



# Developing Your Self-Marketing Plan

Presented by:

**Mike Brown**

**Director, MBA Career Services**

**October 10, 2011**

# 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



IBM	118.00
Conoco Energy	64.77
Bole	07.98
ES Com	75.00
Refers Group	55.00
Mar. Inst. Nat. Bus.	34.00
60.24	

# 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

Proactive

Advertised  
Postings  
Resume  
Application

**Target  
Companies**

Unadvertised  
Opportunities  
***Marketing plan***  
***Networking***

# 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*