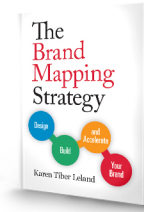


The C-SUITE/CEO BRANDING MATRIX



Karen Leland
STERLING MARKETING GROUP
MARKETING / BRANDING / CONTENT

Personal/Executive Presence

Are you creating your brand by design or by default?

- | | | | | |
|---|--|--|---|---|
| <input checked="" type="checkbox"/> Personal Brand Narrative <ul style="list-style-type: none">• 7 Key Aspects• Branded Bio | <input checked="" type="checkbox"/> Positioning of CEO Brand <ul style="list-style-type: none">• Messaging• Audience• S.W.O.T. Analysis | <input checked="" type="checkbox"/> Brand Identity Collateral <ul style="list-style-type: none">• Headshots• Logos• Colors• One Sheets• Media Kit | <input checked="" type="checkbox"/> Media Fluency <ul style="list-style-type: none">• Comfort• Competence• Sound Bites | <input checked="" type="checkbox"/> Personal Gravitas <ul style="list-style-type: none">• Substance• Style• Reputation |
|---|--|--|---|---|

Reputation Management

How are you represented online?

- | | | | | |
|--|--|--|--|--|
| <input checked="" type="checkbox"/> Authority Site <ul style="list-style-type: none">• Website• About Me | <input checked="" type="checkbox"/> LinkedIn <ul style="list-style-type: none">• Complete Profile• Outreach Campaign | <input checked="" type="checkbox"/> Search Engines <ul style="list-style-type: none">• Google Alert• Photo Update• Replace Poor Content | <input checked="" type="checkbox"/> Claim Your Name <ul style="list-style-type: none">• Personal URL on Social• Name.com | <input checked="" type="checkbox"/> Social Media <ul style="list-style-type: none">• Twitter• Facebook• Pinterest• YouTube• Instagram, etc. |
|--|--|--|--|--|

Content Marketing

What's the best strategy to get your message across?

- | | | | | |
|---|---|--|---|--|
| <input checked="" type="checkbox"/> Keyword Identification | <input checked="" type="checkbox"/> Blogging | <input checked="" type="checkbox"/> Articles & White Papers | <input checked="" type="checkbox"/> ebooks | <input checked="" type="checkbox"/> Podcasting & Webcasting |
|---|---|--|---|--|

Thought Leadership

What is your flavor of thought leadership?

- | | | | | |
|--|--|---|---|--|
| <input checked="" type="checkbox"/> PR & Media Outreach <ul style="list-style-type: none">• Radio• TV• Online• Newspapers• Magazines• Bloggers | <input checked="" type="checkbox"/> Awards <ul style="list-style-type: none">• Local• National• Industry• General Business | <input checked="" type="checkbox"/> Speaking <ul style="list-style-type: none">• Conferences• Keynotes• Panels• Breakout Sessions | <input checked="" type="checkbox"/> Publishing <ul style="list-style-type: none">• Traditional Books | <input checked="" type="checkbox"/> Outside The Company <ul style="list-style-type: none">• Causes• Boards• Philanthropy• Teaching |
|--|--|---|---|--|