

Personal Branding Audit

About Qnary



The Social Media Agent for Executive Reputation Growth



- Qnary's mission is to empower senior, C-level executives, and founders to take control, build, and grow their online presence and to benefit from deliberate and ongoing thought leadership.
- We now work with hundreds of enterprises and executives (Senior, C-suite, Category experts) around the world to control and build influence
- Our service and leading-edge technology acts as a digital media agent for executives (managing, optimizing, and growing the digital presence & reputation of executives to support the enterprise).

Key Stats

Based in New York City with offices in Seville, and Sydney

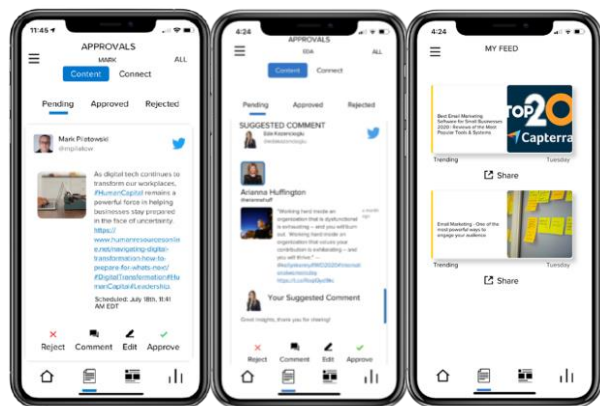
Founded by Bant Breen in 2012 (AAF Hall of Achievement Inductee)

Hundreds of executive & enterprise clients

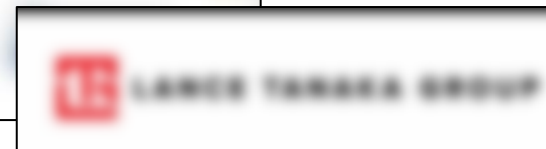
Created over 80k pieces of social media content in 2019

95%+ of clients use Qnary app on a weekly basis

Deliver solutions in English, Spanish, Mandarin, Japanese, Italian, French and German



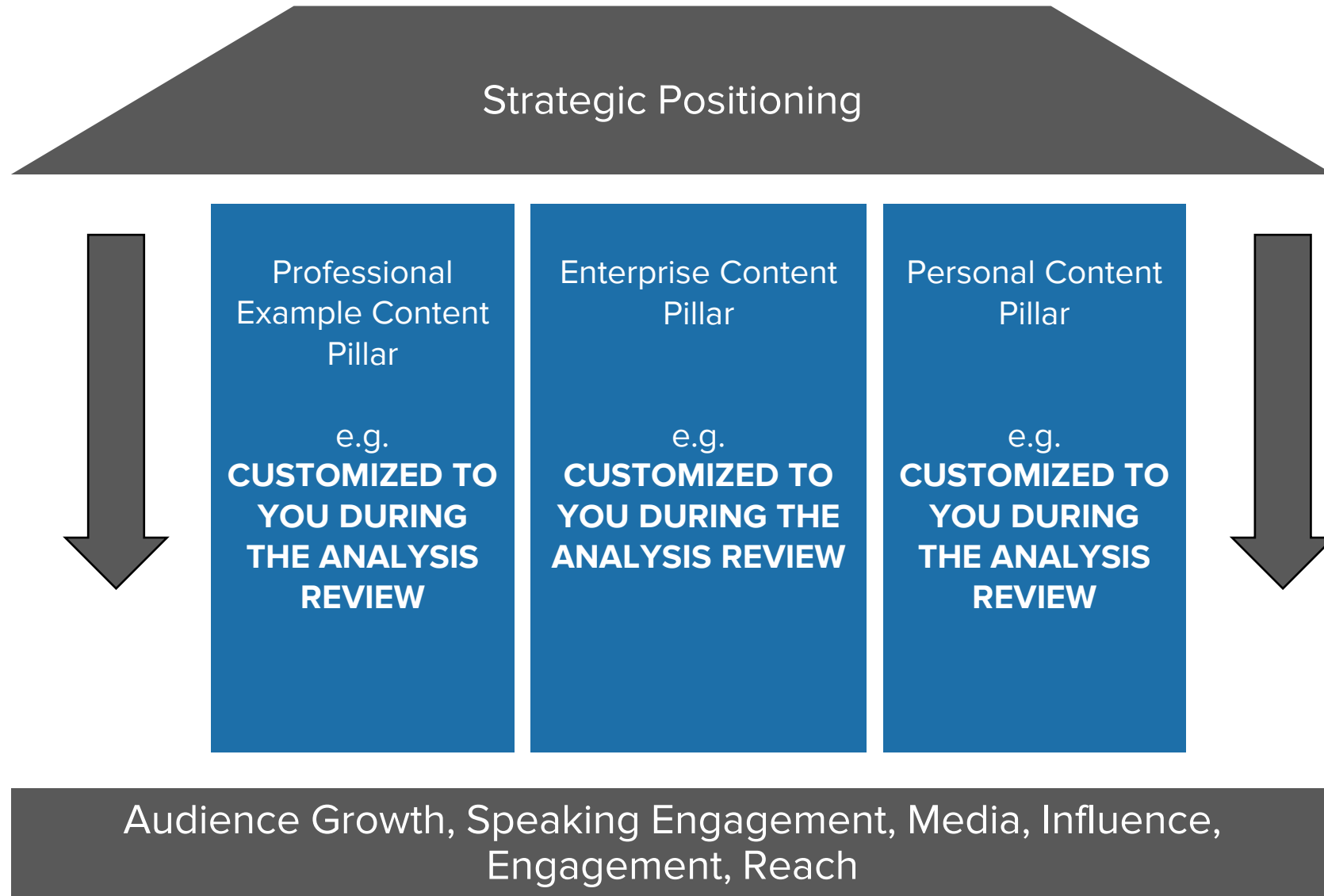
Qnary Thesis: Everyone has a digital footprint and that footprint matters



Executive Leadership Drives Business Growth



Strategic Approach & Key Topics



Strategic Mix of Blended Content


Weekly/Short-form Content

Relevant Articles & Trends
with a Unique POV & Insight

Monique Morrow (she/her) • 1st
Senior Distinguished Architect Emerging Technologies at...
6d • 1

Immersive technology such as augmented or virtual reality is becoming more mainstream, and we need to continue to assess how to secure sensitive data. According to the Future of Privacy Forum, "policymakers should carefully consider how existing or proposed data-protection laws can provide consumers with meaningful rights and companies with clear obligations regarding XR data." [#ImmersiveTech #AR #AugmentedReality](#)

[FITZE Simona Gamba ALE AGOSTINI](#) [Riccardo Roveri](#)
[Franziska-J. Klebön Matteo Togninalli Alessandro Marrarosa Stefano Santinelli Andrea Emilio Rizzoli Karl Heinz Frankeser](#)



How can we stay secure in an extended-reality world?

Engagement Oriented Content

Cristina Dolan • 1st
MIT Alum | Engineer | Cyber Cloud Data AI ESG Blockchain Industry 4.0 Open...
23h • 1

Interesting stats [Steve Morgan](#) !!! [#cybersecurity](#) is the most immediate financially material [#ESG](#) and [#sustainability](#) risk to organizations and society!!!

Steve Morgan • 2nd
Founder at Cybersecurity Ventures. Editor-in-Chief at Cybercrime Magazine, and...
1d • 1

A harbinger of things to come - [Cybersecurity Ventures](#) estimates global [#Ransomware](#) damage costs will hit \$265 billion annually by 2031, with an attack every 2 seconds. [Chuck Brooks](#) shares preventative actions to mitigate attacks in [Forbes](#)



Ransomware on a Rampage; a New Wake-Up Call
forbes.com • 11 min read

Commenting & Engaging Directly

Sachin H. Jain... (He/Him) • 2nd + Follow
President and CEO, SCAN Group and H...
5d • 1

We have vastly expanded remote monitoring capacity for a variety of diseases (including heart failure, diabetes, hypertension, among others) without making necessary changes in the healthcare delivery system.

...see more

210 • 29 comments

I agree with... Thank you for... This is a...

Like Comment Share Send

Hitesh Rastogi • 2nd
Co-Founder, CEO at Onliv Health
5d • 1

so true [Sachin H. Jain, MD, MBA](#) and in some ways, this may require restructuring traditional industry boundaries (full re-engineering of how we practice medicine in some ways). Lot of technologies that you are referring to require changes in the clinical workflows which then trigger changes in operational structures & with that payment models. curious about your thoughts here.

Like • 2 Reply • 2 Replies

Longer-Form Content / Blogs

Original Content to Further Establish a Voice in the Industry and Q&A Blogs from Interviews

Blockchain for Healthcare
Blockchain for Healthcare

The Transformational Power of Leadership: It's Time For More Female CEOs and Board Members
The Transformational Power of Leadership: It's Time For More Female CEOs and Board Members

Let's Go Win! An interview with Author and Coach JM Ryerson
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UNCAGED HOSTED BY BANT BREEN
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JM RYERSON
JM RYERSON

A high-energy discussion with the author, coach, and entrepreneur JM Ryerson on The UNCAGED Show to talk about best practices in leadership, vulnerability, and teamwork. This is an edited excerpt from our discussion.

Bant Breen:
This is the Co-Founder and CEO of Let's Go Win. He's a published author of several books that explore mindset coaching, leadership development, executive coaching, and life coaching. Today he's going to coach us on how to stay motivated, how to stay focused, how to stay on track, and how to stay motivated.

JM Ryerson:
Yes, with a couple of years ago I wrote a book that was originally meant for my kids. The book, *Let's Go Win*, was all about taking lessons from my parents, my grandparents, and others that I'd read, and condensing them. I was upset to find out that others were using the book with a wider audience and not credited to establish it. Sharing that story and the lessons learned just also of course is on this path. I got so

Executive's Digital Presence



Owned Front-Page Links: 1



LinkedIn Optimization

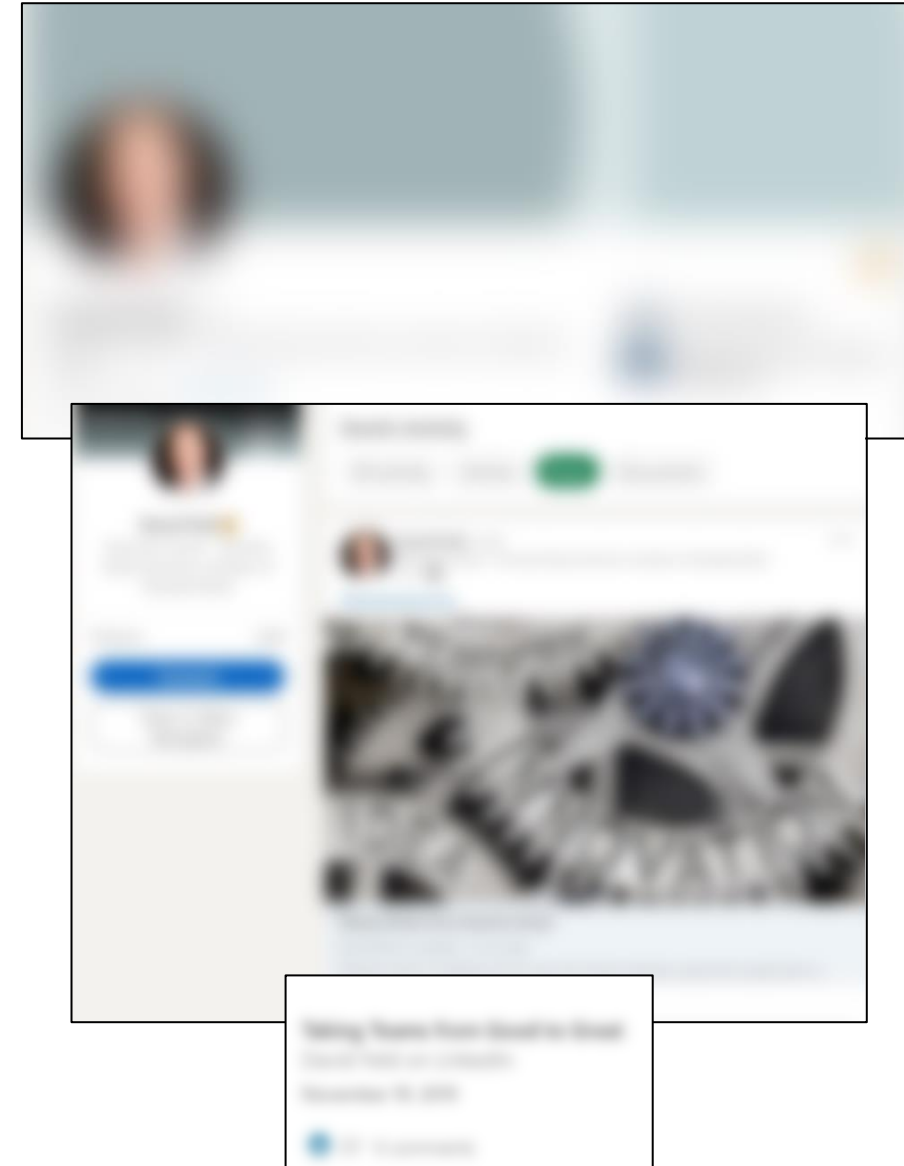


Key Issues:

- Missing key elements of profile
- Not sharing short-form content consistently- last content 4 weeks ago
- Not sharing long-form content/original blogs consistently – last content shared was last year
- Not linking to all positive earned media
- Opportunity to engage with Business & HR Leaders, C-level executives, CEOs, COOs, CHROs, CPOs, CROs, Senior Execs, Executive Leaders, High Potential Talent, Conference Organizers, Media/Journalists, Founders, VCs/Investors etc.

Key Opportunities:

- Add a cover image of you speaking on stage or on a panel to establish credibility and authority in your industry right when someone comes to your profile.
- Add keywords to your headline that represent the core areas/topics you want to be known for:
Transformational Leader | Future of Executive Development & Coaching | Organizational Effectiveness & Talent Acceleration | Workplace Innovation | Scaling Growth & Operations | Change Management | Advisor | Speaker | Board Member
- Sharing 3 LinkedIn posts/week will leverage the reward from LinkedIn's algorithm for visibility
- Publish both short and long-form content consistently around the 2-3 topics you want to be known for
- Engage with other influencers



Twitter Optimization

Key Issues:

- No visible Twitter account
- Opportunity to grow a large audience around Business Transformation and engage with influencers (i.e. Business & HR Leaders, C-level executives, CEOs, COOs, CHROs, CPOs, CROs, Senior Execs, Executive, High Potential Talent, Conference Organizers, Media/Journalists, Founders, VCs/Investors etc.)

Examples

21 top executive coaches to follow on Twitter

Top 50 Business Coaches On Twitter To Follow

Key Opportunities:

- Twitter is the preferred channel for media/journalists, conference organizers, and many other executives use it follow relevant peers and industry leaders
- Add Cover Image of you speaking on stage or to audience
- Create Bio with hashtags & @names and include topics you want to be associated with:
Transformational Leader | Future of Executive Development & Coaching | Organizational Effectiveness & Talent Acceleration | Workplace Innovation | Scaling Growth & Operations | Change Management | Advisor | Speaker | Board Member
- Share content consistently with proper tags, tweeting 5 times a week to leverage Twitter algorithm for visibility
- Build Twitter Lists
- Engage w/ followers. Establishing an authentic, personal tone is important to spurring engagement.



Example

Medium Profile & Optimization

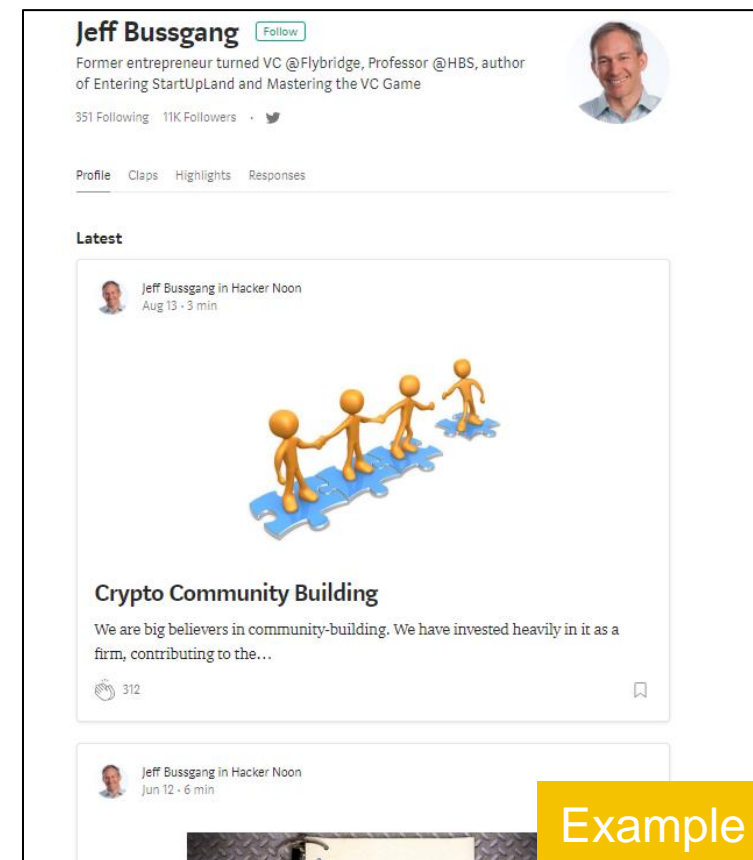


Key Issues:

- Not currently sharing content on Medium profile

Key Opportunities:

- Great audience of business influencers, C-level executives, entrepreneurs, VC's/investors, and senior executives
- All longer-form/blog content and articles should be published to Medium and LinkedIn
- Popular content tends to get featured on the front page

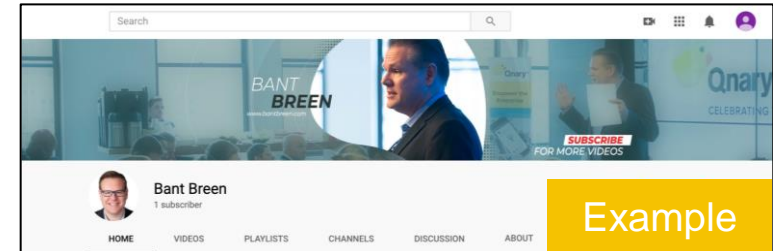


YouTube Optimization & Video Content



Key Issues:

- Not currently sharing content on professional YouTube channel
- Lack of video content in general (video tends to over-index in search engines and on social media feeds)



Key Opportunities:

- YouTube channels rank well in search and provide fantastic and engaging opportunities to expand on ideas in articles & blogs and have a deeper connection with your audience
- Upload all interviews & professional speaking engagements from conferences, panels, & events
- Utilize YouTube's live streaming platform to broadcast events and speaking engagements



Expanding Your Digital Footprint

Acquire & Optimize
Your Social Channels
to Own Search Results



Personal Profiles - Up Privacy Settings



FB Personal
Profile

Publish Thought
Leadership Content

Short-Form Weekly Blended Content
(Posts/comments/replies)



Long-Form Blogs & Video Interview



On LinkedIn
Articles

Grow and Engage with
Audience



Activity



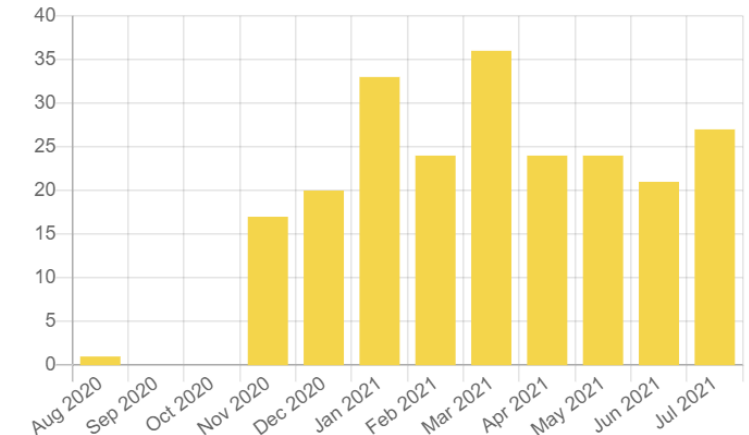
Follower Growth



Engagement



Impressions



Thank You!