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Research Topic

Exploring the essential factors for developing successful personal professional branding among freelancers in Albania

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BRIEF BACKGROUND



- Global freelance market undergoing significant shift
 - Technological advancements
 - Changing labor dynamics
 - Growing preference for flexible employment
- Albania witnessing growth in freelancers across sectors
- Personal branding emerging as innovative approach for freelancers
- Factors influencing successful personal professional branding in Albania largely unexplored

Research aim



1

Explore essential factors influencing personal branding effectiveness among Albanian freelancers

2

Investigate challenges in establishing or maintaining personal professional brand

3

Propose effective strategies to overcome challenges

PRIOR LITERATURE AND CONCEPTS

- **Peters, Tomas. (1997). The brand called you.**
- **Evans, Joel. (2017). Branding in Perspective: Self-Branding for Professional Success.**
- **Vallas, S. (2018) “Work and Identity in an Era of Precarious Employment: How Workers Respond to ‘Personal Branding’ Discourse,” Work and occupations**
- **Burke, A. and Cowling, M. (2020) “The role of freelancers in entrepreneurship and small business,” Small business economics,**



Key concepts: Freelancers, Personal Branding, Self-Branding, Professional Branding,

METHODOLOGICAL CHOICE AND EXPLANATION

Through a qualitative method approach, a pilot study focus group, data was collected from a sample of 7 freelancers operating in various industries across Albania.

Questions of the Focus group

1. What motivated you to become a freelancer?
2. From your perspective, how do you perceive/understand personal branding in the context of your professional aspect and career?
3. Do you have any preset strategy, objectives, or plans for your personal professional branding? If so, please do share with us.
4. Which ones do you most commonly use? Have you discovered any unique strategies or approaches that have proven effective in developing your personal or professional brand?
5. Which social media platforms do you use and how do you use them? What triggers or prompts you to post something on your social media?
6. Client relations are paramount indeed. What do you do to build trust with your clients and cultivate loyalty to your personal brand?
7. What challenges or obstacles have you faced in establishing and maintaining your personal professional brand as a freelancer in Albania?

Possible methods

Focus groups
Semi- structured Interviews
In-depth Interviews
Questionnaires
Case study
Chosen methods

Focus group

PRELIMINARY FINDINGS FROM THE DATA COLLECTION TO DATE

- All freelancers have a very good concept of branding.
- Most freelancers do not have a preset strategy or plan for their personal branding; instead, they share only organic content from their professional activities or posts that might have an impact on their audience, such as informative or sometimes entertaining and funny content.
- The most used social media channel to showcase their services is LinkedIn.
- Authenticity and uniqueness are among the most valued elements mentioned by freelancers.
- All freelancers have found word of mouth and referrals to be the most effective mode of communication.
- When it comes to TV programs, freelancers are very careful about being part of the program.
- Freelancers offering services for more than 15 years mentioned imposter syndrome as an obstacle to a certain degree.

DISCUSSION WITHIN THE CONTEXT OF PRIOR LITERATURE

- **Dedicated Personal Growth.** Achieved by learning various characteristics through the acquisition of knowledge, skills and experience.
- **Authenticity and Unique Value Creation.** Prioritizing the cultivation of authentic attributes and the creation of unique personal value to differentiate in the crowd.
- **Emotional Qualities:** Including motivation, engagement, interpersonal skills, self-assurance, and creativity to enhance personal brand appeal
- **Trust Building and Loyalty:** Emphasizing the important role of trust-building and fostering loyalty as integral components of a successful personal brand.
- **Strategic Utilization of Social Media:** Promoting self-branding by actively engaging with the audience through the effective use of social media and other online communication platforms.
- **Consistency and Systematic Approach:** Ensuring a consistent and systematic approach to self-branding across all communication channels for a cohesive and impactful personal brand presence

THANK YOU FOR YOUR ATTENTION

Q&A

Don't be afraid to ask questions ;)