

BUILDING YOUR BRAND

WITH ERIC

ERIC AABERG

hi @everyone, my name is *Eric Aaberg*

SOCIAL MEDIA LEAD, COMPLEXITY
SOCIAL MEDIA, OPTIC GAMING
AMBASSADOR, EVIL GENIUSES
AMBASSADOR, DISCORD

MASCOT, DALLAS COWBOYS
MASCOT LEAD, UT DALLAS

CONTENT CREATOR, @ITSERICAABERG
CEO & CREATIVE, ERIC AABERG PHOTOGRAPHY
CEO & HEAD OF MARKETING, TGR CREATIVE

ERIC AABERG



my background in *brand & marketing:*



SOCIAL MEDIA LEAD



HEAD OF ESPORTS



CONTENT CREATOR



MASCOT & CONTENT



SOCIAL MEDIA COORDINATOR



AMBASSADOR



BRAND INTERN



ESPORTS INTERN

Eric Aaberg has been featured in:



BUILDING YOUR BRAND 101

LEARN THE FUNDAMENTALS ABOUT
MAKING A “PERSONAL BRAND”

UNDERSTAND THE IMPORTANCE OF
BUILDING YOUR OWN CREATOR BRAND

LEVERAGE THE BENEFITS OF HAVING A STRONG
AND EVER-GROWING BRAND FOR YOUR CAREER

ERIC AABERG



ESTABLISHING YOUR PERSONAL BRAND

To start off our workshop we will dive into establishing your personal brand as a creator, artist, and professional. In this workshop, we will be going over your brand & voice, digital identity, and social media strategy for yourself. Establishing and creating a good brand will allow you to quickly grow in the digital world & scene of social media + your industry, and allow you to open doors to new opportunities for yourself (whether that's brand partnerships, interviews, job opportunities, etc).



THE BIGGER IDEA.

CREATING A BRAND → SPONSORS/INVITES → PROFIT

Creating a personal brand is one of the most important things college students, young creatives, artists, and professionals can do to stand out in the world - as well as unlock more opportunities.

ESTABLISH YOURSELF IDENTITY

CHAPTER 1: ESTABLISHING YOUR BRAND

Moving forward when creating your personal brand and overall digital identity, you'll have to ask yourself what is your own identity/label?

- **Content Creator (On-Camera/Off-Camera)**
- **Artist (Digital, Print, etc.)**
- **Creative (Professional, Marketer, UI/UX Designer)**

Why? This is crucial for better understanding what you want people to know you as the **SECOND** they see your profile. What do you want to label yourself as? Rising Creator, Rising Artist, etc. this helps you also establish the goals you want to achieve.

UNLEASH YOUR PERSONALITY & VOICE

CHAPTER 1: ESTABLISHING YOUR BRAND

Once you establish to what "label" best describes you and what your identity is, start formulating a "voice" behind your account. Think of how a character sounds on a show, what does your account sound like on social media? How do you sound like in-person? What does your ART sound like in an image?

Ask yourself a few questions:

- What do you want yourself to be known by/as?
- What kind of personality will you tie to your social media?
- What would your tweets/posts sound like if they were spoken out loud?

CLAIM YOUR SOCIAL MEDIA HANDLES & DOMAIN

CHAPTER 1: ESTABLISHING YOUR BRAND

When it comes to social media, grab your own @username handle on ALL social media platforms as soon as you can. Creating & having a unique and consistent social media handle will allow you to stand out and be recognizable, and make it a lot easier for your audience to find your social media accounts.

Good example:

@ItsEricAaberg on Twitter, Instagram, Facebook, YouTube, etc.

Bad example:

@Eric_Aaberg on Twitter

@Eric.Aaberg.2 on Instagram

@EricAaberg_ on Facebook

ERIC AABERG



CREATE YOUR BRAND KIT

CHAPTER 1: ESTABLISHING YOUR BRAND

You will want to spend some time on creating your own brand kit. Think: Colors, Consistency, Mood/Tone, etc. that all resemble who you are as a creator.

ERIC AABERG



ERIC AABERG PHOTOGRAPHY

Vollkorn SemiBold

**ERIC AABERG
PHOTOGRAPHY**


Wordmark

EA

Logo

CREATOR MEDIA KIT

@ITSERICAABERG



ERIC AABERG

ERIC AABERG PARTNERSHIPS TEAM
ERICPR@TGR.GG

ERIC AABERG

A LITTLE ABOUT ME

WHO AM I?

Dallas, Texas born and raised. Grew up playing sports, watching classic 2008 YouTube, and Vine.

Graduated from The University of Texas at Dallas, B.S. in Marketing (May 2023).

In College: Mascot, Esports Director, and Cheerleader.

Currently: Running a photography business, creative agency, and pursuing my dreams as a content creator.



AUDIENCE STATISTICS

- INSTAGRAM 4.6K+
- TIKTOK 11.6K+
- YOUTUBE 1.3K+
- TWITTER 2.6K+



25 UNDER 25 | DALLAS BUSINESS JOURNAL | teenVOGUE | TIME | THE ESPORTS JOURNAL | TheVerge

CONTENT CREATOR
CONTENT CREATOR
CONTENT CREATOR

MARKETING LEADER
MARKETING LEADER
MARKETING LEADER

SOCIAL MEDIA STRATEGIST
SOCIAL MEDIA STRATEGIST
SOCIAL MEDIA STRATEGIST

#OPENTOWORK

ERIC AABERG
STRATEGIST. MARKETER. CREATOR.

TGR CREATIVE
DISRUPTING TRADITIONAL MEDIA

Eric Aaberg (He/Him)

Head of Social Media | Strategist & Creator | DFW 25 Under 25 | 2023 Marketer of the Year Finalist | Prev: Dallas Cowboys, Discord, Complexity, Optic Gaming, Evil Geniuses

Talks about #marketing, #brandmarketing, #tiktokmarketing, and #socialmediastategy

Frisco, Texas, United States · [Contact info](#)

[Disrupting Traditional Media](#)

4,369 followers · 500+ connections

TGR Creative
The University of Texas at Dallas

ESPORTS JERSEY UNBOXING



ERIC AABERG

ERIC TIGERAWR
ERIC TIGERAWR
ERIC TIGERAWR

2023

MARKETER OF THE YEAR

MARKETER OF THE YEAR

Finalist

ERIC AABERG

THE UNIVERSITY OF TEXAS AT DALLAS '23

Collegiate Excellence

HEAD OF BRAND, #DFWCREATORS

AMERICAN MARKETING ASSOCIATION DALLAS FORT WORTH

HEAD OF SOCIAL STRATEGY & MARKETING, TGR CREATIVE




Google

who is eric aaberg

Images News Videos Shopping Maps Books Flights Finance

About 933,000 results (0.42 seconds)

Eric Aaberg, an award-winning social media & brand strategist, has been named a finalist for the 2023 Marketer of the Year Awards by the American Marketing Association of Dallas-Fort Worth.



LinkedIn
https://www.linkedin.com › itsericaaberg

[Eric Aaberg - LinkedIn](#)

About featured snippets • Feedback

Eric Aaberg Photography
https://www.ericaabergphoto.com

Eric Aaberg Photography

Award-winning **photographer** in Dallas, Texas | DFW 25 Under 25. Capturing special moments for individuals.

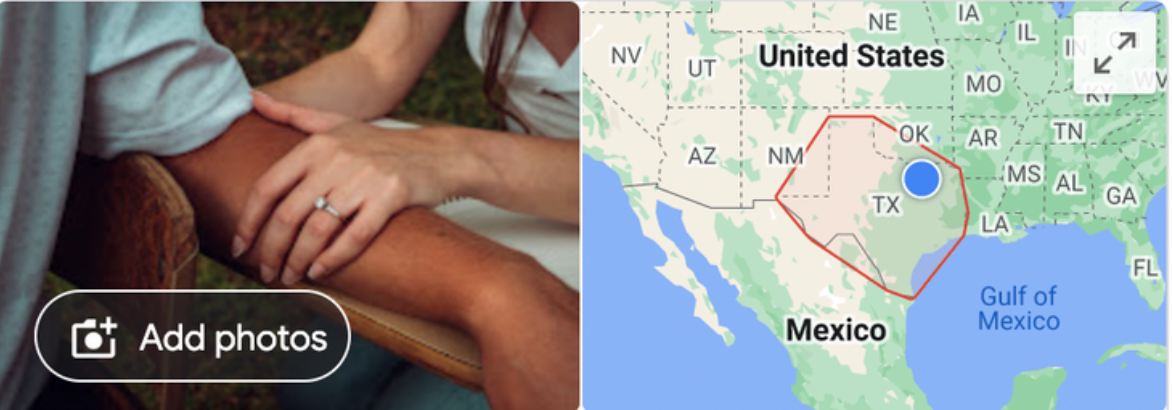
About
Eric Aaberg, an award-winning photographer in Dallas, Texas ...

UTD Grad Photography
Discounted grad photography packages for UTD students ...

Experience
My name is Eric, and I'm an award-winning professional ...

Dallas Portrait Photography
Professional portrait photography for individuals, groups, and ...

[More results from ericaabergphoto.com »](#)



Photographer (Eric Aaberg Photography)

Website Save Call

4.9 ★★★★★ 36 Google reviews

✓ You manage this Business Profile

Service options: Online appointments

Areas served: Richardson and nearby areas

Hours: Open 24 hours

Appointments: ericaabergphoto.com, pixieset.com Providers

Phone: (469) 702-1939

[Edit your business information](#)

CHAPTER 1: ESTABLISHING YOUR BRAND

TOOLS FOR CREATING GRAPHICS...

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CANVA.COM
FREEMIUM PLAN, BASE STUFF IS
\$0/MONTH



ADOBE SUITE
COSTS QUITE SOME MONEY,
HOWEVER SCHOOL / STUDENT
DISCOUNTS

CHAPTER 1: ESTABLISHING YOUR BRAND

I PERSONALLY USE CANVA FOR EVERYTHING!

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Designs See all

ERIC-Presentation-BuildingYourBrand
1920 x 1080 px

ERIC-Asset-1000x1000-Picture Linke...
1000 x 1000 px

ERIC-Asset-1600x2000 NFLPerformer
1600 x 2000 px

ERIC-Asset-1600x2000 TheVerge Int...
1600 x 2000 px

ERIC-Asset-LinkedIn-1920x1080 Xbox
1920 x 1080 px

ERIC-Asset-LinkedInBanner_TGR
New LinkedIn Banner

Untitled Design
1600 x 2000 px

Untitled (1600 x 2000 px)
1600 x 2000 px

ERIC-Asset-LinkedIn-1600x2000 IG...
1600 x 2000 px

ERIC-Asset-BrandStrategy-1920x108...
1920 x 1080 px

ERIC-Asset-1600x2000 TGR_Role_An...
1600 x 2000 px

ERIC-Asset-1600x2000 TGR_Role_An...
1600 x 2000 px

Untitled Design
1920 x 1080 px

Me 24 hours earlier filming a Grimace...
1080 x 1080 px

Copy of ERIC-Asset-MarketerOfTheY...
1600 x 2000 px

ERIC-Asset-YouTubeBanner-v2
Design
1920 x 1080 px

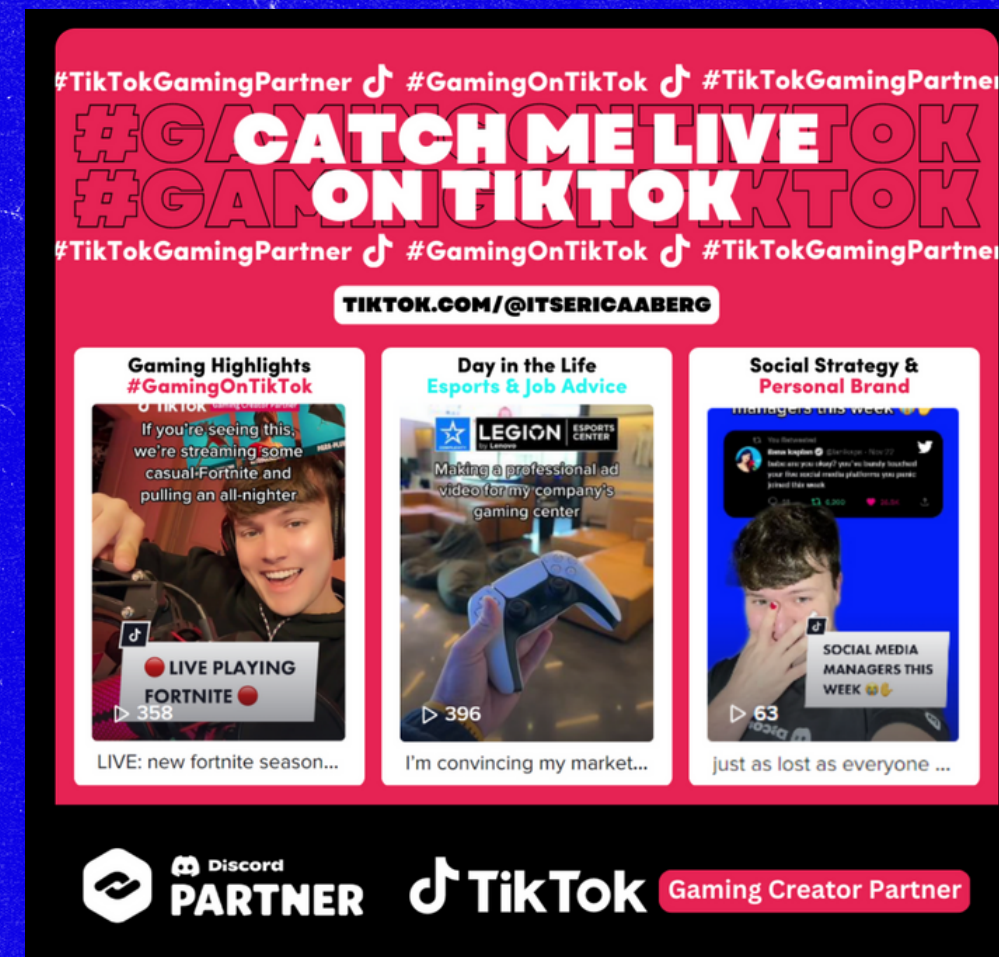
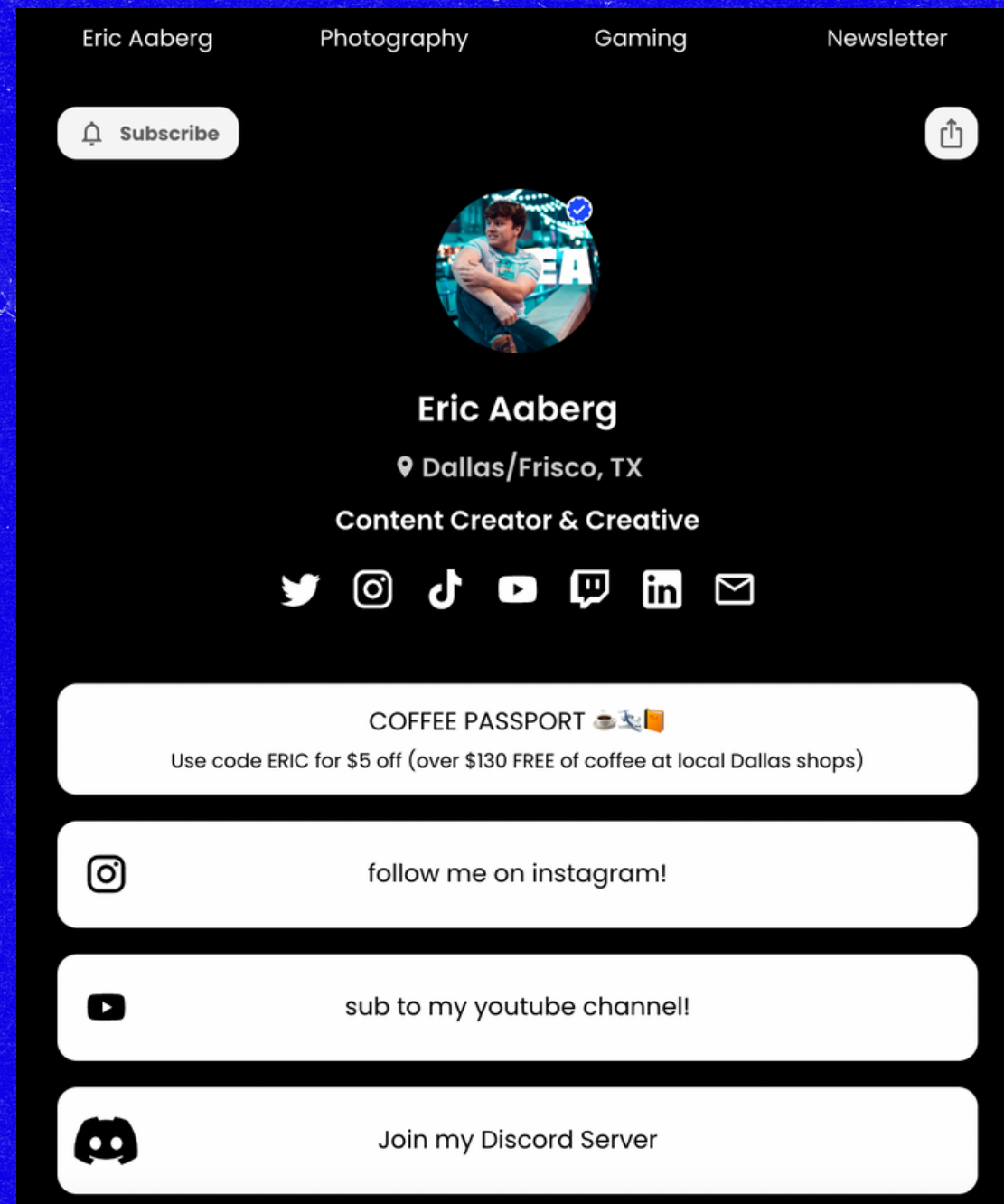
Copy of ERIC-Asset-Twitter InTheNews
1920 x 1080 px

ERICGaming-Asset-Banner
1200 x 150 px

CHAPTER 1: ESTABLISHING YOUR BRAND

CREATE A LINK-HUB FOR YOUR SOCIAL PLATFORMS

ERIC AABERG



SOCIAL MEDIA IS MODERN DAY MARKETING

CHAPTER 1: ESTABLISHING YOUR BRAND

Social Media is where brands, personalities, and individuals connect. Growing a presence will allow you to connect with others, find opportunities, and stand out as a creator.

Not only will it create exposure for your work, but it can lead to more opportunities than you can imagine. Whether that could be an invitation to interview with a dream employer, get invited out to an event, go “viral” and receive a huge increase in sales/orders, or even getting sponsored personally by large brands.

You can have a great product, but with horrible marketing no one will know about it.

GROWING YOUR NAME & BRAND

Now that you have established your brand, you are going to want to start growing it. In this chapter we will cover some good habits to adapt to help grow your social media presence and overall name.

During this chapter, start thinking of what you are currently doing for your social media platforms, how that compares to some of the ideas/tips presented here, critically think how you can improve what you're doing (there is ALWAYS room for improvement for any creator), and ask any questions you may have!

LETS TALK ABOUT A CONTENT CALENDAR

CHAPTER 2: GROWING YOUR BRAND/NAME

Just like you may be using a digital or print calendar for scheduling your work shifts, college classes, assignments, and even social life, we are going to do the exact same thing for your social media channels & overall content for your own social media channels.

You DO NOT need to pay for a premium service for a content calendar, it typically really is not common for us rising creators that are on a budget! Instead, you can just have a shared Google Spreadsheet! This is free, as well as very customizable!



Calendar

Media →

Conversations

Analytics

Link in Bio

Creator & Brand Collabs (BETA) →

Ideas (BETA) NEW

Learn With Later

Settings

Help

Refer Community ...

Truman Factory 5 Social Profiles



Upload Media

Create Post



Schedule to



View Posts Left

Today < > Nov 12 - 18, 2023

America/Chi... Week Month List

	12 SUN	13 MON	14 TUE	15 WED	16 THU	17 FRI	18 SAT
7AM							
8AM							
9AM							
10AM							
11AM			Auto 10:50 official candy of gaming >> @Pringles	Auto 11:15 rule #46 of gaming: when eating, chew close to...		Auto 11:20 rule #67 of gaming: always crouch on dead...	
12PM	Auto 12:00 fighting the urge to put another 100 hours into...	Auto					Auto 12:55 just saying, Truman >> Mantru
1PM		1:05 rule #29 of gaming: if your teammate is down,...			Create Note		
2PM				Auto 2:55			
3PM			Auto 2:55				
4PM					Auto 4:05 i have learned that i am not good enough to tur...		
5PM							
6PM							
7PM							
8PM							
9PM							



HOW OFTEN SHOULD YOU BE POSTING?

CHAPTER 2: GROWING YOUR BRAND/NAME

This is completely up to you! My personal suggestion finding a balance for you that won't burn yourself out. This could be as 3 Instagram Posts/week for a consistent basis, but that is the minimum! Also, while having a content calendar is good, you're going to want to be flexible should things come up - so if a hot meme is starting to go around, you can most definitely post it at a sooner date than what you originally scheduled for the week!

Try to be as active as you can, but remember:

Quality > Quantity. You do NOT want to be sacrificing your brand, identity, and reputation for extra posts.

Easy Content Ideas:

- Day in the Life as a Content Creator
- Instagram Stories of drawing, creating art, BTS
- Answering questions in comment sections, stories, etc.

WHICH PLATFORMS SHOULD YOU BE ON?

CHAPTER 2: GROWING YOUR BRAND/NAME

YOU DO NOT need to be on every single social media platform. Twitter is going through it right now, Threads isn't as popular as we all anticipated, TikTok is insane, and Facebook might just be too old for your audience.

Find platforms that best make sense for you and where your audience is.

FOCUS on 1-2 platforms as a "main" hub.



ENGAGEMENT IS KEY, NOT YOUR FOLLOWER COUNT.

CHAPTER 2: GROWING YOUR BRAND/NAME

While you are going to be working on creating a consistent schedule of content for your social media channels, don't forget about engaging with your audience & creating a community. Social Media really is about being more "social" than just posting photos and never coming back, people would go to your website to view just a short bio if that was the case.

Put the "Social" in Social Media:

You should be engaging with EVERY reply, comment, and quoted tweet to/about your artwork/posts. If someone tweets you and you don't respond, don't like their content, and in some cases don't re-share, then they will come to the conclusion that you A) do not really check your social media often or B) it's not worth their time for talking to you.

This is where that "brand voice" is going to seriously come into play. Treat social media conversations like real life convos.

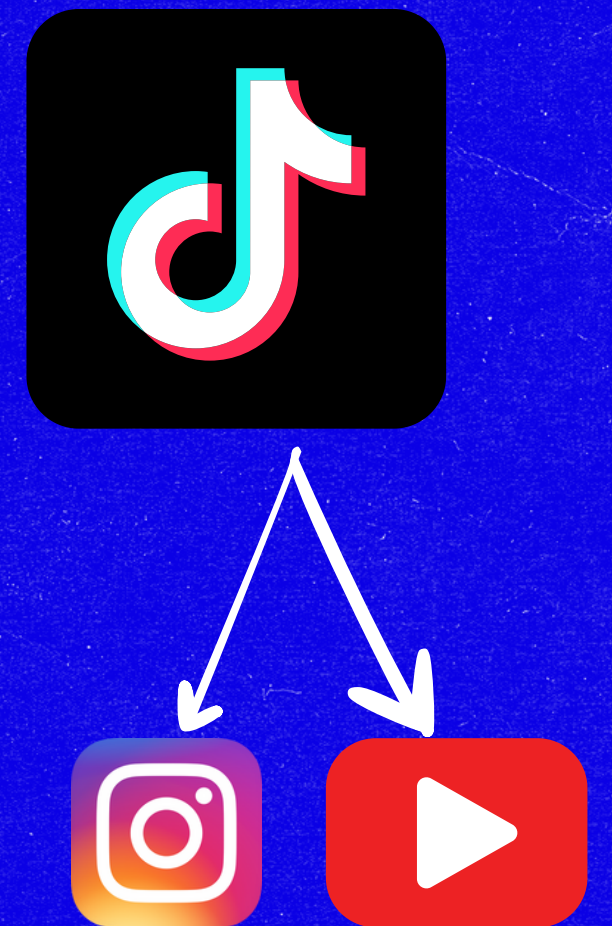
SHORT FORM VIDEO IS GOLDEN RIGHT NOW

CHAPTER 2: GROWING YOUR BRAND/NAME

SO MANY PLATFORMS are prioritizing short-form video: TikTok, Instagram Reels, and YouTube Shorts.

Gone are the days just posting a “photo” to Instagram.

Utilize platforms like Repurpose.io to automatically share short-form videos to other platforms.



MOST IMPORTANT: STAY CONSISTENT

CHAPTER 2: GROWING YOUR BRAND/NAME

The biggest challenge for becoming a full-time content creator is staying consistent.

Consistency is key.

Don't over-do yourself, but make a reasonable content schedule that you can stick to.

MARKETING YOURSELF TO BRANDS/SPONSORS

Now that you've established your personal brand, have been consistent on social media, and have created a niche community, it's a good time to start looking at how you're going to approach brands & sponsors.

CREATE YOUR OWN MEDIA KIT


CHAPTER 3: MARKETING YOURSELF TO BRANDS

As a creator, your media kit is your professional highlight reel and pitch rolled into one concise package. It's a pivotal tool that showcases your unique brand, body of work, and the value you bring to potential collaborators and sponsors. Think of it as a vibrant, visual resume and a storytelling platform that captures your personal brand essence, your audience demographics, notable achievements, and your most impactful content. Your media kit should be a reflection of your professional journey, tailored to grab attention and communicate your marketability as a creator.

When constructing your media kit, focus on clarity and impact. Include a professional headshot, a brief but compelling bio, statistics that underline your reach and engagement, and case studies or testimonials that highlight successful partnerships. It's also essential to update your media kit regularly with fresh content and updated metrics to keep it relevant. Remember, a well-crafted media kit is not just informative; it's an invitation to potential partners to engage with your brand's story and be part of your creative journey.

CREATOR MEDIA KIT

@ITSERICAABERG



ERIC AABERG
ERIC AABERG PARTNERSHIPS TEAM
ERICPR@TGR.GG

ERIC AABERG

A LITTLE ABOUT ME

WHO AM I?

Dallas, Texas born and raised. Grew up playing sports, watching classic 2008 YouTube, and Vine.

Graduated from The University of Texas at Dallas, B.S. in Marketing (May 2023).

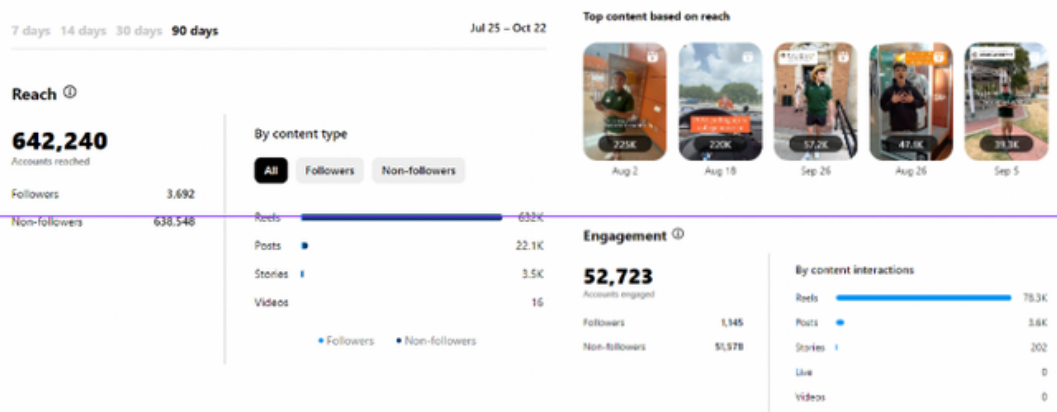
In College: Mascot, Esports Director, and Cheerleader.

Currently: Running a photography business, creative agency, and pursuing my dreams as a content creator.



AUDIENCE STATISTICS

- INSTAGRAM 4.6K+
- TIKTOK 11.6K+
- YOUTUBE 1.3K+
- TWITTER 2.6K+



7 days 14 days 30 days 90 days Jul 25 - Oct 22

Reach 642,240 Accounts reached

By content type: Reels (22.1K), Stories (3.5K), Videos (16)

Engagement 52,723 Accounts engaged

By content interactions: Reels (75.3K), Posts (3.8K), Stories (202), Live (0), Videos (0)

MARKETING BACKGROUND

BRANDS I'VE WORKED AT



TGR CREATIVE
DISRUPTING TRADITIONAL MEDIA

HEAD OF SOCIAL STRATEGY & MARKETING

SOCIAL MEDIA LEAD CONTENT CREATOR MASCOT & CONTENT HEAD OF ESPORTS

SOCIAL MEDIA COORDINATOR AMBASSADOR BRAND INTERN ESPORTS INTERN

BRANDS I'VE COLLABORATED WITH



AMERICAN EAGLE OUTFITTERS BUBBL'R TIKTOK CAMPUS TECH CAMPUSTECH.ORG

MY AUDIENCE

Majority of my content revolves around **College Life** and "day in the life", with a mix of my POV comedy series (Orientation Leader, College Tour Guide, etc.).

My organic audience is primarily **college students**, with the primary age range around from 18-25.

My LIVE audience (TikTok LIVE) consists of **teenagers & gamers**, where I typically am streaming Fortnite, Minecraft, and other action/multiplayer games.

MY ONLINE COMMUNITY

AUDIENCE & COMMUNITY

TIKTOK 11.6K+

tiktok.com/@itsericaaberg



itsericaaberg

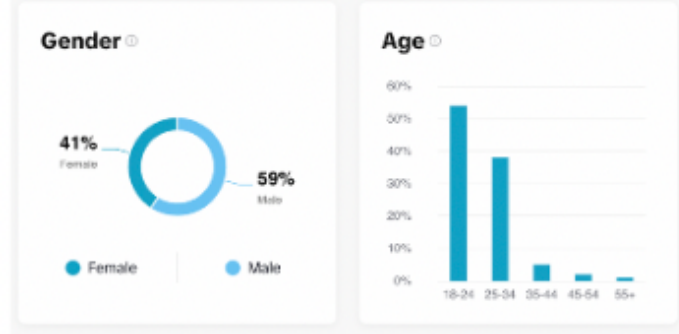
Eric Aaberg

Edit profile

479 Following 11.4K Followers 746.7K Likes

Dallas, Texas
Variety Creator
#TikTokPartner
EricPR@tgr.gg

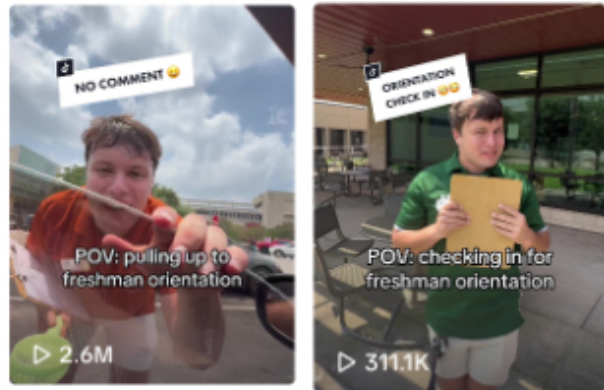
[instagram.com/itsericaaberg](https://www.instagram.com/itsericaaberg)



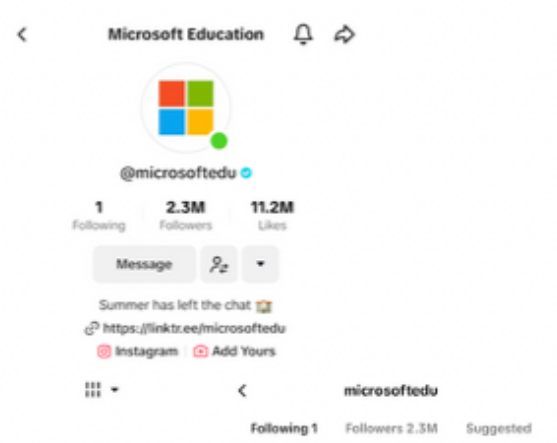
Total viewers

2.4M

↑ +66 vs 1d ago



*immediately hits the ga... COMPLETE YOUR ONLI...



TIKTOK

My content on TikTok has evolved over the years, from behind-the-scenes as a Social Media Manager for Esports Teams, NFL Mascot, College Athlete, Gamer, to Full-Time Content Creator & Comedy Skits.

@itsericaaberg: My primary channel consisting mostly of my own organic POV comedy skits/series.

@itsericgaming: My gaming channel, for sharing highlights from streams and gameplay.

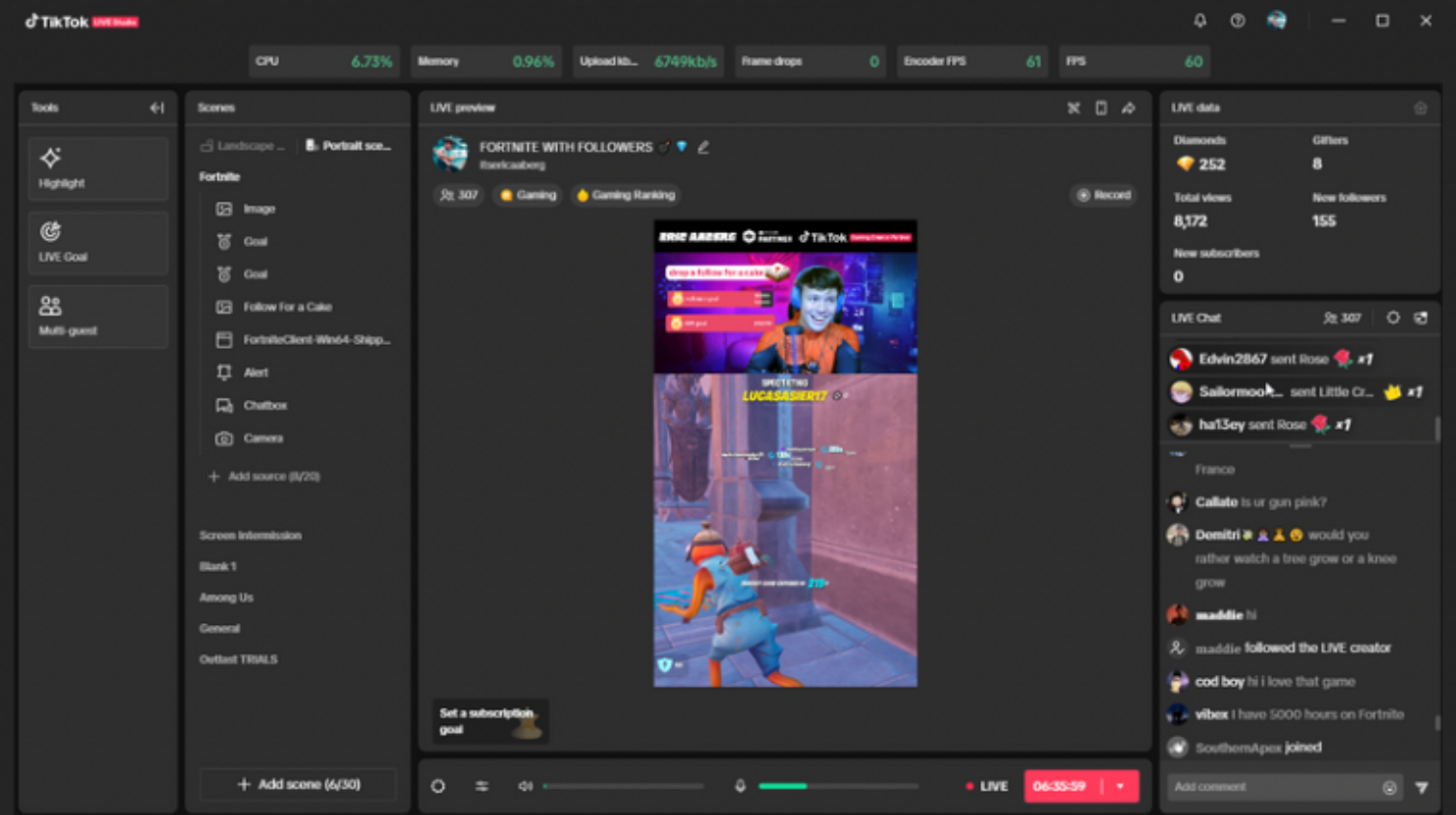


MY ONLINE COMMUNITY

AUDIENCE & COMMUNITY

TIKTOK LIVE 11.6K+

tiktok.com/@itsericaaberg

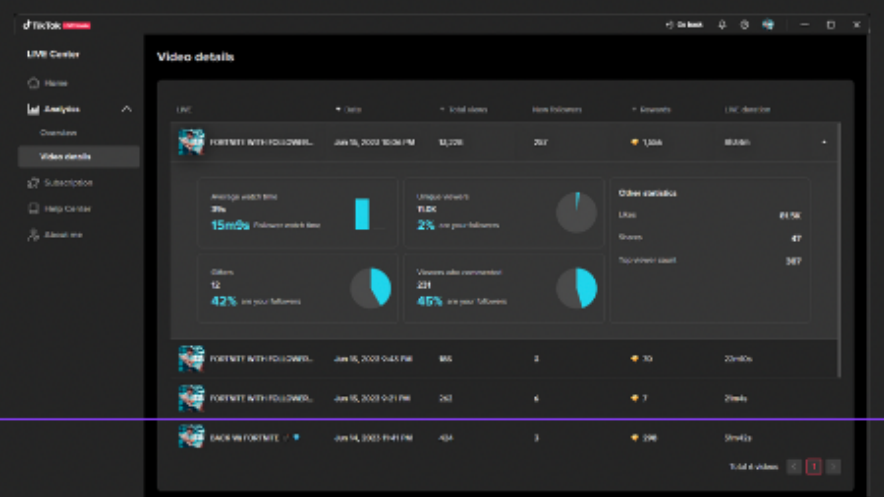


TIKTOK LIVE

I livestream through TikTok LIVE, streaming primarily video games with my webcam.

I participated in the TikTok Gaming Creator Partner Program, Lifestyle Creator Program, and College Sports Creator Program.

Some of my streams average a CCV 75-150, an upwards to 200-350 concurrent viewers.



BRAND OUTREACH PRACTICES

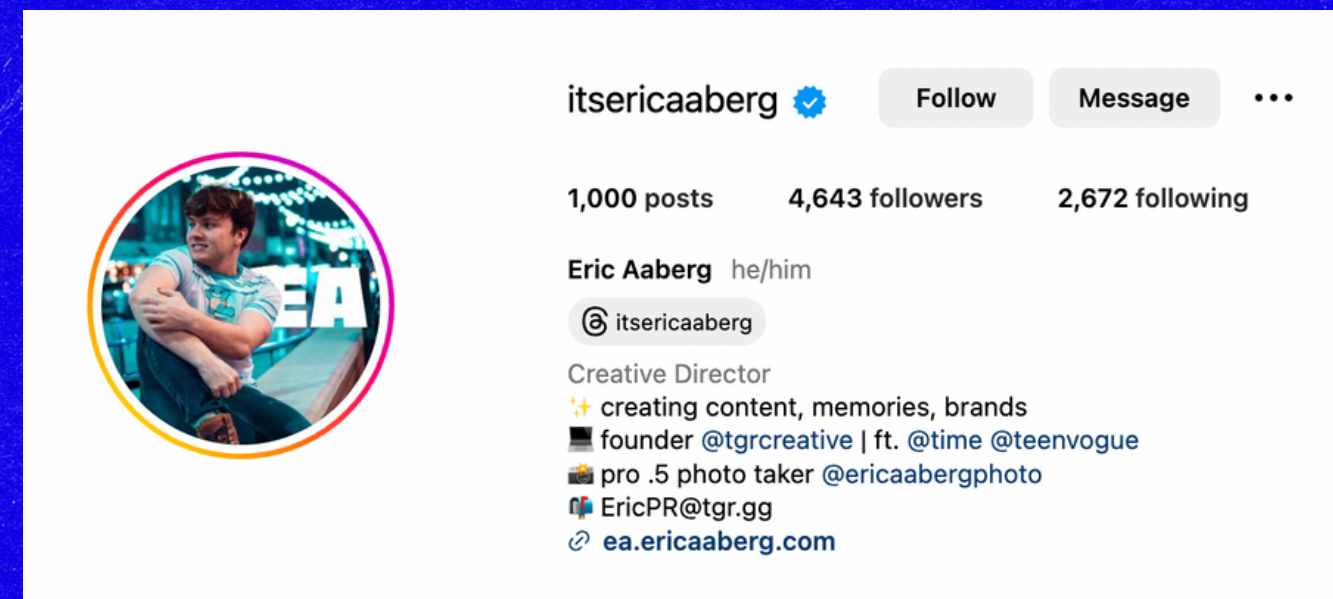
CHAPTER 3: MARKETING YOURSELF TO BRANDS

Brands are always wanting to work with creators (and rising creators are highly viable for brand partnerships).

Make your life a lot easier by creating a process on how you outreach to brands:

- Create a business-only email address (ie. EricPR@tgr.gg or EricPR@gmail.com)
- Create a few templates (that can be personalized) when reaching out to brands.
- Have your media kit and a few sample work ready for when a brand reaches out.
- Establish your own rates within your media kit/internally for you to track.

****MAKE YOUR EMAIL VISIBLE IN YOUR BIO****



THANK YOU!



@ITSERICAABERG
ERIC@ERICAABERG.COM

ERIC AABERG