Marketing Plan

Steps to Creating Your Plan

Your marketing plan is an action-oriented document that helps you organize and manage your job search. When preparing your marketing plan it’s helpful to follow these steps.

Assessment

- Your skills, abilities, strengths

Determine your career goals

Research

- Industry
- Companies

Define target market and job function

Create list of target companies (10-25): Once you have determined your career goals and researched your industry, you can develop your list of companies that match your goals.

The finished Marketing Plan will be the result of your assessment and research, and should include the following sections:

- Professional objective – a concise statement of your goals, in terms of industry and function. Where do you see yourself working, and in what overall capacity?
- Preferred functions/titles – these are specific titles or functions that fit into your goal industry, based on your research.
- Positioning statement/profile – this is a summary of how your skills and abilities fit into your goal industry/area. What about you prepares you for success in this area?
- Competencies (strengths/skills) – similar to your skills category on your resume, outline
- Target market – based on your self assessment and industry research, define your focus, including the following elements:
  - Geographic area – where do you want to work, or where are the companies that match your interests and skills located
  - Types of industries – which industries will best utilize your skillset
  - Size of organization
  - Organizational culture
- Target companies – the list of companies that you generated in your preparation process