- Fatema Dewji -

Building a **Personal Brand** Marketing in the Digital Era







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Mohammed Dewji Pan-African entrepreneur @MeTLGroup Philanthropist @MoDewjiFoundation Investor @SimbaSCTanzania Retired MP WEF #YGL www.youtube.com/watch?v=RIXerZP_3dE&t=12s



The "MO" brand we touch your life

Umbrella Brand
 Connect the brand to the personality

USIKATE TAMAA



Fatema Dewji

- Started as Marketing Director of MeTL
- Consulting opportunities
- Speaking opportunities
- My book is used as course matierial at Harvard and Georgetown
- Help me push my products
- People know me because of my personal brand before they know me as a Marketing Director

















Transform your life and grow your business!

Weekly sessions to boost confidence and network with like minded people





Why should YOU care?

More interviews

Differentiate you from competitors

Better job offers

Promotions

Partnerships



Influencer engagement

Why is it important

- Personal brands differentiate you from competitors
 - Kylie jenner
 - **O** Gary Vaynerchuk
 - Steve jobs
 - O Trever noah
 - largest tennis match played in South Africa 52,000 and it wasn't even a grand slam
 - WHY? Because of the personalities





metlgroupFollow558 posts52.2k followers7 following558 posts52.2k followers7 followingMeTL GroupOne of the biggest conglomerates in Africa.())28,000 EmployeesImage: Proudly #TanzanianPresent in 11 African Countrieswww.metl.net







301 posts 71.5k followers

431 following

Fatema Dewji

- Marketing Director @metlgroup
- Author @aheadofthe_herd
- TEDx speaker
- @georgetownuniversity alum
- Golfer
- Fitness Junkie
- amzn.to/2uOFo7x

Connecting matters

 Personal brands build credibility for raising capital – investors invest in people

O More articles are written about people than companies



View Insights

QUA

Liked by _lucky_andrew and 3,830 others

fatemagdewji Many people still believe that in order to sell, you need to force your business down the customer's throat.



When I was much younger I was often told I was just

average, I was a pretty lazy kid. Besides golf I didn't

pay attention to much else. One fine day I was tired

better. I stopped blaming the world for my problems

of being average, I knew I could do better and be

and I realized I was the only one getting in my own

 View insights
 Propet

Real Street by sakinadaya and 1,660 others

fatemagdewji A few weeks ago I had a a productive session with the Bajaj team. MeTL is now the dealer for Bajaj age in Tanzania. So after few hours of hashing out all the important things on our agenda are I got to asking questions (what I do best).... • One of the things I love about my work is that I'm constantly learning, I'm learning through trial and error, I'm learning through failure (the kind where you hit your face straight on the ground) and most importantly (and oratefully) I'm learning from experts



fatemagdewji In order to achieve anything in life it takes a team, a great team. Leaders are nothing without their people. Organizations and communities

Tell stories in your captions



How to write a caption



Why stories Matter

- People remember stories
- Human brain is 22 times more likely to reemeber stories rather than facts
- Even on my social media, I tell stories to connect with people
- O Get my book ☺

How to do it





Define your brand, know why you are doing what you are doing

think about your audience do marketing research Strong personal brands are based on differentiation, not blending in.

Use platforms to share the message – how are you showcasing your brand?

Consistancy Constancy Engagement

How to do it



Make sure everything is aligned with your brand values – your team, your messages, your content, your actions



Make connections to build your brand – attend events where you can showcase your brand so people are aware of it, create connections with others



Be authentic - Social media only has power when you are authentic, when you are genuine, and you truly care so whether it's for your business or your personal brand remember people can and will see right through you.

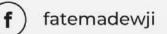
THANK YOU!

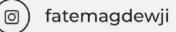
ONo one can ever be you. Everyone has a unique quality to them that they need to weave into the brand, to make it shine, to set it apart to make it attractive



Connect with Fatema

Faterna Dewji







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