Developing Your Self-Marketing Plan

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What is a Marketing Plan?

• A strategy tool to focus your search
• A roadmap to the “what” and “where”
• An organization device
• A sales and marketing tool

Let’s take a look at Susan Jones Marketing Plan
Why Develop a Marketing Plan?

• Position or fine tune your “brand”
• Communicate your “brand”
• Define your ideal or target market
• Provide direction for your networking campaign
Two Primary Roles

Positioning
• Who am I?
• What value do I offer?

Targeting
• What am I looking for?
• What are my target market segments & companies?
Positioning

- Profile or positioning statement
- Strengths
- Functional or industry expertise
Profile/Positioning Statement

• Communicates your personal brand
• Current role
• Previous industry experience
• Previous roles
• Themes for accomplishments

Refer to: Profile/Summary handout
Targeting

- Personal vision
- Target position(s)
- Market segments or industries
- Target companies or prospects
Personal Vision

- Company characteristics
- Geographic location
- Size of organization
- National/multi-national
- Public/private
- Profit/non-profit
How do we use this?

• Provides foundation for networking and information meetings
• Share with your network contacts
• “Leave behind” after networking
• Shows you are serious, prepared, focused
Additional benefits

• Helps network contacts help you
• Promotes good network meeting flow
• In telephone meetings, gives the contact a “follow along”
• Helps contacts from getting “stuck” at first level
Reactive vs. Proactive Campaign

**Reactive**
- Advertised Postings
- Resume Application

**Proactive**
- Unadvertised Opportunities
  - Marketing Plan
  - Networking

**Target Companies**
Next steps

• Attend Networking workshop at 1pm
• Complete your Marketing Plan draft
• Send to Ann Mallison by October 17
“We must firmly choose the course we will follow, or the endless drift of events will make the decision for us.”

Herbert Prochnow