

# HOW TO USE MARKETING TOOLS TO SELL YOURSELF



Robert J. Bogdon  
Director of Marketing

Marketing Yourself in Today's Economy

# IT'S MARKETING THAT DEFINES

THE DISTINCTIVE FEATURES AND BENEFITS OF THE PRODUCT OR SERVICE, IT'S MARKETING THAT SETS THE PRICE, IT'S MARKETING THAT COMMUNICATES THOSE FEATURES AND BENEFITS TO THE APPROPRIATE AUDIENCE, AND IT'S MARKETING THAT DELIVERS THE GOODS TO THE CONSUMER

# MARKETING MIX

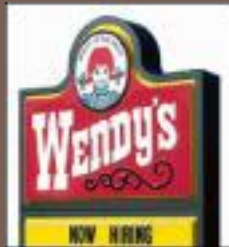
- PRODUCT - YOU are the product
- PROMOTION - Selling your skill set
- PLACEMENT - product distribution
- PRICE - what you are willing to take

# BUILDING YOU AS A BRAND

**Brand** - a distinctive maker's name or trademark, symbol or design, etc. used to identify a product or group of products.

Marketers can create depth, not width, by developing all three brand levels - functional, emotional and self-expression.

# BUILDING YOU AS A BRAND



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# WHAT ARE THE FEATURES OF THIS COMPANY?



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# BUILDING YOU AS A BRAND

## Brand Obama

How Obama Used Branded Buttons Online To Encourage Action

The collage features ten distinct branded buttons and graphics:

- VOLUNTEER NEAR YOU TODAY**: A button with a hand holding a globe.
- ACTION CENTER TAKE ACTION TODAY**: A button with a laptop and a smartphone.
- CREATE A PERSONAL FUNDRAISING PAGE**: A button with a thermometer graphic and the text "BUILD A MOVEMENT for CHANGE FROM THE GROUND UP".
- MAKE CALLS to BATTLEGROUND STATES**: A button with a rotary phone and a "GET STARTED" button.
- REACH OUT TO VOTERS**: A button with a red rotary phone and the text "MAKE CALLS KNOCK DOORS" and "LEARN MORE".
- UNDER THE RADAR EXPOSE the ATTACKS**: A button with the text "FIGHT the SMEARS" and "SPREAD the TRUTH".
- LAST CALL for CHANGE**: A button with a car and a "GET STARTED" button.
- FRONT ROW to HISTORY**: A button with a "YOUR PASS" graphic.
- RIDE TO THE POLLS**: A green button with a road graphic.

Originally Published On Influential Marketing Blog (<http://rohithbargava.typepad.com>).



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# PRODUCT

BRAND STATEMENT: What makes you so special?

- Be specific
- Be unique
- Be relevant





# PRODUCT

## UNIQUE SELLING POINTS

- What's the one thing that makes you different?
- What are your accomplishments?
- How will employers benefit by hiring you?

# BUILDING YOUR BRAND

Set yourself apart as an expert in your field

Use your selling points to be  
“THE ONE” people look to.



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# UNIQUE SELLING POINTS BRANDING STATEMENT

Marketing and communications specialist with over 17 years experience. Wrote, edited and designed publications in collegiate and professional settings. Experienced writer and graphic designer for all types of media. Extensive desktop publishing, graphic design, photography, social media and web design experience. Strategic marketing and communications planner and manager with knowledge of research and tracking methods. A creative and dedicated results-oriented professional who values excellence, high standards and effectively meets tight deadlines.

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# Robert J. Bogdon

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Shavertown, PA 18708

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## Summary

Marketing and communications specialist with over 17 years experience. Wrote, edited and designed publications in collegiate and professional settings. Experienced writer and graphic designer for all types of media. Extensive desktop publishing, graphic design, photography, and web design experience. Strategic marketing and communications planner with knowledge of research and tracking methods. A creative and dedicated results-oriented professional who values excellence, high standards and effectively meets tight deadlines.

## Professional Experience

### **Luzerne County Community College (LCCC), Nanticoke, PA**

1998 - Present

#### **Director of Marketing**

- Developed and implemented LCCC's first integrated marketing and communications plans and consecutive plans.
- Increased LCCC's awareness and strengths through successful advertising campaigns resulting in increased FTE enrollment and student applications at the College each year.
- Manage a marketing budget of over \$350,000.
- Developed a new professional identity for the College. Revamped the viewbook and program brochures; created the College's first search piece; approve most printing projects; and developed unique advertising venues for full-time and part-time credit, credit-free, and workforce students.
- Create and place all advertising for LCCC's main campus and for all off-campus sites including print, radio, television, billboards, internet, direct mail, bus shelters, movie ads, community support programs, and many other media.
- Work closely with the Director of Printing and Publications and College Relations Director to improve LCCC's publications and to promote campus events and registrations.
- Design numerous brochures, publications, flyers, posters, multimedia presentations, presentation boards, the College's diploma, loans, and more.
- Developed successful...
- Over...

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# MARKET RESEARCH



Who is your target market?

Where is your market located?

What is your target market's interests and needs?

What would make them "buy" you?

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# MARKET RESEARCH



Who is your target market?

What companies employ people with your skills?

How do you find them?

Google, Bing, Monster,  
[Quintessential careers](http://www.quintcareers.com)  
([www.quintcareers.com](http://www.quintcareers.com))

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# MARKET RESEARCH



Who is your target market?

Research companies and build resume and interview to tailor their needs and beliefs.

Identify the top 5 companies you want to work for and search for names of employees – find blogs, Facebook pages, LinkedIn profiles, Wink, follow them on Twitter.

Connect with people on-line. Get to know them. Then later on, you can check on possible job openings.

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# PLACE

## PRODUCT DISTRIBUTION

Your distribution channel -- just as in marketing -- consists of a "set of individuals" who will help you distribute your product (you) to the consumer (the employer).

In career counseling terms, your **distribution channel** includes all the methods you are using to **disseminate your promotional tools** in your quest for a new job.



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# PLACE

## PRODUCT DISTRIBUTION

- Job Postings/Recruitment Advertising
- Cold Calling
- Networking (very important)
- Job-hunting on the Web
- University Career Centers/Alumni Offices
- Headhunters/Recruiters/Executive Search Firms/  
Employment Agencies

Also consider non-profit organizations or job shadowing

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*People and places where you can network: current and former coworkers, colleagues, professional meetings, placement offices, alumni, recruiters, and almost any gathering of people. How strong is your network? How can you make it stronger?*



# PLACE

## PRODUCT DISTRIBUTION

- Also relates to where you want to be placed
- Determines where you are going to look for a job and the kind of job
- Don't apply for jobs you don't want
- Think about what would motivate you to relocate, take a job you don't really want?
- Make a list of your requirements

Look at location and environment

City versus Rural

Look at work environment as well

# PLACE



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# PRICE

It's the determination of the perceived value of items in an exchange.



# PRICE

It's the determination of the perceived value of items in an exchange.

- Price refers to all aspects of compensation you can expect from the potential employer.
- 
- Price also refers to the strategies you need to follow to get the price you want and what the employer feels you deserve. *(Some companies may have set start salary)*

# PRICE

- Price asks you the question – “Where do you want to be at in the job market – entry level, management or executive level. (*Look at opportunities within company*)
- Price is your positioning in the job market – BE REALISTIC  
Not saying if you see a job that you think you may be qualified for APPLY! But don't short change your price by misrepresenting yourself.

# PRICE

- Position in the market depends on qualifications and experience
- The knowledge gathered as you move and change as a person.
- Your range should be entry level to mid-management or middle management to upper-middle management. FOCUS ON THESE TYPES OF JOBS.
- Do research on salary, location, cost of living, payment trends.





# PRICE

Many job seekers not only focus on salary,  
But compensation which includes:

- Medical Insurance
- Dental Insurance
- Optical/eye care insurance
- Raises, Bonuses, Overtime Pay
- Life Insurance
- Accidental death Insurance
- Disability Insurance
- Vacation Days
- Paid Holidays
- Sick/Personal Days
- 401(k) plans
- Pension Plans
- Profit Sharing
- Stock Options
- Tuition Reimbursement
- Health Clubs
- Dependent Care
- Employee Assistance Program
- Parking, Commuting
- Expense reimbursement

# PROMOTION

Promotion is about how to inform prospective employers about your availability and why they should hire you.

Ties into your “Product” - what sort of skills and qualifications you bring to the job

There are two major parts to your promotion:

The Resume &  
The Interview



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# PROMOTION

Promotion tools include anything that you can use to get a job interview and ultimately a job offer.

Many create resumes for each job they apply for.

This is called “targeted advertising.”

When writing a cover letter and resume look at the descriptions and keywords associated with each position.

**Don't forget e-mail etiquette!**

When you send cover letter and resume in e-mail – write well.

# PROMOTION

Department of Administration

**Job Title: Engineering Specialist-Management (Environmental & Fuel Specialist)**

Job Announcement Code(s): 09-0103

Deadline to Apply: 6/1/2010

Area of Competition: Open

**Bargaining Unit: Non-Represented**

**Type of Employment: Full Time (40 hrs/week)**

**Salary:** This position is assigned to PR 81-03. Starting salary will be between **\$60,000 and \$72,000** per year, depending on candidate qualifications and agency needs.

A twelve month probation will be required.

**Contact: Lisa Mortenson, Human Resources, 555-7867, [lisa.mortenson@pa.gov](mailto:lisa.mortenson@pa.gov)**

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# PROMOTION

**Job Duties:** As part of the Heating Plant team, this position will **support and assist** in the management of statewide air pollution compliance programs for state-owned heating plants and serve as engineering specialist for the emissions program. Track the various types of fuel consumption at all state-owned central heating and cooling plants to ensure that permit requirements are being followed as well as optimizing cost effective plant operations. **Train and assist** heating plant operations staff in compliance measures. **Manage** the heating plant ash recycling and disposal program for solid fuel burning plants.

**Special Notes:** Well qualified candidates will have a two-year associate degree, plus several years of relevant work experience.

**Job Knowledge, Skills and Abilities:** Experience in air emissions program management and compliance auditing. **General knowledge** of combustion processes and high pressure steam boilers as utilized in central heating/cooling plants; fuel characteristics; strong energy analysis skills related to heating plants and fuel selection and usage; **effective oral and written communication skills** and experience using Microsoft Word, Excel and Power Point.

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# PROMOTION

Look at the requirements under required or Job Duties.

Look at the requirements under desirable or job knowledge or skills and abilities.

Look at the listing of things you have done and pull out things that match these keywords.

These are the things that should be highlighted

Resumes should promote you as a candidate

- Don't "over qualify" yourself.
- Try to put things in chronological order – but can have a bit of flexibility
- Be prepared to explain gaps.



# PROMOTION

THINK OF YOURSELF  
AS AN ADVERTISEMENT

USE KEYWORDS THE  
CONSUMER NEEDS TO HEAR



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# PROMOTION

## Skills Employers Want:

- Communication Skills
- Analytical/Research Skills
- Computer/Technical Literacy
- Flexibility/Adaptability/Managing
- Multiple Priorities
- Interpersonal Abilities
- Leadership/Management Skills
- Multicultural Awareness
- Planning/Organizing
- Problem-Solving/Reasoning/Creativity

## Personal Values Employers

### seek in Employees:

- Honesty-Integrity-Morality
- Dedication/Hardworking/Work Ethic/Tenacity
- Loyalty
- Professionalism
- Self-Directed
- Adaptability/Flexibility
- Dependability-Reliability-Responsibility
- Positive Attitude-Motivation-Energy-Passion
- Self-Confidence
- Life Long Learner

# PROMOTION

Studies show that the average employer looks at a resume for 10 – 15 seconds

- If they don't see qualifications and experience related to the job, they move on to the next candidate.
- That is why many list skills or summary of qualifications with keywords first focused on what the employer is looking for.
- Some break-up experience into three categories
  - Applicable experience
  - Related experience
  - Additional experience

This serves to fill in the gaps of time of applicable experience & shows can and do have done other things

**Sabrina Saccoccio** Profile

Sex: Female  
 Relationship Status: Married (to my job)  
 Looking For: Dream job  
 Hometown: Toronto, Ontario

Mini-Feed  
 Displaying 10 stories. See All

Sabrina plans to apply for a NEW POSITION. 4:00 pm

Information

Contact Info  
 Email: [sabrinaduncan@gmail.com](mailto:sabrinaduncan@gmail.com)  
 48 Abell St., #308a  
 Toronto, Ontario  
 M6J 3H2  
 416-900-8135

Activities:  
 Interests: Sitting, working, thinking, writing ideas, media, documentaries, movies, installation art, British TV comedies, photography, running, cooking, baking treats for co-workers

Favorite Music:  
 King Khan & BBQ Show, Plants and Animals, Florence & the Machine, Lightspeed Champion, The Kinks, The Workaholics, The Punch Clocks, The Current, XEXP.org, This American Life, Guardian Music Weekly Podcast, CBC Radio 3, NPR's All Things Considered

Favorite Radio:  
 RTV, DazedDigital, Break, Onion: Videocracy, SuperDeluxe, Joost, SurfTheChannel.com, Ted, VideoJag, Black Cab Sessions, Take Away Shows, TreadHunter, Hulu, Fritchfork TV, VBS

Favorite Movies:  
 Harvey Milk, Religulous, Let The Right One In, Tropic Thunder, Burn After Reading

Best achievement:  
 Meeting the Queen! [http://archives.cbc.ca/IDC-1-08-344-183110/art\\_5entertainment/qaee\\_cbc\\_archive/](http://archives.cbc.ca/IDC-1-08-344-183110/art_5entertainment/qaee_cbc_archive/)

Education  
 Education Info  
 Grad School: Dalhousie, University of King's College (Halifax, NS)  
 Post-Graduate Journalism

Undergrad: Wilfrid Laurier University (Kitchener/Waterloo, ON)  
 Honours History  
 Minor French

Residencies:  
 Banff Centre  
 Digital Art Residency

Courses:  
 Ryerson University  
 Copy Editing  
 Dialogue & Script Writing  
 MuchMusic  
 Storytelling  
 Tease Writing

The Wall  
 Displaying 10 of 37 wall posts. Wall-to-Wall | See All

Write something...

Post Give a Gift to Sabrina

Search

Applications edit  
 Photos  
 Groups  
 Events  
 Marketplace  
 + more

AIR NEW ZEALAND  
 NON-STOP  
 \$1,318  
 BOOK NOW  
 Visit us at [airnewzealand.ca](http://airnewzealand.ca)

View Photos of Sabrina (6)  
 Send Sabrina a Message  
 Poke Her!

Friends  
 999,999 friends See All  
 Stephen Colbert  
 Deborah Solomon  
 Elvis

Friends in Other Networks  
 Networks with the most friends  
 Toronto, ON  
 CBC  
 National Post  
 Globe and Mail  
 Toronto Star  
 Adult Swim  
 MuchMusic

Networks you belong to  
 Toronto, ON  
 Show All Networks | View all Friends

Photos  
 2 albums, See All  
 last week's office party  
 Created June 4

References  
 Kristine Luciw  
 MuchNews Senior Producer  
 416-817-6923  
 Grieg Dymond  
 CBC Radio  
 416-205-6013  
 Claude Galipeau  
 Rogers Digital Media Senior VP  
 416-934-4449  
 Maria Mironowicz  
 Executive Producer (formerly of cbc)  
 416-760-0786

# UNIQUE SELLING POINTS



## Sabrina Saccoccio

Sex: Female  
 Relationship Status: Married (to my job)  
 Looking For: Dream job  
 Hometown: Toronto, Ontario

### Mini-Feed



**Scott Thompson (comedian)** wrote at 1:14pm on May 30th, 2007

"Sabrina was a pleasure to work with. Not only was her research exhaustive and imaginative, her contributions during the writing process were invaluable. As well, she loves to talk and have fun and what's wrong with that?"



**Hannah Sung (tv personality)** wrote at 1:10pm on May 30th, 2007

"Smart and cool. I have a feeling everyone leaves meetings with your awesome ideas."

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# PROMOTION

Be the expert in your field.

- Give presentations (like this one).
- Start a [blog](#) and write about latest trend in your field.  
There are many [blogs](#) publishing sites out there: Wordpress.org or [Blogger.com](#) are the most popular and is easy to use.
- Or submit your stories to local or regional papers.
- Follow people in your field on Twitter/Facebook/LinkedIn and add content this links back to your website/blog.

# PROMOTION

NO..

Be the expert in your field.

- Make video presentations your expertise or make a video resume.
- Attend chamber mixers and other social events



# PRODUCT PRESENTATION



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# PRODUCT PRESENTATION

Product presentation is very important! Dress for success.

## Hints for Dress for Success for Men and Women

Attention to details is crucial, so here are some tips for both men and women. Make sure you have:

- clean and polished conservative dress shoes
- well-groomed hairstyle
- cleaned and trimmed fingernails
- minimal cologne or perfume
- no visible body piercing beyond conservative ear piercings for women
- well-brushed teeth and fresh breath
- no gum, candy, or other objects in your mouth
- minimal jewelry
- no body odor



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# PRODUCT PRESENTATION

Show confidence in **YOURSELF**  
Believe in yourself!



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# SOLD



THANK YOU!

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