

Chapter2 Marketing Question #2

1

Robert Clark

Alliance University

Professor Mbagi

February 2023

Chapter 1 Marketing Question #2

2

First and foremost, I would build an online presence. I would put myself on the map if I wanted to find an ideal job or start my own business. I would need to be able to convince employers and clients that I am an expert in a particular field by making myself visible online and offering my knowledge and expertise. The proper use of social media platforms, along with a business and/or a resume website will help me create a strong presence online. Secondly, I would be proactive. I cannot get any results if I choose to wait for people or prospects to come to me. Being proactive is important if I want to advance my career. I can start by talking (networking) with others and by searching for opportunities by attending workshop seminars, social gatherings and events. Thirdly, I would follow up by reaching out to new acquaintances by sending a follow up note or making phone calls to potential prospects. Fourthly, it is important for me to always thank those who are helping with my job search. This applies to those who have referred me to a job. Lastly, no matter how busy you are, find time to build your network and grow relationships as it proves that I can deliver the necessary value in applying marketing principles to my job search. In summary, tap into your connections regularly and evaluate who you want to keep in touch with. These suggestions will help grow my network and relationships over time. It is imperative to put forth my best effort in marketing myself both in person and online to build a personal brand that will be worth checking out for the overall betterment of job searching.

[SHORTENED TITLE UP TO 50 CHARACTERS]

3

Chapter1 Marketing Question #2

3

Reference