

Elevating My Digital Presence: Lessons from SEO, Social Media, and Paid Media Seminars

Introduction

As a digital marketing professional, I always look for ways to enhance my online presence and connect with a broader audience. To refine my approach, I attended three insightful seminars on personal branding and strategies. These sessions deepened my understanding of branding, audience engagement, and digital marketing tactics. Below, I'd like to discuss the key takeaways from each workshop and how I plan to implement them.

Paid Media Strategies with Qashif Effendi

The session with Qashif Effendi was an eye-opener into the world of **paid media and its role in digital marketing**. He discussed the **PESO model (Paid, Earned, Shared, Owned media)** and how combining these strategies enhances digital presence. A key takeaway was how **paid media drives traffic to owned platforms**—something I can apply by experimenting with targeted ads for my blog posts, ensuring they reach the right audience. The **RACE framework (Reach, Act, Convert, Engage)** was another valuable lesson, emphasizing the customer journey and how paid campaigns should align with different audience engagement stages. As a mother and marketer, I also see potential in running **ads targeted at mom bloggers or digital entrepreneurs**, helping them navigate SEO and branding challenges.

Social Media Marketing Seminar by Chelsea Robinson

The marketing seminar on Social Media Marketing provided by Chelsea Robinson is an in-depth look at branding, audience segmentation, and engagement tactics. The discussion on organic and paid marketing strategies highlighted the importance of **authentic audience connections**. This resonated with me, as successful branding isn't just about promotions and storytelling; an example was using **referrals and community engagement** to drive business growth. I can apply this to my blog by leveraging **social proof**—encouraging testimonials, collaborating with fellow bloggers, and fostering engagement through my social media channels. Additionally, the session reinforced the importance of understanding **target demographics** and tailoring content accordingly. Since I balance both motherhood and a digital career, I see an opportunity to create niche content that speaks to **mothers who are entrepreneurs or bloggers**.

Personal Branding & SEO with Daniela Furtado

The personal branding and SEO session, led by Daniela Furtado from Findable Digital Marketing, was a powerful reminder of the importance of curating an online identity. One key

takeaway was the role of a **Knowledge Panel** in Google search, which serves as a digital footprint, making professionals more visible. Daniela emphasized the **E-E-A-T framework (Experience, Expertise, Authority, Trustworthiness)** in SEO, showing how consistent, high-quality content can establish credibility. As a mother and a digital marketer, I can also use my personal experiences to make my brand more relatable—perhaps sharing insights on work-life balance and productivity, topics that resonate with a broad audience.

Final Thoughts

These three seminars reinforced that digital marketing is about tactics, **strategy, consistency, and human connection**. From **optimizing personal branding to leveraging authentic marketing and using paid media wisely**, I now have a more precise roadmap for growing as a digital marketing professional. Moving forward, I aim to integrate **SEO best practices, audience-focused storytelling, and data-driven paid campaigns** to expand my reach while staying true to my voice.

Linkedin Article link:

<https://www.linkedin.com/pulse/elevating-my-digital-presence-lessons-from-seo-social-moumita-islam-gqphe/>

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