

- Fatema Dewji -

Building a Personal Brand & Marketing in the Digital Era





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 material 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



TEDx Oysterbay





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COFFEE
WITH *fatema dewji*
MASTERCLASS

**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**
 - **Gary Vaynerchuk**
 - **Steve Jobs**
 - **Trever Noah**
- largest tennis match played in South Africa 52,000 and it wasn't even a grand slam
- **WHY? Because of the personalities**





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MeTL Group

One of the biggest conglomerates in Africa.

 28,000 Employees

 Proudly #Tanzanian

 Present in 11 African Countries

www.metl.net



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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
- More articles are written about people than companies



Tell stories in your captions



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STORYTELLER

Build a story for your brand,
capture hearts and
TRANSFORM YOUR BUSINESS

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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
- 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?

Consistency
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!

- No 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

Fatema Dewji



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