

Personal Branding Audit:
CEO NAME

DATE

Agenda

- **Background:** Why building your executive social presence is Important and Impactful
- **Your Online Presence Audit & Recommendations:**
A topline analysis of your executive online presence analysis and recommendations to further grow it.
- **Next Steps**



Powered by



Background

Executive Thought Leadership Drives Business Growth



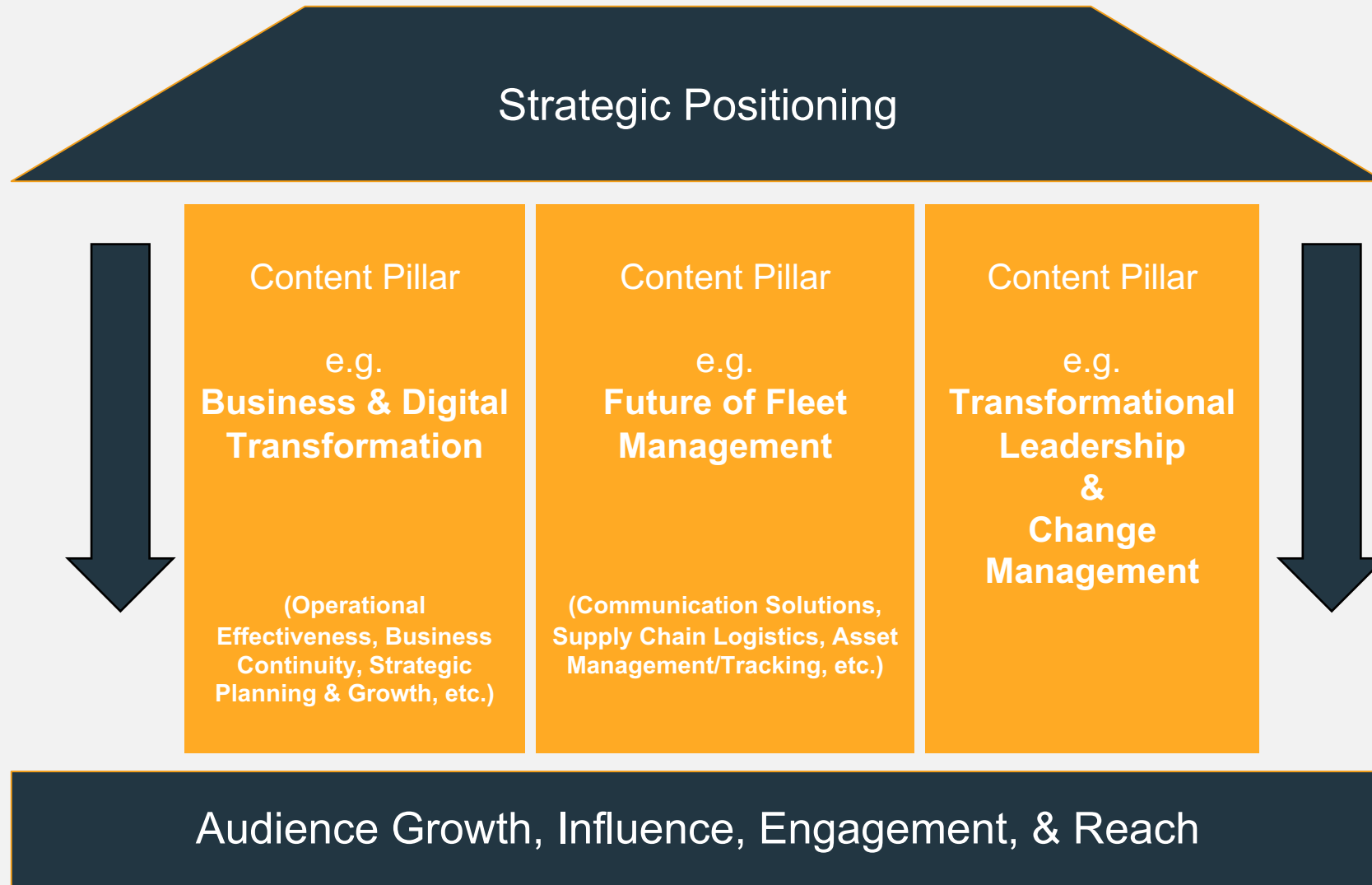
77% of customers are more likely to buy from a company whose senior executives and leadership team engage on social media.
(Brandfog)

Content shared by executives has shown to get 8X more engagement than content shared from company/brand accounts.
(LinkedIn)

66% of consumers say that their perceptions of CEOs & executives affect their view of the company.
(KRC Research)

82% of employees say they trust a company more when the executive leadership team communicates on social media.
(Weber Shandwick/PR News)

Strategic Approach & Key Topics



Strategic Mix of Blended Content



Weekly/Short-form Content

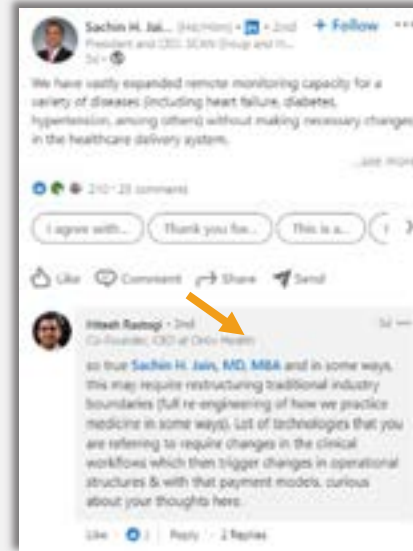
Relevant Articles & Trends
with a Unique POV & Insight



Engagement Oriented Content



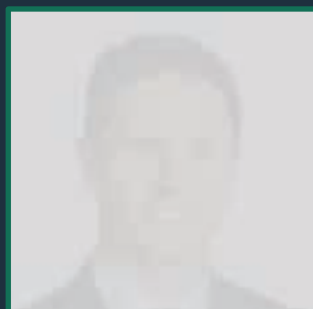
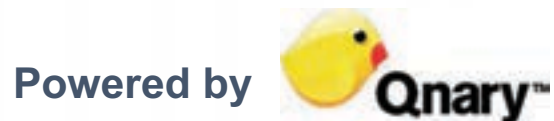
Commenting & Engaging Directly



Longer-Form Content / Blogs

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

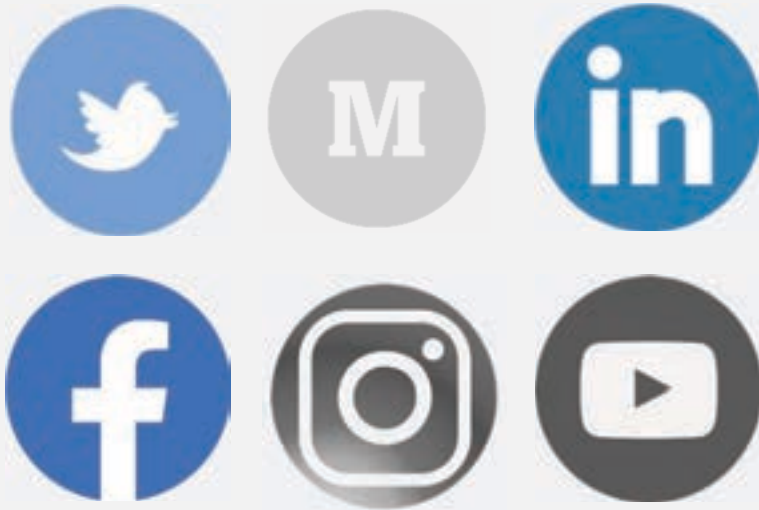




Social Media Audit Results for CEO NAME

DATE

Gregoire's Digital Presence



Owned Front-Page Links: 2



LinkedIn Optimization



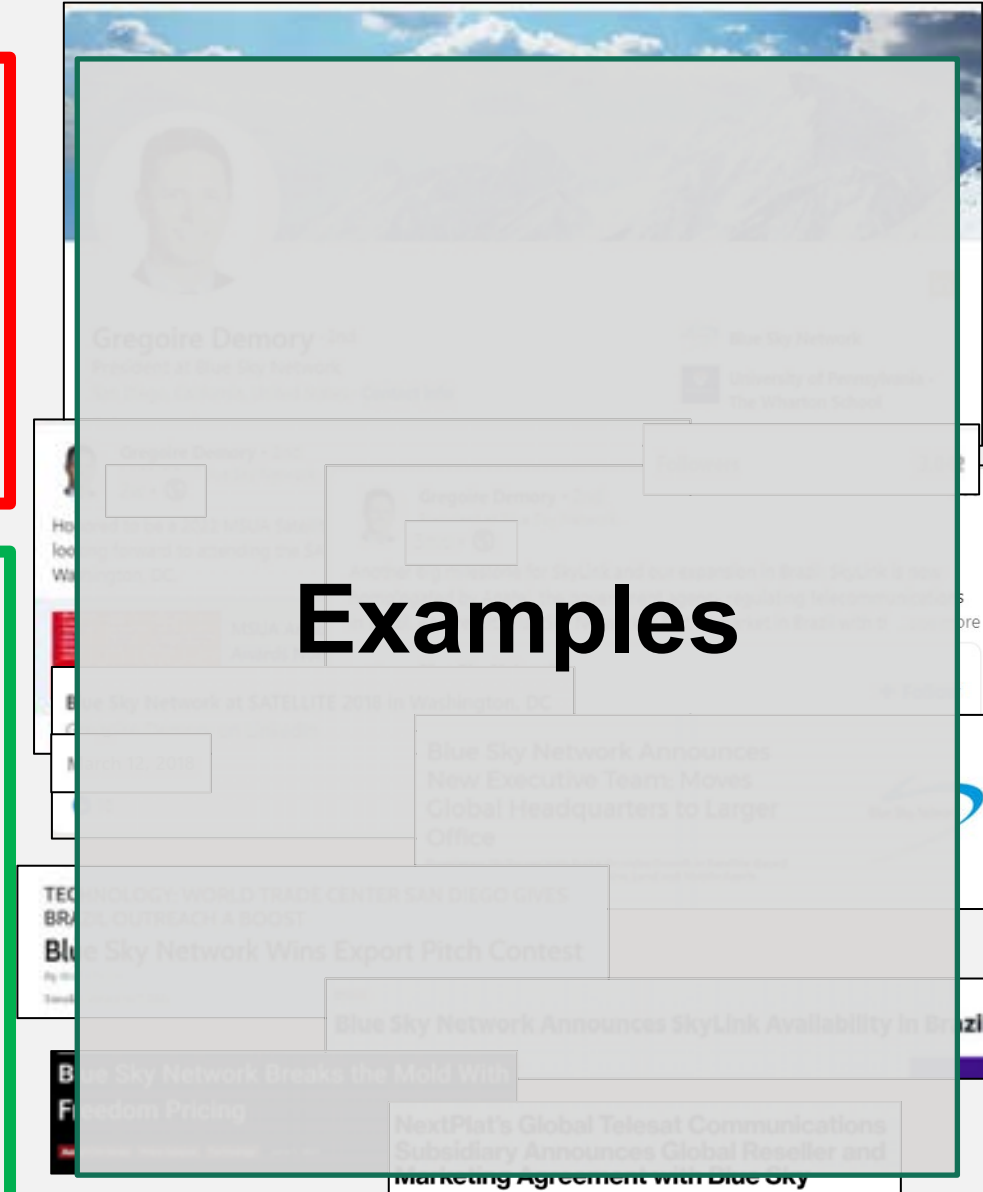
Key Issues:

- Missing key optimizations of profile
- Not sharing short-form content consistently
- Not sharing long-form content/original blogs consistently
- Not linking to all positive earned media
- Opportunity to engage with Business & Technology Leaders, C-level Executives, CEOs, CIOs, CTOs, Government Officials, Aviation/Marine Leaders, 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:
Digital Transformation Leader | Asset Management & Communication | Intersection of Business & Humanity | Advisor | Speaker | Board Member
- Sharing blended content of 7 total LinkedIn posts & comments/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

Examples



Twitter Optimization



Key Issues:

- Not tweeting
- Opportunity to grow a large audience around Business Transformation and engage with influencers i.e. Business & Technology Leaders, C-level Executives, CEOs, CIOs, CTOs, Government Officials, Aviation/Marine Leaders, Conference Organizers, Media/Journalists, Founders, VCs/Investors etc.

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:
Digital Transformation Leader | Future of Fleet Management | Asset Management & Communication | Intersection of Business & Humanity | Advisor | Speaker | Board Member
- Share content consistently with proper tags, tweeting a blended mix of 6 tweets/comments/replies a week to leverage Twitter algorithm for visibility
- Build Twitter Lists
- Engage w/ followers. Establishing an authentic, personal tone is important to spurring engagement.

Examples

Example

Medium Profile & Optimization



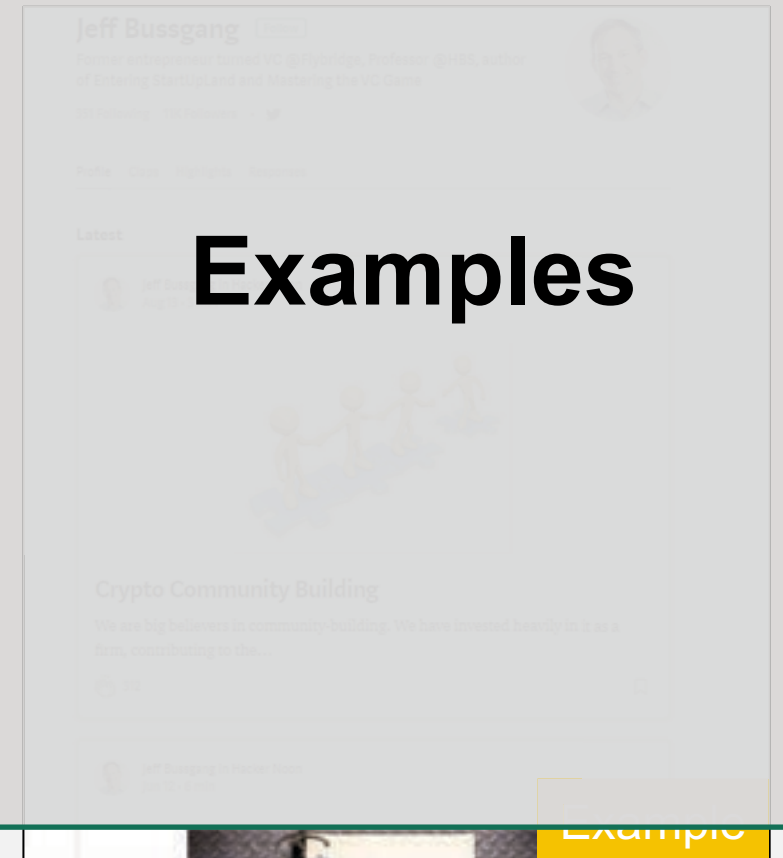
Key Issues:

- 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

Examples



YouTube Optimization & Video Content



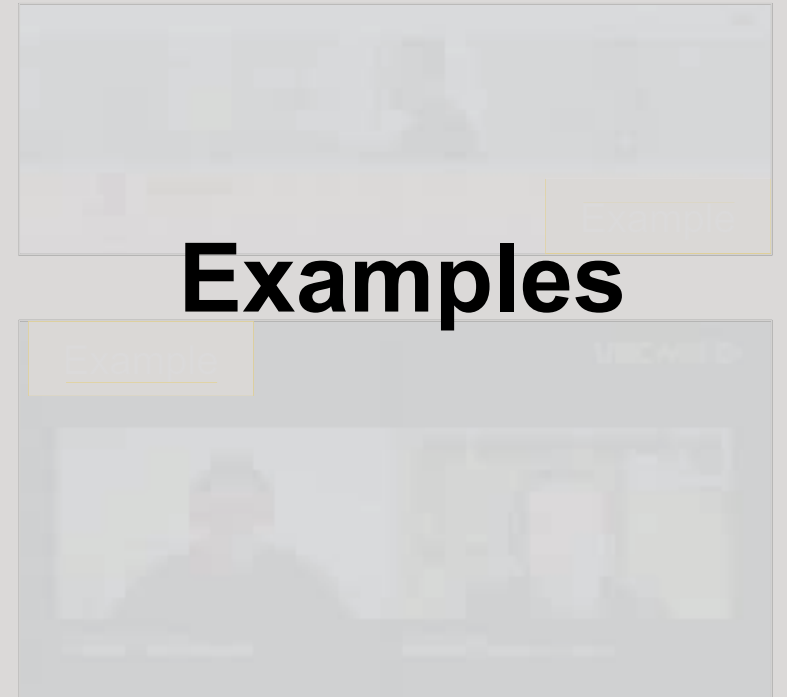
Key Issues:

- 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

Examples





Powered by



Overall Considerations

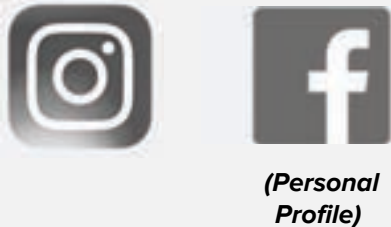
Expanding Your Digital Footprint



Acquire & Optimize
Your Social Channels
to Own Search Results



Personal Profiles - Increase Privacy Settings



Publish Thought
Leadership Content

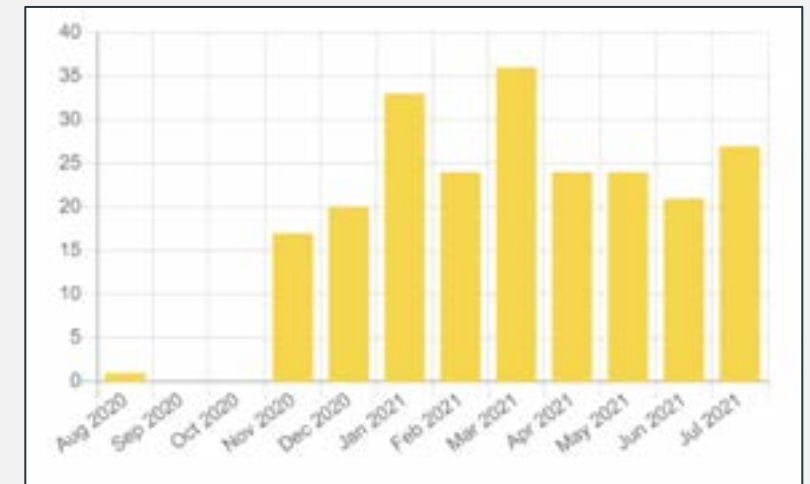
Short-Form Weekly Blended Content
(Posts/comments/replies)



Long-Form Blogs & Video Interview



Grow and Engage with
Audience



Next Steps



- Implement strategy yourself
- Utilize Qnary's executive online reputation growth solution to build, manage, and grow your executive online presence

About Qnary

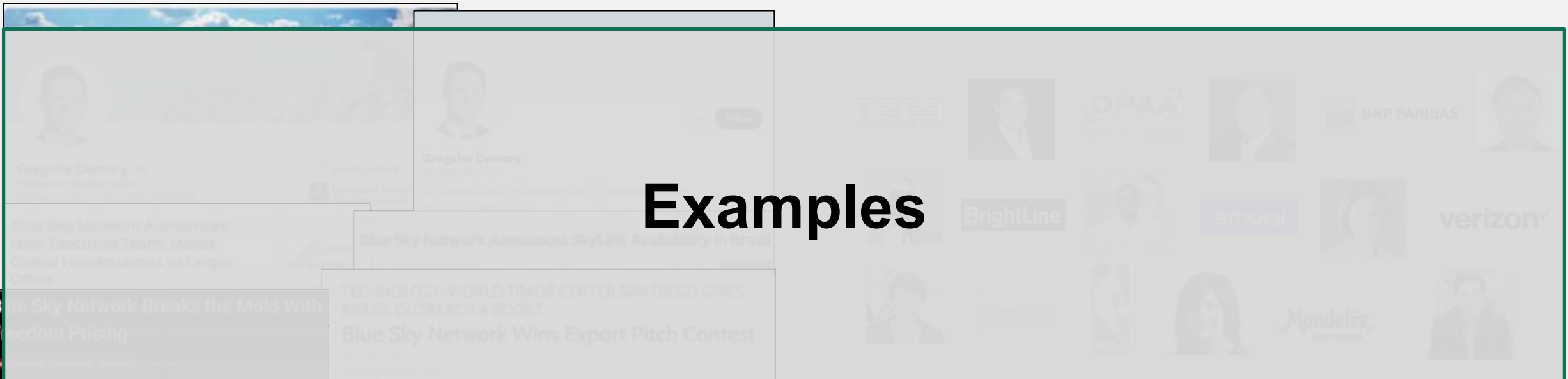


Everyone has a digital presence and that presence matters



- Qnary is an award-winning company working with hundreds of senior executives to help optimize, control, and grow their digital identities.
- Our technology solution acts as a digital media agent for executives (managing, optimizing, and growing their digital presence & reputation to support the enterprise).

Examples



What We Do



All powered by the Qnary Platform & App, each element of our solution is an added dimension to your digital presence.

Rebuild
IMAGE



Optimize
Social Media
Profiles

Custom
CONTENT



Weekly
Content
Delivery

Original
THOUGHTS



Long-form Blogs &
Visuals

Grow
AUDIENCE



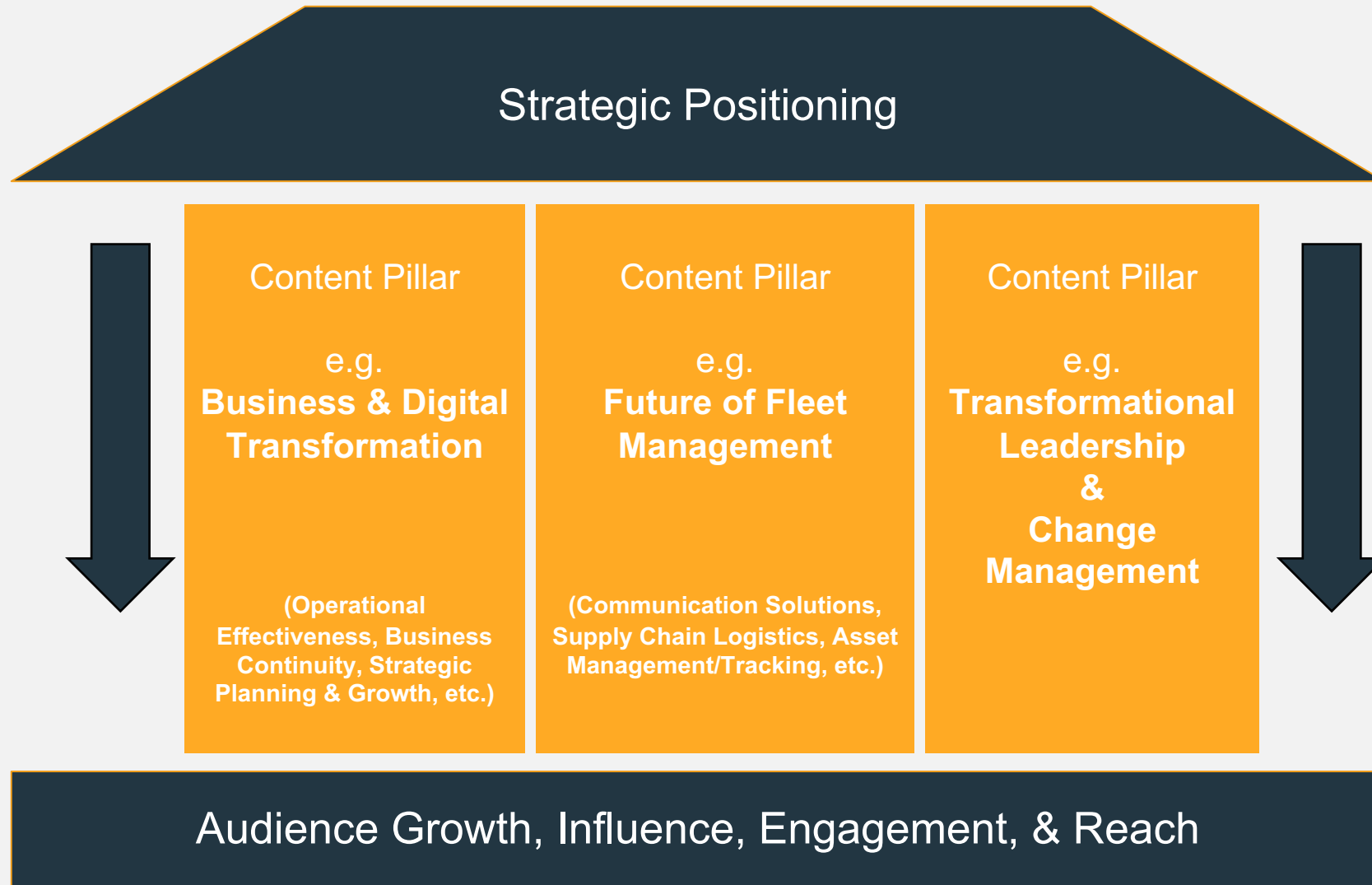
Ongoing
Audience
Growth

Build
ENGAGEMENT



Likes, Shares,
Comments, etc.

Strategic Approach & Key Topics



Strategic Mix of Blended Content



Weekly/Short-form Content

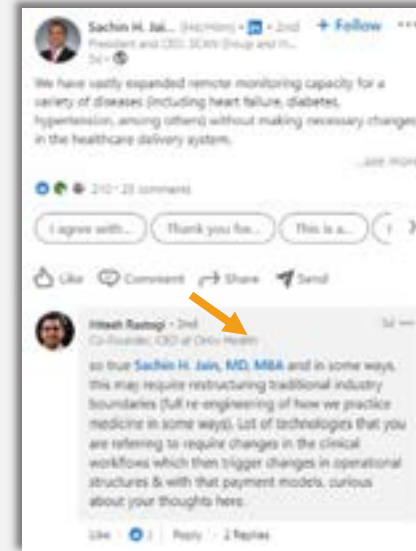
Relevant Articles & Trends
with a Unique POV & Insight



Engagement Oriented Content



Commenting & Engaging Directly



Longer-Form Content / Blogs

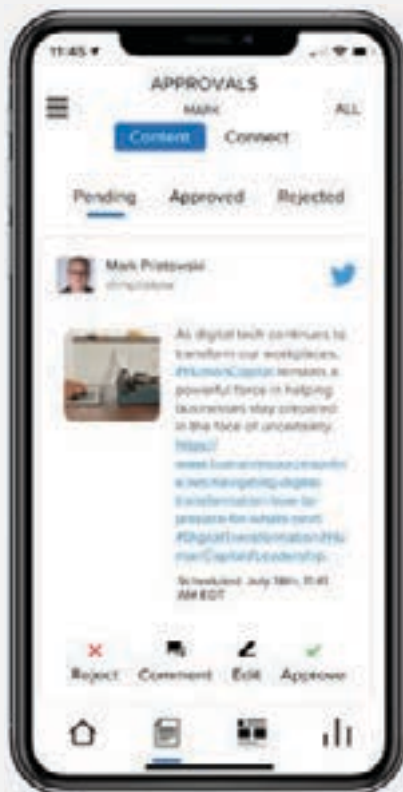
Original Content to Further Establish a Voice in the Industry and Q&A Blogs from Interviews



The Qnary App Centralizes the Entire Process



Weekly content and real-time publishing
Flexibility to accept, edit, or reject each post, as well as send feedback to your CSM



Review and **approve suggested comments** on others' content



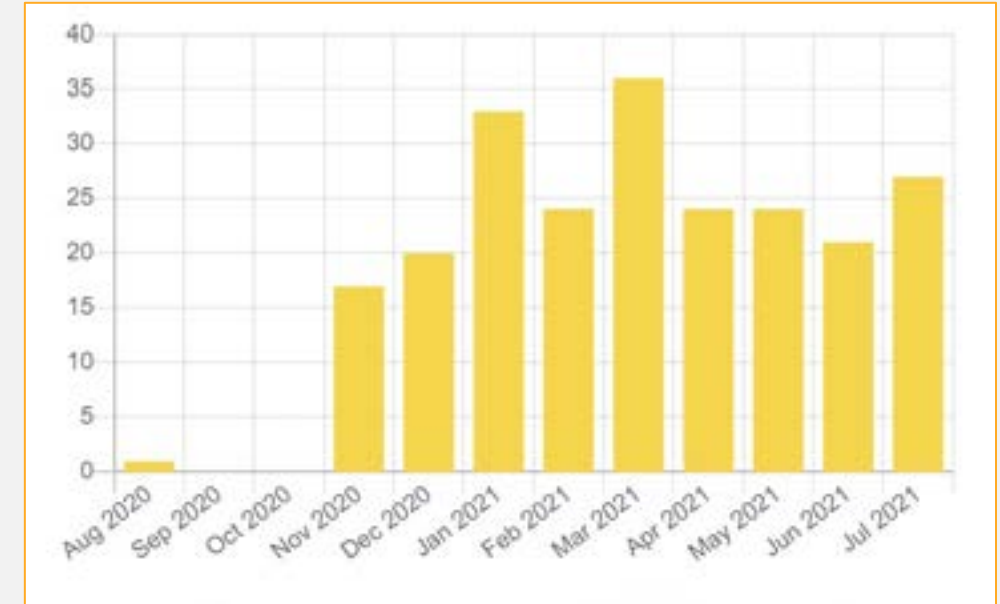
Quick Access to **Trending Topics** based on your curated interests



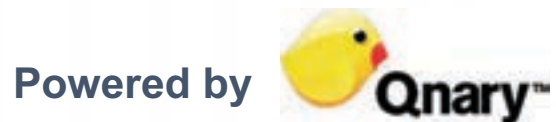
94%+ of clients use Qnary app on a weekly basis



Ongoing Measurement



	Total Activity	Total Followers	Average Engagement	Average Impressions	Average Engagement Rate
After Qnary	226	1,101	69	2,875	2.57%
Before Qnary	1	2	0	38	0.29%



Appendix

Our Clients are Forward-Thinking and Committed to Transformation



Executive thought leadership drives business impact

B2C & B2B STARTUP & SMB COMPANIES



Increased & Diversified Business Development

Tech Startup located **25%** of new business generated via LinkedIn.

Client Relationship Managers using social media at leading Israeli bank in the US outgrew their peers by **40%**.



Shifted Corporate Perception

Coca Cola's Sustainability team positioned as **Top 10 Executives to Follow on Social Media** for the topic of Sustainability, resulting in the activation extending to Coca-Cola's nutrition team to achieve the same objectives.

QUICK SERVICE RESTAURANT (QSR)



Improved Employee Recruitment & Showcase Innovation

Helped leading QSR organization recruit top digital talent within leading innovative startups to join their newly created Digital and Innovation team within six month.



Increased Employee Engagement

Mondelez International improved their employee satisfaction across their global marketing department by **over 20%** within the first year of activation.*

Case Study: Monique Morrow President of the VETRI Foundation



Monique Morrow

- ✓ AI Magazine's "**Social Media Presence of the Year**"
- ✓ Business World Magazine's "**Social Media Champion of the Year**"
- ✓ Over 20 speaking engagements since Qnary's works
- ✓ Numerous Board Seats
- ✓ Considered Top Thought Leader in Humanized Internet
- ✓ Over 20 blogs written and published by Qnary



”

*Social Media is a very powerful tool as the "message" is delivered in exponential real time. I believe in an ecosystem of partners like **Qnary** to amplify both my individual brand and message[s].*
- **Monique Morrow**



Over
10,000%
Growth

Audience



Case Study: Head of Revenue, Reuters



Social Media Follower Growth:

- Twitter: +384% (948 - 4,590+)
- LinkedIn: +31% (3,918 - 5,200+)



Engagement Growth:

- Verified on Twitter
- Huge increase in engagements averages (over 250/month now)
- Over 71k impressions on LinkedIn in 1 month
- Numerous Blogs and thought pieces



Case Study: CEO, Healthcare



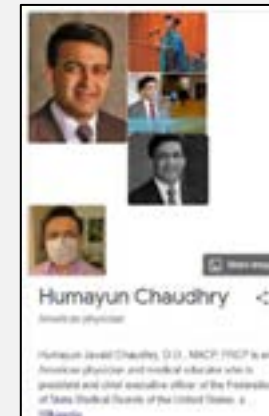
Social Media Follower Growth:

- Twitter: +186% (1,223 - 3,493)
- LinkedIn: +38% (2,576 - 3,550)



Engagement Growth:

- 133 - 511 average monthly engagements



Case Study: President & Corporate Channels, Novus Media



Social Media Follower Growth:

- 158% increase in followership/audience



Engagement Growth:

- 0 - 273 average monthly engagements
- Company Twitter profile now verified

Additional Results/Earned Opportunities :



Case Study: Founder, Startup



Social Media Follower Growth:

- Twitter (257 - 3,186)
- LinkedIn (2,412 - 6,514)



Engagement Growth:

- Average per post engagement increased by 4x
- Verified on Twitter

Additional Results/Earned Opportunities :

- Multiple earned media opportunities:
- Now verified on Twitter
- Board Member – CarLotz
- Board Member - United Way of Richmond and Petersburg



CarLotz to go public with Nasdaq listing and \$300M capital raise

Case Study: Founder, Startup



Social Media Follower Growth:

- Twitter: 173 -> 2,681
- LinkedIn: 2,471 -> 3,020



Engagement Growth:

- Tripled Engagement within first 6 months

Additional Results/Earned Opportunities :

- Multiple earned media opportunities:



CarLotz, a consignment-based used car retailer, rolls into Denver market

PODCAST: CarLotz CEO Michael Bor on company going public



THANK YOU

