

DIGI.JOB.ID

Unit – Online Reputation & Self-branding

Best Practices

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Digital Job Identities

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Best Practices of Online Marketing

GOOGLE PLATFORM: The Story of Alec Brownstein

Alec was just a 28-year-old copywriter at a large international ad agency who wanted nothing more than to work at "a really creative shop for really creative [creative directors]."

While googling his favourite creative directors, Brownstein noticed that there were no sponsored links attached to their names. Since Brownstein googles himself "embarrassingly frequently," he assumed that the creative directors did so as well, and thus he decided to purchase their names on Google AdWords.

"Everybody googles themselves," Brownstein explained. "Even if they don't admit it. I wanted to invade that secret, egotistical moment when [the creative directors I admired] were most vulnerable."

Since Brownstein was the only person bidding on the names of the five creative directors he most admired, he was able to get the top search spots for a mere 15 cents per click. Whenever someone ran a search for one of the creative directors' names, the following message appeared at the top of the page: "Hey, [creative director's name]: googling [sic] yourself is a lot of fun. Hiring me is fun, too" with a link to Brownstein's website, alecbrownstein.com.

Over the next couple of months, Brownstein received calls from all but one of the creative directors whose names he had purchased. And finally, at the end of the year, he received a job offer from two: Scott Virtrone and Ian Reichenthal of Y&R New York.

The whole campaign costed him \$6.

But the rewards for Brownstein's creativity haven't ended there. He has also received awards in the self-promotion category at two major advertising awards shows, The One Show and The Clios.

Link: https://dl.dropboxusercontent.com/u/1426712/GOOGLE_JOB_EXPERIMENT.mov

BLOG: The Fashionable Story of Chiara Ferragni

Chiara Ferragni was born in Cremona (Italy) in 1987. She inherited the passion for fashion and photography from her mother, and when she was still a teenager she became popular on the first online communities, where she shared photos she was taking with her friends. In 2009, when blogs were not yet the today phenomenon, she launched TheBlondeSalad.com, to express herself and relate to 360°.

She turned her blog into a business by always staying true to herself. If Chiara likes a picture she will post it, even though everybody else says it horrible. This is what makes her so unique and loved by her fans. Before she made her own website, she uploaded her looks on Flickr and Lookbook.nu and got a lot of positive feedback on there. That was the time she decided to open up her own website in 2009 and turn it into a business. She founded it for \$10. Most bloggers did not intend to start their blogs as a business, but Chiara did, she tried to be as professional as possible right from the beginning – another reason why she made it so far in just five years.

The Blonde Salad is much more than a blog today, it is a real source of inspiration and style for millions people in Italy and around the world. Chiara Ferragni collaborates today with major fashion houses, she appears in the most read magazines, she is the creative director of her shoe line which is entirely Made in Italy and she has been named by Business of Fashion as one of the most influential personalities of the international fashion world.

With more than 3 million Instagram followers, fans across the globe, a staff of 14 people, and 2015 revenue projections exceeding \$9 million, she is proof that blogging can truly be a viable, full-time profession.

[Link: http://www.theblondesalad.com/](http://www.theblondesalad.com/)

INTERACTIVE RESUME: The Creative Story of Robby Leonardi

Robby Leonardi is a multidisciplinary designer. He does illustration, graphic design, animation and programming. He is also a tech enthusiast and an NBA fan. He had always wanted to have an interactive resume website after he saw one. He decided to make it happen and started to create his own interactive resume website. He wanted a unique resume, so that it would stand out from the crowd. He also wanted a fun resume since he loved to entertain users.

After thinking about it for a while, he came up with an idea to make his resume look like a video game. He never saw someone combine resume and games, so he thought that this would be very unique. He combined visual elements of games and resume to simplify the information. First, he combined game enemies and resume charts. He positioned game enemies side by side so they looked like resume bar charts. He also designed game enemies to show resume pie charts inside their bodies. He saved lots of spaces and reduced the number of visual elements, so that they looked simpler. He also combined game levels and resume sections. He launched his interactive resume website on October 10, 2013. He updated his status and tweeted about it. Then He submitted his website to several design competitions. Things were still pretty slow for a week, but not after that. "I remember I woke up and freaked out when I saw hundreds of new emails in my mailbox. Being featured in some award websites definitely had a lot to do with it."

Other people's posts and comments on social news websites also helped to spread the news. Chain reaction in social media already grew big enough and made significant impact too.

"Those made me very happy until I saw my website went down one day. It turned out that my hosting company could not handle the enormous traffic. I was in panic because I was in the middle of a design competition. I quickly moved to another hosting company and my website got back to business again. The viral effect kept spreading out and things got better after that. News media talk about my website. I appear in local and international magazines."

Link: <http://www.rleonardi.com/interactive-resume/>

LINKEDIN: The Successful Story of Jess Ratty

From Jess Ratty LinkedIn story:

“I’ve gone from a 16-year-old waitress to the 30-year-old business owner and brand communications manager of an incredible crowdfunding platform – and I couldn’t have done it without the amazing people from my LinkedIn network.

Grew up in Cornwall, in the south of England. From an early age, I knew this was where I belonged. Despite calling my home a small seaside town in Cornwall, I developed a burning ambition to prove that no matter your location, you can still make a big impact, wherever you are.

It’s been a tough journey, but I’m thankful to the people around me who made it possible. First was my Dad. School wasn’t easy: I don’t think I was the coolest kid. I just wanted to get out there and work. I remember my Dad saying, “Do what you love. You don’t have to do this if you don’t want to.” It was scary leaving formal schooling at 16, but having my dad's backing to follow my dreams meant the world. I felt I could achieve the impossible.

When I left school, I applied to work as a waitress at the Eden Project. I got the job and, for the first time ever, immediately felt at home. I loved it. Over the next few years, I worked my way up and into the PR and Communications team. It was my first desk job, which came with my first desk. I was so proud I actually polished it every night!

But the best thing about Eden was that it was bursting with inspiring people, and I began to realize that maybe I could start achieving great things myself.

My ambition to do something more, to own something, grew. When I became pregnant, I had a now-or-never moment. My partner Ben and I decided to buy two camper vans, renovate them, and rent them out – and so The Cornwall Camper Company was born. Granted, they promptly fell apart like the rust buckets they were. The bank wouldn’t help us, and instead they suggested we just go bankrupt. It wasn’t a good start!

Thankfully, I knew a lot of people who wanted to help. I started using LinkedIn to connect with all the amazing people I had met since my days at Eden. It seemed like a good time to reach out. When I look at the breadth of my connections, they’ve got years and years of experience behind them. They gave me the knowledge I needed to set up and run a successful, sustainable business – from accounting to replacing engine parts. Eventually, we got our first two campers up and running. Then the business just grew and now we have four campers on the road with another four to renovate, and even more on the way. It is the people in my network that have helped me get to where I am today and now I want to use that experience to help others achieve their own dreams. I

was offered a role as the Brand Communications Manager at Crowdfunder, the UK's leading crowdfunding platform that helps people fund their own ideas.”

“At Crowdfunder, we’ve raised over millions for businesses, charities, social enterprises and communities since launching in 2012. It’s brilliant to work for a company that gives me a real opportunity to help others get the funding I struggled to find when I created and launched The Cornwall Camper Company.

My advice? It’s to get out there, meet people, and build relationships. Make lasting impressions and connections that will lead to future opportunities. That’s where LinkedIn can help.”

Link: <https://blog.linkedin.com/2014/09/19/small-town-big-impact-how-people-helped-get-me-here>

Did You Know About Netiquette?

In-Depth: What is Netiquette?

Netiquette are the rules of etiquette that apply when communicating over computer networks, especially on the Internet. Since the Internet changes rapidly, its netiquette does too, but it is still usually based on the Golden Rule. The need for a sense of netiquette arises mostly when sending or distributing e-mail, posting on Usenet groups, or chatting.

All information you need to become a perfect internet user:
<http://www.bbc.co.uk/webwise/guides/about-netiquette>

Other Interesting Information Sources

You can find more information about the issues introduced in the training unit on the following websites:

<https://www.privacyrights.org/node/1400>

<http://www.bestcolleges.com/resources/manage-your-online-reputation/>

<http://www.onlinereputation.com/the-dos-and-donts-of-reputation-management/>

<https://reputationdefender.co/social-media-dos-donts-business/>

<http://doughayassoc.com/managing-online-reputation-dos-donts/>

<https://www.reputationdefender.com/reputation/what-online-reputation>

... AND PLEASE BE VIGILANT!

Have a look at this video:

<https://www.youtube.com/watch?v=F7pYHN9iC9I>



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