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important that the
brand



**ASSIGN
BUSTER**

With the rise of the internet and the online platforms available nowadays, it is very important to have a digital footprint. When creating your digital footprint, the first step will be thinking about your brand name. This can be your name itself, you can use parts of your name or you can come up with an alter ego for example. It is important that the brand name is simple, easy to remember and original. There are different websites available to check whether your brand name is still available. After you have created a brand name for yourself, you will need to decide which online channels you are going to use. Nowadays there are many online platforms available like: Facebook, Instagram, LinkedIn, Twitter, YouTube and Pinterest.

The use of these online channels is a very low-cost solution to market your brand. Furthermore, it is easy to get a relationship with your target audience since it is easy to contact someone and to get feedback from people. Of course, there are also disadvantages of using the internet. When there is information available online, it is there to stay. So, you must be very cautious with the content you want to put online. Otherwise it can be used against you. There are a couple of instruments you can use to develop and improve your digital footprint. For instance, you can upload your personal pictures, document and videos online.

Next, you can join online communities on different platforms. Furthermore, you can make a website or start a blog with your brand name. You can also engage with other people who are having a blog or online page in the same industry or even from a different industry. Since everything is changing at a fast pace, you need to make sure that your online content is up to date. This means recent photographs, achievements, strengths, career movements

etcetera. There are a lot of different social media channels and it is not a bad thing to experiment with new channels, it might help you in your favour.

The final step in creating your digital footprint is to keep it up to date and really invest your time in maintaining it. The important factors with social media are your content, the frequency you will post and the consistency of interaction. You will need to take your time to create something that you can upload and to share it with you audience. Whether it is a photograph on Instagram, a post on your blog or a video on YouTube.

Having a digital footprint will help you to make yourself visible to your target audience and to make sure they will follow you (Philbrick).