending. For the format videos is what is highly recommended by all the experts.

### **1.4. The opportunities and threats for developing a digital communication strategy**

digital now is everywhere and most of the Algerian people now have access to the internet, SEO and SEM are one of the biggest opportunities that are explored by most of Algerian brands for the threats consist of multiple personal brands who are getting accustomed to using the digital which leads to a great competition in addition to the budget, not having enough budget to sponsor different action can be a threat to the DCS.

## **2. Projection of the Sostac model**

### **2.1. Situation analysis**

It is necessary to examine the company's internal and external environments before implementing a strategy. In the case of a digital communication strategy, we conducted an internal digital environment analysis and an external examination of our client's competitive environment.

- **Internal analysis:**
  - Analyzing all the existence platforms performance
- **External analysis:**
  - Analyzing the competitor's website performance
- **Digital SWOT analysis:** it's the intersection of the two internal and external analysis.

## 2.1.1. Internal analysis

### 2.1.1.1. Website

The situation analysis is what makes the Sostac model the most suitable to our client Moncef Nour digital communication strategy, in order to measure the current performance of the website we used different tools that will allow us to have a variety of results, the tools used in the analysis of the website were: Dareboost, Seoptimer and Neil Patel.

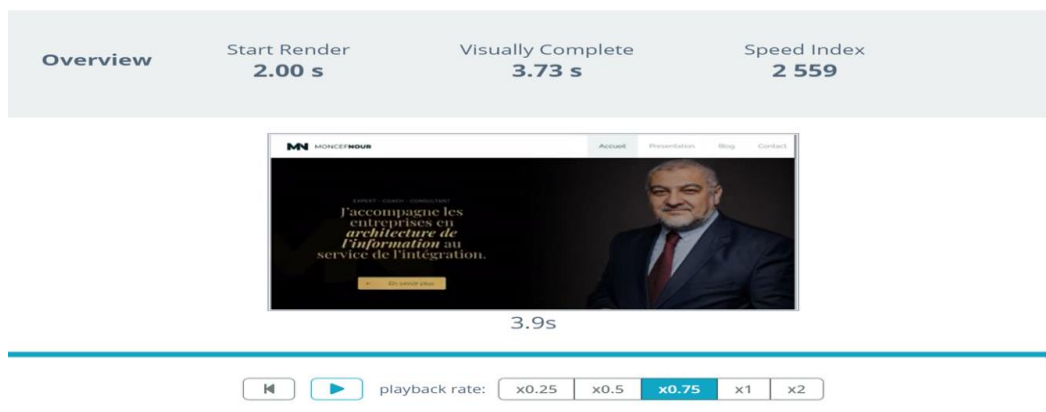


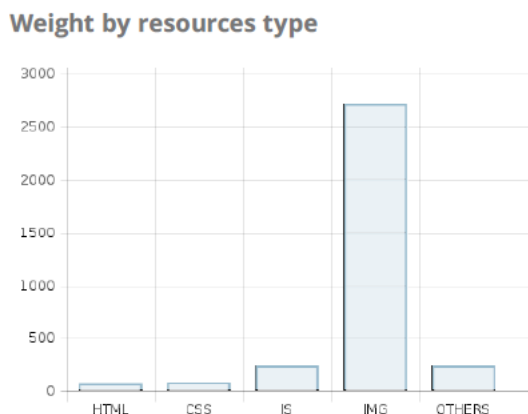
Figure 21: Website loading time  
Source: Dareboost

The start render was 2.00S it means that this is the time necessary for a first element in the website to render on the page, regardless its size or its importance for the user. This can be a background color or even a text

The visually complete follows the start render with 3.73S time, that is going to measure the time necessary to the zone above the fold line to be rendered under its final form. which means the part of the page available without the need to scroll

The speed index is currently at 2559, according to google it must be inferior to 1000. The faster your rendering is, the smaller the Speed Index will be.

to follow the Google recommendation of a Visually Complete under 1 second, the Speed Index must be inferior to 1000. The faster the rendering is, the smaller the Speed Index will be and that's how any website can rank higher on the search



**Figure 22:** Moncef Nour website page weight  
Source: Dareboost

the page weight (3.4MB): the average weight of a web page is 1, 95MB. The page weight is too high, slowing down its display, especially on low-speed connections. This can lead to frustration for users.

according to analysis made through dareboost the weight distribution of the page by resource type were:

- Images: 80,76% of total weight
- Font: 7,30% of total weight
- JavaScript: 7,18% of total weight
- CSS: 2,63% of total weight
- Texts: 2,13% of total weight

The title tag is too long, ideally it should be shortened to between 10 and 70 characters (including spaces) for our case the title tag was **Moncef Nour – Expert, Coach et Consultant. J’accompagne les entreprises en architecture de l’information au service de l’intégration** the length was 133 characters.

#### **SEO FAILS:**

- **15 pages have a low word count**

Google will find it difficult to understand what a page is about if there isn't enough text on it. Google won't be able to rank your content for the search terms you're targeting if it doesn't know what it's about. You're telling Google's crawlers and your end users more

about what you have to offer by adding extra text. Anything with less than a few hundred words is considered thin content, and it will be difficult to rank.

- **62 pages with duplicate meta descriptions**

The small summaries beneath the page titles in search results are known as meta descriptions. These provide a brief summary of the page's content. These descriptions assist both users and search engine crawlers in understanding what to expect on each page. It's critical to avoid duplicate meta descriptions so that visitors can access unique information. Duplicate meta descriptions can make the ranking process more difficult because search engine crawlers will have a hard time distinguishing between pages and determining what should and shouldn't rank.

- **2 pages are blocked from appearing in search engines**

It's critical to understand which pages you want search engines to find and which pages you don't, it needs to be studied because you're telling search engine crawlers that you don't want people to find your content.

- **2 pages with more than one <title> tag**

When a page has multiple title tags, search engines have a hard time determining what the content is about and whether it will be relevant to people conducting searches.

- **3 pages without a H1 heading**

Search engine crawlers prefer content that is structured properly and has a hierarchy when it comes to heading tags. The H1 tag is the most important and tells search engines what it is your content is about. There should only be one H1 tag for each page.

- **3 images missing ALT attributes**

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

- **Analytics**

The absence of analytics tool installed on the page. Website analytics tools like Google Analytics assist in measuring, analyzing and ultimately improving traffic to the page.











## - Schema.org Structured Data

No usage of Schema.org was detected on the website. Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

### 2.1.1.2. Facebook

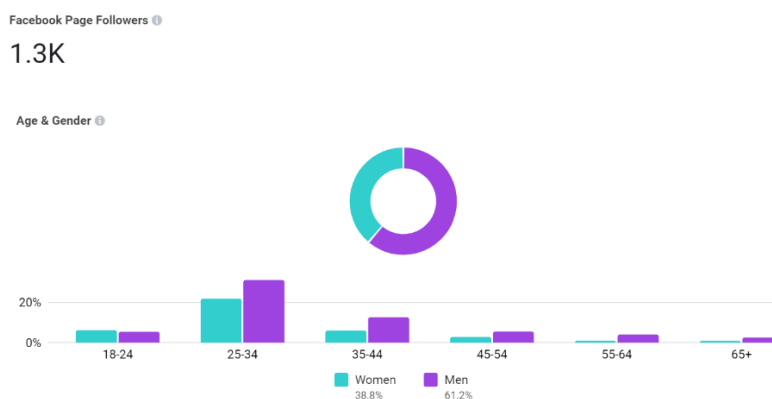
Moncef Nour Facebook page has:

- 1,246 Likes
- 1,300 Followers

Recent Content ↓	Type	↕ Reach	↕ Likes and Reactions	↕ Comments	↕ Shares	↕ Results	↕ Cost Per Result	↕ Link Clicks
 Vous avez t... Sun Aug 1, 12:...		5.5K	29	0	0	--	--	15
 Nous ensei... Thu Jul 29, 9:...		202	8	2	0	--	--	14
 Moncef No... Sun Feb 21, 8:...		134	41	13	0	--	--	18
 Expliquer n... Sun Jan 31, 5:...		117	4	0	1	--	--	5
 Qui peut-êtr... Fri Feb 19, 11:...		92	0	0	0	--	--	3

**Figure 23:** Facebook overall content performance  
Source: Facebook insights

As we can notice from the figure above there is no consistency in the content posted in his Facebook page his latest post got more likes and reactions, and reached more audience



**Figure 24:** Moncef Nour Facebook page followers age and gender  
Source: Facebook insights

as we can notice from the figure above the majority of his followers are men in the category of age between 25 to 34 years old.

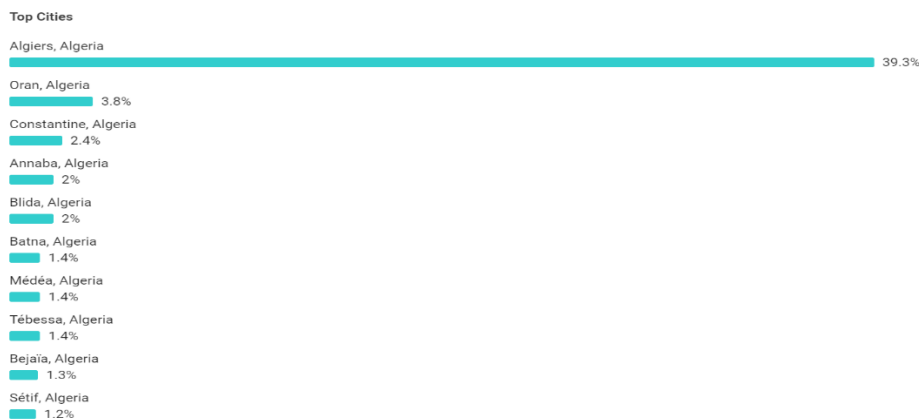


Figure 25: Top cities on Moncef Nour Facebook page  
Source: Facebook insights

The majority of Moncef Nour followers lives in Algiers with a percentage of 39.3%.

### 2.1.2. External analysis

STRATEGIKA Consulting is one of the main competitors of Moncef Nour it delivers a diversity choice of services such as:

- Human resources management and skills development
- Management system: Coaching & Consulting
- Marketing & Commercial
- Legal Advice

We decided to compare both of the websites to get more insights:

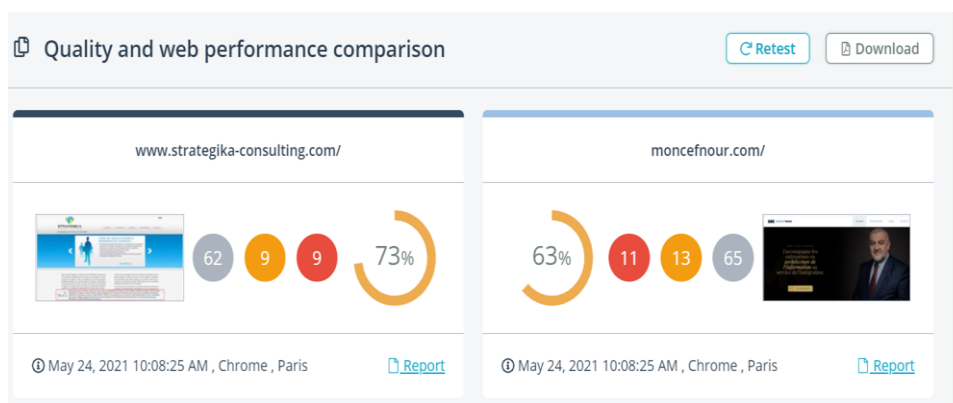
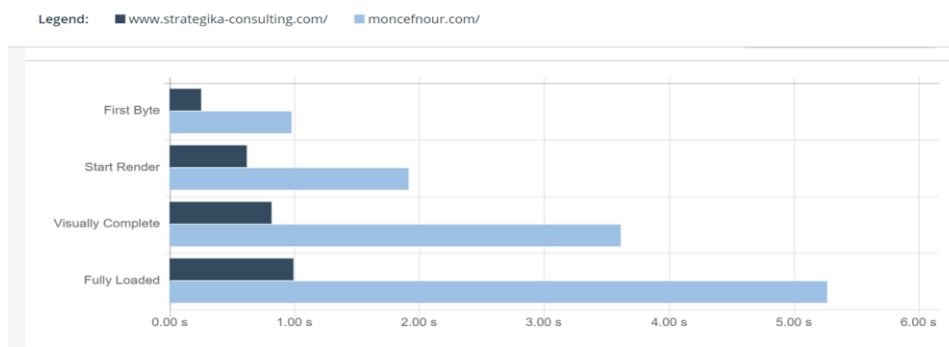


Figure 26: Moncef Nour and Strategika performance comparison  
Source: Dareboost

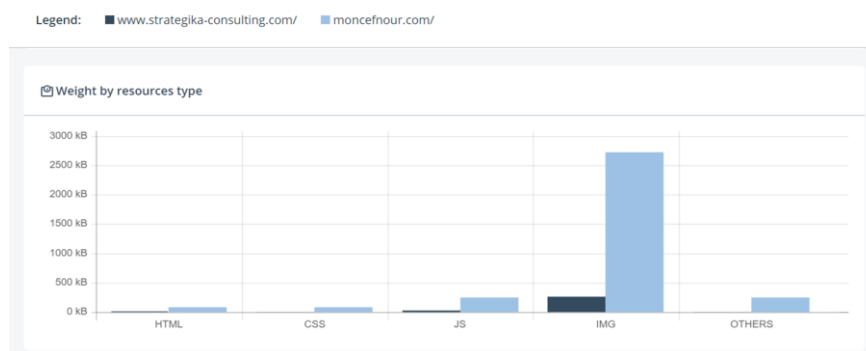
As we noticed from the analytics the competitor Strategika website is more performant than Moncef Nour.



**Figure 27:** loading time comparison between Moncef Nour and Strategika

Source: Dareboost

While Strategika office spent 1second to fully load, Moncef Nour website will take over 5seconds and that might cause users to lose interest and leave



**Figure 28:** Page weight comparison between Moncef Nour and Strategika

Source: Dareboost website

Just like we mentioned above the weight of any page is very important as we can notice from the figure above Strategika page is respecting the google rules and it's weighing according to the scale while Moncef Nour page is double the norm and 80% of its weight is due to images.

### 2.1.3. Digital Swot

**Table 11: Digital SWOT analysis**

Digital strengths	Digital weaknesses
<ul style="list-style-type: none"> <li>- Throughout its presence on social network, the Facebook page that was not active has been able to constantly increase the number of followers on Facebook up to 1,263 K through only organic.</li> <li>- Despite the fact that the website been recently created but the score of its performance and quality reached a good score of performance based on many analytics tools</li> </ul>	<ul style="list-style-type: none"> <li>- The absence of the personal brand on other social network such as Instagram, Twitter, YouTube</li> <li>- The absence of stories, lives on the Facebook page</li> <li>- The absence of a content strategy</li> <li>- The absence of an SEO strategy</li> </ul>
Digital opportunities	Digital threats
<ul style="list-style-type: none"> <li>- The only personal brand in his field</li> <li>- The possibility of launching in e-commerce following the growth of the latter due to the health crisis of COVID 19 and the increase of internet users and social networks in Algeria (51% of the Algerian population uses social networks) (Data reportal)</li> </ul>	<ul style="list-style-type: none"> <li>- The emergence of competing digital brands is growing in Algeria relative to the growth in the number of Internet and social network users</li> <li>- Strong competition from established international office studies</li> </ul>

Source: made by the author

## 2.2. Objectives

The determination of the objectives was through a qualitative approach the Icone agency director. An online meeting took place on 20 September, we have defined a set of objectives based on the situation analysis results. We will be using the SMART objectives method (Specific, Measurable, Achievable, Relevant and Time-bound).

**Table 12: Digital Platform objectives**

Website	Facebook	Instagram	LinkedIn
<ul style="list-style-type: none"> <li>- Increase the website quality, security and performance</li> <li>- Implement a strategy of referencing and optimization of the website</li> </ul>	<ul style="list-style-type: none"> <li>- Increase the number of followers to the page to 2500 through organic and sponsored by December 2021</li> <li>- Increase the number of likes to 70 per post.</li> <li>- Increase the number of comments to 50 comments per post.</li> <li>- Increase the number of shares to at least 15</li> </ul>	<ul style="list-style-type: none"> <li>- Create an Instagram account</li> <li>- Gain 1000 follower by the end of December 2021</li> <li>- Achieve an average of 200 Likes and 50 comments / post.</li> <li>- Achieve an average of 300 views on stories</li> </ul>	<ul style="list-style-type: none"> <li>- Increase the number of the page followers to 800 through sponsor by the end of December 2021</li> </ul>

Source: made by the author

## 2.3. Strategy

### 2.3.1. Segmentation

#### 2.3.1.1. Segmentation criteria

Table 13: Moncef Nour segmentation criteria

Organizational criteria	Socio-economic criteria
➤ attributes of the company	➤ socio-professional category (SPC)
➤ location	➤ income level
➤ company size	➤ level of education
➤ company sector	

Source: Made by the author

#### 2.3.1.2. Moncef Nour market segments

We will present the different segments that Moncef Nour personal brand targets in the figure below, as well as each segment's offer, localization, and industry type:

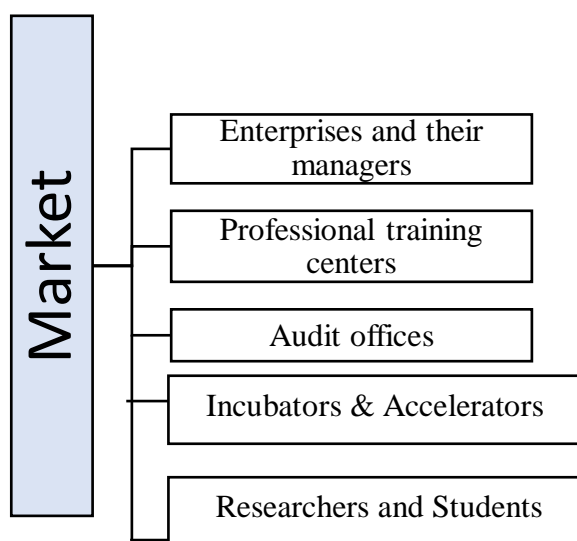


Figure 29: Moncef Nour market segments

Source: made by the author

#### - Incubators & Accelerators

The offer: Moncef NOUR enriches his offer to allow project holders within incubators and gas pedals to benefit from his know-how and knowledge in order to develop their companies.

- **Study offices**

The offer: The consultant assists audit offices in the development of software packages, the setting up of development project teams and the organization of system integration.

- **Professional training centers**

The offer: Having an experience of more than 20 years in the field of training, Moncef NOUR also offers his services to schools and professional training centers

- **Researchers & Students**

The offer: in an era where the war for talent is raging, the consultant makes sure to share his knowledge in several fields by offering training to researchers and students wishing to stand out from the rest

- **Companies and their managers**

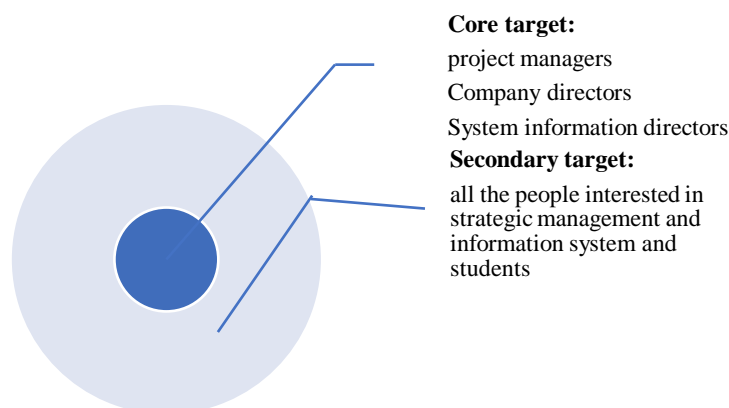
The offer: whether you are a company director, an executive or a manager, Moncef NOUR offers you his advice in organization, development and performance management and also proposes a variety of training courses on different themes to meet your professional needs

## **2.3.2. Targeting**

### **2.3.2.1. Targeting strategy**

We chose differentiated strategy because the agency client Mister Moncef Nour provides separate offerings to each different market segment that he targets. With the various offering he has in stock he provides unique benefits to different segments.

➤ **Communication target:**



**Figure 30:** Moncef Nour communication target  
 Source: made by the author

➤ **The profile of the persona buyer**

After a qualitative meeting with the client Moncef Nour, we were able to obtain the information needed that allowed us to identify his persona buyer.

**Table 14:** Moncef Nour Personal brand Buyer persona  
 Moncef Nour buyer persona

<b>Industry</b>	All industries
<b>Type of company</b>	Big company
<b>Localization</b>	Algiers, Blida, Tipaza
<b>Role in the company</b>	Managers, directors
<b>Gender</b>	Both genders
<b>Age range</b>	30-40 years old
<b>Personality</b>	Motivated
<b>Pre-required</b>	Communication skills

Source: made by the author

### 2.3.3. Positioning

➤ **Positioning statement:**

Moncef Nour offer his services to all the people that needs training, mentorship and consultation, with more than 35 years' experience in strategic management and information system domain Moncef NOUR is committed to excellence and strives to impact, he offers multiple services that satisfy different needs so his customers can reach their high potential and become better managers

## 2.4. Tactics

- **Facebook**

- Sponsor a Facebook post
- Type: video
- Message: introduce the personal brand, its mission and what type of content
- Tone: a balance between relaxed fun and serious
- Objective: build brand awareness and increase the number of the page followers

- **Instagram**

- Sponsor an influencer for an ad in a story
- Message: introduce the personal brand, its mission and what type of content they will post
- Objective: build brand awareness
- Increase the number of the page followers
- Choose the correct Keywords and hashtags to every post, increase the quality of content
- Share stories on a daily basis, reels twice a week and posts three times a week in addition to live streaming once a week

- **LinkedIn**

- Sponsor a LinkedIn post to build brand awareness
- Interact with the community
- Post, reply to comments
- Share PowerPoint, PDF and Word documents
- React to or comment on hashtag threads associated with the Page
- Engage audience live with LinkedIn Events
- Showcase all facets of the brand on LinkedIn with Stories

- Analyze and grow the audience by using different tools such as Inlytics, to analyze the page performance
- **Website**

**Table 15: Website's problems and its solutions**

Problem	Solution
<b>15 PAGES HAVE A LOW WORD COUNT</b>	Add more content to your page so that it isn't considered thin content and has a better chance of ranking. In general, the average web page that ranks on page 1 of Google contains 2200 words
<b>62 PAGES WITH DUPLICATE META DESCRIPTIONS</b>	Make sure that every page you post on your website has a meta description that is both relevant to the content on the page and one of a kind.
<b>2 PAGES ARE BLOCKED FROM APPEARING IN SEARCH ENGINES</b>	Remove the existing Robots Meta Tag, X-Robots-Tag or robots.txt file directive that is currently in place
<b>2 PAGES WITH MORE THAN ONE &lt;TITLE&gt; TAG</b>	Create only one title tag per page that is not only relevant to the content but interesting enough to influence people to click through to your content to read more
<b>3 PAGES WITHOUT A H1 HEADING</b>	Add an H1 tag to your pages that is relevant to the content you are posting. Try to include keywords in your H1 tag and limit each page to just one H1 tag
<b>3 image missing ALT attributes</b>	Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results
<b>No analytics tools</b>	Install Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page

Source: Dareboost and Neil Patel

## Recommendation

**Table 16: Recommendations for the website**

Tactic	type
Improve server response time	Performance
Reduce length of title tag (to between 10 and 70 characters)	Seo
Use your main keywords across the important HTML tags	Seo
Add Schema Markup	Seo
Create and link your Twitter profile	Social
Setup & install a Facebook Pixel	Social
Remove any Deprecated HTML	Performance
Remove inline styles	Performance
Implement analytics tracking tool	Seo
Facebook Open Graph Tags	Social
Add Twitter Cards	Social
Create and link associated Instagram profile	Social

Source: Seoptimer website

## 2.5. Actions

For this step we will present an editorial schedule that was advised by the digital marketing experts, we suggested different content that will match the personal brand target audience and used date and time that was recommended by experts online for each channel.

### 2.5.1. Editorial schedule

Moncef Nour editorial schedule see (Appendix B)

## 2.6. Control

To control the personal brand outcomes and actions we decided to suggest a set of KPIs, we will also suggest approaches to control the personal brand image on the markets

### 2.6.1. Facebook KPIS

- **The organic reach or coverage of your Facebook page:** The reach indicator tells you how many people have seen a post, regardless of whether they are Facebook fans or not. Under the heading "Coverage," this indicator can be found on the Facebook statistics page. The term "paid" refers to the coverage of content that you have paid for in order to increase its visibility.
- **The engagement rate:** the total number of people who have liked, commented on, or shared your post. This metric takes into account all interactions with a post, whether positive or negative. You can find your page's engagement rate under the heading "interaction rate" on the Facebook statistics page.
- **The click rate:** This indicator takes into account all the times a person has clicked on a post to access a link, to enlarge an image or to watch a video. In Facebook Insight, simply go to the statistics of a publication on your page to find its performance.
- **The rate of negative feedback on your Facebook posts:** On Facebook, feedback is considered negative when a user chooses to "hide the post", "unfollow the page" or "report this content as unwanted".
- **Number of users from organic SERPs:** the number of visitors who come to your site through organic search results.
- **Average page speed:** how much time a person spends on your website / visit.

### 2.6.2. Website KPIS

- **Number of visitors:** the number of regular visitors, your website's popularity, and the overall satisfaction of your visitors.

- **Ratio of new/returning visitors:** by using cookies you determine whether a user has visited your site before, or whether they are a new visitor. If you have a large number of returning visitors, you can conclude that your website is interesting for visitors and that your site provides good content.
- **Session duration:** the time frame during which there are regular active interactions occurring from a user on a website.
- **Bounce rate:** percentage of visitors who leaves a page after visiting only page
- **Acquisition:** the traffic sources of a website.

### **Instagram KPIs:**

- **The growth of its community on Instagram:** This indicator can be used to determine whether your profile's notoriety is increasing or decreasing based on the number of followers who make up your community. You can see how your follower count is changing in Instagram stats under "Audience."
- **Reach:** It allows you to see how many people have seen your post or story, as well as determine whether or not your posts are highlighted by the Instagram algorithm. Instagram does not display posts in chronological order, so measuring reach will help you determine whether or not your posts are highlighted. The algorithm determines the display order. This means that if you publish something, it may or may not appear in the feeds of your followers.
- **The engagement or interaction rate on Instagram:** monitoring the level of engagement with a particular post is an important metric to track. It enables you to assess the impact of your posts and determine whether or not your followers are interested in them. Likes and comments on Instagram are used to measure engagement. You can easily see the number of interactions that have occurred on your account using the platform's statistics tool. To calculate a post's engagement rate, divide the number of interactions by the number of people who saw it and multiply by 100 to get a percentage. You could, for example, propose contests to encourage users to interact with your publications in order to improve this rate.

### **2.6.3. LinkedIn KPIs**

- **Number of followers:** the count of followers a page has, like most other social media platforms, is one of the first metrics to track.

- **Page Reach and Impressions:** impression and reach are the next two key metrics to keep an eye on. The number of page views you've received is referred to as impressions. Reach is also known as Unique Impressions on LinkedIn. They are distinct from impressions in that they only count the number of unique visitors. The more visitors you have, the more opportunities you'll have to interact with them.
- **Click count:** you can't tell if people are reading your post or not. LinkedIn, on the other hand, keeps a record of how many people click on the area of your post. This appears in the analytics and represents everything a visitor might click
- **Engagement rate:** A product, brand, blog, company, or even a person's ability to maintain a stable relationship or commitment with their clients is referred to as LinkedIn engagement. It refers to the number of times members clicked, liked, commented on, and shared your content in both organic and paid campaigns, as well as the number of followers gained as a result of those actions.
- **Demographics:** you might want to tailor your social media marketing efforts to a specific demographic. LinkedIn has access to information about its users' professional lives. As a result, they provide you with information about your followers' identities. You'll be able to look at this and see who you're reaching right now, and see if it fits your target audience. Source: (Yordanova, 2019)

**Table 17:** Tools for the website

<b>SEMrush</b>	It is a competitive SEO analysis service that allows you to collect data from search results, among other things.
<b>Google trends</b>	a Google Labs tool that lets you see how frequently a term has been typed into the Google search engine, with the option to view data by region and country
<b>Screaming Frog</b>	a web crawling tool that is available for free. It allows you to explore website URLs and browse the architecture of a site in detail.
<b>Google Search Console</b>	a free tool that allows you to track and optimize Google search results for your own website.
<b>Dareboost</b>	an online tool for speed, SEO, quality, and security testing, analysis, and monitoring your website

Source: Made by the author

**Table 18:** Tools for Facebook and Instagram

<b>Tool</b>	<b>Functionality</b>
<b>Facebook Insights</b>	It provides detailed indicators of publications and their engagement. It enables you to examine your audience, particularly through statistics about them.
<b>Buffer</b>	a web and mobile application that allows users to manage their social media accounts by allowing them to schedule posts to Twitter, Facebook, Instagram, Instagram Stories, Pinterest, and LinkedIn, as well as analyze their results and interact with their followers.

Source: Made by the author

#### **2.6.4. Tools to measure personal brand image**

Just like it's important to evaluate and measure the personal brand digital actions, it's essential to control and measure the personal brand image and compare it to positioning wanted by the personal brand, for that we will suggest a netnography approach.

Netnography allows marketing researchers to collect rich, timely and continuous naturalistic data (Rokka, 2009) Netnographic data are typically text-based, such as customers 'online comments, discussions and reviews (Black, 2011) More in-depth textual data can often be found through online platforms, such as Web diaries (Leipämaa-Leskinen, 2011).

# **CONCLUSION**

We conclude our work by recalling its objectives, the methodology adopted to answer the research questions, the results obtained and the recommendations made. We will also present the limitations.

The objective of this research was to develop a personal brand for strategic management and information system expert Moncef Nour, it aims to present a guide to the development of personal brands based on various marketing literature documents and recommendations from digital marketing professionals and experts, we divided our work on two main sections, developing the personal brand core identity and creating a digital communication strategy, the bellow were the dissertation's objectives:

- The best identity model to use when developing a personal brand;
- the best model to use when developing a digital communication strategy;
- the current digital marketing trends.

To achieve the research's objectives. First, we conducted an existing analysis, which is the first step in documentary research. We used this diagnosis to create a precise personal brand identity, then we conducted semi-directive interviews with marketing digital professionals to gain insights and recommendations for developing a digital communication strategy.

Following the documentation findings, we were able to identify two main personal brand identity models but both seemed incomplete for our case, so we combined the two models. K.H. Rampersad discusses an authentic model of a personal brand, which consists of four phases leading to the development and formation of a powerful so-called "authentic personal brand," based on a more traditional marketing concept. While the methodology presented by N. Patel and A. Agius entitled "The Complete Guide to Building Your Personal Brand" reflects on modern developmental trends, and the basic characteristics of brand building who are represented in both the personal and professional environments, as well as social networks. We believe the two models combined can bring an added value to the personal brand and will allow it to differentiate itself from the competition and in order to portray the identity developed we decided to suggest a digital communication strategy that was created by the help of marketing digital experts.

In order to develop a digital communication strategy, we needed to start by analyzing the current situation, in which we analyzed all existing platforms and compared them to

competitors followed by objectives that are set by analyzing the data collected in the situation analysis part and by following the initial objectives of the brand, and then we made choices in the strategy, one of the most important aspects of it , is to know well enough your target followed by a powerful positioning statement that will be reflected in the personal brand future content, and then tactics and actions that in our case consisted of an editorial schedule and lastly one of the most important steps control, in the case of a personal brand we decided to not only control the actions but also the image and reputation of the personal brand by suggesting the right tools.

We recommend the identity model we were able to develop in addition to the digital communication strategy. After presenting our work the agency head manager she expressed agreement and interest on the research we have conducted and is currently preparing a budget for the execution of the different actions.

In the course of our research, we encountered several challenges which consisted of the lack of documentation of personal brand identity and limited models, we also noticed a lack of data from Moncef Nour personal brand existing digital platforms that eventually prevented us from getting more detailed insights.

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# **APPENDIX**

# **APPENDIX A: Personal brand visual identity**

LOGOTYPE



VARIANT



COLORS



**PANTONE 16-0836 TPX RICH GOLD**  
 RVB 180 155 87  
 HEX/HTML B49B57



**PANTONE 282 C**  
 RGB 4 30 63  
 HEX/HTML 041E42  
 CMYK 100 72 0 75

TYPOGRAPHY

**Montserrat Family**

1 2 3 4 5 6 7 8 9 0  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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**ATTESTATION DE PARTICIPATION**  
 Cette attestation est délivrée à  
*Abdelhak Doudache*  
 pour sa participation au séminaire  
**PROJET TABLEAU DE BORD**  
 organisé à Paris le 08 novembre 2019  
 et consacré à la mise en œuvre de ce projet.

Paris le 08 novembre 2019

Abdelhak Doudache  
 Président MN MoncefNour

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+33 (0) 340 256 509  
 contact@moncefneur.com  
 www.moncefneur.com

## **APPENDIX B: Editorial schedule**

<b>Date</b>	<b>Subject</b>	<b>Type of content</b>	<b>Target</b>	<b>channel</b>	<b>objective</b>
Sunday 10:00AM	Presentation of Moncef Nour personal brand	poster	all the people interested by Management strategic and information system	Facebook, Instagram, LinkedIn	build awareness / build a digital identity
Monday 12:00 AM	Preparation: Video on the brand platform and the positioning of Moncef Nour	Video	all the people interested by management strategic and information system	Facebook, Instagram reels, YouTube	build awareness
Tuesday 18:00 PM	Define a concept in strategic management (What is ....) title for example: Strategic Management key concept in one minute	a video that's less than 1min	all the people interested by management strategic and information system	Facebook, YouTube, Instagram Reels, Tiktok	build awareness / Build a digital identity
Wednesday 13:00 AM	quote	poster	all the people interested by management strategic and information	Facebook, Twitter, Instagram, LinkedIn	build awareness

			system		
Thursday 10:00 AM	Article	article alongside a poster	Core target: project managers Company directors System information directors	Facebook, Instagram, Website	reinforce positioning and build brand awareness
Friday 18:00 PM	5 things you need to know about a subject	video	all the people interested by management strategic and information system	Facebook, YouTube, Instagram Reels, Tiktok	build brand awareness
Saturday 13:00PM	Share testimonies and achievements	poster	Core target: project managers Company directors System information directors	Facebook, Instagram	Build trust and awareness

## **APPENDIX C – Interview guide**

## Interview guide

Hello, first of all I would like to thank you for agreeing to take part in this interview, and for the time you have given us. Please make yourself comfortable.

First of all, I would like to introduce myself my name is Zahra BOUMEZRAG, a Master 2 student in Marketing Management at the national higher school of management, In the context of my master's dissertation « developing a personal brand » We're currently conducting interviews with specialists in digital marketing, and we'd like to ask you a few questions about your experience.

We will use the tape recorder to facilitate our task of collecting information and analysis which will be used only for educational purposes. Please feel free to answer as naturally as possible and tell us what you really think. There is no right or wrong answer.

However, we would like your consent on three levels:

- Do you agree, yes or no, to participate in the study?
- Do you agree or not to have the interview recorded?

This interview will last a maximum of one hour.

### Information about the interviewee

1. **Could you please introduce yourself?**

.....

### General topic : digital marketing trends

2. **What are the current trends in digital marketing?**

.....

### Specific topic: digital communication strategy

3. **How would you define Digital communication strategy?**

.....

**4. Have you known or worked with brands that have succeeded in achieving their objectives through digital communication strategy? Tell me about that experience**

.....

**5. What are the digital channels on which you think it would be interesting for a digital communication strategy for a new personal brand?**

.....

**6. Tell me about the factors you believe will make a digital communication strategy successful?**

.....

**7. What are the opportunities and threats on the market for developing a digital communication strategy for a personal brand?**

.....

**8. What struggles do you think will impact creating a digital communication strategy?**

.....

**9. Could you tell us about the existing models for digital communication strategy?**

.....

**10. What is the model you usually use and why?**

.....

**11. What is the process you follow in a DCS Model?**

.....

**12. Are you familiar with the Sostac model, if you used it tell me about the experience? Do you recommend it?**

.....

**13. What type of content and format that generates high rate of engagement in Algeria?**

.....

## **APPENDIX D – interview results**

	Interview 01	Interview 02	Interview 03
<b>General theme</b>			
Digital marketing trends	Search engines and the arrival of new social media platforms like Tiktok	Trends in Algeria are different than the trends abroad, on the international level the are advanced in marketing content, b2b content and commercial strategies in Algeria we started to develop in communication	Tiktok I would say, it has a huge impact a lot of marketers are ignoring it but I believe that Tiktok is the future, and to be more human centric or what they call t human brands
<b>Digital communication strategy</b>			
Definition of digital communication strategy	the guidelines to achieve the communication goals of a company, by the use of the different tools offered by the digital world to promote a product/service	a number of choices in the first place and decisions and actions that aims to respond to a certain objective based on a digital context, for me SCD is a number of choices that means strategy and a certain number of actions that means an operational action plan clear that aims to respond to objectives	DCS digital is just a tool, I would say the communication strategy is the vision how we see the communication or a company or a brand, it's the image the voice and message of the brand, how we want to be see or memorized for all of this we need to be prepared a strategy for that
Experience in creating digital communication strategy	Yes, I did work with brands that have succeeded in achieving their goals through the digital media, those brands had a very experienced team in both strategic and operational marketing, from data analysis, search engine/social media specialist to experienced graphic designers.	Before talking about my experience, I would love to talk about objectives, because they differ, I personally worked on communication where we had to create brand awareness for a brand that targeted developers so there is a digital communication plan that has an objective which consisted of letting the people know the new brand, now all the big platforms such as Facebook ads and LinkedIn ads when you plan to do a campaign, they will ask you about the type of the campaign. For my part the objective of the strategy was conative which is awareness so we had to make choices according to our positioning and then we will have an action plan that matches us our target audience we will choose the adequate canals, sometimes we also have to make choices because probably only the organic method is not enough then sometimes, we need to have a mix. We had in our case a target audience that consisted of developers, I would say a niche so we had to make certain choices about the channels and the type of content, so it was all about choices and actions so for me I worked on the communication of a new brand that sold computer science services	Yes, in a luxury jewelry brand the had 400 piece in their stock and we had to sell that so we prepare a campaign and everything was based o, storytelling and we reached our objectives we reached 30000fan and we sell 378 in less than 3months
What are the digital channels on which you think it would be interesting for a digital communication strategy for a new personal brand?	It depends on the objectives of the strategy, the targets and the positioning of the brand	In the case of a personal brand id say all channels are important, don't neglect any, we often say LinkedIn is very important but that doesn't mean I have to ignore Facebook	I think its best to not copy others, know your brand and what's the best channel to reach your target and do it

the factors for a successful digital communication strategy	A good strategic analysis, SMART objectives, relevant targeting and positioning, a consistent flow of quality content (Copywriting, graphic design...etc.), good planning and control of the actions.	Knowing well your target audience and to have a mentoring on our strategy and have KPIs	A good marketing strategy and a good communication strategy, there is others factors such as KPIs , and when we have a clear and SMART objectives and the execution
What are the opportunities and threats on the market for developing a digital communication strategy for a personal brand	Multiple personal brands are getting accustomed to using the digital which leads to a great competition, although there are some channels that aren't used by competitors a lot and it is SEM.	SEO in google is one of the opportunities and for the threats I'd say a bad buzz or bad reputation specially know with social media everything happens in a fast way	The opportunity is that everyone has a phone on his hand, that means you can be all the time with your client, the threats is the amount of competitors that can communicate with higher budget, we need to have a balance not to communicate a lot and not be absent
What struggles do you think will impact creating a digital communication strategy	focusing on the strategical part of the strategy, which is targeting and positioning. Most of the Algerian companies belittle its importance and go to the operational marketing without any data to back up their actions	I think when you don't humanize the brand	The budget
<b>Digital communication strategy Models</b>			
Could you tell us about the existing models for digital communication strategy	SOSTAC and TOMSTAR models	Sostac	Sostac
What is the model you usually use and why	I usually use the SOSTAC model since it is a very simple and direct model	Sostac because it's the only model that has situation analysis	In our agency we created our own model, we did a benchmark and we took the good from every model
What is the process you follow in a DCS Model	you have to focus on the digital environment: social media and websites of competitors, social media and websites of the company Market trends and user's behavior Objectives: They are set by analyzing the data collected in the situation analysis part and by following the initial objectives of the brand. Actions: It depends on the objectives of the strategy such as posting content on social media and articles on the website, enhancing the technical aspect of the website, using social media and search engine advertising (Paid). Control: By using the same KPIs used to define the objectives of the strategy, and compare between the performance before and after the actions.	We start with situation analysis where we have to analyze all the existing platforms and we have to compare it with our competitors, for the objectives it depends it can be from the type of brand awareness or engagement or conversion and the strategic part we will have to make choices and then we have our action plan and lastly our control step and for a personal brand we need to think about controlling and measuring not only our actions but the PB image	We start by consumer behavior we classify the needs and then we strategize, then we follow the communication process, analyze objectives then the strategy aspects then a strategic copy the editorial schedule then action plan and budget
Are you familiar with the Sostac model, if you used it tell me about the experience? Do you recommend it?	Yes, I am, and it is a very helpful and simple tool that can help a lot in defining digital strategy as a whole, until now I didn't face any obstacles. yes, I highly recommend	Yes, I use it but I think we need to use the new update of it but I totally recommend it	Yes, I believe that it's a good model but, in my opinion, I feel that's oriented more to marketing than communication, I feel that communication should be more detailed. In terms of DCS I feel that I would recommend it with some change.
What type of content and format that generates high rate of engagement in Algeria	Case studies, articles, webinars, emailing and newsletters	Because it's a PB I think credibility and content of expertise its very interesting, I think he can use study cases with professionals and videos for students where he's going show us how his trainings will benefit him. The live stream can also help him a lot because it will keep him closer to his audience and Algerian public love	Videos, I think emotional content specially for Algerians

		anything related to trends	
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