



2025 PERSONAL BRANDING **BENCHMARK REPORT**

EXECUTIVE SUMMARY

The 2025 Personal Branding Benchmark Report reveals that while professionals recognise the importance of personal branding, most struggle to implement effective strategies. Through research with over 200 business leaders, the report identifies critical gaps in industry recognition, digital presence, professional networking, and personal brand positioning.

Most notably, professionals are underutilising digital platforms and failing to leverage their networks for personal brand building. While technology, especially AI, offers new opportunities for personal branding, success depends on using these tools to amplify authentic human connection rather than replace it.

The findings suggest that professionals who invest in strategic personal branding while maintaining authenticity will gain significant competitive advantages in their careers and live more purposefully.



A MESSAGE FROM RYAN O'KEEFFE, FOUNDER OF JAGO

The landscape of personal branding has evolved dramatically in recent years, reshaping how professionals position themselves in an increasingly competitive market and especially when 82% of people are more likely to trust a company when its senior executives are active on social media, and 77% of consumers are more likely to buy when the CEO of the business uses social media. As we head into 2025, the importance of a strong personal brand cannot be overstated. It can help attract new business, increase profitability, attract talent and position you as the go-to person in your market.

Through our comprehensive research, analysing responses from over 200 business leaders and professionals, we've uncovered

crucial insights about the current state of personal branding and the opportunities that lie ahead.

What's become abundantly clear is that while many professionals recognise the importance of personal branding, there's a significant gap between understanding and implementation.

While AI offers new opportunities for personal branding, success when using AI depends on using it to amplify authentic human connection rather than replace it.

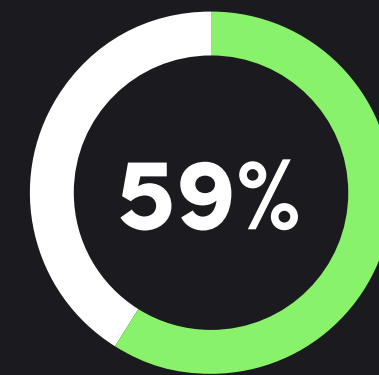
This report aims to bridge that gap, providing you with actionable insights and strategies to enhance your personal brand in 2025 and beyond.



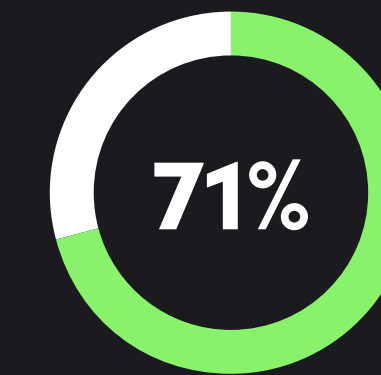
KEY FINDINGS & INSIGHTS

DIGITAL PRESENCE & CONTENT CREATION

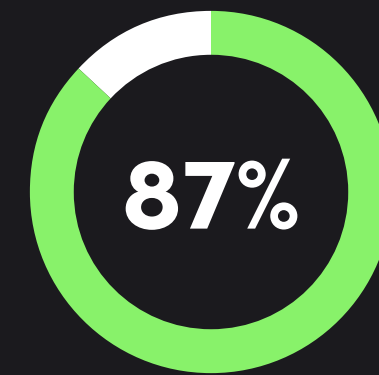
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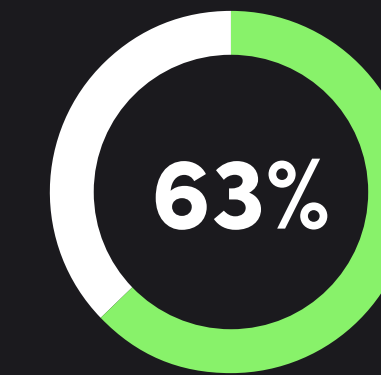
lack a strong online presence with a positive reputation



are not actively promoting their personal brand on social media



are not utilising video content for visibility



do not have positive search results when their name is Googled

INSIGHTS:

The digital presence gap represents perhaps the most urgent area for improvement. In today's digital-first world, the absence of a strong online presence can significantly limit professional and commercial opportunities. The particularly low adoption of video content (13%) indicates a major opportunity, especially considering the growing preference for video consumption across all demographics and platforms such as LinkedIn, therefore we see video as a priority format for engagement.

ACTION STEPS FOR SUCCESS

DIGITAL PRESENCE & CONTENT CREATION:

01

Conduct a comprehensive digital audit of your current online presence

02

Develop a content strategy that aligns with your expertise and audience needs

03

Start with one primary platform and expand strategically

04

Create a consistent posting schedule that you can maintain

05

Incorporate various content formats, with an emphasis on video content

06

Actively manage your Google presence through strategic content placement

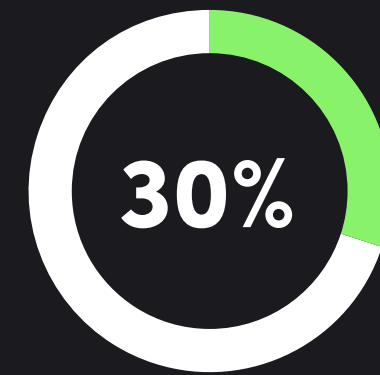
“Personal Branding for me is quite daunting, but I wanted to change my thinking towards it and find a different approach, one with storytelling and purpose.”

Andy Perkins
Chair, Vistage

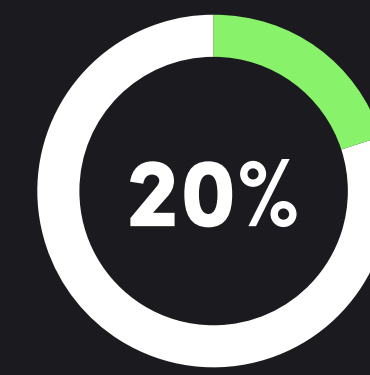


INDUSTRY RECOGNITION & THOUGHT LEADERSHIP

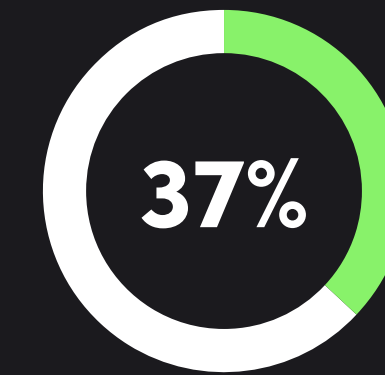
CURRENT STATE:



of professionals have received industry awards or accolades



have authored books or contributed to reputable publications



have delivered presentations at industry events

INSIGHTS:

The low percentage of professionals actively pursuing industry recognition represents a significant opportunity. Those who do secure such recognition often find it creates a powerful multiplier effect for their personal brand. Award-winning companies experience an average 41% increase in revenue compared to non-winners.¹

65% of professional public speakers attribute most of their business solely to referrals, which often come from speaking engagements.²

ACTION STEPS FOR SUCCESS

INDUSTRY RECOGNITION & THOUGHT LEADERSHIP:

01

Identify relevant industry awards and create a submission calendar

02

Develop thought leadership content that positions you for speaking opportunities

03

Begin documenting your expertise through articles or book proposals

04

Leverage each recognition to create multiple content pieces and visibility opportunities

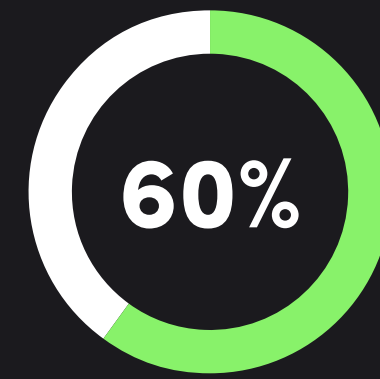
“Personal Brand is taking your authentic self and showing that in a more external way.”

Justin Onuekwusi
CIO, St James's Place

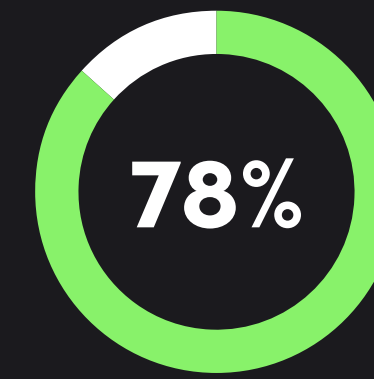


PROFESSIONAL NETWORKING & INFLUENCE

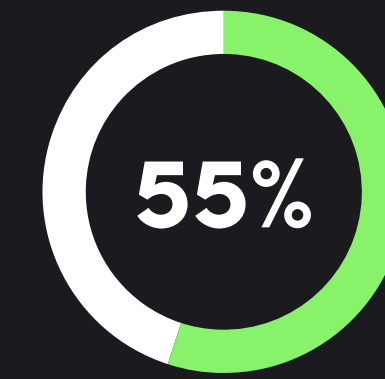
CURRENT STATE:



have built networks of influential connections



have not appeared as guests on podcasts or webinars



are not actively engaging with their target audience on LinkedIn

INSIGHTS:

While the majority have built influential networks, there's a clear gap in actively leveraging these connections for brand building. The high percentage of professionals not participating in podcasts or webinars represents a missed opportunity for reaching new audiences and demonstrating expertise in an engaging format. If we take the magic rule of 7, which states, it takes on average 7 interactions for someone to buy from you, well imagine speeding up that process with your personal brand and the content you share with the market. You might have people saying yes to buying your services when they meet you for the first time because they have already been consuming your content.

ACTION STEPS FOR SUCCESS

PROFESSIONAL NETWORKING & INFLUENCE:

01

Create a strategic networking plan with clear goals and metrics

02

Develop a system for regular, meaningful engagement with key connections

03

Identify and pursue podcast and webinar opportunities aligned with your expertise

04

Build a media kit or personal website to support guest appearance opportunities

05

Establish a regular schedule of LinkedIn content and engagement

“I wanted to support my business with my Personal Brand, but I was paralysed by fear, as I didn’t know what my message was.”

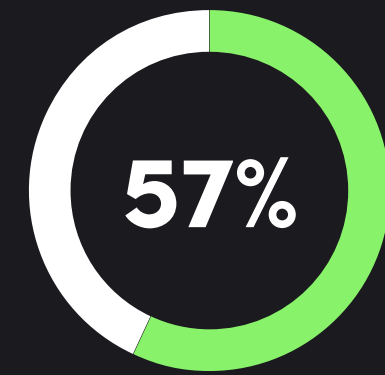
Victoria Dyke

Founder, Ziggy Agency

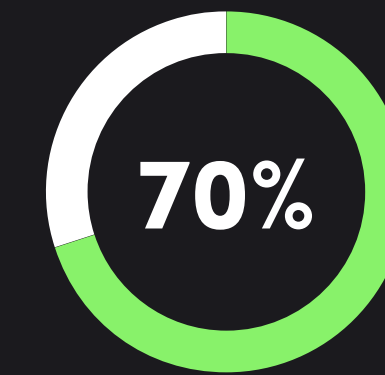


PERSONAL BRAND STRATEGY & POSITIONING

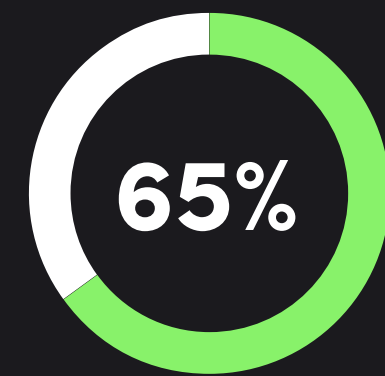
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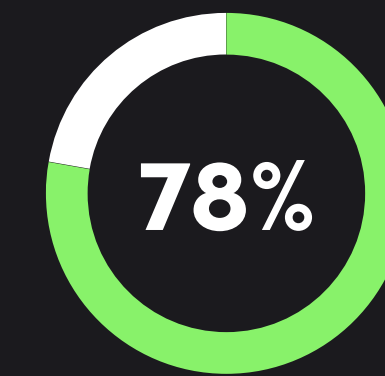
lack clarity on their unique selling proposition



are not consistently communicating their expertise



haven't identified their target market or positioned themselves as experts



do not have a defined personal brand statement

INSIGHTS:

An increase from 16% to 22% in strategic implementation between 2024 and 2025 shows modest progress but highlights a persistent challenge. While the 6% improvement indicates more professionals are adopting structured approaches to personal branding, the relatively low overall percentage suggests a significant gap between understanding and execution.

Approximately 70% of respondents believe personal branding is important – but they point to barriers in knowledge, resources and confidence when it comes to implementation.

The trend indicates a clear opportunity for organisations to help bridge this execution gap through practical guidance and support.

ACTION STEPS FOR SUCCESS

PERSONAL BRAND STRATEGY & POSITIONING:

01

Develop a clear unique selling proposition through competitor analysis and market research

02

Create detailed target audience personas

03

Craft a compelling personal brand statement that resonates with your audience

04

Establish a consistent brand voice and messaging framework

05

Implement regular personal brand audit processes to ensure alignment and effectiveness

“My Advice would be to cut away a lot of the other distractions that people tell you should do and focus on something that feels right and for us that’s Personal Brand. I’ve gone from not being on the radar to winning accounts over £500k.”

Phil Blackmore
CEO, Create Health



EMERGING TRENDS & OPPORTUNITIES



VIDEO CONTENT DOMINANCE

Video presents a significant opportunity for professionals to differentiate themselves. Short-form video content, in particular, has shown exceptional engagement rates and presents a lower barrier to entry for professionals new to video creation.



PODCAST AND WEBINAR EXPOSURE

With only 22% of professionals having appeared as guests on podcasts or webinars, there's substantial room for growth in this area. These platforms offer unique opportunities to demonstrate expertise while reaching new audiences in a more personal and engaging format.



DIGITAL REPUTATION MANAGEMENT

The fact that 63% of professionals do not have positive search results for their name indicates a critical area for improvement. In an age where digital first impressions often precede in-person ones, active management of one's digital footprint is no longer optional.

BUILDING A COMPREHENSIVE PERSONAL BRAND STRATEGY



01

PERSONAL BRAND CLARITY

- Identify your target audience
- Define your unique value proposition
- Craft your personal brand statement
- Establish your brand voice and tone

02

CONTENT STRATEGY

- Create format content plans
- Develop a content calendar
- Establish measurement metrics
- Build a content repurposing strategy

03

VISIBILITY PLAN

- Identify and secure speaking opportunities
- Pursue industry recognition
- Create guest content opportunities
- Build strategic partnerships

04

DIGITAL PRESENCE

- Optimise and regularly update professional profiles and ensure consistency across platforms
- Develop a consistent posting schedule
- Create engagement strategies
- Monitor and manage online reputation

THE AI OPPORTUNITY: ENHANCING AUTHENTIC PERSONAL BRANDING

AI tools have created both excitement and apprehension in personal branding. While AI offers powerful capabilities, it should be viewed as a tool to amplify our authentic voice rather than replace genuine human connection.

LEVERAGING AI EFFECTIVELY

01

PATTERN DISCOVERY

Use AI to analyse your communication style and enhance your natural voice, not replace it.

02

CONTENT SCALING

With only 29% of professionals actively promoting their brands, AI can help maintain consistent content creation while preserving authenticity.

03

ENGAGEMENT ANALYSIS

AI can identify when your message resonates most strongly, helping focus efforts on meaningful connections.

BALANCING AI & AUTHENTICITY

The future lies at the intersection of human authenticity and technological enhancement. Successful professionals will use AI to:



Enhance natural communication



Identify connection opportunities



Increase content consistency



Scale messaging while maintaining authenticity

The goal isn't choosing between authenticity and efficiency – it's finding where technology enhances genuine human connection.

LOOKING AHEAD

The personal branding landscape continues to evolve, and those who invest in building and scaling their reputation will have a significant advantage in their professional journey.

The gaps identified in this report represent opportunities for professionals to differentiate themselves and establish stronger market positions.

Remember, your Reputation is one of the most valuable assets you own, take care of it, be intentional and make it work for you for the long game.

TAKE ACTION TODAY:

Ready to take your personal brand to the next level?

Take the first step by completing our comprehensive Personal Brand Healthcheck

www.wearejago.com

This assessment will provide you with a personalised report, including insights and strategies to enhance your professional presence and impact.



ABOUT THE AUTHOR

Ryan O’Keeffe is the founder of Jago, the first and only dedicated personal branding consultancy that is certified B-Corp. Jago helps professionals and business leaders build purposeful personal brands.

With years of experience in personal brand strategy, sales, and marketing, Ryan and his team have helped countless professionals and leaders transform their personal brands and achieve greater personal and professional success.

Ryan advocates for emotional intelligence and believes deeper authenticity comes with greater self-awareness.

For more information or to connect with Ryan:



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This report is based on data collected from over 200 business professionals and leaders across various industries. The insights and recommendations provided are designed to help professionals enhance their personal brands and achieve greater success in their careers.

Other references used:

- 1 <https://business.montgomerycc.org/blog/engage-5202/post/awards-for-business-the-statistics-behind-recognition-39720>)
- 2 <https://speakerflow.com/the-latest-public-speaking-statistics-2021-in-review/>)

