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## **MARKETING THE BRAND YOU**

It is not a secret that nowadays branding doesn't always concern a company or a specific product, it can be applied to a person. If you want to be successful in your career, you should promote yourself, your accomplishments using effective self-marketing and self-branding techniques. In real life, on the job market you position yourself as a product and your employer is buying your work force, of course a product-brand has more chances to be bought and less competition.

Self-branding is a strong personal identity based on a clear perception about what you stand for, what sets you apart from others, and the added value you bring to a job or situation. Self-branding means looking at yourself as a marketer would look at a product that he or she wants to make a winning brand. You think of yourself as working for yourself marketing the brand, You.

Self-branding has much in common with organization branding. Personal brand is the value that others place upon you and it impacts the determinations they make about when to engage you. Organization's brand is based on personal experience, information obtained about the company/product, and then interaction with the brand.

Branding has greater financial rewards associated with it. If your value proposition is clearly known, you have negotiating power. Organizations will do more to attract you, retain you and invest in your development. In the process of election campaign PR technologists are trying to "sell" the candidate or a brand at the most profitable price, counted by the number of voices. The rough estimations are that a well formed brand added a candidate at least 5-6 % voices in every region. Particular interest, arouse technologies of promotion president of Ukraine Victor Yushchenko.

The clear formulation of slogan "Yushchenko Tak" is the application of the theory of naming. Above all things, the word "Yes" is associated with agreement, positive. Such emotions arise up when you hear the last name of the president. Besides that orange colour is also a political technology, in all of the psychological testing and researches it means a warmth and friendliness.

So, we can state that Victor Yushchenko's brand has its own corporate colour, slogan, symbol, music - anthem and portrayal on different souvenirs, which makes an impressive effect during PR campaign, political advertising and mass-meetings.

If you are willing to start position yourself as a brand, you need to: (1.)

- Decide what brand you want to have
- What perceptions do you want others to have of you?
- Identify things that will cultivate your brand.
- Define where you are today with respect to your desired brand.
- Determine where you want to be.
- Look at the gap and determine what you need to do to close it.
- Make yourself visible and let your accomplishments be known.

The very first sign that you could become a brand is that you have tried to type in your name at one of the search engines, you can present yourself during thirty seconds. Advertise yourself using the resume, blogs and personal websites. The possibility to differentiate yourself online is stronger than ever. It might be useful to conduct a SWOT analysis: strengths, weaknesses, opportunities and threats.

If you promote yourself properly and use effective self-marketing techniques, you will make yourself stand out above the pack and get noticed. Creating a self-brand can inject a sense of purpose into everything you do!

#### ***Reference***

1. Tom Peters *"The defining Brand You idea"*, Knopf Publishing Group 1999.