

Market Your Plan

Learn how to be proactive about your job search through the creation and use of a marketing plan

Your marketing plan ...

The purpose of a marketing plan

Summarises your job search:



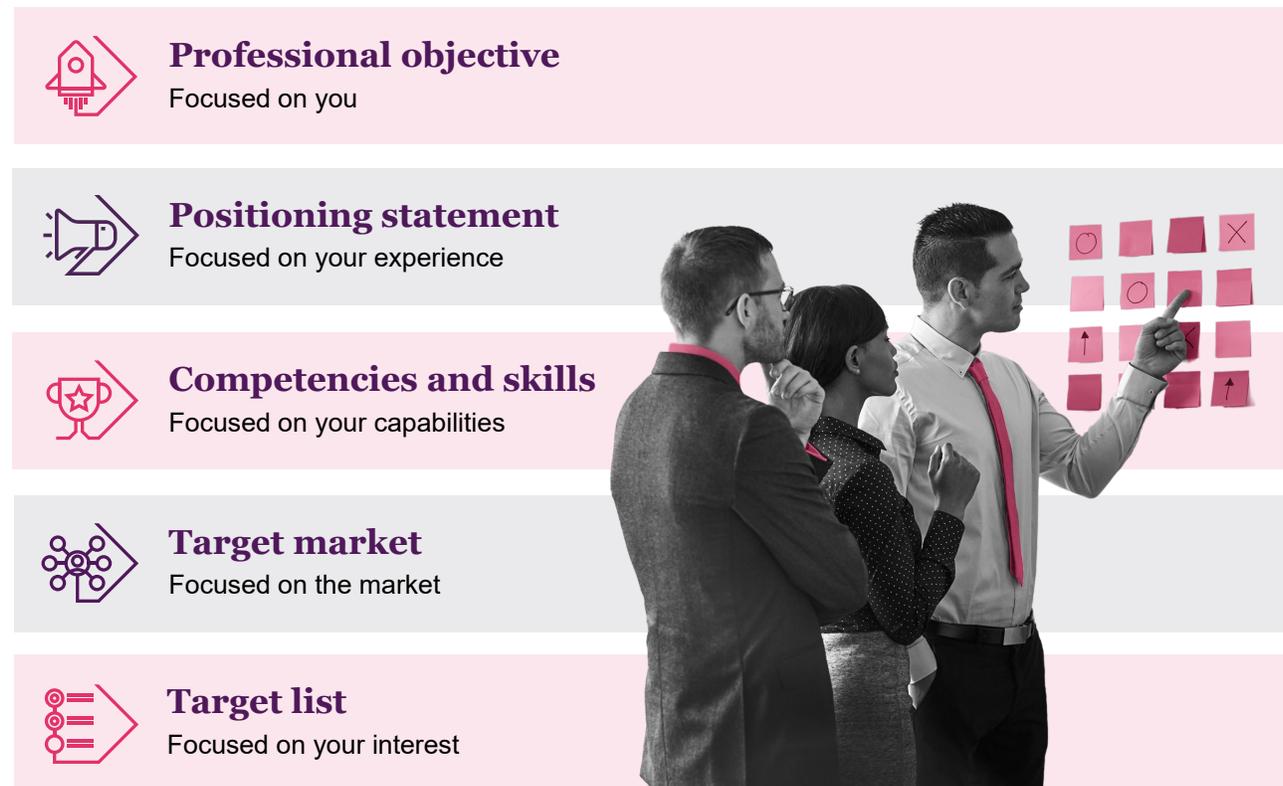
- ▶ What you bring to the market as a candidate
- ▶ What your target market is
- ▶ Who your target companies are

Provides talking points for network conversations:



- ▶ Make your network conversations meaningful and relevant
- ▶ Invite your network contacts to contribute to your marketing plan with their point of view
- ▶ Further build your company list with the help of your network contacts

The structure of a marketing plan



1. Professional objective

Your professional objective should include:

- ▶ Values
- ▶ Traits
- ▶ Skills
- ▶ Interests
- ▶ Experience
- ▶ Expertise
- ▶ Unique value

2. Positioning statement

<p>1</p> <p>Profession</p>	<p>2</p> <p>Expertise</p>	<p>3</p> <p>Types of organisations</p>	<p>4</p> <p>Unique strengths</p>
<p>State your professional identity in the present tense.</p> <p>“I am a marketing executive”.</p>	<p>State the competencies and skills that qualify you for that kind of work.</p>	<p>Summarise the environments or organisations in which you have worked, such as a Fortune 500 company, small consulting firm, not-for-profit organisation.</p> <p>You might also mention other types of activities, such as teaching, participation on boards or other leadership roles.</p>	<p>Articulate the qualities that help you stand out from others in your field, such as exceptional problem-solving skills, unique technical knowledge or specialties.</p>

3. Competencies and skills

Group your competencies and skills into 3-6 areas of focus.

4. Target market

Your target market should include:

- ▶ Geographic location
- ▶ Organisation size
- ▶ Industry/organisation type
- ▶ Organisational culture

5. Target list

Use the below resources to create a list of 50 companies you would like to pursue.

- ▶ LHH CRN: D&B Hoovers
- ▶ Websites of professional associations
- ▶ Network contacts
- ▶ LinkedIn research
- ▶ Job openings on job portals
- ▶ Expos and conferences
- ▶ Career fairs