Marketing Plan Workshop

Marketing Yourself

for the Job Search

Agenda

- What is a Marketing Plan?

- The 4 Ps of Marketing

- Why Have a Marketing Plan?

- How Do I Use a Marketing Plan in My Search?

- How Does a Marketing Plan Differ from a Resume?

- Summary & Sample Review

What Is Marketing?

Marketing is *"the activity, set of institutions, and processes for creating, **communicating**, delivering, and exchanging **offerings that have value for customers**, clients, partners, and society at large."*

— *American Marketing Association (AMA)*

What is a Marketing Plan?

A **proactive approach** to your job search:

- Self Assessment Guide

- Market Analysis Map

  - o Identify Potential Companies Needing Your Skills

  - o Determine "Fit" and Validate as a Target Company

- Plan for Execution

  - o Network to Develop a Contact at each Target Company

  - o Share Your Plan – It's a Thumbnail Sketch to Help Others Help You

  - o Evolve and Refine the Plan

What Goes into a Marketing Plan?

Sounds good, but what goes in it, exactly?

- A professional objective

- Preferred titles you are seeking

- Positioning Statement

- Core competencies you offer

- Company profile preferences

- List of target firms

__Not Having a Marketing Plan__

- Impedes building a strong network of contacts who can help you

- May prolong your unemployment / job search

- Could make the wrong job appear right

If you fail to plan, you plan to fail

Companies Develop Marketing Plans for Products

The Marketing Mix= the 4 Ps of Marketing

- Product
  - o Customers' needs
  - o Unique selling proposition
  - o Branding and Differentiation
- Place – Product placement
- Price – Competitive and profitable
- Promotion – Communicating value

Takeaway

The *same* <u>research</u> and <u>analysis</u>

that goes into products and services

should <u>always</u> go into marketing yourself!

Marketing Plan: Translated for a Job Search

Product = Self-Assessment & Your Brand

- What *skills* do you offer?

- What you do well that offers the *most value* to a potential employer?

- What words best describe your *most compelling* attributes?

- What *problems have you solved* for other employers?

- What can they *always* expect from you?

- What makes you *unique? (your Unique Value Proposition)*

Marketing Plan:
Translated for a Job Search (Cont'd)

Market Analysis

- *Product* – what skills are employers seeking?
  - o   What edge do you have over other candidates?
  - o   What "fit" would be best for you? For an employer?
- *Place* – where are you showing up to network?
- *Price* – what is the salary range for your skills and experience?
- *Promotion* – how do you communicate your value as the product?

Marketing Plan: Translated for a Job Search (Cont'd)

Complete the Plan: Based on Market Analysis and Self- Assessment

- Identify organizations needing your skills

- Expand and refine this list to develop your set of *target companies*

- Network to develop *at least one contact* at each target company

- *Update and refine* this list as you move through your search

Marketing Plan:
Translated for a Job Search (Cont'd)

Execution = Networking

Tools and Resources

- Information Interviewing
  - (Presentation by Phil Snare)
- Personal contacts (family, friends, associates)
- Networking Events – especially in your industry/profession
- Online
- Other???

Marketing Plan:
Translated for a Job Search (Cont'd)

Execution = Sharing your Marketing Plan

- Former Colleagues

- Information Interviewing Contacts

- Associates and Organizational Contacts

- External Recruiters / Head Hunters

Marketing Plan as Action Plan

Job search daily tasks should include:

- Researching companies

- Refining your list of *target companies*

- Building your network

- Conducting Information Interviews

- Developing at least *one contact* at each company

- Collaborating with other job seekers to share leads and information

The Ugly Truth About Job Boards…

- Many (if not most) jobs on job boards *don't even exist*!

- Positions to be filled internally are still advertised openly

- Companies often leave positions online for extended periods after they are filled or frozen

The Ugly Truth About Job Boards…

- Companies collect resumes 24/7/365 to maintain talent pool data

- Your application feeds data analytics
  - *Salary bands*
  - Analyses of their competitors

- *Fewer than 2% of jobs are filled by online applications*!

Actual Value of Job Boards

- Identifying companies who hire certain skills

- Position descriptions with required skills, experience, and certifications/degrees

- Current job titles

- Industry and profession buzz words

Potential Value of Job Boards

- Positions posted by small 8(a) firms and associations tend to be real

- Smaller job boards tend to be more targeted (e.g., Craigslist, dclinktank, and professional membership organizations)

So Why Not Just Use a Resume?

A Marketing plan is <u>not</u> a resume:

- Different *focus, purpose, and audience*
- *Different content*

A Marketing Plan is:

- An self assessment guide, a map for market analysis, and a plan to execute
- A thumbnail sketch that helps others help you

Marketing Plan vs Resume

Marketing Plan

- Brand and Skills
- Preferred Positions
- Target Market
- Target Firms

- External Recruiters
- Staffing Agencies
- Networking Contacts

Resume

- Brand and Experience
- Employment History
- Accomplishments
- Education & Certifications

- Company HR Departments
- Internal Recruiters
- Hiring Managers

Review, Refine, and Update

- Value of "outside eyes": seek feedback from associates and former co-workers

- Re-evaluate and refine as needed

- Should evolve as your job search does

- Save gathered information, do not discard!

Sample Plan Review

Remember What Goes into a Marketing Plan?

Marketing plans have <u>six</u> general elements:

- A professional objective

- Preferred titles

- Positioning statement

- Core competencies

- Geographic and company demographic preferences

- List of target firms

MARKETING PLAN EXAMPLE 1: Project Manager

Name
City – State – Zip Code
Contact Telephone Number
Email Address

PROFESSIONAL OBJECTIVE

Project Manager in IT Systems Development – Product Development

PREFERRED TITLES

Project Manager   Product Development Manager
Program Manager   Client Relations Manager

POSITIONING STATEMENT

An experienced project manager, I have led teams to implement commercial off-the-shelf (COTS) systems as well as managing product development. A proven ability to keep development teams focused and productive has translated into a consistent track record of on-time and under budget delivery. An uncanny ability of being able to anticipate problems and take steps to mitigate their impact plus the skill to quickly resolve problems have translated into strong client relationships. In a previous company, I was known as the engineers' favorite project manager.

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COMPETENCIES

Project Management	Management	Communications
Problem Anticipation	Coaching	Problem Resolution
Meeting Project Schedule	Strong Client Relationships	Stakeholder Briefings
Budget Adherence	Change Management	Meeting Facilitation
Contingency Planning	Employee Development	Listening to Stakeholders, Clients and Team

TARGET MARKET

Geographic Preference
DC (near Metro)
VA: Alexandria, Arlington, and Fairfax

Industry Type
Professional Services / Consulting
High Tech Company

Company Size
Greater than 100 and less than 5,000

TARGET LIST OF COMPANIES

Professional Services / Consulting	High Tech

Where Can I Go for More Help?

Weekly:

- Bring your Marketing Plan to the Marketing Plan table for review and feedback during Resource Hour

  (Main Room, 6:30 – 7:30, except 2nd Tuesdays)

- Other Resource Tables: Career Coaching, Resume, Elevator Speech, LinkedIn, and Interview Assistance, etc.

Final Takeaways

- Always remember that the job search is a marathon, not a sprint.

- Finding a job is like selling your house – it all depends on the *buyer* and *timing.*

- The Internet has made job searching *harder* because greater reach for larger applicant pools means *increased* competition for positions.

- Focus on *what makes you unique* and solicit ideas and suggestions from others who know you.

- *Networking > Internet Searching*

Comments / Feedback

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Questions

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