

## Marketing Plan

### **What does a marketing plan do for you?**

It is an invaluable tool that provides your networking contacts all the relevant information to help you. It's the difference between having a cup of coffee with someone to getting valuable assistance in your search.

Each of your networking contacts has a unique network that can give you access to people, job opportunities, etc. The marketing plan tells your contact which doors to open for you.

Your plan also serves as both valuable pre-read and 'leave behind' tool for your networking meetings.

If your plan reaches a target firm, it will define the return a company will get by hiring you. If an executive/manager is adding to their team, by reading your marketing plan they should know what to expect.

### **Outline of a marketing plan**

Your Marketing Plan should only be one page – it is designed to be scanned easily.

#### **1. Positioning Statement:**

##### What is it?

A brief statement of what you can do for an employer – by highlighting your talent set, experience or particular area of expertise. Keep it short 2-3 items.

##### What does it accomplish?

Provides your contact a picture of what you offer in your terms, instead of relying upon them to discern the same from your resume. Gives you more control of the image you establish in their mind.

##### Tip:

Once you move a few people into the network chain – these people will know very little of you, so it's important you provide an image for them to remember.

#### **2. Target Position:**

##### What is it?

Defines for the reader the specifics around the role you are seeking:

- Position Sought – Title(s)
- Industry/Type – retail, manufacturing, non-profit, etc.
- Geography – define the map you want to work within
- Organization size – use revenues, employees, etc.
- Ownership – Public, private, family-owned
- Example companies – 5 to 10 company names

You can also add characteristics like scope of global operations, culture, etc. – anything that will help you define the market.

What does it accomplish?

Provide specific direction to your networking contact on the type of position you seek, including some example companies. Being specific enables your contacts to brainstorm ideas for you that a generic statement will not accomplish.

Tip:

You can be specific without being narrow; use of multiple cities or industries simply helps define where you want to go.

**3. Target List – Accompanying page to Marketing Plan**

What is it?

A list of 20-50 companies, based on your criteria, where you would be interested in either learning more about the firm or would like to seek a role (assuming you know enough about their culture, etc.)

What does it accomplish?

It is an enabler for your networking contact – the target company name helps them think of people in their network.

Tip:

See the “Creating A Targeted Company List” in the Candidates’ Tools.