

Personal Digital Marketing Influence on Successful Marketing Campaign in Today's Digital Age

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Abstract—Personal digital marketing is an essential aspect of modern marketing campaigns. It involves using digital channels such as social media, email marketing, and content marketing to create a unique identity and promote it to a target audience. The article aims to examine the influence of personal digital marketing on successful marketing campaign. This study uses a descriptive and quantitative approach to test the effect of independent variables (digital personal marketing elements) on the degree of success in personal marketing campaign. The data were collected by a questionnaire distributed to 300 marketers, owners, and young entrepreneurs. A regression analysis was applied to test the study hypothesis. The results showed that personal marketing elements: branding, content creation, networking, social media management, personal website, and personal development, directly affect the degree of success in personal marketing campaign.

Keywords—Personal digital marketing, Branding, Content creation, Social media management, networking, Personal website, Personal development.

I. INTRODUCTION

This it has been nearly a quarter century since commercial use of the Internet and the World Wide Web began. During this time, the business landscape has changed at a frenetic pace. Large multinational corporations such as Google, Facebook, Amazon, Alibaba, eBay, and Uber, unheard of 25 years ago, have emerged as key players in our modern economy (Rao, 2015, Malcolm, 2015). Corporations now highlight the importance of creating a “digital relationship” with customers (Phillips, 2015). Moreover, digital technologies and devices such as smartphones, smart products, the Internet of Things (IoT), Artificial Intelligence, and deep learning all promise significant transformations of consumers’ lives currently and in the near future. It is against this backdrop that this paper seeks to understand how the developments in digital technology are re-shaping the process and the strategy of not only firms marketing, but also personal marketing. The implications of this transformation for research in the broad space we call “personal digital marketing”.

Personal marketing, also known as personal branding, refers to the practice of promoting oneself as a brand or product, with the goal of building a positive reputation, creating awareness, and gaining recognition in personal

and professional spheres (Lee & Kotler, 2019). It involves leveraging various marketing strategies and tactics to establish a unique identity, communicate one’s skills, expertise, and personality, and differentiate oneself from others in the market.

According to Chien et al. (2018), personal marketing has become increasingly important in today’s digital age, where individuals have the ability to create and manage their online presence through social media, websites, blogs, and other digital platforms. It can be beneficial for professionals, entrepreneurs, job seekers, influencers, and anyone who wants to enhance their personal brand and stand out in a competitive landscape.

The concept of marketing has become comprehensive in many cases and not only limited to the marketing of products and services, this concept has also included the marketing of people for themselves for the purposes of obtaining their home or promotion, and even marketing their personal ideas (Kotler et al., 2019).

According to Jacobson (2020), personal marketing, also known as personal branding, refers to the practice of promoting oneself as a brand or product, with the goal of building a positive reputation, creating awareness, and gaining recognition in personal and professional spheres. It

involves leveraging various marketing strategies and tactics to establish a unique identity, communicate one's skills, expertise, and personality, and differentiate oneself from others in the market.

Personal marketing has become increasingly important in today's digital age, where individuals have the ability to create and manage their online presence through social media, websites, blogs, and other digital platforms. It can be beneficial for professionals, entrepreneurs, job seekers, influencers, and anyone who wants to enhance their personal brand and stand out in a competitive landscape (Jackson and Ahuja, 2016).

Our objectives for this paper are to develop and describe a framework for research in personal digital marketing that highlights the touchpoints in the marketing process as well as in the marketing strategy process where digital technologies are having and/or will have a significant impact. Next, we organize the developments and extant research around the elements and touchpoints comprising the framework and review the research literature in the broadly defined personal digital marketing space. Using the framework, we also outline the evolving issues around the touchpoints and associated questions for future research. Finally, we will set a research agenda for future research in personal digital marketing.

II. LITERATURE REVIEW

A. Personal Digital Marketing

Digital marketing encompasses all marketing efforts that use an electronic device or internet. Businesses leverage digital channels such as search engines, social media, email and their websites to connect with current and prospective customers (Desai, 2019). This can also be referred as "online marketing," "internet marketing," or "web marketing." Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: Online. From website to business's online branding assets –digital advertising, email marketing, online brochures, and beyond – there's spectrum of tactics falling under the umbrella of "digital marketing."

Personal digital marketing, also known as personal branding, refers to the practice of promoting oneself as a brand or product, with the goal of building a positive reputation, creating awareness, and gaining recognition in personal and professional spheres (Lee & Kotler, 2019). It involves leveraging various marketing strategies and tactics to establish a unique identity, communicate one's skills, expertise, and personality, and differentiate oneself from others in the market. According to Chien et al. (2018) personal marketing has become increasingly important in today's digital age, where individuals have the ability to create and manage their online presence through social media, websites, blogs, and other digital platforms. It can be beneficial for professionals, entrepreneurs, job seekers, influencers, and anyone who wants to enhance their personal brand and stand out in a competitive landscape. Furthermore, personal marketing can encourage innovation; therefore,

companies need to face and implement e-readiness using digital technology to survive in today's digital era (Massoudi and Fatah, 2021).

B. Elements of Personal Marketing

Branding

Developing a clear and consistent personal brand that reflects one's values, strengths, and unique selling proposition (USP). This includes creating a memorable name, logo, tagline, and visual elements that convey a cohesive message across different platforms (Philbrick & Cleveland, 2015). A personal brand is meant to be the virtual you. "Relationship is the key word in defining either a business brand or a personal brand (Massoudi, 2020). In both cases the brand recognition is an iterative process with an emotional component that describes the total experience of the relationship" (McNally & Speak, 2004). When a client looks at your brand, they want to have a connection and relate to you and your work within a few seconds. "The word 'brand' does not mean the logo or marketing slogan. Rather, it is the repeated experience with a product that develops an emotional connection (McNally & Speak, 2004)." Having a personal brand will distinguish one from other people in the market and allow you to stand out as more of individual. "The key premise of personal branding is that everyone has a personal brand, or what Tom Peters calls "a sign of self-distinction"... "if you don't brand yourself, someone else will" (Shepherd, 2010).

Content creation

Producing high-quality and relevant content that showcases one's expertise, knowledge, and personality. This can include blog posts, articles, videos, podcasts, social media posts, and other forms of content that resonate with one's target audience (Wang et al., 2020). According to Gray & Morkes (2021), when most people start with content marketing, they think that they just need to start writing. Hence, they write, write, and write until their hands fall off. Many people start content marketing by just creating only when they feel inspired. Their content ends up being scattered and never gets any traction. While the ability to produce a lot of content is certainly valuable, that alone will not get you the results you are looking for. Content marketing is a long-term marketing play. It takes a while to see results. The impact of each piece of content is subtle. Your content builds up over time and each piece adds to the cumulative effect (Almeida et al., 2021).

Social media management

Utilizing social media platforms strategically to build a strong online presence and engage with one's audience. This includes creating and maintaining professional profiles, sharing valuable content, interacting with followers, and managing one's online reputation (Khamis et al., 2017). Steenkamp and Hyde-Clarke (2014) explained social media as a platform that facilitates information sharing and participation from users of the media to create and/or distribute the content. These platforms have shifted the emphasis of the Internet services from being consumption

based toward becoming more interactive and collaborative, thereby creating new opportunities for interaction between organizations and the public (Parveen et al., (2015).

Networking: Building and nurturing a strong professional network both online and offline. This involves connecting with like-minded individuals, industry experts, and potential clients or customers to expand one's reach and create opportunities for collaboration and growth (Phillips, 2014). The effects of networks can be either strengths or constraints to the individual business's development depending on the situation and environmental circumstances Eberhard & Craig, (2013). We reason that the inconsistency in these results might be due to the content reduction of the network dimension.

Personal website

Creating a professional website that serves as a central hub for one's personal brand. This can include a portfolio, resume, blog, testimonials, and other relevant information that showcases one's skills and achievements (Brems et al., 2017). The fact that personal home pages published by individuals, among them many children and young people, sometimes seem unprofessional, is not a matter of great concern to home page advocates. Personal home pages are not forced on anyone but must be actively and selectively downloaded as pull-media. They break with the norms of portrayal (increasingly shaped by commercialization) encountered in the conventional mass media and, in doing so, enhance the spectrum of available media products (Mas-Bleda & Aguillo 2013).

Personal Development: Continuously improving oneself through learning, acquiring new skills, and staying updated with industry trends. This helps in positioning oneself as an expert in the field and staying relevant in a competitive market (Petrenko et al., 2020). According to the Market Analysis Report (2020), the global personal development market size was valued at USD 41.81 billion in 2021 and is anticipated to expand at a compound annual growth rate (CAGR) of 5.5% from 2022 to 2030. The growing emphasis on acquiring new skills, such as social skills, and decision-making skills, for self-improvement, personal development, and gaining self-recognition is a major factor expected to drive the market growth over the forecast period. Moreover, employees often look to match their domain skills with the standards set by their employers, which bodes well for market growth. According to Al-Delawi et al. (2023), employment, social welfare culture, communication, training, development, enhance human capital and increase value.

Successful marketing campaign

Digital marketing became a crucial tool for contemporary brand communication. Extant literature has emphasized in a fragmented way, the importance of the use of criteria from the individual, the content, and to a lesser degree, the audience to select digital successful campaign. Nevertheless, most of the studies deal with isolated aspects regarding criteria, and the literature still lacks an integrative perspective on how to select successful digital for marketing campaigns (Leban & Voyer, 2020). Successful marketing strategy benefits not only companies but also the community and customers while

generating increased community goodwill, customer morale, and revenues for all people in the society (Lee & Kim, 2016).

In summary, personal marketing is the intentional effort to promote oneself as a brand by leveraging various marketing strategies and tactics to build a positive reputation, create awareness, and differentiate oneself in the market. It requires careful planning, consistent effort, and a focus on authenticity and personal development. Electronic Image files import your source files in one of the following: Microsoft Word, Microsoft PowerPoint, Microsoft Excel, or Portable Document Format (PDF) you will be able to submit the graphics without converting to a PS, EPS, or TIFF files. Image quality is very important to how yours graphics will reproduce. Even though we can accept graphics in many formats, we cannot improve your graphics if they are poor quality when we receive them. If your graphic looks low in the quality on your printer or monitor, please keep in mind that cannot improve the quality after submission (Fig. 1).

Hypothesis

Based on the study model, the researchers postulate the following main hypothesis: the following zero hypotheses

- H0: Elements of personal marketing do not affect the degree of success in personal marketing campaign.
- From the main hypothesis, the authors generated the following subhypothesis:
- H01: There is no statistically significant effect relationship between branding and personal marketing successful campaign
 - H02: There is no statistically significant effect relationship between content creation and personal marketing successful campaign
 - H03: There is no statistically significant impact relationship between social media management and personal marketing successful campaign
 - H04: There is no statistically significant effect relationship between networking and personal marketing successful campaign
 - H05: There is no statistically significant effect relationship between personal website and personal marketing successful campaign
 - H06: No statistically significant effect relationship between personal development and personal marketing successful campaign

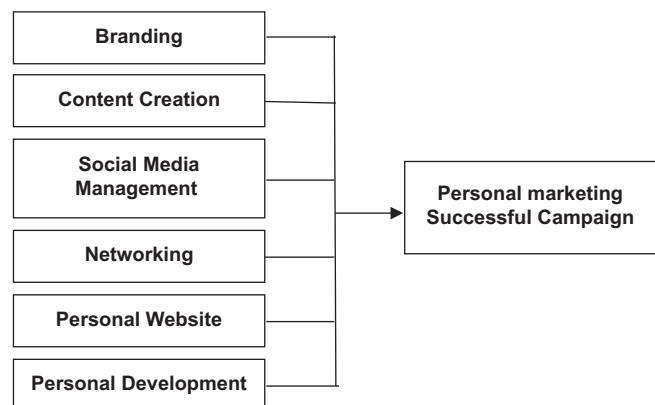


Fig. 1: Research model.

III. METHODOLOGY

This study uses a descriptive and quantitative approach to test the effect of independent variables (digital personal marketing) on the degree of success in personal marketing campaign. The data were collected by a questionnaire distributed to 300 marketers, owners, and young entrepreneurs and other number of targets to whom the initial specifications of the study sample apply. Incomplete questionnaires have been deleted, which increase the dispersion of the sample and thus impede its dependency on the natural distribution, and as the original population from which the sample is taken is distributed naturally, the sample also follows the natural distribution and applies to the data from the study sample statistical methods and tests to suit objectives of the analysis: the study sample was based on 289 respondents or 96% of the total forms sent to the study sample.

The number of the questionnaire items was 38, in which 30 items targeted the independent variable and 8 items targeted the dependent variable. The questionnaire items were adapted from previous studies including (Chien et al., 2018; Philbrick & Cleveland, 2015; Jacobson, 2020; Jackson and Ahuja, 2015). A 5-point Likert scale was applied for answering the questionnaire.

The data were analyzed by IBM-SPSS including the following tests: Cronbach alpha to test the reliability of the questionnaire items. Multiple regression which measured positive or negative general trends combined (more than one dependent variable with more than one independent variable). Simple regression which was used to identify opinions of the sample on a specific topic (measures one independent variable and one dependent variable). In addition to descriptive statistics (frequencies, percentage, mean, and standard deviation) to describe the opinions and characteristics of the study sample (Massoudi & Birdawod, 2023).

A. Reliability Statistics

Cronbach's alpha model is used to test the reliability of the study, Cronbach's alpha tests to see if multiple-question Likert scale surveys are reliable. 38 items were measured and the Cronbach's Alpha Co-efficient showed a score of over than 70 which is considered a very good reliability according to (Taber, 2018). Table I show the reliability statistics.

Furthermore, the results of the statistical analysis in Table I showed that the attitudes of the study sample were positive for all the elements of personal marketing and successful campaign measured in questions from (1-38), where their

arithmetic averages were higher than the average of the measuring instrument.

IV. ANALYSIS AND DISCUSSION

A. Demographic Variables

Table II shows a 65.1% are males and 34.9% are females. The study sample was distributed among six age groups and the highest percentage representing the segment (25–35) years was 38.4%. With respect to monthly incomes on the five segments, the results showed that the category that earns (more than \$4,000) dinars was the most with a percentage of 32.9%. With regard to education, the highest percentage of those holding the first university degree was 45.4%. Finally, employment frequency showed the highest segment of the respondents were marketers 49.1%, followed by entrepreneur 21.5% and the lowest representation is the owners at 6.9%.

B. Hypothesis Testing

The main hypothesis H0: The independent factors do not affect the degree of success of personal marketing campaign.

Table III indicates that the value ($F = 51.041$, $P = 0.000$), and this value is acceptable and statistically significant even at the level of significance 0.05 and indicates a relationship between the dependent variable and the independent variables combined, thus the authors reject the null hypothesis of the absence of a relationship and accepts the alternative hypothesis is that all factors influence the degree of success in personal marketing.

This means that the independent factors under study affect the dependent factor, collectively or individually, and that the factors can be combined with each other, that is, they do not conflict with the effect on the dependent factor, and that these influencing factors are a suitable standard model for measuring the impact of each of them, and therefore branding, content creation, networking, social media management, personal website, and personal development, directly affect the degree of success in personal marketing campaign, and the impact of each of the factors on the dependent factor will be studied separately and the effect will be explained.

Table IV also shows that the proposed model explained $R^2 = 0.151$ of the total variances, and although this percentage is considered a little low, it is acceptable in analyzing the data taken by the questionnaire method.

H01: There is no statistically significant effect between branding and the success of personal marketing campaign. According to Volchok (2020), we reject the null hypothesis if

TABLE I
DESCRIPTIVE ANALYSIS

Variable	N	No. of items	Cronbach's Alpha	Mean	Std. deviation
Branding	289	5	0.744	3.72	1.405
Content Creation	289	5	0.763	4.08	0.917
Social Media Management	289	5	0.852	4.09	0.987
Networking	289	5	0.876	3.84	1.184
Personal Website	289	5	0.804	4.13	1.013
Personal Development	289	5	0.806	3.57	1.303
Successful Marketing Campaign	289	8	0.793	3.56	1.238

TABLE II
DEMOGRAPHICS

Variable	Frequency	Percent	Valid Percent	Cumulative percent
Gender				
Male	188	65.1	65.1	65.1
Female	101	34.9	34.9	100.0
Total	289	100.0	100.0	
Age				
>20 years	3	1.0	1.0	1.0
20–25 years	77	26.6	26.6	27.7
25–35 years	111	38.4	38.4	66.1
35–45 years	57	19.7	19.7	85.8
45–55 years	31	10.7	10.7	96.5
more than 55	10	3.5	3.5	100.0
Total	289	100.0	100.0	
Income				
<\$1,000	19	6.6	6.6	6.6
\$ 1,000–2,000	72	24.9	24.9	31.5
\$2,000–3,000	74	25.6	25.6	57.1
\$3,000–4,000	29	10.0	10.0	67.1
More than \$4,000	95	32.9	32.9	100.0
Total	289	100.0	100.0	
Education				
Less than secondary	22	7.6	7.6	7.6
Secondary	55	19.0	19.0	26.6
Diploma	45	15.6	15.6	42.2
Bachelor	131	45.3	45.3	87.5
Master	26	9.0	9.0	96.5
PhD	10	3.5	3.5	100.0
Total	289	100.0	100.0	
Employment				
Entrepreneur	62	21.5	21.5	21.5
Influencer	31	10.7	10.7	32.2
Owner	20	6.9	6.9	39.1
Marketer	142	49.1	49.1	88.2
Manager	34	11.8	11.8	100.0
Total	289	100.0	100.0	

TABLE III
MULTIPLE REGRESSION TEST RESULTS (ANOVA)

Model		Sum of squares	d.f	Mean square	F	Sig.
1	Regression	18.693	1	18.693	51.041	0.000 ^a
	Residual	105.108	287	0.366		
	Total	123.800	288			

^aDependent Variable: Personal marketing successful campaign. ^bPredictors: (Constant), branding, content creation, social media management, networking, personal website, personal development

TABLE IV
RESULTS OF THE MULTIPLE REGRESSION TEST

Model summary				
Model	R	R square	Adjusted R square	Std. error of the estimate
1	0.389 ^a	0.151	0.148	0.60517

TABLE V
RESULTS OF THE LINEAR REGRESSION TEST/FIRST SUB-HYPOTHESIS TEST RESULT

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. error	Beta		
1	(Constant)	1.809	0.282		6.406	0.000
	Imdependent variable_H0 ₁	0.378	0.058	0.401	6.582	0.000

the computed t is greater than the value of the tabular t and accept the travel hypothesis if the calculated t value is less than the tabular t value.

Table V indicates that the value of (t = 6.582; sig = 0.000). This indicates the existence of a statistically significant relationship and rejection of the null hypothesis that there is no relationship and acceptance of the alternative hypothesis with a statistically significant relationship between branding and the success of personal marketing campaign. This indicates that branding unilaterally affects the degree of success in personal marketing at 37.8% and the rest of the influence on other factors. This indicates that the factor affects positively, that is, branding at one level will increase the degree of success in personal marketing by more than 35%.

H02: There is no statistically significant effect between content creation and the success of personal marketing campaign.

According to Volchok (2020), we reject the null hypothesis if the calculated t is greater than the tabular value of t and accept the travel hypothesis if the computed t value is less than the tabular t value.

Table VI indicates that the value (t = 3.570; sig = 0.000). This indicates the existence of a statistically significant relationship, and consequently the rejection of the null hypothesis and the acceptance of the alternative hypothesis of a statistically significant relationship between content creation and the success of personal marketing campaign. That is, content creation will positively affect the degree of success in personal marketing by 22.4%, meaning that refining content creation increases by one degree increases the degree of success in personal marketing by approximately 22.4% and individually.

H03: There is no statistically significant effect between social media management and the success of personal marketing campaign.

According to Volchok (2020), we reject the null hypothesis if the computed t is greater than the value of the tabular t and accept the travel hypothesis if the calculated t value is less than the tabular t value.

Table VII indicates that the value (t = 2.904; sig = 0.004). This indicates the existence of a statistically significant relationship, which means we reject the zero hypothesis that there is no relationship and accept the alternative hypothesis with a statistically significant relationship between social media management and the success of personal marketing campaign. That is, the social media management will positively affect the degree of success in personal marketing campaign by 14.3%, meaning that social media marketing at one level raises the degree of success in personal marketing campaign by 14.3%.

H04: There is no statistically significant effect between networking and the success of personal marketing campaign.

According to Volchok (2020), we reject the null hypothesis, if the computed t is greater than the value of the tabular t and accept the travel hypothesis if the calculated t value is less than the tabular t value.

Table VIII indicates that the value of (t = 4.161; sig = 0.000). This indicates the existence of a statistically significant relationship, which means we reject the zero hypotheses that there is no relationship and acceptance of the alternative hypothesis with a statistically significant relationship between networking and the success of personal marketing campaign. In other words, networking will positively affect the degree of success in personal marketing campaign and that the rise in networking by only one level raises the degree of success in personal marketing by approximately 20% in isolation from other factors.

H05: There is no statistically significant effect between personal website and the success of personal marketing campaign.

According to Volchok (2020), we reject the null hypothesis if the calculated t is greater than the tabular value of t and accept the travel hypothesis if the computed t value is less than the tabular t value.

Table IX indicates that the value of (t = 2.965; sig = 0.003). This indicates the existence of a statistically significant relationship, which means we reject the zero hypotheses that there is no relationship and accept the alternative hypothesis with a statistically significant relationship between personal website and the success of personal marketing campaign. That is, the degree of personal website will positively affect the degree of success in personal marketing campaign by 15%, meaning that the degree of knowledge and marketing of personal website increases the degree of success in personal marketing campaign.

H06: There is no statistically significant effect between personal development and the success of personal marketing campaign.

According to Volchok (2020), we reject the null hypothesis if the computed t is greater than the value of the tabular t and accept the travel hypothesis if the calculated t value is less than the tabular t value.

Table X indicates that the value of (t = 5.364; sig = 0.000). This indicates the existence of a statistically significant

TABLE VI
RESULTS OF LINEAR REGRESSION-COEFFICIENTS/SECOND SUB-HYPOTHESIS TEST

ANOVA ^b						
Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	5.263	1	5.263	12.742	0.000 ^a
	Residual	118.538	287	0.413		
	Total	123.800	288			

^aPredictors: (Constant), content creation. ^bDependent Variable: Personal marketing successful campaign

Coefficients ^a					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
		Beta			
1	(Constant)	2.974	0.252	11.796	0.000
	Independent variable_H0 ₂	0.224	0.063	3.570	0.000

^aDependent variable: Dependent variable

TABLE VII
RESULTS OF LINEAR REGRESSION-COEFFICIENTS/THIRD SUB-HYPOTHESIS TEST

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.533	1	3.533	8.432	0.004 ^a
	Residual	120.267	287	0.419		
	Total	123.800	288			

^aPredictors: (Constant), social media management. ^bDependent Variable: Personal marketing successful campaign

Coefficients ^a					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
		Beta			
1	(Constant)	3.380	0.171	19.744	0.000
	Independent variable_H0 ₃	0.143	0.049	2.904	0.004

^aDependent Variable: Dependent variable

TABLE VIII
RESULTS OF LINEAR REGRESSION-COEFFICIENTS/FOURTH SUB-HYPOTHESIS TEST

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.043	1	7.043	17.312	0.000 ^a
	Residual	116.757	287	0.407		
	Total	123.800	288			

^aPredictors: (Constant), networking. ^bDependent Variable: Personal marketing successful campaign

Coefficients ^a					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
		Beta			
1	(Constant)	3.124	0.182	17.170	0.000
	independent_variable_H0 ₄	0.197	0.047	4.161	0.000

^aDependent Variable: Dependent variable

TABLE IX
RESULTS OF LINEAR REGRESSION-COEFFICIENTS/FIFTH SUB-HYPOTHESIS TEST

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.679	1	3.679	8.791	0.003 ^a
	Residual	120.121	287	0.419		
	Total	123.800	288			

^aPredictors: (Constant), personal website. ^bDependent Variable: Personal marketing successful campaign

Coefficients ^a					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
		Beta			
1	(Constant)	3.292	0.197	16.722	0.000
	independent_variable_H0 ₅	0.150	0.051	2.965	0.003

^aDependent Variable: Dependent variable

TABLE X
RESULTS OF LINEAR REGRESSION-COEFFICIENTS/SIXTH SUB-HYPOTHESIS TEST

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.280	1	11.280	28.772	0.000 ^a
	Residual	112.520	287	0.392		
	Total	123.800	288			

^aPredictors: (Constant), personal development. ^bDependent Variable: Personal marketing successful campaign

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	2.858	0.191			14.945	0.000
independent_variable_H0 ₆	0.257	0.048	0.302		5.364	0.000

^aDependent Variable: Dependent variable

relationship, and consequently, the rejection of the null hypothesis and the acceptance of the alternative hypothesis of a statistically significant relationship between the degree of personal development and the success of personal marketing campaign. That is, the degree of personal development will positively affect the degree of success in personal marketing campaign by 25.7%, meaning that strengthening personal commitment at one level increases the degree of success in personal marketing by 25.7%.

C. Discussion

The objective of this study is to investigate personal marketing influence on successful marketing campaign in today's digital age. The result showed a direct effect between personal marketing elements and successful personal marketing campaign. This result is consistent with the results of previous studies by (Manai & Holmlund, 2015; Antczak and Sypniewska, 2017).

In regard to sub-hypothesis, first, the study showed a statistically significant effect between branding and the degree of success in personal marketing campaign. This result is online with a study by Nolan (2015). Second, the study showed a statistically significant effect between content creation and the degree of success in personal marketing campaign. This outcome also corresponds with a study by Wan et al. (2017). Third, the study showed a statistically significant effect between social media management and the degree of success in personal marketing campaign. This outcome also corresponds with a study by Castronovo & Huang (2012). Forth, the study showed a statistically significant effect between networking and the degree of success in personal marketing campaign. This result is online with a study by Van Noort et al. (2014). Fifth, the study showed a statistically significant effect between personal website and the degree of success in personal marketing campaign. This result corresponds with Lo and Peng (2022). Finally, the study showed a statistically significant effect between personal development and the degree of success in

personal marketing campaign. This result corresponds with Masten (2012).

V. CONCLUSION

The descriptive analysis emphasizes the importance of personal marketing elements among individuals with different specializations. This was evident by analyzing the degree of individuals marketing new digital element of marketing and its focus on developing a successful marketing campaign in this technological staying age. Appropriate planning for the future and their permanent orientation to build new means of communication and dialog can help personal marketers to sustain competitive advantage and prosper business.

Personal marketing is an essential aspect of building a successful brand and campaign. It involves creating a unique identity and promoting it through various channels to attract and retain customers. To ensure a successful personal marketing campaign, here are some key implications to consider:

A. Practical Implication

Personal marketer should define his target audience: Identifying his target audience is crucial for personal marketing success. Marketer needs to understand who his ideal customer is and tailor his marketing messages to appeal to them. Furthermore, develop a clear brand identity: marketers brand identity is what sets them apart from their competitors. It includes their brand values, personality, and unique selling proposition. Furthermore, by make sure their messaging is consistent across all channels and that it resonates with their target audience. Finally, the use multiple channels: personal marketing campaigns should use multiple channels to reach their target audience. This includes social media, email marketing, content marketing, advertising, and events. The use a mix of channels to create a cohesive campaign that reaches audience in the right places.

B. Theoretical Implication

This study offers several theoretical implications that marketers need to consider. Here are some key theoretical implications for personal marketing: Self-Concept: personal marketing is grounded in the self-concept theory, which states that individuals' behavior is influenced by their self-concept. As such, personal marketing campaigns need to focus on creating a positive and authentic brand identity that resonates with their target audience's self-concept. Personal marketing also draws from the social identity theory, which posits that individuals' identity is shaped by their membership in social groups. Marketers can use this theory to create marketing campaigns that appeal to their target audience's social identity. Finally, consumer behavior: personal marketing is also influenced by consumer behavior theories such as the theory of planned behavior and the hierarchy of effects model. Marketers can use these theories to understand how consumers make purchase decisions and create marketing campaigns that influence their behavior.

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