

MRS &more Summit

Building a Personal Brand:

Advice from a Young Insights
Industry Marketer

flex^{MR}

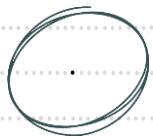
Christopher Martin
Chief Marketing Officer
FlexMR



9,750 +

insights professional in the UK

10f you





Personal branding

People are emotional, intuitive and instinctive beings. Brands are the **gut feeling people have.**

A brand is not what **you** say it is.
It is what **others** say it is.



The five levels of visibility



Relative hourly rates



Source: Hinge Marketing, *The Visible Expert*, 2018



Three steps

Defining focus / Brand building / Continuous learning

Step #1 - Focus

Choose an area of focus that you can become expert in. Grow your brand with logical extensions, only once you have reached the ceiling.



Methodology

- Ethnography
- Diary studies
- Focus groups
- Video research
- Online communities
- Survey & analysis



Industry Verticals

- Automotive
- Retail
- Education
- Hospitality
- Finance
- Public sector



Demographic Groups

- Children/ youth
- High net worth
- Vulnerable groups
- Geographic markets

The breadth of the research industry...

#	Emerging Research Method	In Use (%)	Considered (%)	Interest (%)
1	Online communities	59	21	80
2	Mobile first surveys	54	22	76
3	Webcam based interviews	51	23	75
4	Social media analytics	49	26	76
5	Text analytics	51	29	80
6	Big data analytics	45	29	74
7	Mobile qual	43	26	70
8	Eye tracking	38	19	58
9	<i>Micro-surveys</i>	33	27	60
10	Mobile ethnography	38	24	62
11	<i>Behavioural economics</i>	32	28	60
12	Facial analytics	24	22	46

Source: Greenbook GRIT Report Q3/Q4 2018



What do I enjoy?

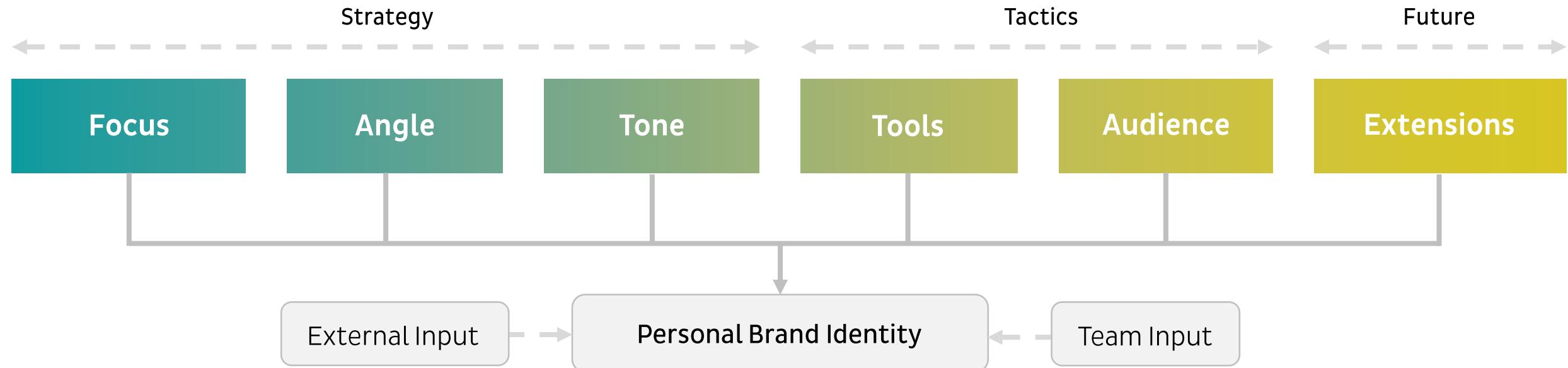




Where can I add unique value?

Step #2 – Brand building

To build your personal brand, it's important to define points of parity, points of difference and create something unique.



Choosing an angle...

An angle is your approach or broad viewpoint on your focus subject. It defines what your audience would expect your opinions on a subject to be.

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Luxury is most important.



The drive is most important.



Innovation is most important.

Defining a tone...

Your tone should balance your perceived identity with an ideal self. It is the way you express your message to your audience, and reflects mood.

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Practical

Concise, serious, helpful

Fun

Informal, playful, humorous

Educational

Serious, savvy, scientific

Inspiring

Uplifting, warm, personal

Quirky

Unique, offbeat, detached

Brand building tools

Online

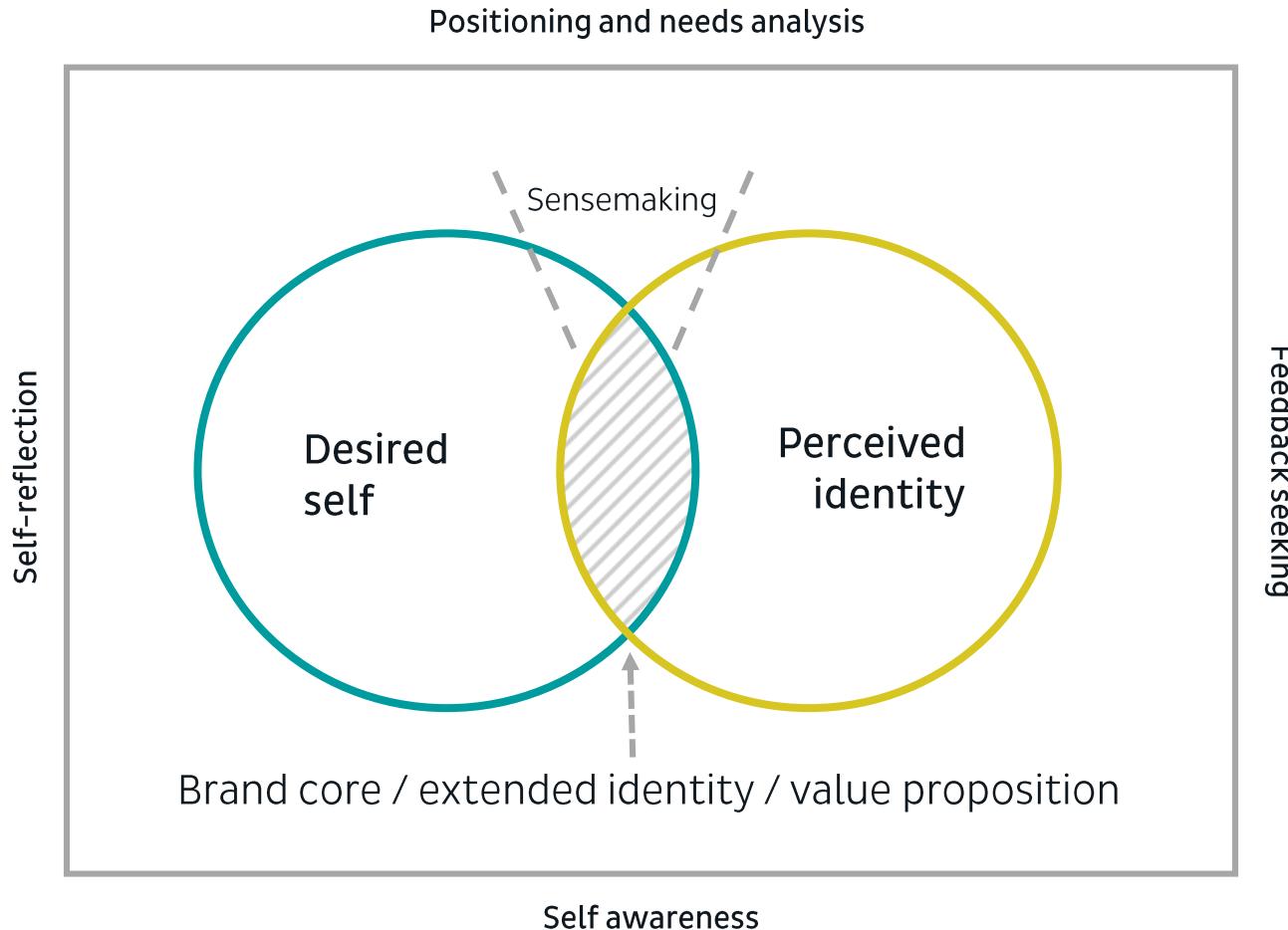
- Webinars & Seminars
- Personal Website
- Online Courses
- Social Media
- Blogging
- Email

Offline

- Conferences & Meets
- Writing/ Publishing
- Mentorship
- Networking



A psychological model of brand building



Trends

- Economic
- Societal
- Technological

Drivers

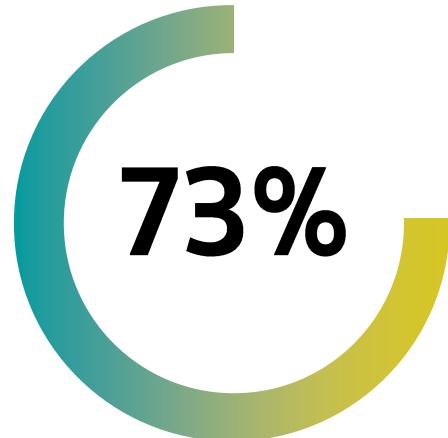
- Individual
- Role/ industry

Outcomes

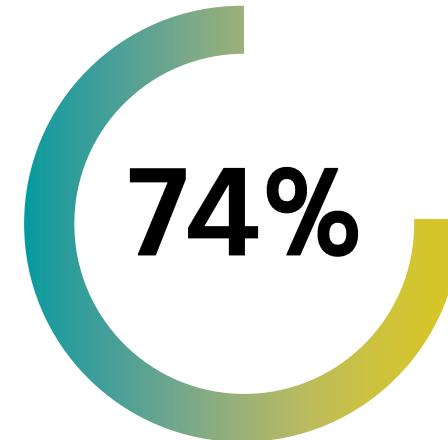
- Individual - intrinsic
- Individual - extrinsic
- Organisational

Step #3 – Continuous learning

The best experts view learning as a lifelong process. To stand out in the industry, it's not enough to build your brand; you must build your knowledge too.



of adults consider themselves
lifelong learners



participate in activities to advance
their knowledge about something
that interests them

Source: Pew Research, 2018



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“In a world of rapid change and increasing complexity, the winners will be those who can keep their rate of learning greater than the rate of change and greater than the rate of their competition.”

Sources of knowledge

European Industry Bodies

- European Media Research Organisations
- European Pharmaceutical MR Association
- European Society for Opinion and Marketing Research
- International Research Institutes

United Kingdom Industry Bodies

- Association for Survey Computing
- Association for Qualitative Research
- Association of Users of Research Agencies
- Independent Consultants Group
- The Interviewer Quality Control Scheme
- Market Research Benevolent Association
- Media Research Group
- Market Research Society
- Social Research Association



The evolution of professional learning

	E-Learning and Blended	Talent Management	Continuous Learning	Digital Learning	
Formats	Course catalogue Online university	Learning Path Career Track	Video, Self-Authored, Mobile, YouTube	Micro-Learning, Real Time Video	Intelligent, Personalised, Machine Driven
Philosophy	Instructional Design Kirkpatrick	Blended Learning Social Learning	70-20-10 Taxonomies	Design Thinking Learning Experiences	
Users	Self-Study Online Learning	Career Focused Lots of Topics	Learning on Demand Embedded Learning	Everyone, All the Time, Everywhere	
Systems	LMS as E-Learning Platform	LMS as Talent Management Platform	LMS as Experience Platform	LMS is Invisible, Data Driven, Mobile	

1998-2002 2005 2010 2017 2020

Source: Bersin by Deloitte, 2017



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