

# Self-Branding In The Age Of Social Media

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# Brand?

- Brain real-estate: the square centimeter of cortex you own in someone else's brain.

# Brands

- brain square centimeter for running shoes:  
Nike
- brain square centimeter for smartphones:  
iPhone
- brain square centimeter for luxury cars:  
Rolls Royce

# 5 Self-Branding Questions

- 1. What's my brain square centimeter?
- 2. How am I going to get there?
- 3. How am I going to maintain it?
- 4. Is it really worth it?
- 5. How is this affecting me personally?

# I. I am that guy!

- The square centimeter:
  - it exists?
  - it is crowded in there?
  - can you (really) fit in?

## 2. One tweet at a time

- Social media is:
  - a. a secret society ruled by cute cats
  - b. stalker's paradise
  - c. the most viral media ever
  - d. all of the above

# 3. Keep liking me, please!

- Social media is:
  - a. the fastest changing media ever
  - b. the most crowded media ever (low entry barriers)
  - c. the most diverse media ever (tweets, likes, shares, pins, klouts, stumbles)

# 4. Is this the real me?

- Trolls are for real. And they eat your time.
- It's a job, no need to make it an addiction
- A public profile is not a real person



# 5. How much does this cost?

- Time - it tends to get "spikey"
- Energy - slowly decreasing over time
- Opportunity cost - what else could I do now? Measure this!

Questions?

# Wanna talk more about this?

- <http://dragosroua.com>