Other

UDC 339.138

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PECULIARITIES OF PROMOTING A PERSONAL BRAND WITHIN THE FRAMEWORK OF STREAMING PLATFORMS

Summary. *The article considers the strategies for promoting a personal brand on streaming platforms. The objectives of this work include identifying key factors that contribute to stable audience formation and increasing recognition and monetization of streamers' activities. The study is relevant because competition has never been so high in the digital space, where millions of content creators are vying for viewers' attention, as well as media consumption transformation with a shift toward interactive formats. A comprehensive analysis of personal branding strategies based on top streamers' case studies, platform statistics, and sociological survey results makes this research unique. The methodology includes a systematic review of academic works, comparative analysis of successful practices, and content analysis of streaming tools' functionality—a personal brand results from the combination of visual identity, content authenticity, and interactivity. The success stories prove that cross-platform promotion, partnership with brands, and content tailoring to niche audiences' needs enhance subscribers' loyalty as well as channels' profitability. However, the major challenges that high competition brings and the formats that must be constantly updated are met by the algorithms' pressure on creativity and analytical literacy, which require streamers to remain. This article will be useful for streamers, digital media marketers, personalized content researchers, and platform developers focused on optimizing tools to create an inclusive and competitive environment.*

Introduction. In the new digital reality, personal branding is highly responsible for streamers being able to differentiate themselves from competitors and which also helps them retain an audience in the long run. Among millions of creators, personal branding carves out a unique identity that emotionally engages the audience, increases awareness, and consolidates loyalty as viewership is often personal on streaming platforms. Success in these platforms is directly determined by the ability of a streamer to not just attract attention but also retain it and subsequently monetize their activities.

Some of the major streaming platforms that modern streamers can find today comprise Twitch, YouTube, Facebook Gaming, and Kick. For instance, Twitch has more than 240 million unique visitors every month [1] in terms of gaming streams, but it also offers creative and talk content. YouTube has a huge audience, which in turn opens great opportunities for creating diverse content and monetizing it. Facebook Gaming provides streamers an efficient way to utilize their pre-existing audience along with social network interaction tools. Last but not least, Kick is a new platform where streamers are being attracted by higher revenue shares and fewer content restrictions.

Materials and Methodology. The features of personal brand promotion on streaming platforms were studied based on an analysis of 11 sources, including statistical data, academic articles, successful cases of streamers, and materials from the platform. Works related to digital personal branding formed the theoretical basis. The study by Walczak-Skałecka and Marchewka [2] confirmed that a personal brand has a direct influence on audience trust, while Kanasan and Rahman [3] systematized strategies for self-presentation in social networks according to streaming requirements. Backlinko's statistics [1] about Twitch audience growth

updated the study of platform tools like Creator Dashboard [5], which optimize interaction with the audience through analytics and targeted notifications.

The study was conducted using a methodology that combined comparative case analysis with a systematic review of strategies. Based on the examples of top streamers such as Ninja [8, 9] and Pokimane [11], some common patterns could be noticed: cross-platform promotion, brand collabs [9], and unique content styles. Content analysis of works by Mortensen and Jørgensen [4] as well as Akay and Ferronato [6] identified key success factors: interactivity, regularity of broadcasts, and educational elements. Viewer satisfaction data synthesis [7] reaffirmed that emotional involvement and personal approaches increase audience loyalty.

Results and Introduction. A personal brand establishes the unique traits, values, and image that an individual presents in public, shaping how others perceive them. On streaming platforms, it is defined by a streamer's content, communication style, visual identity, and interaction with viewers. This includes both external elements—such as logos and channel design—and internal aspects—such as personal beliefs and the way material is presented—which together create the streamer's overall image.

The personal brand of streamers is important due to the fact it plays on platforms of much competence. First, it increases the recognition and memory of the streamer, attracting an audience and retaining it. Second, a formed personal brand monetization of activities, sponsors, and advertisers prefer identity-strong streamers with loyal audiences. Third, builds trust with viewers, watch time increases, also interactions through comments, subscriptions, donations, success, and professional sustainability of financier streamers.

The popularity of social networks in developing a personal brand was studied in a survey [3]. Age distribution of the respondents revealed that 83.2% were between 21-24 years, 10% aged 19-20, and 6.8% were between 25-28 years. Gender distribution was equal, with 50% male and 50% female respondents. A scale of 1-6 was used to rate the engagement of respondents in personal branding

through social media, results showing strong agreement on its significance. The highest-scoring statement emphasized sharing events organized or participated in by them, while the least shared profession-related short videos were. This trend marks a strategic approach toward personal branding wherein sharing experiences gives an authentic perspective, showcases interests, and builds relatable connections, whether with an audience or potential employers. Respondents' answers are given in Table 1.

Table 1

Mean and Standard Deviation on Personal Branding in Social Media [3]

Variables	Mean	Std Dev
1. I upload photos to create a professional image on social media.	4.92	1.08
2. I share short videos about my profession on social media.	4.10	1.33
3. I share my opinion and comments about my profession on social media.	4.12	1.33
4. I update my personal status on social media.	4.86	1.06
5. I share the events that I organised and participated in on social media.	4.99	1.06
6. I share personal achievements on social media.	4.81	1.17
7. I create posts about my profession on social media.	4.50	1.23
8. I create a professional profile to attract the recruiter's attention on social media.	4.80	1.29

Respondents considered social media as valuable for career opportunities, with the maximum agreement that it is their primary resource for job search, whereas getting advice on using social media professionally scored the least. The data emphasizes a transformation toward using social media as an essential tool for finding out about real-time job openings, companies, and networking, since the current strategy of looking for a job prefers digital engagement over traditional means. Such a preference underlines the importance of having an active online presence and personalized ways through which seekers can access industry networks to reveal unadvertised opportunities and display their talents. This showcases an evolving trend where there is a greater awareness of the use of social media in encouraging targeted, active career management via digital channels to boost competitiveness in the labor market. Table 2 gives details of respondents.

Table 2

Mean and Standard Deviation on Social Media and Career Opportunities [3]

Variables	Mean	Std Dev
1. Social media is my main source of job search information.	5.02	1.10
2. I am a member of the social media groups where job search information is posted.	4.89	1.13
3. I liked social media pages where job search information is posted.	4.43	1.23
4. I followed the social media accounts where job search information is posted.	4.86	1.12
5. I actively used social media to look for job opportunities.	4.84	1.14
6. I contacted someone through social media and asked them about a job.	4.90	1.12
7. I am more comfortable asking people for job search information on social media rather than face-to-face.	4.87	1.16
8. I have been advised by a professional (eg, lecturer, tutor, careers advisor) to use social media websites as part of my job search.	4.32	1.47

Streaming platforms possess characteristics that place them above the traditional media format and are therefore considered an asset to both the creator and consumer of content. The major one has to be the interaction live with the audience. In pre-recorded videos, there is no such phenomenon as real communication between the streamer and viewers; there are no answers to questions, comments that can be taken into consideration, or reactions to actions from the audience generally during the exact moment of broadcast. It creates a feeling of participation and closeness, thus making stronger bonds between a streamer and their subscribers as well as increasing the unique factor for each stream [4].

Creating and maintaining communities is key to how streaming platforms operate. There is chat for conversation, not just between the streamer and the viewers, but also among the viewers, creating a social setting around the streams. There are subscriptions through which an audience can financially support creators, returning with exclusive perks like private chats or special emojis. All these things help to make community identity stronger and keep it going; one can see this very well on Twitch since emojis become part of channel culture. A variety of content is one of the factors that differentiates streaming platforms. They cover a wide array

of genres, game broadcasts, music performances, talk shows, and creative processes, allowing streamers to personalize content according to their interests and those of the audience. Such different content attracts viewers with varying tastes and provides an experimental environment for format, thus nurturing niche communities.

Streaming platforms give content creators analytical and success tracking tools to optimize their efforts. Data on viewership, watch time, audience geography, and engagement levels help streamers figure out the best strategies and tailor content to what the audience wants. For instance, Twitch shows very detailed stats in its dashboard that help find the best broadcast times and measure how popular different types of content are [5]. One control panel screenshot is shown in Figure 1. This enhances broadcast quality and audience interaction, making streaming platforms a very strong tool for professional development among content creators.
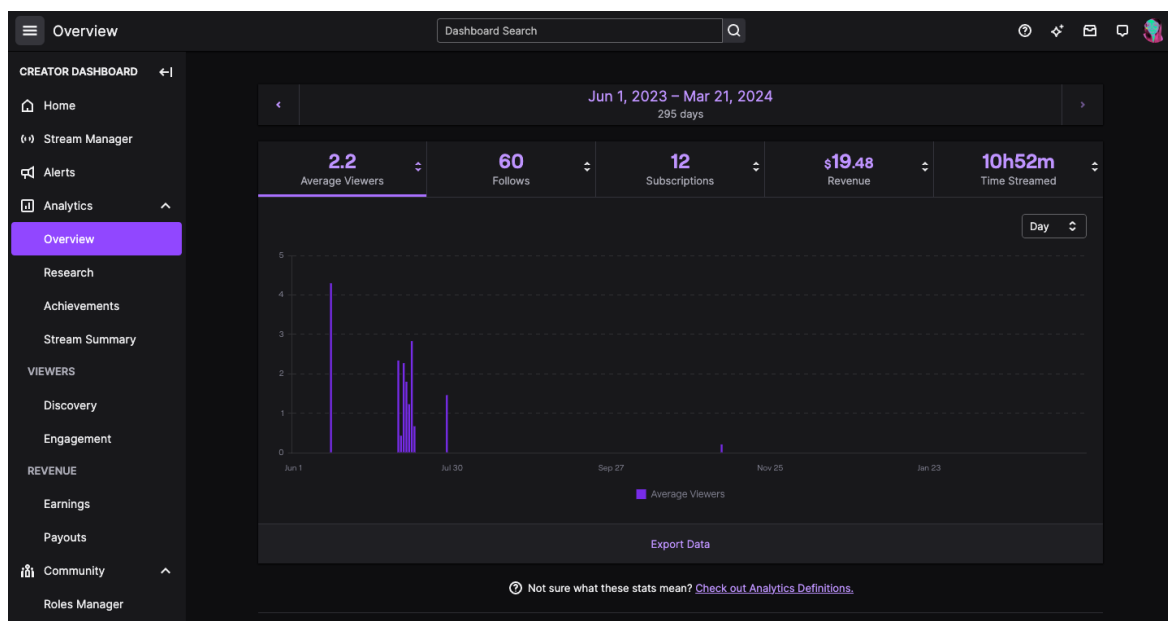

Fig. 1. Screenshot of Twitch Dashboard Statistics [5]

In the process of personal branding on streaming platforms, streamers should adopt a holistic approach where, among basic steps, identifying the niche and target audience comes first. Niche selection includes an analysis of personal interests, professional skills, or just what the market demands; gaming streams are

perennially popular, but other creatively or educationally oriented streams also find their audiences [6]. Target audience study involves analyzing viewer demographics as well as their preferences and behavior patterns, either with the help of analytical tools provided by the platform or through direct surveys, so that content can be tailored to specific expectations.

Make sure to pick a name that is short, easy to say, and available everywhere you want to go so people can find you easily. Make a visual identity with your logo, colors, and fonts because this helps people remember your brand. Streamers usually have custom banners and emojis for a matching style. How you talk to your audience helps keep viewers and build a community. Talking in chat helps make personal connections, quickly answer questions, and show thoughts from viewers; this makes them feel more engaged.

High-quality content is the foundation of successful streaming and requires a disciplined approach. The constancy of broadcasts, for instance, according to a set timetable, develops a habit in the audience and makes their watching easier to organize. Good gear helps, cameras and mikes elevate content quality perception; most people seem to think audio and video quality are key factors when picking a stream [7]. Contemplating your content — having topics or scripts ready prevents monotony in your broadcast and keeps the audience engaged.

Social networks play a very efficient role in promoting streams, adding more to them. Announcements, highlights, and exclusive content, such as short highlight videos on TikTok intended to attract new viewers, are spread through X, Instagram, and TikTok. Viewers can be exchanged and reach an increase with the help of other streamers through joint broadcasts or cross-promotions. Credibility and income can be generated by working with brand sponsorship or advertising; collaboration between Streamers and gaming companies may provide them access to the newest products, which can intrigue viewers.

In the extremely competitive environment of streaming platforms, individual content creators have the opportunity to stand out through effective personal

branding, leading to outsized success and influence. Tyler "Ninja" Blevins is one of the most well-known names in streaming, particularly for his success in battle royale games like Fortnite. His brand has a strong visual component with blue hair and a logo that relates to his gaming persona.

Conclusion. The results prove that streaming platform personal brand promotion needs an identity base, an audience interaction strategy, and digital environment feature adaptation. Visual and content elements of personal branding form the key success factor through which streamers can compete well within a very competitive setup. Research data shows that audiences value authenticity and engagement.

Live interaction, community-building tools, and analytics are features of a streaming platform that brand development relies on. There is real dialogue in the chat, exclusive emojis used, and subscriptions that strengthen audience connection, turning viewers into community members.

Promotion strategies, besides defining a niche, unique visual style, and cross-platform presence, are shown by industry leaders to work. Tyler "Ninja" Blevins and Iman "Pokimane" Anis show that strong identity, authenticity, and content diversification lead to audience scale. Major challenges remain high competition and constant need for innovation. The streamers' faces algorithmic pressure from platforms, trends that keep changing, and audience expectations, which are dynamic too. It's not just about being creative to solve these challenges; it's also about being analytical: forecasting demand using data, testing new formats, collaborating with brands.

Thus, building a personal brand successfully on streaming platforms boils down to the mix of being unique, being tech-savvy, and creating an emotional bond with the viewers. Those streamers who manage to blend these three not only bolster their standing in the online world but also develop lasting communities that change the media environment.

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