

Personal Marketing & Social Networking:

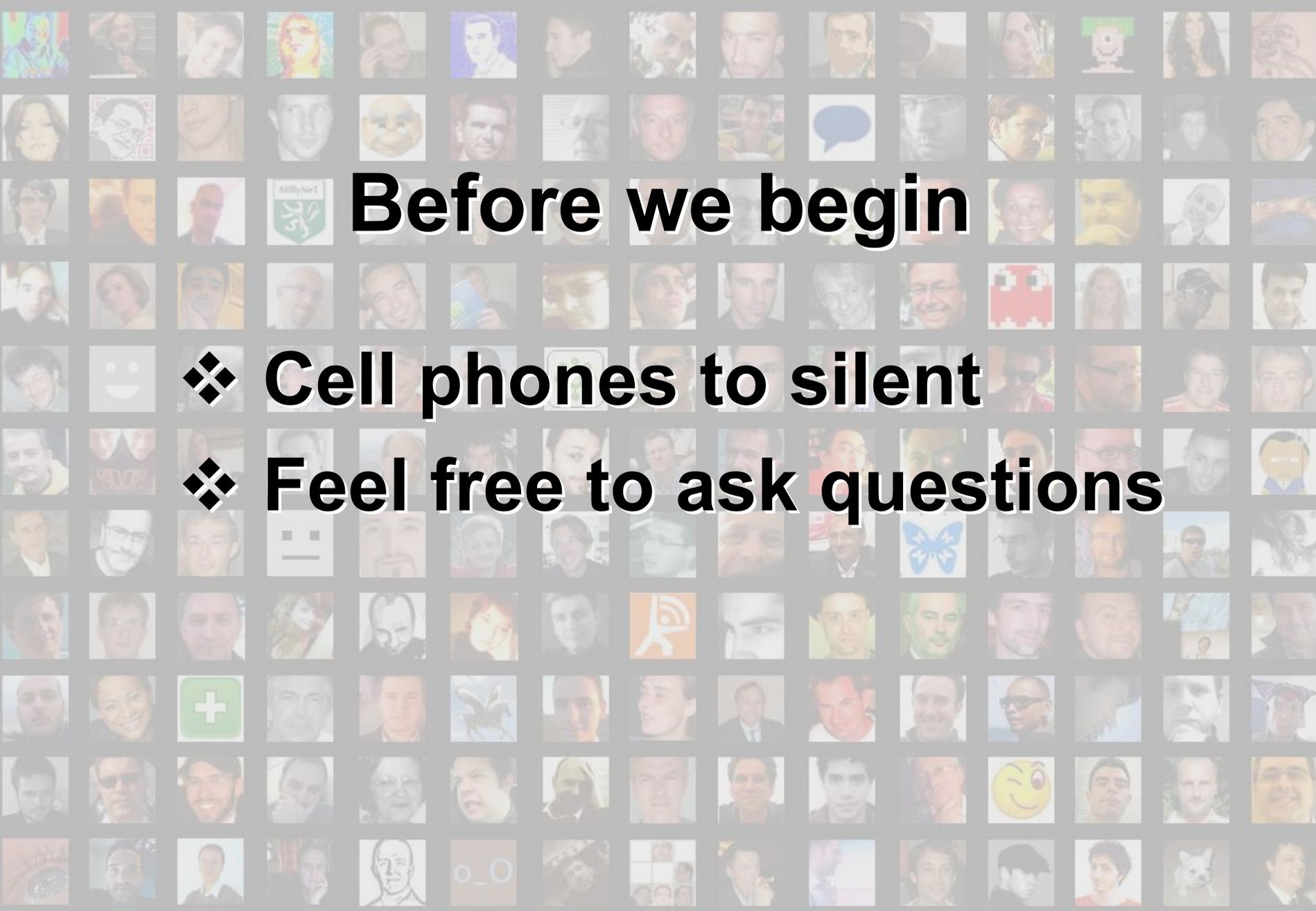
What they are & why you need them

January presentation for IAAP

by

Wes Johnson

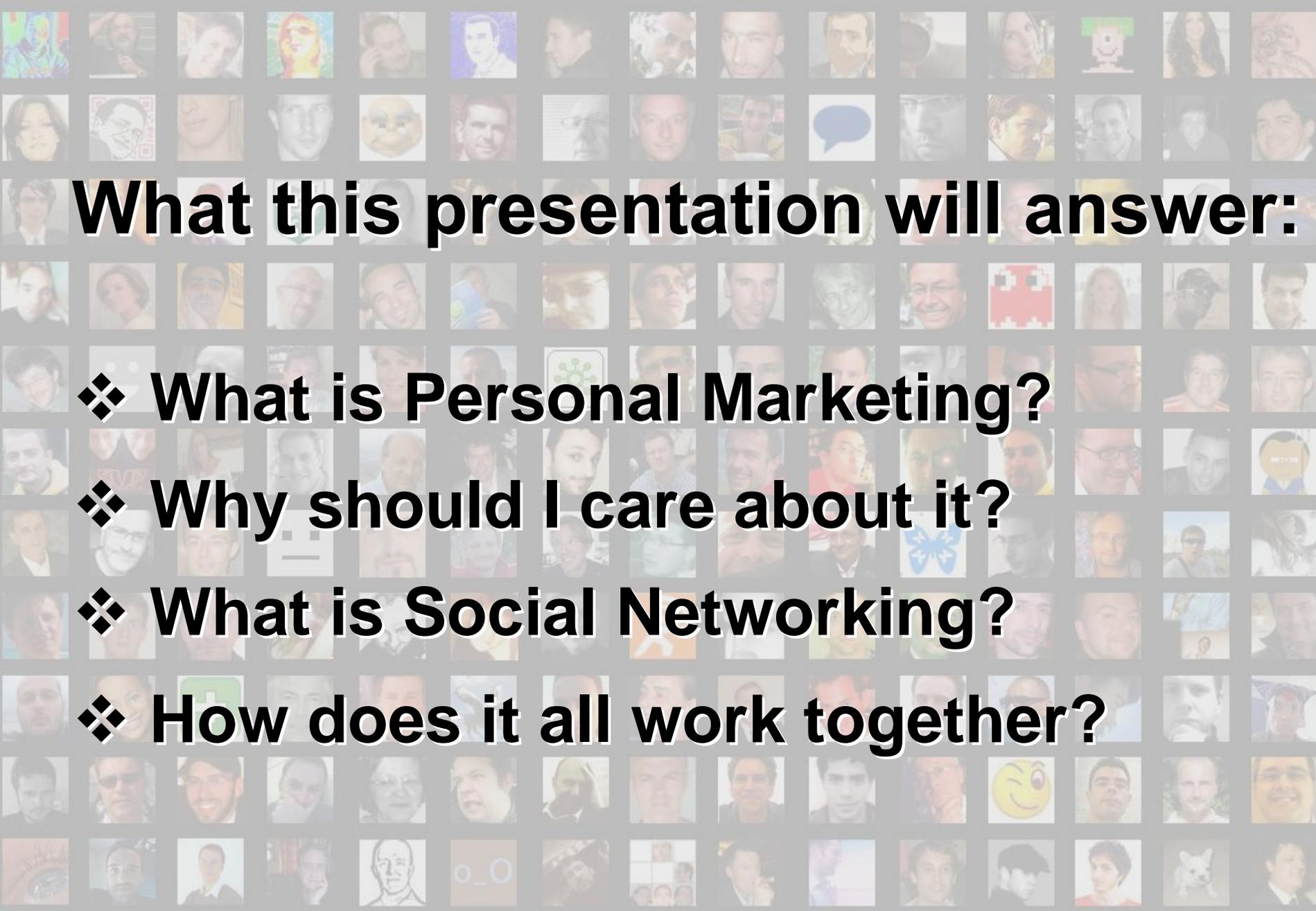
Jeff Martinez



Before we begin

❖ Cell phones to silent

❖ Feel free to ask questions



What this presentation will answer:

❖ **What is Personal Marketing?**

❖ **Why should I care about it?**

❖ **What is Social Networking?**

❖ **How does it all work together?**



Ways we try to get a job

❖ Job Applications

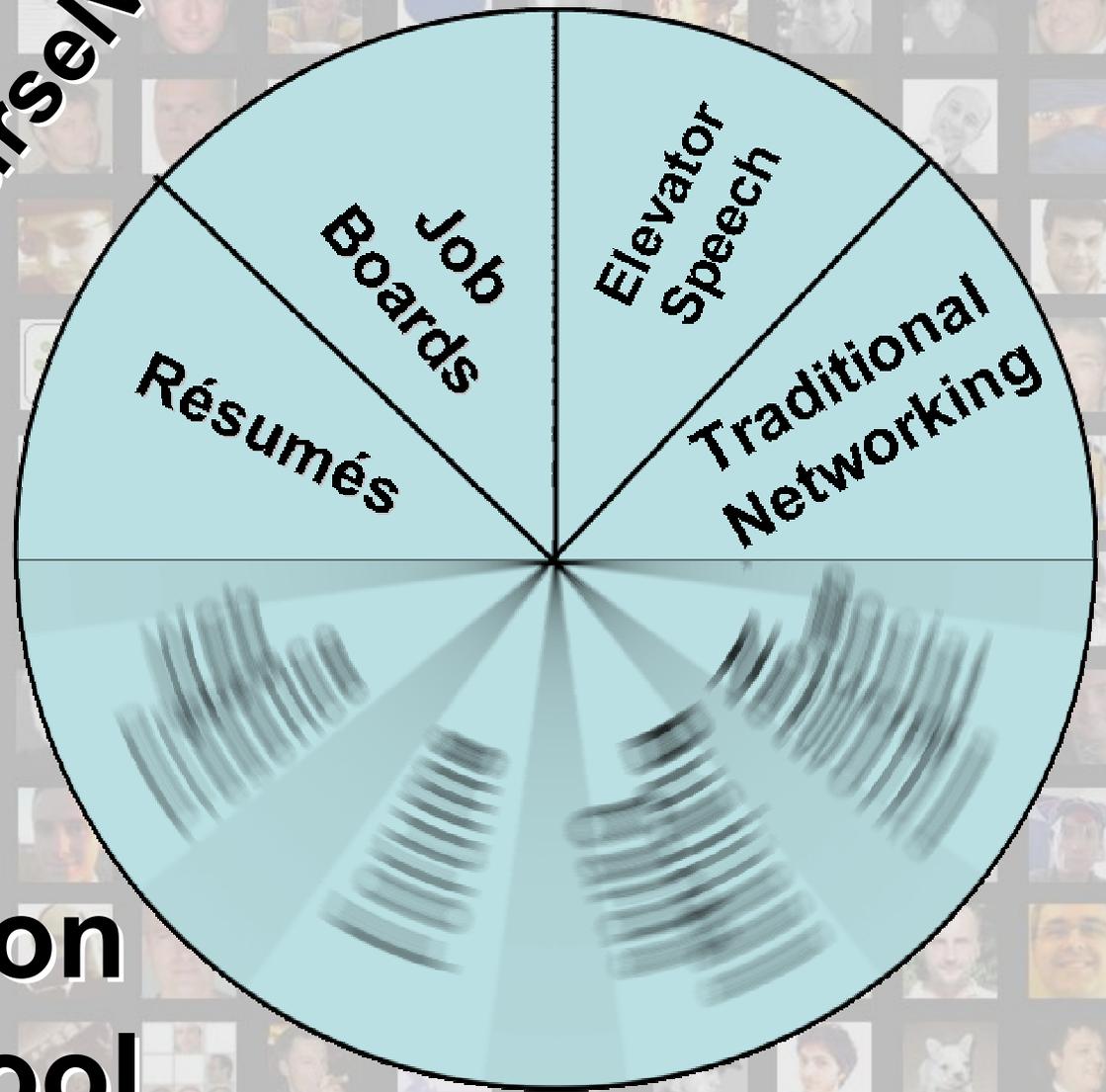
❖ Resumés

❖ Job Boards

❖ Networking

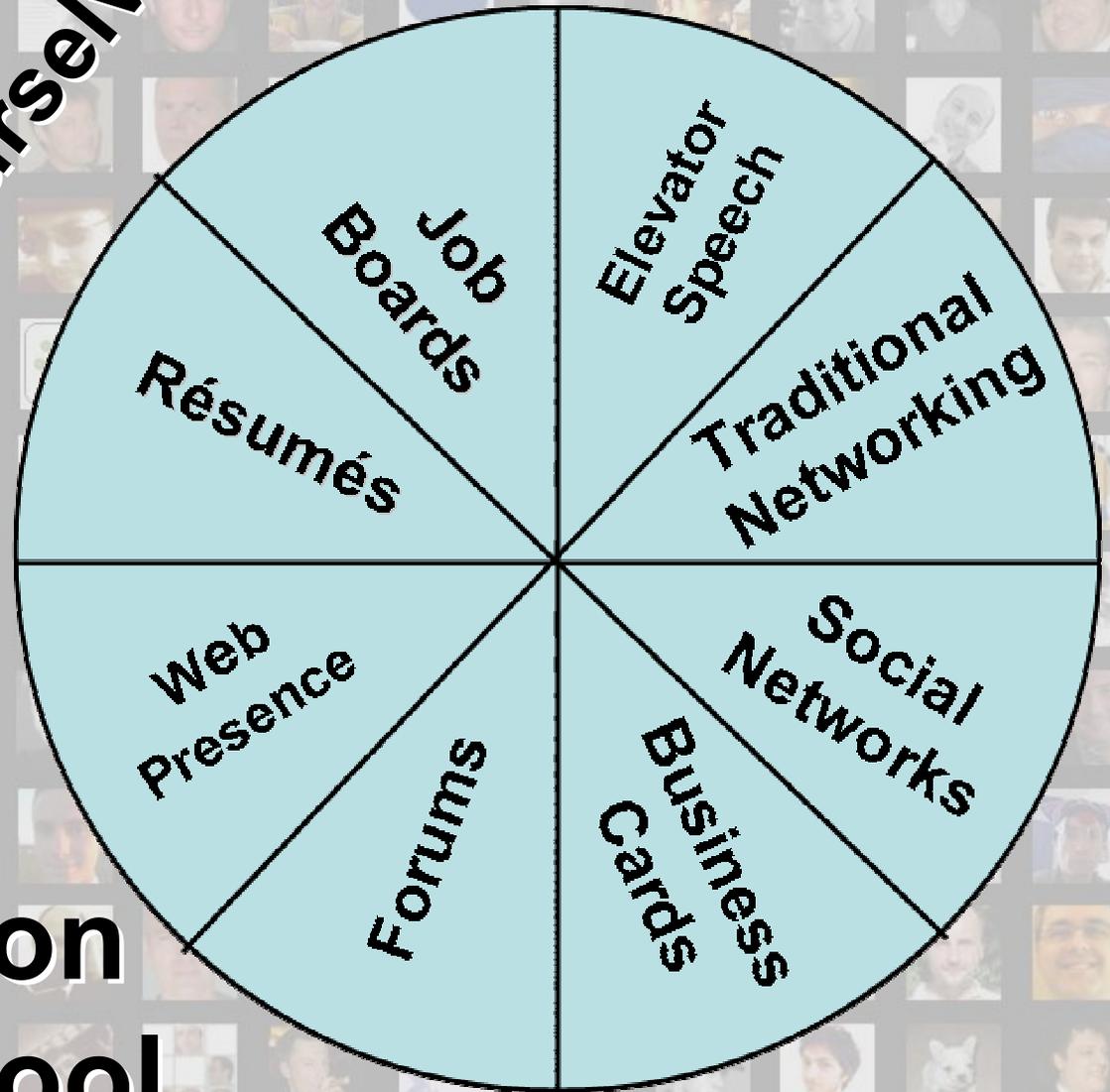
Ways we promote ourselves.

**Promotion
Old School**



Ways we promote ourselves.

**Promotion
New School**



A large group of stylized, 3D human figures in a light blue color, scattered across a light gray floor. In the center of the group, one figure is colored red and has its right arm raised high, pointing upwards. The figures are rendered with soft shadows, giving them a three-dimensional appearance. The overall scene suggests a crowd or a market setting.

Market: a place where goods and services are bought and sold.

A 3D rendering of a crowd of human figures. Most figures are blue, while one figure in the center is red and has its right arm raised. The figures are arranged in a loose, circular pattern, suggesting a group or audience. The background is a light, neutral color.

Marketing: a set of processes for creating, communicating, and delivering value to customers



**Are you standing out
or
blending in?**



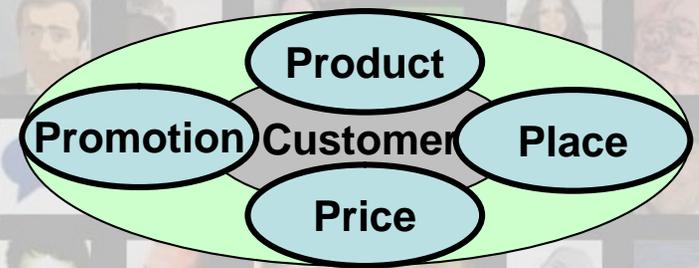
Questions

What is my message?

Where do I send it?

How do I send it?

Personal Marketing



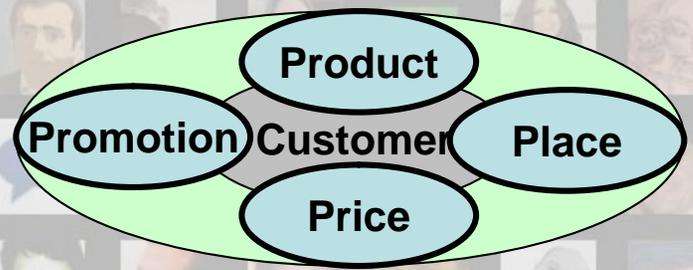
Personal Marketing:

Using Market Research and the Marketing Mix you can get your message of added value in front of the customer (employer) who will purchase your services.

Marketing Mix:

(Product, Place, Price, Promotion)

Personal Marketing

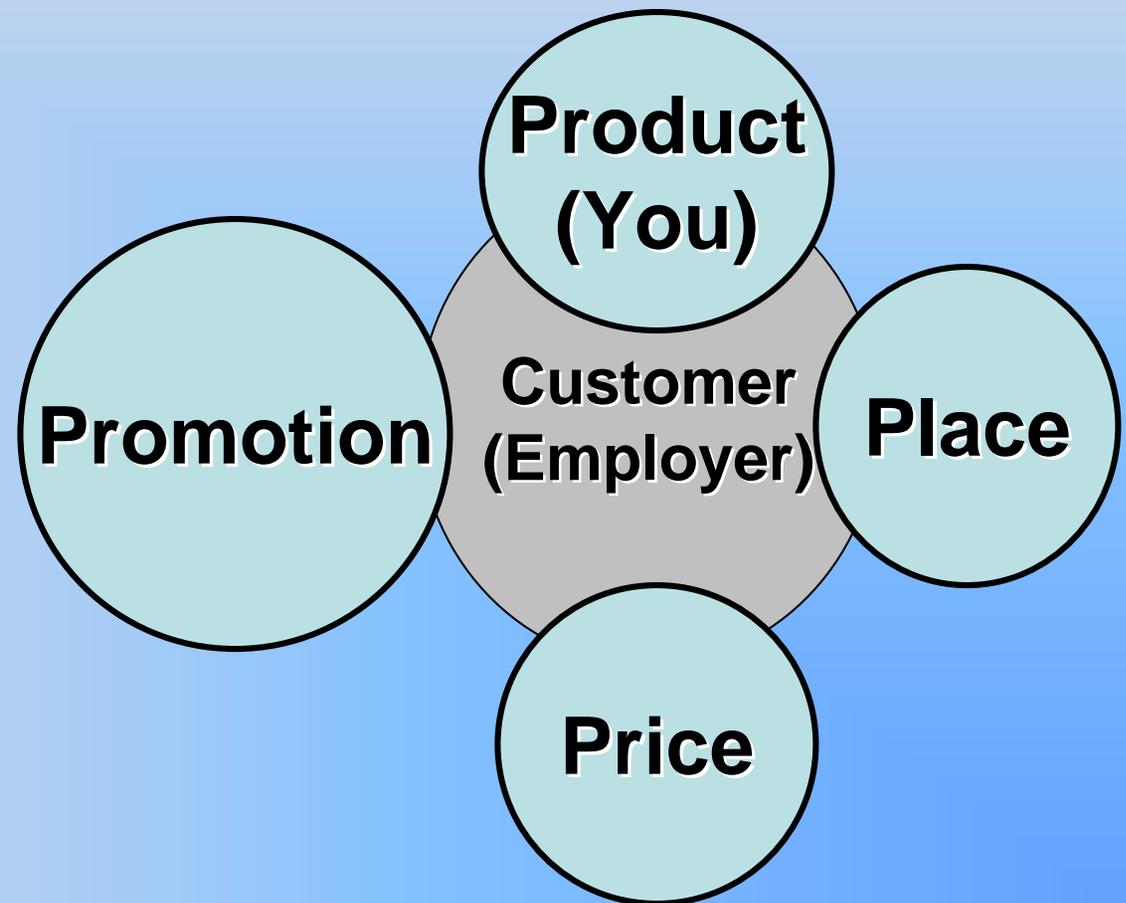


Why should I care about Personal Marketing?

It will help potential employers notice you and your added value.

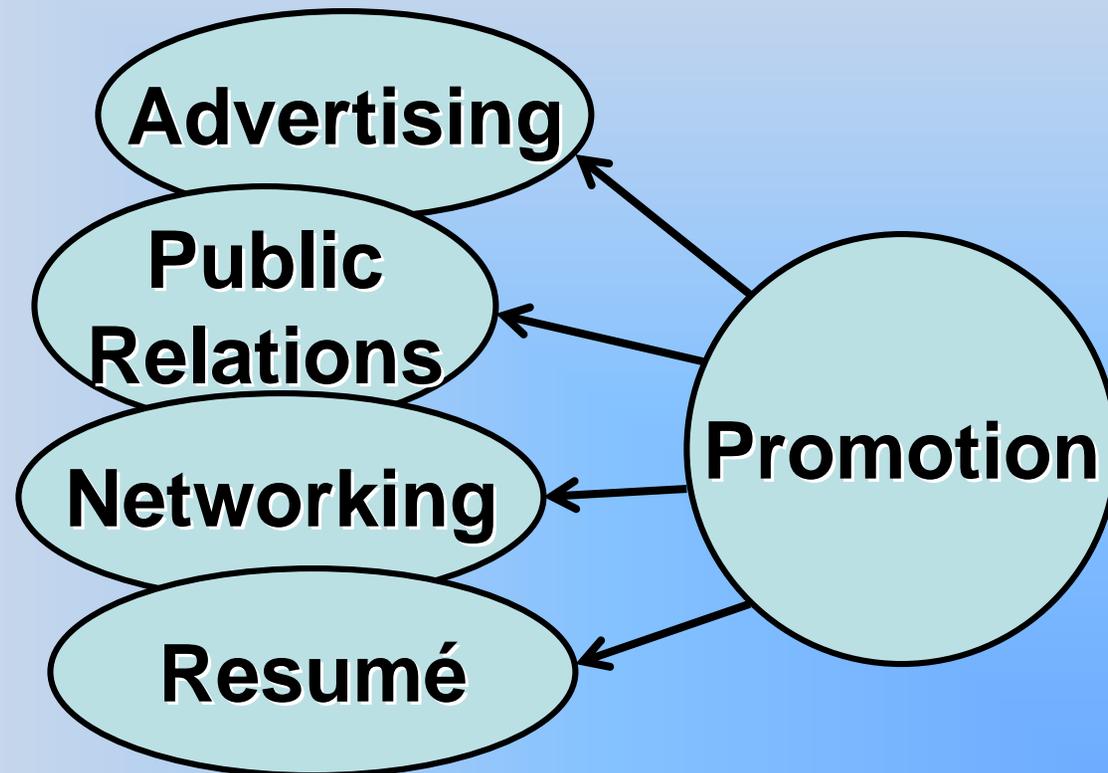
Marketing Mix

Factors you have control over to influence the purchase of your services.



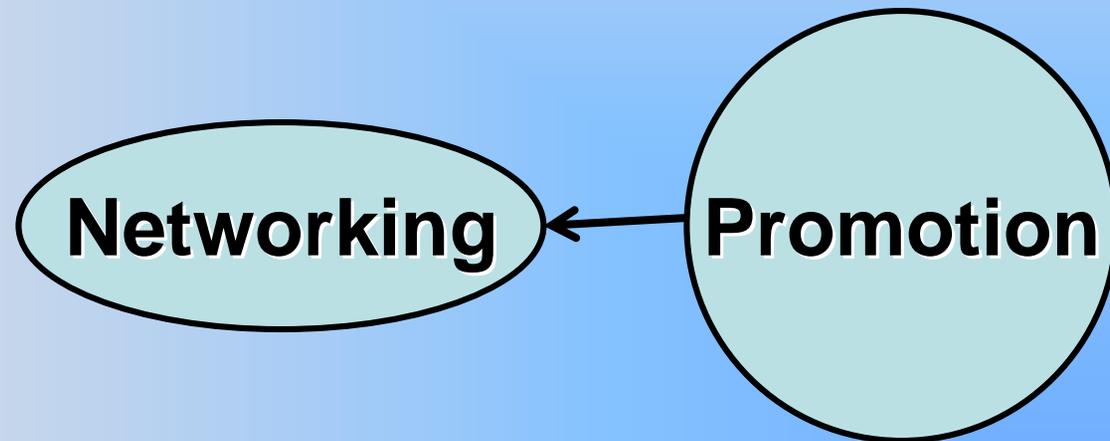
Marketing Mix

Promotion Methods



Marketing Mix

Let's talk about Networking
as a promotion tool.



Networking

What is a Network?

- Individuals that have a common interest, formed to provide mutual assistance, helpful information

What is Social Networking?

- Networking with people you relate to socially.
(family, friends, neighbors, colleagues)
- If you have any kind of social relationship, you have the beginnings of a social network.



Networking

Why is networking important?

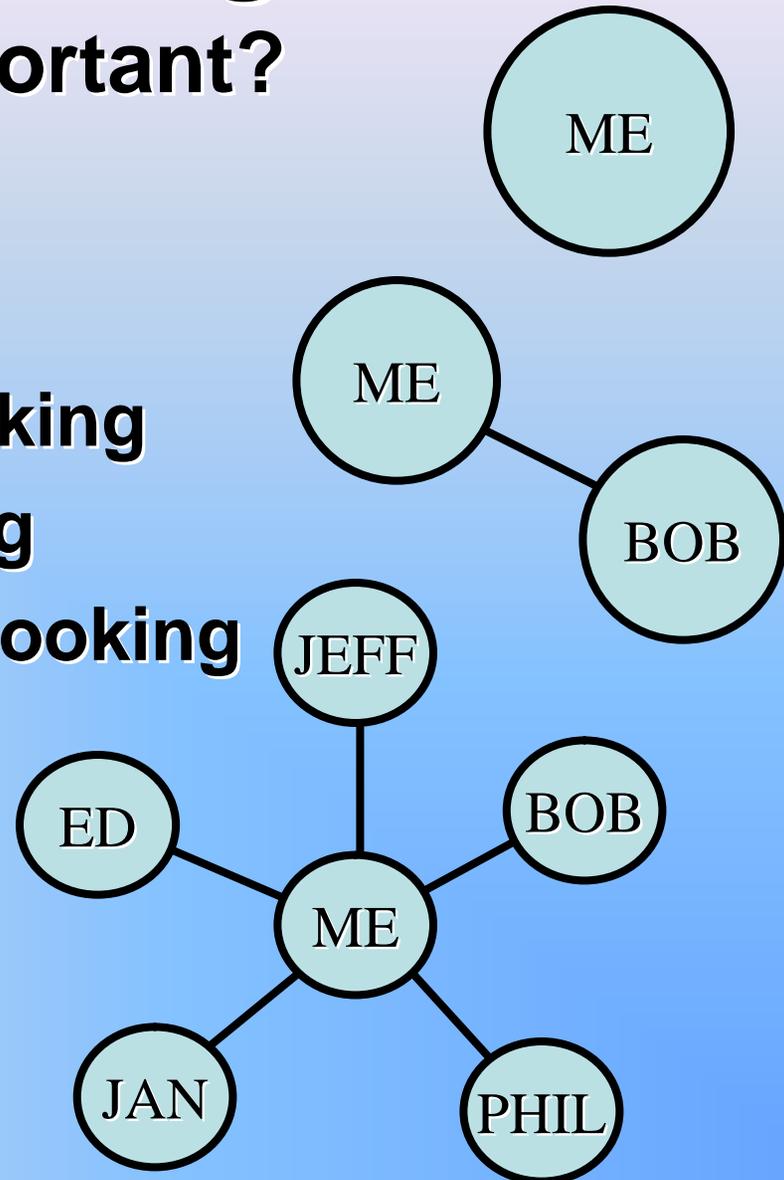
Example:

Searching for job

Just me = only 2 eyes looking

Me & Bob = 4 eyes looking

Me & 5 friends = 12 eyes looking

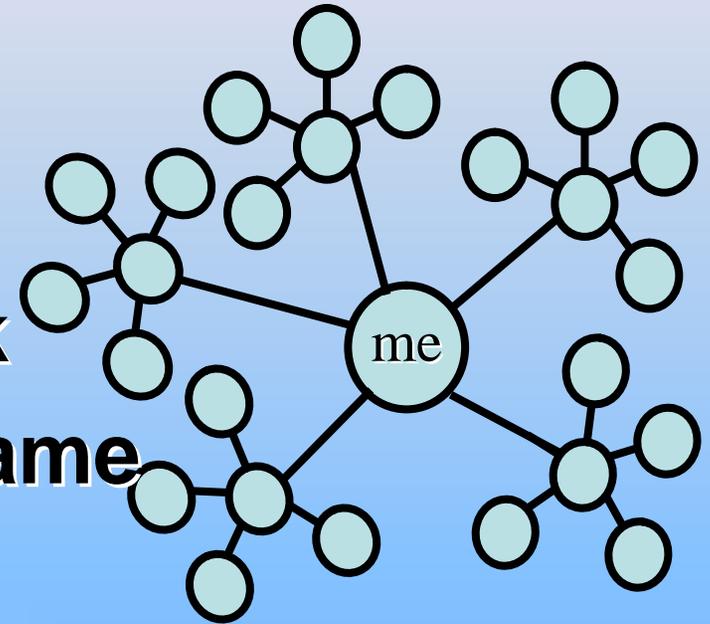


Why is networking important?

If each person networked
with 5 people?

Imagine the possibilities...

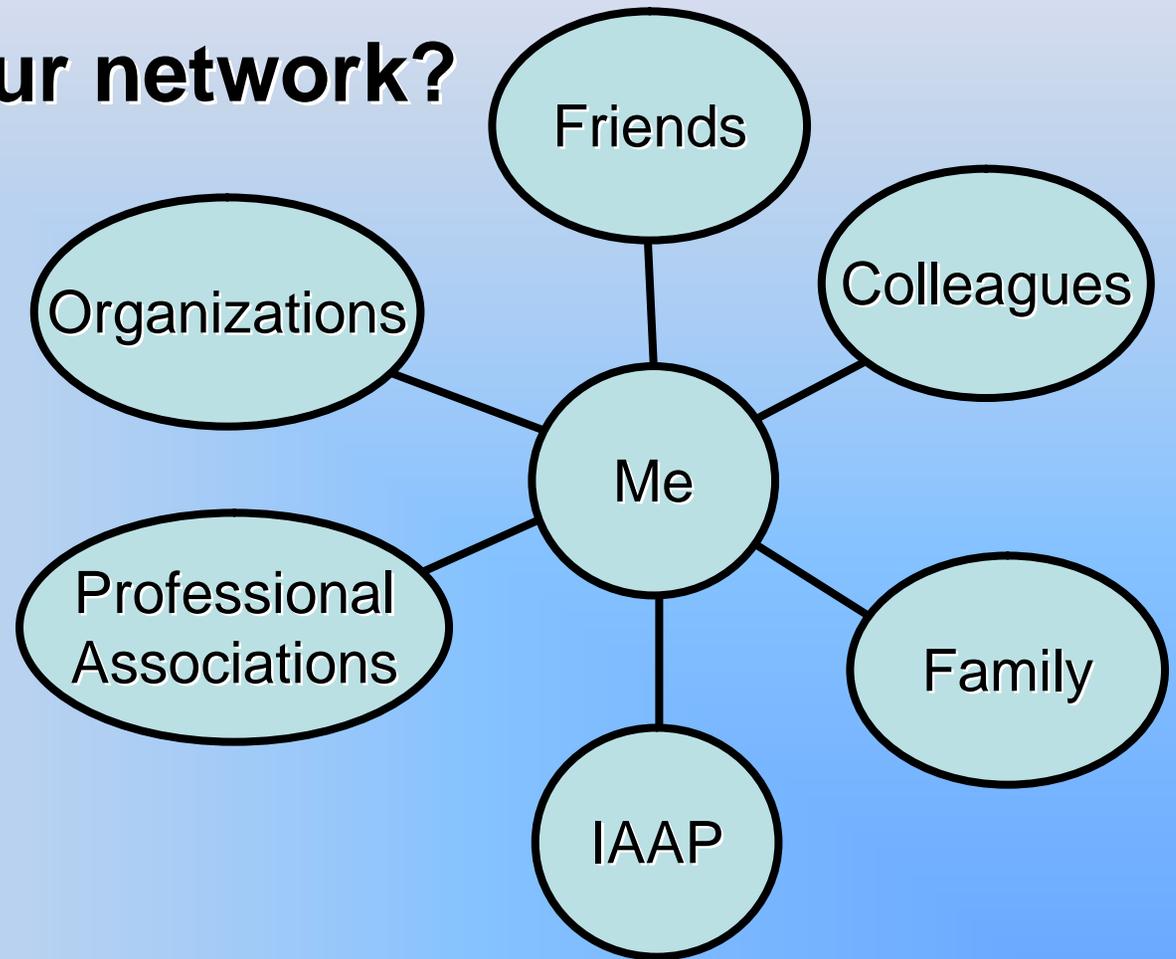
- 26 people helping you look
- If their networks did the same there would be 650 people
- Each connection gets you closer to a potential employer



Hidden Job Market

Who to Network with

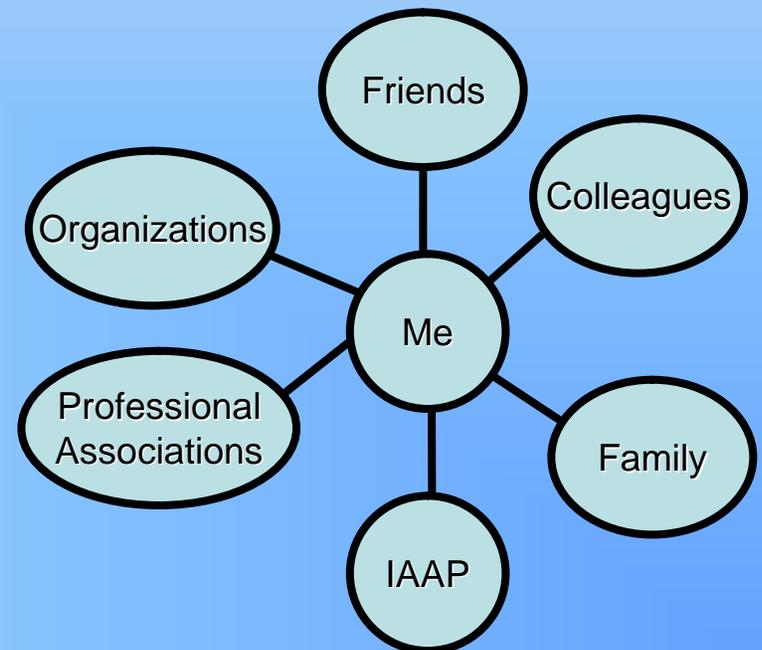
- **Who's in your network?**



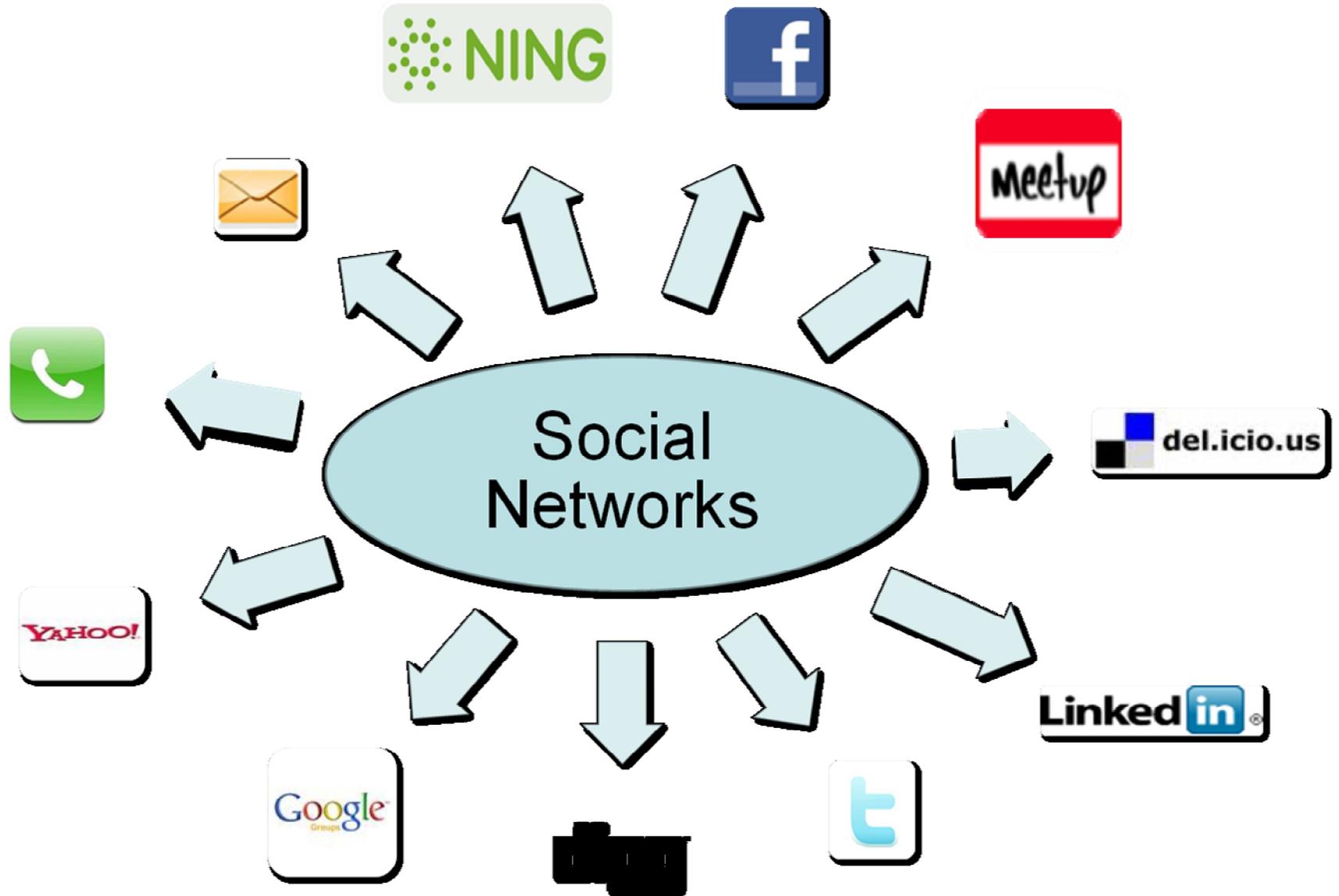
When to Network

When should you network?

- ❖ Always reconnect with past networks
- ❖ Keep adding value to your networks



Networking



Traditional Social Networks

**Traditional Networking
Email**



Telephone



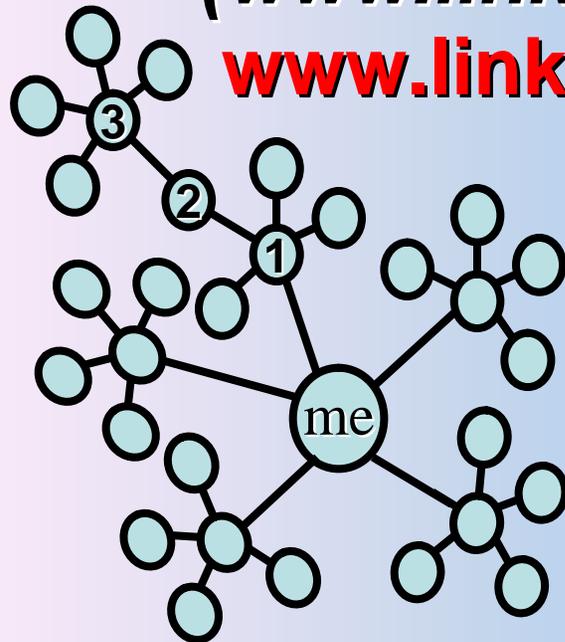
- **Traditional methods for keeping in touch with your established networks**

Professional Social Networks

Linked ®

- Over 50 million networked users
- # 1 professional networking site
- 1st, 2nd and 3rd degree connections
- Use unique profile web address
(*www.linkedin.com/in/yourbrandname*)

www.linkedin.com/in/jeffemartinez



www.linkedin.com/in/mrwes
My brand name.

Informal Social Networks

Facebook –

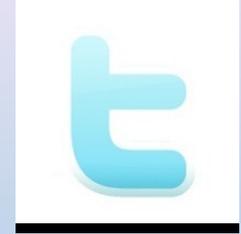


Friends, Family, Community, Colleagues

- **Facebook marketplace**
 - **List job openings**
- **Join groups or fan pages and network**

Realtime Social Networks

Twitter – Community



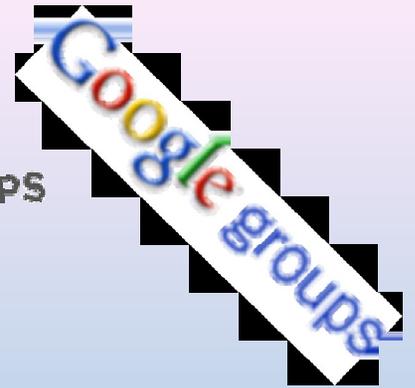
- Like listening to broadcast radio
- You choose the channels to follow
- Each channel broadcasts it's own announcements called “Tweets”
- Tweets are short text messages up to 140 characters long
- You can monitor Twitter activity without joining (learn how @ mrwes.net/resources)

Networking

Forums – Community

- School alumni
- Professional organizations
 - International Association of Administrative Professionals (IAAP)
 - Professional Resource Network (PRN)
- Forums within Social Networks
 - LinkedIn
 - Facebook, Ning
 - Meetup

YAHOO! GROUPS



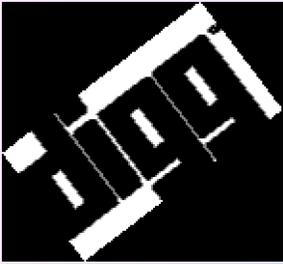
Networking

Groups –  

Community

- Network with others who share specific interests
- Join or start your own group
- Ning 
- Meetup 

Networking



Social Bookmarking is a group of people with profiles, like Facebook, that bookmark and share useful information found on the internet with others.

Why use them?

- Your professional reputation reflects the things you share with others**
- Maybe you're an expert in a particular field. As you share with others it will become apparent.**

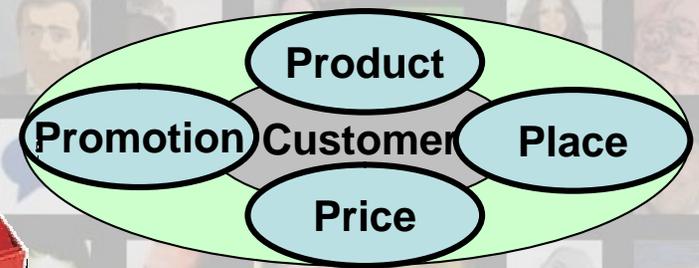
Networking

Review

- **Personal Marketing** – provides tools you need to compete in today's Job Market
- **Social Networking** – is a tool that can be used for promoting yourself in today's Job Market



Questions



❖ Don't forget - Restore cell phone ring

Wes Johnson

Blog: www.mrwes.net

Email: wjohnson@mrwes.net

Jeff Martinez

Email: jeffemartinez@gmail.com