

**BỘ GIÁO DỤC VÀ ĐÀO TẠO**  
**TRƯỜNG ĐẠI HỌC QUẢN LÝ VÀ CÔNG NGHỆ HẢI PHÒNG**

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# **KHÓA LUẬN TỐT NGHIỆP**

**NGÀNH : TIẾNG ANH THƯƠNG MẠI**

**Sinh viên : Nguyễn Thị Diễm**

**HẢI PHÒNG – 2025**

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THE IMPACT OF SOCIAL MEDIA ON  
PERSONAL BRANDING: THE CASE OF  
YOUNG ENTREPRENEURS

KHÓA LUẬN TỐT NGHIỆP ĐẠI HỌC HỆ CHÍNH QUY  
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The Case of Young Entrepreneurs

# NHIỆM VỤ ĐỀ TÀI

## 1. Nội dung và các yêu cầu cần giải quyết trong nhiệm vụ đề tài tốt nghiệp

Đề tài tập trung nghiên cứu tác động của mạng xã hội đến quá trình xây dựng thương hiệu cá nhân của các doanh nhân trẻ tại Việt Nam. Nội dung nghiên cứu bao gồm việc phân tích các chiến lược nội dung, công cụ kỹ thuật số và mức độ tương tác với cộng đồng trên các nền tảng mạng xã hội. Bên cạnh đó, đề tài thực hiện khảo sát người tiêu dùng để đánh giá mức độ ảnh hưởng và mức độ tin tưởng đối với các thương hiệu cá nhân. Cuối cùng, đề tài lựa chọn và phân tích một số trường hợp tiêu biểu như Changmakeup, Giang Oi, Võ Hà Linh và Quách Ánh nhằm rút ra những chiến lược hiệu quả và bài học thực tiễn.

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## DECLARATION

I hereby declare that the graduation thesis entitled: “The Impact of Social Media on Personal Branding: The Case of Young Entrepreneurs” is my own work, carried out under the supervision of Ms. Hoa, M.A.

All data and results presented in this thesis are truthful and have not been previously published in any other work. All referenced materials are properly cited and listed in the bibliography. I take full responsibility for the accuracy and honesty of the contents of this thesis.

Hai Phong, on 9 May, 2025

**Thesis Author**

*(Signature and full name)*

A handwritten signature in black ink, featuring a stylized 'D' and 'N' followed by a horizontal line.

**Diem Thi Nguyen**

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## **ABSTRACT**

In the digital era, social media has evolved from a communication tool into a powerful platform for personal branding. For young entrepreneurs, establishing a strong personal brand is no longer optional but essential for visibility and competitiveness in today's market.

This study investigates the impact of social media on personal branding among young entrepreneurs, focusing on key strategies, tools, and challenges in building an effective digital identity. Through a combination of theoretical analysis and case studies, including successful figures such as Changmakeup, the research identifies the core factors contributing to sustainable personal branding.

Additionally, survey data is used to evaluate public perceptions and consumer behavior influenced by personal brands. The study concludes with a strategic SWOT analysis and offers practical recommendations for young entrepreneurs to develop and maintain impactful personal brands in a dynamic digital landscape.

# CHAPTER I: PERSONAL BRANDING IN THE DIGITAL AGE – CONCEPTS, ROLES, AND CONTEXT

## 1.1. Defining Personal Branding: From Theory to Practice

### 1.1.1. The Evolution of the Concept

The concept of personal branding has evolved significantly over the past few decades. Initially rooted in the field of marketing and self-promotion, personal branding gained widespread recognition after Tom Peters (1997) published “The Brand Called You,” where he asserted that everyone is a brand and must manage themselves accordingly in a highly competitive market.

With the rise of digital technologies and globalization, personal branding expanded beyond traditional media to online platforms. In particular, social media enabled individuals to become their own marketers, controlling their image, narrative, and audience reach (Labrecque et al., 2011).

### 1.1.2. Definitions from Theory and Practice

Tom Peters (1997) defines personal branding as the art of standing out and showcasing what makes an individual unique. Montoya and Vandehey (2002) describe it as “the process of discovering what makes you special, and then communicating it to the right people, through various channels, consistently.” Meanwhile, contemporary researchers like Lair, Sullivan, and Cheney (2005) emphasize that personal branding involves self-packaging in response to labor market demands. The modern consensus views personal branding as a strategic process combining identity, value proposition, and communication.

### 1.1.3. Key Components of Personal Branding

Effective personal branding is built upon three core elements known as the **3V model**: Vision, Value, and Visibility.

**Vision** refers to having clear goals and a defined purpose for one's personal brand.

**Value** represents the unique strengths, skills, or expertise that differentiate an individual from others.

**Visibility** involves consistent communication and active presence across platforms to ensure the brand reaches and resonates with the intended audience.

This model emphasizes the importance of self-awareness and maintaining alignment between one's self-perception and how they are perceived by others.

In addition to the 3Vs, effective personal branding also involves elements such as **visual identity** (e.g., profile picture, color scheme), **tone of voice**, and **authenticity**. Together, these elements should align with the individual's personal values or professional aspirations, creating a coherent and trustworthy personal image.

#### 1.1.4. Personal Branding vs. Reputation vs. Image

Although often used interchangeably, **personal brand**, **reputation**, and **image** refer to distinct concepts within the broader framework of identity and perception.

**Image** is the immediate, surface-level perception formed by others, often influenced by appearance, style, or short-term interactions. It is highly visual and can change quickly depending on context or presentation.

**Reputation** develops over time and is shaped by consistent actions, behavior, and alignment with values. It reflects how others evaluate an individual's trustworthiness, competence, and character based on past experiences and accumulated social proof.

**Personal branding**, on the other hand, is a deliberate and strategic effort to craft and manage how one is perceived across various platforms. It combines visual identity, communication style, core values, and long-term positioning with the goal of influencing both image and reputation in a controlled, purposeful way.

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In essence, a person can have a positive image or strong reputation without possessing a personal brand—if there is no conscious strategy behind how they present themselves. Conversely, a well-built personal brand tends to encompass and reinforce both image and reputation, ensuring consistency and clarity in public perception.

## **1.2. The Rise of Social Media and Its Role in Shaping Personal Branding**

Social media has fundamentally transformed the way individuals communicate, connect, and present themselves to the world. Platforms such as Facebook, Instagram, LinkedIn, TikTok, and YouTube have become essential tools for personal visibility and brand development.

According to Kaplan and Haenlein (2010), social media is defined as 'a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.' These platforms have enabled individuals to share their stories, values, and expertise with global audiences in real-time.

Social media accelerates the personal branding process by allowing individuals to curate their digital identities through images, videos, articles, and interactive content. Unlike traditional media, which required gatekeepers and resources, social platforms are more accessible and democratized, giving anyone the opportunity to build a brand from scratch.

Moreover, algorithms on platforms like Instagram and TikTok personalize content distribution, making it possible for niche personal brands to gain traction without massive followings. As Gensler et al. (2013) argue, consumers increasingly view individuals as brands, evaluating credibility, relevance, and authenticity in similar ways to commercial entities.

## **1.3. Why Is Personal Branding Important? – Impacts on Career and Business**

In the digital age, personal branding is no longer a luxury—it is a necessity. As the boundaries between personal and professional lives blur, individuals are

increasingly judged based on their online presence. A strong personal brand not only distinguishes one from competitors but also creates trust, credibility, and visibility in saturated markets.

According to Montoya and Vandehey (2002), personal branding is about 'taking control of how others perceive you and managing your reputation.' In business, especially for entrepreneurs, a compelling personal brand can become a magnet for partnerships, customers, and investors.

A well-managed personal brand enhances professional opportunities by showcasing expertise, values, and unique perspectives. This is particularly valuable in the gig economy and startup culture, where people buy into people before products. Forbes (2021) notes that executives with strong personal brands are more likely to attract top talent and customer loyalty.

Additionally, in an era where trust is a key differentiator, authenticity and consistency in personal branding help foster long-term relationships and business growth. Personal branding thus becomes a strategic tool for both individual success and entrepreneurial advancement.

#### **1.4. Core Elements for Building a Successful Personal Brand**

Building a personal brand is a strategic and continuous process that requires alignment between identity, values, communication, and consistency. According to Peter Montoya (2002), a personal brand must be authentic, unique, and relevant to resonate with the intended audience.

*The first* key element is **authenticity**. A brand that feels genuine will build stronger trust with the audience. Pretending to be someone else or copying another person's style often leads to disconnection and loss of credibility.

*Second*, a clear **value proposition** defines what you offer and why it matters. This helps your audience understand your strengths and the unique value you bring to the table.

*Third, **visual identity*** - including profile images, logos, colors, and content layout - contributes to brand recall. A consistent and visually appealing presentation enhances recognition and memorability.

*Fourth, **content strategy*** is essential. Consistently sharing valuable, relevant, and engaging content builds authority and fosters engagement. As Jeff Bezos famously stated, *'Your brand is what other people say about you when you're not in the room'*.

Lastly, **consistency across platforms** strengthens your brand image. Whether on LinkedIn, Instagram, or YouTube, a uniform tone of voice, messaging, and aesthetics reinforces your personal brand.

## **1.5. Risks and Challenges in Developing Personal Branding on Social Media**

In the digital age, social media has become a powerful tool for young entrepreneurs to shape, communicate, and expand their personal brand. However, the same platforms that offer visibility and connection also present a complex web of risks and challenges that can hinder sustainable brand growth and personal well-being.

### **\* Privacy and Security Concerns:**

Young entrepreneurs often rely on storytelling and personal content to build authenticity and trust with their audience. Yet, excessive self-disclosure may lead to identity theft, cyberstalking, and unwanted exposure of personal life details. As public figures in the digital space, entrepreneurs are vulnerable to data breaches and the misuse of personal information.

### **\* Mental Health and Authenticity Pressure:**

There is an ever-growing pressure to maintain an ideal online persona — attractive, successful, and constantly engaging. Many entrepreneurs struggle with imposter syndrome, burnout, and anxiety as they try to keep up with content trends, audience expectations, and online competition.

### **\* Algorithm Dependency and Platform Volatility:**

The success of personal branding efforts is often at the mercy of platform



algorithms, which determine post visibility and engagement levels. Frequent algorithm changes can render previous strategies ineffective.

**\* Public Scrutiny and Cancel Culture:**

Social media empowers users to voice opinions, but this openness can quickly turn into widespread criticism. A single post taken out of context may go viral for the wrong reasons.

**\* Resource Constraints and Sustainability:**

Building a personal brand on social media is time-consuming and requires consistent effort. For young entrepreneurs juggling multiple roles, it can be challenging to maintain a steady content schedule.

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## **CHAPTER II: BUILDING A PERSONAL BRAND ON SOCIAL MEDIA – STRATEGIES AND TOOLS**

### **2.1. Choosing the Right Platform: Facebook, Instagram, TikTok, or YouTube?**

In building a personal brand on social media, selecting the right platform is a foundational step that significantly influences one's reach, engagement, and overall brand identity. Each platform serves a unique user demographic and content format, requiring strategic alignment with the entrepreneur's brand goals and target audience.

#### **Facebook: Broad Reach, Versatile Content**

Facebook remains a powerful tool due to its wide user base and community-building features such as groups, events, and pages. It is particularly effective for entrepreneurs targeting an older or more diverse demographic. The platform supports various content formats—text, video, livestreams, and long-form posts—making it ideal for storytelling and brand development.

#### **Instagram: Visual Aesthetics and Lifestyle Branding**

With its visual-first format, Instagram is suitable for entrepreneurs in lifestyle, fashion, travel, and wellness. Features like Stories, Reels, and interactive polls encourage engagement and audience participation. The platform allows for visually consistent branding, which strengthens personal identity.

#### **TikTok: Virality and Youth Appeal**

TikTok thrives on short-form, creative videos that are algorithmically promoted to a global audience. It is an excellent choice for entrepreneurs who want to showcase personality, humor, or unique skills, especially among Gen Z users. The viral potential is high, but it requires consistent creativity and trend awareness.

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## **YouTube: Depth and Authority Building**

YouTube enables long-form content, making it ideal for thought leadership, tutorials, or in-depth storytelling. It fosters a sense of expertise and authority, beneficial for entrepreneurs aiming to educate or build trust with their audience. Monetization options also make it a potential revenue stream.

***=> Choosing the right platform depends on the entrepreneur's niche, target audience, content strengths, and branding objectives. While cross-platform presence is beneficial, focusing on one or two key platforms can ensure better consistency and engagement.***

## **2.2. Content Strategy: Ensuring Consistency and Creating a Unique Identity**

A successful personal brand on social media requires a well-defined content strategy that reflects both consistency and authenticity. Without strategic planning, content can appear scattered, fail to engage audiences, or even harm the brand image.

### ***- Consistency in Visual and Verbal Elements:***

Maintaining a uniform style in color palette, fonts, tone of voice, and posting schedule helps audiences recognize and remember the brand. Platforms like Instagram or YouTube favor consistent branding, where thumbnails, intros, or captions reflect a unified aesthetic.

### ***- Developing a Unique Identity:***

A distinctive voice or angle helps set the brand apart. Whether it's humor, expertise, relatability, or storytelling, a strong identity builds a loyal community. Entrepreneurs should define their value proposition and ensure it is present in every post.

### ***- Content Pillars and Planning:***

Organizing content around a few main themes or "pillars" (e.g., personal stories, tips, behind-the-scenes, testimonials) helps streamline production and keep followers engaged. Scheduling tools like Buffer, Later, or Meta Business Suite assist in maintaining regularity.

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### ***- Balancing Value and Personality:***

Content should educate, entertain, or inspire while reflecting the personality of the creator. Posts that are too promotional or impersonal may disengage followers. Human-centered, relatable content tends to perform better.

***=> An effective content strategy for personal branding aligns the creator's personality with audience expectations. Consistency, creativity, and clarity are key to fostering meaningful connections.***

## **2.3. Community Engagement: Building Trust and Long-term Connections**

Developing a strong personal brand on social media is not solely about broadcasting one's achievements or promoting products—it is about fostering genuine relationships with an audience. Community engagement is at the heart of successful personal branding. It allows individuals to demonstrate authenticity, build trust, and create a loyal base of followers who not only consume content but advocate for the brand as well.

Interactive communication is one of the most effective tools in engagement. Responding to comments and private messages, acknowledging followers by name, and participating in conversations make the audience feel seen and valued. This two-way interaction nurtures a sense of belonging. Live video sessions, Instagram Q&A boxes, and TikTok duets are examples of dynamic tools that allow for immediate feedback and dialogue.

Another essential aspect of community engagement is delivering value to the audience. Value can be educational, inspirational, or entertaining. For example, a fitness influencer might share beginner-friendly workout routines, nutrition advice, or motivational stories. When content resonates with the audience's needs or emotions, it builds emotional investment.

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Creating a safe and supportive environment is equally important. Encouraging audience interaction not just with the brand but among followers can lead to a thriving community. This can be facilitated through Facebook Groups, comment threads, or even reposting user-generated content (UGC). By spotlighting others, personal brands become more relatable and human.

Finally, consistency in tone, posting frequency, and content themes reinforces community trust. Personal brands that are transparent about their intentions and openly share behind-the-scenes moments or challenges appear more authentic and relatable. This transparency encourages reciprocal honesty from the community, strengthening the relationship further.

**In conclusion**, community engagement is more than just a metric—it is the foundation of sustainable personal branding. A loyal and interactive audience serves not only as a support system but also as a valuable marketing force. By investing in meaningful connections, individuals lay the groundwork for long-term influence and credibility on social media.

## **2.4. Leveraging Technology and Data: Measuring and Optimizing Personal Brand Performance**

In the digital era, personal branding is no longer based solely on intuition or aesthetic choices. Instead, technology and data analytics play a crucial role in shaping, measuring, and enhancing a personal brand on social media. By leveraging various digital tools and platforms, young entrepreneurs can track the effectiveness of their online presence and continuously optimize their strategy for better results.

One of the key aspects of this process is social media analytics. Platforms like Facebook, Instagram, TikTok, and YouTube offer built-in insights that allow users

to monitor important performance metrics such as reach, impressions, engagement rate, follower growth, and click-through rates. These indicators help assess what content resonates with the audience and what needs improvement.

Furthermore, third-party tools such as Hootsuite, Sprout Social, or Google Analytics can provide deeper analysis and cross-platform tracking, enabling entrepreneurs to get a holistic view of their personal brand performance. With the rise of AI-powered tools, content optimization is becoming even more accessible—algorithms can now suggest the best posting times, hashtags, or even content formats tailored to one's target audience.

Another critical factor in the branding process is the use of paid social advertising. Through platforms like Meta Ads Manager or TikTok Ads, individuals can promote their personal brand beyond their organic reach. For instance, a young fitness coach might invest in a targeted Instagram ad campaign to promote their workout series. With advanced targeting based on demographics, interests, and behaviors, the ad can reach potential clients who are more likely to engage and follow. Not only does this increase visibility and credibility, but the built-in analytics also provide real-time data on the ad's performance—enabling constant refinement for maximum return on investment.

In conclusion, leveraging technology and data not only helps in measuring how a personal brand performs but also in strategically improving it over time. Entrepreneurs who effectively utilize these tools can build a dynamic, data-driven brand that evolves with their audience and objectives

## **2.5. From Personal to Business: When a Personal Brand Becomes a Business Asset**

In today's economy, a personal brand is no longer just a reflection of identity—it has become a strategic business asset. When developed effectively, a strong

personal brand can transcend the boundaries of an individual and evolve into a foundation for broader entrepreneurial ventures.

A personal brand builds trust, and trust builds value. Entrepreneurs who successfully cultivate their online persona often attract loyal communities that not only follow them but also convert into paying customers. For example, many content creators have transformed their social media presence into profitable businesses—whether by launching product lines, offering consulting services, or monetizing digital content.

Take the case of Vietnamese entrepreneur Chau Bui, who started as a fashion influencer and has now become a brand ambassador for multiple international labels. Her personal style, consistency, and authentic voice built a strong following, which later opened doors to business collaborations and even her own fashion-related ventures. The personal brand became a platform for partnerships, sponsorships, and product launches.

Moreover, investors and companies are increasingly valuing personal brands as part of the asset portfolio. A personal brand with high engagement, good reputation, and wide influence can increase the market valuation of a startup or brand founded by that individual. This transformation from personal identity to business equity marks a crucial stage in the entrepreneurial journey.

In Vietnam, many young people are now using their personal brand to launch spas, beauty product lines, or lifestyle brands—where their name recognition itself is the biggest competitive advantage.

In conclusion, when a personal brand is nurtured with authenticity, strategic positioning, and value-driven content, it can become much more than an online presence—it becomes a scalable, monetizable business asset. This transition not only enhances personal income but also lays the groundwork for sustainable, long-term growth in the digital economy.

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## CHAPTER III: CASE STUDIES – OUTSTANDING PERSONAL BRANDING EXAMPLES

### 3.2. Criteria for Selecting Case Study Subjects

Selecting research subjects in personal branding analysis is crucial for identifying effective strategies and methods in brand development. Below are the necessary criteria for selecting research subjects, particularly young entrepreneurs in the field of personal branding:

- ***Prominence and influence on social media:*** One of the first criteria when selecting research subjects is their prominence and influence on social media platforms. Individuals with a large following and the ability to create a strong impact within the community are ideal research subjects. This influence is not only measured by the number of followers but also by engagement levels and strong brand recognition.
- ***Authenticity and community engagement:*** A successful personal brand is not only built on smart marketing strategies but also on authenticity and deep connections with the community. Research subjects need to demonstrate the ability to connect and share stories, products, or services that resonate deeply with their audience.
- ***Uniqueness and innovation in branding strategies:*** Research subjects should have distinctive elements in how they build their personal brands. They should possess innovative strategies that set them apart from other entrepreneurs or influencers, and their effectiveness in creating a unique personal brand should be evident.
- ***Sustainable growth and success:*** Research subjects should have a history of sustainable growth and success. Success should not only be evaluated in terms of revenue or customer numbers but also in terms of the ability to maintain and grow

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a personal brand over time. A successful personal brand must have stability and continuous development through various stages.

- ***Ability to convey values and vision:*** Research subjects must have the ability to clearly convey the core values, vision, and mission behind their personal brands. They are not only individuals with good products or services but also those who inspire and change the way the community perceives social issues.

### **3.1. Overview of Personal Branding Trends Among Young Entrepreneurs**

In today's digital age, social media has become a powerful tool for young entrepreneurs to build and grow their personal brands. Personal branding is not just about creating an image but also a marketing strategy that helps entrepreneurs establish lasting relationships with customers, partners, and the community. The personal branding trends among young entrepreneurs today can be summarized by several key characteristics:

**Using social media for brand building:** Social media platforms, especially Instagram, Facebook, TikTok, and YouTube, play a central role in personal brand development. Young entrepreneurs today use social media not only to promote products or services but also to share their personal stories, values, and vision. This helps them create a more relatable and accessible image with their audience.

**Content marketing and storytelling:** Content is the core element of personal branding. Young entrepreneurs today focus on creating compelling and valuable stories, not just to sell products but to emotionally connect with consumers. Storytelling helps build trust and customer loyalty.

**The rise of influencer marketing:** In recent years, influencer marketing has become a strong trend in the entrepreneurial community. Young entrepreneurs are not only product creators but also influential figures in the

community. Building relationships with influencers in their field helps expand their reach and increase credibility.

**Leveraging technology and data:** For personal brands of young entrepreneurs, the use of analytics and data tools like Google Analytics, Facebook Insights, and Instagram Analytics is an essential trend. These tools help them understand consumer behavior, thereby optimizing their marketing strategies and building long-term relationships with customers.

### **3.3. Case study 1: Ngo Quynh Trang (Changmakeup) – From Beauty Blogger to Founder**

#### **Personal brand building with Changmakeup**

Ngo Quynh Trang, widely recognized by her online persona "Changmakeup", emerged as one of Vietnam's most influential beauty content creators. Starting in 2013 with makeup tutorials and lipstick swatches, she steadily built her personal brand around authenticity, product expertise, and elegant presentation. Her approachable tone and consistent engagement established a strong emotional connection with viewers, positioning her name as a symbol of trust and credibility in the beauty community.

#### **Establishing a professional and aesthetic identity**

Unlike many emerging influencers at the time, Trang maintained a highly consistent visual and narrative identity across platforms including YouTube, Facebook, and Instagram. Her content strategy emphasized international trends, technical analysis of products, and polished production quality. This consistency not only enhanced brand recognition but also elevated her from a casual content creator to a respected voice in Vietnam's beauty industry, shaping consumer expectations for content aesthetics and credibility.

#### **Founding Ofélia – From personal image to business brand**

In 2016, leveraging her established online presence, Trang launched Ofélia — a

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cosmetics brand that mirrored her personal style and values. The brand quickly gained traction for its bold color palettes, high-quality formulas, and luxurious yet affordable packaging. Ofélia's branding drew directly from Changmakeup's visual identity and storytelling, making the transition from personal brand to commercial product seamless. Her credibility and follower loyalty significantly reduced marketing barriers, allowing the brand to achieve strong initial sales and consumer recognition.

### **Introducing Ofélia – The transition from individual to business**

Ofélia's rise reflected not only entrepreneurial skill but also the strategic use of personal branding as a business foundation. Popular collections such as *Touch of Rose*, *Nightfall*, and *Ofélia Matte Lip Cream* became viral successes, often driven by organic user-generated content and influencer collaborations. Trang's audience acted as early brand advocates, turning her personal brand equity into tangible market influence.

As the brand expanded, Ofélia engaged in collaborations with several well-known beauty influencers and KOLs to launch limited edition products and diversify its market reach. Notably, Ofélia partnered with **Thach Trang**, a Germany-based Vietnamese beauty and lifestyle content creator known for her minimalist yet modern aesthetic. This collaboration resulted in a special collection “*Key to My Heart*” that blended both creators' personal styles, resonating with a broader audience interested in clean beauty and individuality. Such partnerships not only increased product visibility and media attention but also demonstrated Ofélia's ability to adapt to evolving beauty trends and appeal to globalized tastes among Vietnamese youth.

### **Brand impact and market influence**

Today, Ofélia stands as a strong example of how a personal brand can evolve into a widely recognized commercial brand. The company not only introduced high-quality local cosmetics but also helped reshape consumer perception of

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Vietnamese beauty brands — from low-end alternatives to competitive, trend-savvy choices. Changmakeup’s influence helped raise industry standards and encouraged a new wave of young Vietnamese entrepreneurs to use personal branding as a launching pad for business. Her journey highlights the profound market influence that can emerge from strategic identity-building and community trust.

### 3.4. Case Study 2: Young Entrepreneurs and Their Unique Branding Strategies

In addition to Changmakeup, two other Vietnamese beauty entrepreneurs—**Quach Anh** and **Emmi Hoang**—have demonstrated how personal branding can evolve into an influential business model powered by social media.

**Quach Anh** started as a professional makeup artist whose talent and creativity soon earned her attention on Facebook and YouTube. Her transformation videos, detailed tutorials, and practical product reviews created a distinct visual identity: elegant, precise, and deeply educational. Rather than positioning herself as a lifestyle influencer, she built her brand around **artistic authority and trustworthiness** in the beauty space. This approach resonated with both general audiences and aspiring beauty professionals.

Her online influence quickly translated into offline success. She launched training workshops, collaborated with makeup tool brands, and later introduced her own line of professional tools and beauty services. Her social media content remains highly curated and consistent with her aesthetic values, creating **a premium brand image**. Through Instagram and TikTok, she further expanded her reach to younger audiences, using short-form content to deliver tips and showcase product effectiveness. Her strategic use of platforms not only increased her follower base but also positioned her as a **respected expert and educator** in the Vietnamese beauty industry.

**Emmi Hoang**, in contrast, brings the experience of a corporate leader into the world of entrepreneurship. With over 15 years of experience in the beauty and skincare industry, including her role as Brand Director for Pond's at Unilever Vietnam, she brought substantial expertise and market insight into her own ventures. As the founder of **Emmie by Happy Skin** and **HappySkin Beauty Clinic & Spa**, she built a skincare-focused brand that emphasizes **science-backed beauty, skin health education, and community empowerment**.

On social media, Emmi combined long-form content (via YouTube and Facebook) with short, engaging skincare tips and myth-busting series on TikTok and Instagram Reels. Her educational yet approachable tone made her a trusted source of knowledge for Vietnamese women. Beyond content, she used social platforms to conduct **live Q&A sessions**, share behind-the-scenes product development, and host community challenges, all of which **enhanced transparency and built loyalty**.

Her efforts have yielded measurable success. Emmie by Happy Skin's product launches often see viral traction online, with strong engagement across platforms. The brand has served over **10,000 customers** through its clinic chain and has become a top-of-mind choice for quality skincare solutions. Her ability to **combine personal brand trust with business innovation** through social media has made Emmi a role model for aspiring female entrepreneurs.

### **3.5. Comparison & Contrast: Common Ground and Differences in Personal Branding Approaches**

The personal branding journeys of **Changmakeup**, **Quach Anh**, and **Emmi Hoang** present a rich spectrum of how authenticity, strategy, and social media can shape modern entrepreneurship in Vietnam's beauty industry. While each figure chose a distinct path, several core elements underpin their success.

#### **Shared Traits and Strategies:**

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All three built their personal brands through **consistent, value-driven content**, focusing on educating and empowering their audiences.

They each demonstrated a **clear and stable identity across platforms**, from the tone of voice to visual aesthetics.

Social media played a central role in their business growth. Platforms like **YouTube, Facebook, Instagram, and TikTok** were leveraged not only for marketing but also for **community building and consumer feedback loops**.

By staying close to their audience's needs and preferences, they cultivated a **sense of authenticity and emotional connection**, which translated into strong brand loyalty.

### **Key Successes from Social Media Strategies:**

**Changmakeup** achieved viral success through lipstick review videos that became a beauty phenomenon. Her transparent, relatable style led to a loyal following, allowing OFÉLIA—her co-founded cosmetics brand—to sell out products shortly after launch.

**Quach Anh** used her visual and instructional content to build professional authority. Her makeup workshops attracted hundreds of students, and her collaborations with brands capitalized on the trust she earned through years of content consistency.

**Emmi Hoang** effectively used livestreaming, customer storytelling, and expert-led series to turn followers into clients. HappySkin's social-first strategy helped establish it as a **holistic skincare ecosystem**, not just a product line.

### **Differences in Branding Focus:**

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**Changmakeup** targeted a young, trend-following audience interested in product exploration and fun beauty routines.

**Quach Anh** catered to those who value beauty as both an art form and a profession, carving out a niche in training and makeup services.

**Emmi Hoang** addressed skin health and long-term care, offering deeper education and clinical consultation services alongside her products.

### **Brand Identity and Growth Models:**

Changmakeup's brand revolves around **youthful energy and product discovery**.

Quach Anh emphasizes **professionalism, transformation, and high aesthetic standards**.

Emmi Hoang combines **industry expertise, trust-building, and community empowerment** through a **multi-channel, multi-service business**.

In summary, their cases highlight that **a strong personal brand—when aligned with strategic use of social media—can create tangible business outcomes**, from product sales and customer engagement to long-term influence in a competitive industry. Their stories collectively demonstrate that authenticity, clarity, and value-driven communication remain at the heart of successful personal branding in the digital age.

## CHAPTER IV: PUBLIC PERCEPTION – HOW AUDIENCES VIEW PERSONAL BRANDS

### 4.1. Research Objectives and Key Questions

**Research objectives** of this chapter are to explore how the public, especially the youth, perceives and evaluates personal brands on social media platforms. With the rapid development of technology and changes in consumer behavior, personal branding has become an essential element in personal marketing strategies. In today's digital era, the prominence and influence of personal branding have significantly increased. Understanding the factors that affect public perception of personal brands, as well as how they interact with individuals who have strong personal brands, is crucial in assessing the effectiveness of personal branding strategies.

**The specific research objectives include:**

- **Identifying the level of awareness and interest the public has towards the personal brand of young entrepreneurs:** This objective aims to clarify the extent to which the public recognizes personal brands in the youth entrepreneurial sector, including factors related to brand value, personal appeal, and community engagement.
  - **Analyzing the relationship between personal branding and public engagement behaviors:** This includes understanding the extent to which personal branding influences actions such as following, sharing content, and endorsing related products/services.
  - **Evaluating the factors within personal brands that the public values highly:** This objective will identify the most crucial elements in building a personal brand, including credibility, authenticity, and the ability to connect with the target audience.
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- **Investigating the impact of personal branding on consumer behavior and the potential to build brand loyalty:** This will provide insights into how personal brand elements influence purchasing decisions and long-term loyalty to the products/services promoted by the individual.

#### **4.2. Survey Methodology: Target Respondents, Tools, and Data Collection**

To collect data for the research titled “A Survey on Public Perception of Personal Branding,” the author employed an online survey method via Google Forms. In order to optimize accessibility and ensure that most participants could easily understand the content, the survey was conducted in Vietnamese.

This is a widely used data collection method in contemporary research, allowing for fast, convenient, and cost-effective access to the target sample. The primary respondents were young individuals aged 18 to 24, with a secondary group aged 25 to 34—demographics known for their active use of social media and high engagement with personal brands. The survey results revealed that the majority of respondents were female, significantly outnumbering male participants. This is a noteworthy factor, as gender and age can influence perceptions and consumer behavior towards personal brands on social media platforms.

The data collection process was carried out by distributing the online questionnaire through social media channels such as Facebook and Zalo, targeting students and young adults. The form included both closed-ended questions (with predefined answer options) and open-ended questions (requiring personal opinions), focusing on aspects such as social media usage habits, levels of engagement with personal brands, the influence of personal branding on purchasing behavior, and trust in content creators.

After the data collection phase, responses were processed using Microsoft Excel. The steps involved filtering valid data, coding variables, categorizing responses, and presenting the results in tables and charts for easier analysis. Qualitative responses were synthesized and analyzed using thematic analysis, while quantitative data were summarized using frequency and percentage to highlight general trends in the sample. This survey method aligns with the research objectives and effectively captures the

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consumption trends and behaviors of the target audience—those who play a central role in spreading and shaping personal brands in the digital landscape.

#### **4.3. Survey Results: Impact of Personal Brands on Perception and Engagement**

The survey results indicate that personal branding is not only a modern communication trend but also a powerful factor influencing consumer behavior and purchasing decisions. Through a survey of 40 individuals—primarily young people who frequently use social media—this study clearly reflects the widespread impact of personal branding on business activities in the digital environment.

In addition to exploring the frequency of social media usage, the survey also recorded the platforms prioritized by participants, such as Facebook, Instagram, TikTok, and YouTube. These digital spaces are where they frequently engage with content created by influencers – including personal shares, product reviews, and information about the brands these individuals have founded or represent. Repeated exposure to such content, in a familiar and approachable environment, contributes to shaping brand recognition and creating a certain level of trust in personal brands from the perspective of young consumers.

Firstly, regarding ***Personal Brands***, 50% of respondents stated that they follow the personal brands of young entrepreneurs, while the remaining 50% reported that they do not.

As for the impact of personal brands on purchasing decisions (***Figure 4.1***), the majority of survey participants agreed that personal brands have a relatively strong influence on their consumer behavior. Specifically, 95% of respondents indicated that they have made purchasing decisions based on the appearance or endorsement of an individual with a clear personal brand. This suggests that personal branding has transcended its inspirational role and become a tangible economic force, capable of steering consumer trends.

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Bạn đánh giá thế nào về sự ảnh hưởng của các thương hiệu cá nhân đến quyết định mua sắm của bạn?

40 câu trả lời

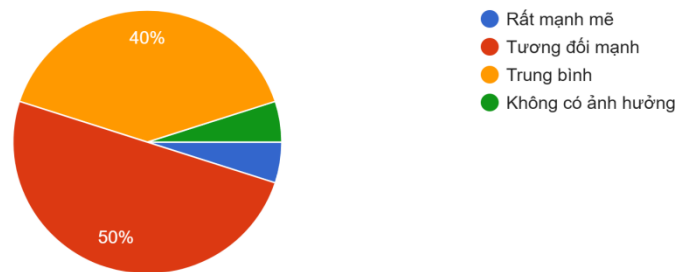
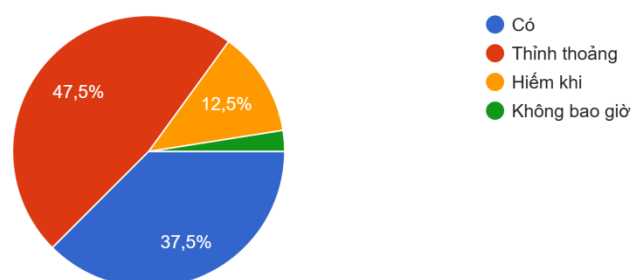


Figure 4.1

Next, the survey on the tendency of consumers to reference products from young entrepreneurs before making a purchase decision (**Figure 4.2**) revealed that 75% of participants frequently or occasionally follow posts from individuals with personal brands before purchasing products. 12.5% of respondents reported that they rarely consider posts, and 2.5% stated that they never refer to them. This reflects a new consumer trend – where consumers are no longer solely attracted by traditional advertisements but actively seek information from trusted sources on social media. Individuals with strong personal brands often serve as "information gatekeepers," influencing public choices with the authenticity and empathy in their messages. One of the most significant findings from the survey came from the question about trust in personal brands when they endorse products/services.

Khi chọn mua một sản phẩm/dịch vụ, bạn có thường xuyên xem xét các bài đăng từ những người có thương hiệu cá nhân nổi bật không?

40 câu trả lời



*Figure 4.2*

#### **4.4. Data Insights: Consumer Behavior, Trust, and Brand Influence**

In today's business landscape, trust and consumer behavior play a pivotal role in shaping and sustaining relationships between brands and their audiences. Particularly with the rapid growth of social media platforms, personal branding has emerged as a key factor directly influencing purchasing decisions. Building and maintaining consumer trust through personal branding strategies has proven to have a profound impact on both consumer behavior and business performance.

Survey data collected from a demographic of young, social media-savvy consumers revealed several notable insights into the relationship between trust in personal brands and buying behavior. These findings not only help businesses refine their marketing strategies but also identify the core drivers behind customer trust and long-term engagement with the products and services they choose to invest in.

The survey results on trust in personal brands when endorsing products/services (*Figure 4.3*) indicate that 85% of respondents expressed a certain level of trust in personal brands. However, there remains a degree of skepticism among consumers regarding the authenticity of these endorsements, as they have not yet experienced the products themselves. This highlights that authenticity, personalization, and the process of building a positive image by bloggers, vloggers, and young influencers have contributed to establishing trust between consumers and content creators.

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Bạn có tin tưởng vào các thương hiệu cá nhân (blogger, vlogger, doanh nhân trẻ) khi họ giới thiệu sản phẩm/dịch vụ không?

40 câu trả lời

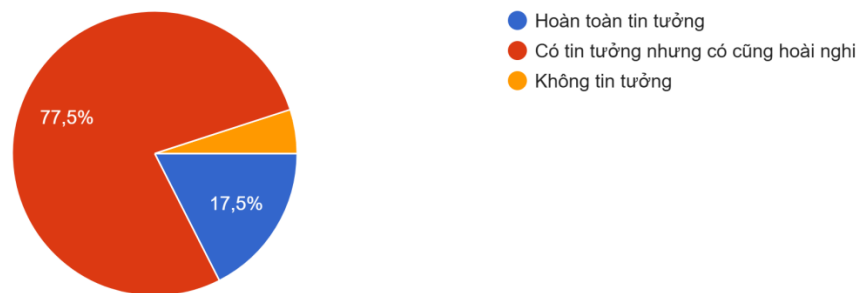


Figure 4.3

Customer trust in personal brands largely depends on the products developed by a personal brand they have previously followed (**Figure 4.4**). Specifically, 72.5% of survey participants reported feeling more confident when using products developed by an individual they trust. On the other hand, about 27.5% of respondents expressed varying degrees of discomfort or lack of confidence in such products. The positive response highlights not only the influence of personal branding in enhancing trust but also reinforces brand loyalty – a key factor in maintaining long-term relationships between businesses and customers.

Các sản phẩm được phát triển bởi thương hiệu cá nhân mà bạn theo dõi có khiến bạn cảm thấy an tâm khi sử dụng không?

40 câu trả lời

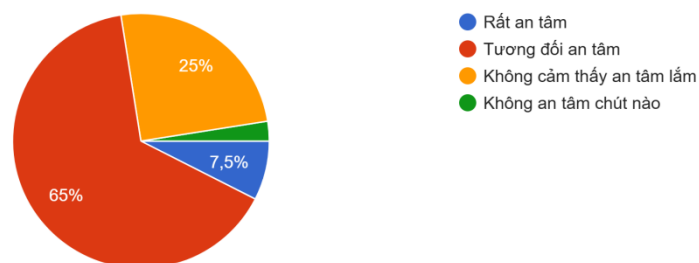


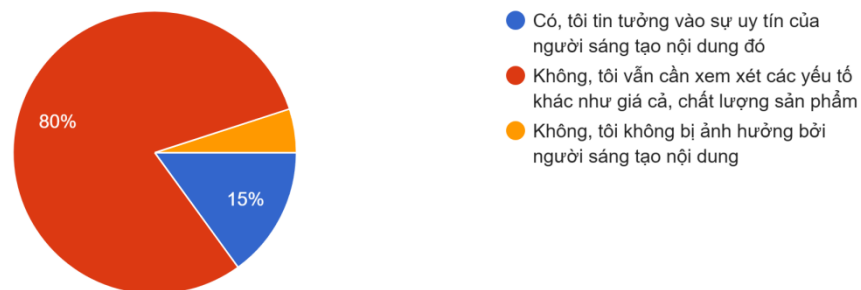
Figure 4.4

Additionally, the survey data from the question regarding purchasing decisions when consumers know the product is endorsed by a well-known content creator

(*Figure 4.5*) reveals that 15% of respondents admitted they are more likely to make a purchase when the product is introduced by an influential figure on social media. 80% emphasized the need to consider factors such as price and product quality, though this mainly reflects concerns about the price due to individual spending needs and the expected utility of the product. 5% stated that they are not influenced by content creators. These figures highlight an important direction for businesses, especially in the context of growing partnerships with KOLs (Key Opinion Leaders) and influencers to expand brand visibility and recognition

Nếu bạn biết sản phẩm được phát triển bởi một người sáng tạo nội dung nổi tiếng, bạn có dễ dàng quyết định mua hàng hơn không?

40 câu trả lời



*Figure 4.5*

In the section on consumer behavior, when asked about purchasing decisions based on product reviews posted by personal brands (Figure 4.6), 57.6% of respondents reported that they would still make their own purchase decisions; whereas 42.5% indicated that they would trust and purchase based on these reviews. This highlights the influence of positive product reviews, showing that experiences from previous consumers or product reviews posted by well-known KOLs booked by the brand can enhance product transparency and have a significant impact on potential customers.

Bạn có thay đổi quyết định mua hàng nếu thương hiệu cá nhân mà bạn theo dõi thường xuyên đăng tải các đánh giá sản phẩm?

40 câu trả lời

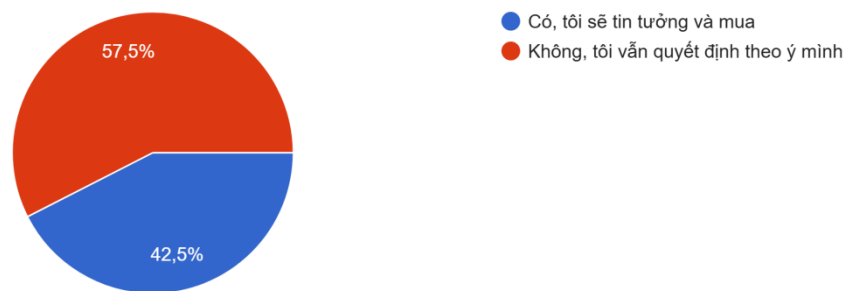


Figure 4.6

Based on the questions regarding the influence of personal brands on consumers, the survey results clearly demonstrate the significant impact of prominent individuals in the beauty industry in Vietnam. Below are some of the options presented to gauge opinions on which Vietnamese personal brands are trusted by survey participants (*Figure 4.7*).

Khi mua hàng trên mạng xã hội, bạn thường ưu tiên thương hiệu nào do cá nhân/nhà sáng tạo làm founder? (Có thể chọn nhiều đáp án)

38 câu trả lời

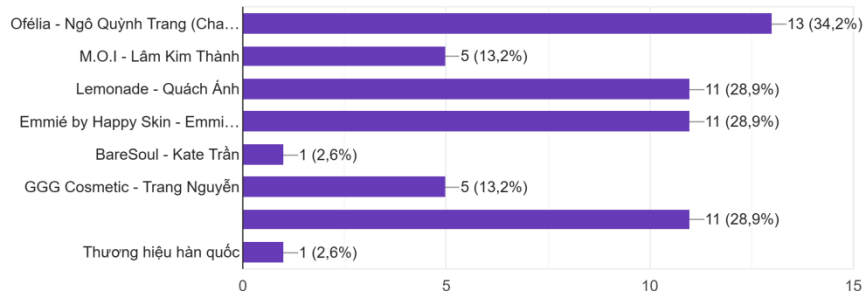


Figure 4.7

Consumer purchasing behavior in the current online environment is no longer solely driven by advertisements but is heavily influenced by the emotional connection between consumers and brand founders. The fact that individuals like

Changmakeup, who have been sharing beauty experiences and product reviews transparently for years, lead in terms of preference, indicates that consumers feel as though they are buying from "a knowledgeable friend," rather than an anonymous organization. Similarly, the uniformity in selection rates for brands such as Lemonade, Emmié, and GGG Cosmetic demonstrates the power of "personal branding." When built correctly, personal branding can position an individual almost on par with major brands, as long as they establish a sustainable connection with their community.

#### 4.5. Key Findings: Factors Driving the Success of Personal Brands

In addition to the quantitative survey, the open-ended question, "What makes you feel confident when purchasing products from a content creator?" garnered 17 free responses. The feedback focused on three key factors: **the creator's personal credibility, the quality and transparency of the product, and reviews from previous consumers.** This highlights that buyers do not only rely on the founder's reputation or fame but also consider the honesty in how information is communicated, the consistency between words and actions, as well as real-world experiences from the user community. Trust is formed when consumers feel that the product introduction process is genuine, rather than merely promotional.

These findings point to a broader truth: successful personal brands are not built solely on visibility, but on perceived authenticity and sustained audience engagement. Consumers, particularly in the digital age, are highly perceptive of disingenuous messaging. When a content creator consistently delivers valuable, honest, and relatable content, they gradually position themselves as a trusted voice—one that goes beyond marketing and enters the realm of personal connection.

Moreover, the overlap between emotional resonance and perceived expertise plays a decisive role. Respondents in the survey emphasized their tendency to favor creators who ~~"feel like a friend with knowledge"~~ over those who merely act as



spokespersons. This suggests that personal brands flourish when they integrate storytelling, transparency, and meaningful dialogue with their audience.

Lastly, the consistency of values—between what a creator promotes and how they live or behave online—emerged as a subtle but powerful factor. Audiences expect coherence between content and conduct. A mismatch, even if unspoken, may erode trust and loyalty. This underlines the importance of integrity and long-term relationship-building in personal branding—especially for young entrepreneurs looking to convert influence into sustainable business success.

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## CHAPTER V: EVALUATION AND STRATEGIC DIRECTION FOR PERSONAL BRANDING

### 5.1. SWOT Analysis of Personal Branding on Social Media

The SWOT analysis framework offers a comprehensive view of the internal and external factors influencing personal branding efforts on social media. For young entrepreneurs in the digital age, understanding their Strengths, Weaknesses, Opportunities, and Threats is essential to navigating the evolving online landscape and building a sustainable personal brand.

#### **Strengths:**

##### **Widespread and Instant Reach**

Social media platforms such as Facebook, Instagram, TikTok, and LinkedIn provide individuals with unprecedented access to large and diverse audiences, enabling rapid visibility and message dissemination.

##### **High Level of Personalization**

Entrepreneurs can tailor their brand identities through content tone, aesthetics, and storytelling, allowing them to build authenticity and a distinct voice that sets them apart in the digital space.

##### **Cost-effective Communication Channel**

Compared to traditional branding methods, social media offers a relatively low-cost solution for personal promotion while still allowing significant reach, especially when content is engaging or goes viral.

##### **Interactive Engagement**

The two-way nature of social media enables direct communication with audiences through comments, messages, and livestreams. This fosters trust and builds a sense of community around the personal brand.

## **Weaknesses:**

### **Algorithm Dependence**

The visibility of content is largely governed by platform algorithms. Inconsistent content strategies or failure to adapt to algorithm changes can lead to reduced reach and engagement.

### **Inconsistent Branding**

Many young entrepreneurs struggle with maintaining a cohesive brand identity due to irregular posting schedules, unclear messaging, or a lack of strategic planning.

### **Authenticity Challenges**

The pressure to constantly present a polished image may lead to inauthentic portrayals or over-curated content, which can alienate audiences and diminish trust.

### **Limited Crisis Management Capabilities**

In the face of online criticism or misinformation, individuals often lack the professional public relations skills to respond effectively, risking reputational damage.

## **Opportunities:**

### **Digital Transformation Trends**

As digital communication becomes increasingly central to both professional and personal life, social media offers expanding opportunities for personal brand growth and influence.

### **Rise of the Influencer Economy**

The increasing value of Key Opinion Leaders (KOLs) in marketing opens new pathways for entrepreneurs to monetize their personal image and build authority in their niche.

### **Access to Creative and Analytical Tools**

Affordable tools such as Canva, CapCut, and AI-powered content generators support the production of high-quality content, while analytics tools provide data for strategic decision-making.

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## **Supportive Online Communities**

Entrepreneurial communities on platforms like LinkedIn, Facebook groups, or Discord provide opportunities for collaboration, learning, and mutual promotion.

### **Threats:**

#### **Market Saturation**

With many individuals competing for attention, achieving visibility and differentiation is increasingly difficult in a crowded digital environment.

#### **Ethical and Reputational Risks**

Public backlash due to controversial content, insensitive remarks, or inconsistencies in personal values can lead to significant damage to one's online persona.

#### **Cybersecurity Concerns**

Identity theft, impersonation, and unauthorized use of branding content remain significant threats that undermine trust and may require legal intervention.

#### **Content Fatigue and Burnout**

The constant demand for fresh content and sustained online presence can lead to creative exhaustion, stress, and eventual disengagement from branding efforts.

### ***\* Case Illustration: Changmakeup – Founder of Ofélia***

A notable example of personal branding success on social media is Changmakeup, a Vietnamese entrepreneur and the founder of the fashion brand Ofélia. Her branding journey highlights several key aspects of the SWOT model:

#### **Strengths:**

Changmakeuo built a strong and recognizable personal brand by leveraging aesthetic visual storytelling and bold, feminist messaging. Her posts often blend social commentary with personal narratives, making her both relatable and influential.

#### **Weaknesses:**

In some early campaigns, she faced backlash for content perceived as overly

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curated or disconnected from the lived experiences of her audience — illustrating the challenge of balancing authenticity and branding.

### **Opportunities:**

She successfully utilized viral trends and collaborated with influencers to amplify her reach. The rising visibility of female-led brands in Vietnam provided fertile ground for expanding her brand's message and community.

### **Threats:**

With increasing public attention came greater scrutiny. Like many public figures, Changmakeuo is vulnerable to digital criticism and reputational risks that could emerge from even minor missteps.

This case study demonstrates that while social media can be a powerful platform for self-promotion and influence, it also demands strategic planning, emotional resilience, and authenticity to navigate the risks and fully realize the opportunities.

**In conclusion**, a SWOT analysis offers a strategic lens through which young entrepreneurs can evaluate and enhance their personal branding efforts on social media. By maximizing strengths, addressing weaknesses, seizing opportunities, and preparing for threats, individuals like Changmakeuo exemplify how intentional branding can evolve from a personal identity to a powerful public influence.

## **5.2. Common and Distinctive Branding Strategies Among Young**

Young entrepreneurs today are reshaping the landscape of personal branding through their distinctive values, technological fluency, and socially conscious approach. Unlike traditional branding, which often emphasizes formal achievements or institutional affiliations, modern personal branding reflects a deeper connection between the entrepreneur's life story and their professional identity.

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One key characteristic is a high level of personalization. Young entrepreneurs often build their brand based on their personal journeys, including failures, turning points, and the core beliefs that guide their work. This authenticity fosters emotional connections and trust with audiences. For example, Changmakeup, the founder of the Vietnamese fashion brand Ofélia, has shared her struggles as a young woman entrepreneur in a competitive market, using storytelling and visual aesthetics to make her brand relatable and empowering.

In addition, technology plays a pivotal role in branding efforts. Social media platforms like TikTok, Instagram, YouTube, and Facebook serve as essential tools for content creation and community building. Entrepreneurs skillfully utilize various formats—short-form videos, long-form posts, podcasts, and live interactions—to increase engagement and visibility. Changmakeup, for example, leverages Instagram and TikTok to showcase not just her products but also her values, lifestyle, and creative process, which together reinforce her brand identity.

Another prominent trend is the integration of personal branding with business branding. Many young entrepreneurs become the face of their ventures, using their personal values and reputation to strengthen their brand's credibility. The individual's online persona often acts as a bridge between the company and its customers. In the case of Ofélia, Changmakeup's personal brand has become inseparable from the brand's core message of confidence, independence, and feminine strength.

Young entrepreneurs are also increasingly aligning their personal brands with social impact values. Topics such as sustainability, gender equality, mental health, and community development are not just marketing tactics but foundational to how they present themselves. This emphasis on purpose-driven branding responds to the expectations of modern consumers, who value ethical behavior and long-term commitment to societal well-being.

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In terms of emerging trends, there is a growing emphasis on transparency. Today's audiences expect more than curated success—they seek genuine insights, including vulnerability and honest reflection. As a result, young entrepreneurs are more willing to share behind-the-scenes stories, personal challenges, and lessons learned along the way.

Furthermore, personal branding is shifting from self-promotion toward community building. Instead of projecting an individualistic image, many entrepreneurs foster a sense of collective growth by engaging with followers as collaborators, customers, or fellow changemakers.

Finally, the role of personal brands is evolving—from “influencers” who simply attract attention to “inspirers” who drive change. A strong personal brand is no longer just about visibility, but about value creation and influence in shaping mindsets and behaviors.

### **5.3. Lessons Learned for the New Generation of Entrepreneurs**

In the midst of the ongoing digital transformation, young entrepreneurs today must possess not only specialized knowledge but also a keen understanding of how personal branding plays a critical role in building trust, connecting with communities, and creating long-term value. Based on the analysis in previous chapters and specific case studies, several important lessons emerge for the next generation of entrepreneurs:

Firstly, **authenticity** is the cornerstone of modern personal branding. Sharing true stories, real experiences, and personal emotions helps create a deep connection with digital communities. For instance, Emmi Hoang, founder of Emmié by Happy Skin, has successfully built her brand by sharing her personal journey, setbacks, and insights into the beauty industry, establishing a stronger bond with her audience. This level of authenticity is essential, as audiences today can detect inauthenticity and are more likely to support brands they can relate to.

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Secondly, **digital fluency** is indispensable for entrepreneurs in the current landscape. Effectively using platforms such as TikTok, Instagram, and YouTube not only amplifies content but also opens up new opportunities to reach and engage with potential customers. Entrepreneurs who combine storytelling, brand imagery, and community engagement can capture and retain the attention of a broader audience. For example, Emmié by Happy Skin makes excellent use of dynamic visuals and short videos to maintain ongoing interactions with younger, tech-savvy consumers.

Another successful strategy involves **integrating personal branding with business brand positioning**. Brands like Emmié by Happy Skin thrive by intertwining their personal story with the values and vision of their businesses. By promoting values like empowerment and inclusivity, Emmié not only appeals to consumers but also sets itself apart in a crowded market. This approach is becoming increasingly important as consumers place more value on brands that stand for something meaningful.

Moreover, **aligning personal brands with social impact values** has become a trend among young entrepreneurs. Issues such as sustainability, gender equality, mental health, and community development are not merely marketing tactics but core principles that reflect the entrepreneur's commitment to social good. This shift has resonated with modern consumers, who now expect brands to demonstrate genuine responsibility and dedication to these causes.

Lastly, the journey of building a personal brand should be viewed as a **long-term investment** rather than a short-term strategy. Successful entrepreneurs need to recognize that building a brand takes time and requires continuous growth, adaptation, and responsiveness to market changes. Therefore, it's important for entrepreneurs to not only focus on the present but also lay the groundwork for future opportunities, including expanding networks, raising capital, or pivoting business models when necessary.

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In summary, **combining personal storytelling, technological adaptability, and a commitment to social values** is essential for entrepreneurial success. Those who understand and embrace these elements can navigate the digital landscape and build brands that resonate deeply with their audiences.

#### **5.4. Future Trends and Proposals for Sustainable Brand Development**

As the digital economy continues to evolve, personal brands need to be adaptive and forward-thinking to not only maintain their relevance but also grow sustainably. To achieve this, brands should focus on the following emerging trends:

**The Rise of Artificial Intelligence (AI) and Big Data:** AI and data analytics will play an increasingly critical role in personalizing customer experiences. By leveraging AI tools, brands can gather valuable consumer data, helping them craft more targeted marketing strategies that drive higher engagement and conversion rates. For example, using AI for content creation or optimizing advertising campaigns can significantly reduce both time and costs while improving overall effectiveness.

**Sustainable Business Models and Social Responsibility:** Modern consumers are becoming more conscious of environmental and ethical concerns. As such, personal brands must prioritize sustainability and corporate social responsibility. Not only does this help build trust with consumers, but it also aligns the brand with the growing demand for ethical practices. Personal brands should incorporate sustainability into their mission, ensuring long-term value for both their customers and the community.

**Increased User Engagement and Community Building:** One of the most effective ways to foster brand loyalty is by building and maintaining a strong community around the brand. Personal brands should create spaces where consumers can engage with the brand, provide feedback, and even participate in co-creating products or services. Platforms like social media offer opportunities for

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such engagement, and personal brands should capitalize on these tools to strengthen their relationships with their audience.

**Emphasis on Video Content and Live Streaming:** Video content, especially through live streaming, has become a crucial element in personal branding. Live sessions, webinars, and online events provide interactive platforms for entrepreneurs to engage with their audience in real-time. Hosting mega live events with special deals can help brands reach wider audiences while increasing engagement and fostering deeper connections with customers.

**Growth of E-commerce and Social Commerce:** E-commerce has become the dominant shopping method, and social commerce is rapidly gaining traction. By leveraging platforms like Instagram, Facebook, and TikTok, personal brands can implement direct sales strategies and engage with consumers in a more personal, interactive way. This not only drives revenue but also strengthens the brand's ecosystem and promotes customer loyalty.

For sustainable brand development, personal brands must balance short-term success with long-term growth. Authenticity, social responsibility, and continuous adaptation will ensure that a brand remains relevant in the ever-evolving digital world.

## **5.5. From Individual to a Strong Brand: Comprehensive Recommendations**

For young entrepreneurs, building and scaling a successful personal brand requires a blend of both strategic actions and organic development. Drawing insights from case studies and current branding trends, several key factors have emerged as critical to personal brand growth:

**Consistency in Messaging and Content:** A personal brand's success is heavily reliant on consistency across all platforms. Entrepreneurs need to ensure that their messaging, values, and visual identity remain cohesive across social media channels, websites, and even offline presence. This creates a strong and

recognizable brand identity that audiences can trust. For instance, businesses like Emmié by Happy Skin maintain consistent messaging across their social media, website, and product packaging, ensuring customers know exactly what to expect from the brand.

**Building Strong Emotional Connections:** Personal brands that successfully tap into emotions tend to foster greater loyalty and trust. This includes sharing personal stories, experiences, and struggles that audiences can empathize with. Emotional engagement is a powerful tool for brand differentiation in today's crowded market. Entrepreneurs who can make their brand relatable and resonate emotionally with their target audience are more likely to succeed in the long run.

**Leveraging Data and Analytics for Optimization:** The digital landscape provides an abundance of data that can be used to refine and improve personal branding strategies. Entrepreneurs should regularly analyze their social media performance, customer feedback, and website traffic to gain insights into what resonates with their audience and what doesn't. By using these insights, they can adjust their content strategies and engagement tactics for better results.

**Fostering Authenticity and Transparency:** Authenticity is a key factor in the success of a personal brand. Audiences today value transparency and honesty more than ever. Entrepreneurs who openly share their journey, challenges, and even their mistakes, create a sense of trust with their community. This transparency builds credibility, which is essential for maintaining long-term brand growth and customer loyalty. Brands that prioritize authenticity, such as Emmié by Happy Skin, have built strong relationships with their audience by being open about their processes and values.

**Adapting to Emerging Trends and Technology:** The digital marketing landscape is always evolving. Entrepreneurs who can adapt quickly to new trends and technologies, such as the use of AI, new social platforms, or the shift toward social commerce, will have an edge over competitors. Staying informed about the latest

trends and integrating them into the personal branding strategy allows entrepreneurs to stay ahead and remain relevant.

**Creating a Meaningful and Engaged Community:** Building an active, engaged community is essential for personal brand growth. Beyond just acquiring followers, young entrepreneurs must focus on creating a community that actively participates in their journey. This can be achieved by encouraging open conversations, responding to feedback, and involving followers in content creation or decision-making processes. When people feel part of a brand's journey, they are more likely to remain loyal and act as advocates for the brand.

**Strategic Partnerships and Collaborations:** Strategic partnerships can accelerate brand growth by leveraging the audiences and credibility of other individuals or organizations. For instance, collaborations with influencers, other entrepreneurs, or even established brands can provide access to new audiences and enhance a personal brand's visibility. These partnerships should be aligned with the brand's values and target market to ensure authenticity and maintain brand integrity.

By focusing on these success factors, young entrepreneurs can ensure they are building a personal brand that is not only popular but also sustainable. The key is to continuously refine strategies, stay authentic, and adapt to the ever-changing digital landscape.

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## CONCLUSION

In the age of digital transformation, personal branding has become an indispensable asset for young entrepreneurs navigating competitive markets and building meaningful connections with their audiences. This thesis has explored the multifaceted impact of social media on personal branding, focusing particularly on how Vietnamese youth leverage digital tools to craft, communicate, and commercialize their personal identities.

The findings highlight that social media platforms—ranging from TikTok and Instagram to YouTube and Facebook—are not just communication channels but ecosystems that shape how individuals present themselves and are perceived by others. Strategic content creation, authentic storytelling, and consistent engagement with followers are core elements that contribute to a strong and influential personal brand. Entrepreneurs who succeed in this space often integrate data analytics and technological tools to refine their strategies, monitor audience reactions, and optimize performance over time.

The case studies of Changmakeup, Giang Oi, Vo Ha Linh, and Quach Anh reflect diverse approaches to personal branding that resonate with specific audience segments. Each individual has transformed personal passion and public image into a recognizable brand identity, underlining the importance of originality, credibility, and value alignment in the branding process. These examples also demonstrate how a personal brand, when nurtured effectively, can evolve into a powerful business platform with long-term commercial potential.

Survey results further reinforce the crucial role of trust, emotional connection, and perceived expertise in shaping audience loyalty and engagement. Young consumers tend to support personal brands that exhibit transparency and responsiveness. This suggests that successful branding goes beyond visual aesthetics and requires a deep understanding of audience behavior, cultural context, and ethical communication.

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In conclusion, this research affirms that personal branding on social media is a strategic, ongoing process that intertwines personal identity with professional growth. For young entrepreneurs, the ability to build a compelling digital persona is both an opportunity and a responsibility. Moving forward, future studies may explore the sustainability of personal branding over time, the psychological implications of public exposure, or comparative analyses across different regions and industries. As the digital landscape continues to evolve, so too will the practices, challenges, and innovations in personal branding.

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