

# Seven Basic Marketing Principles

A Collegiate Marketer's Guide  
for  
Surviving & Thriving  
in the Economic Downturn



Presentation by: Jean Conover

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# #1: Keep it professional.

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- Think about it from the employer's point of view.
- Show you know how to do more with less in tough times.
- Remember that you are being evaluated by your presence both off and online....



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Signs of the social networking times.

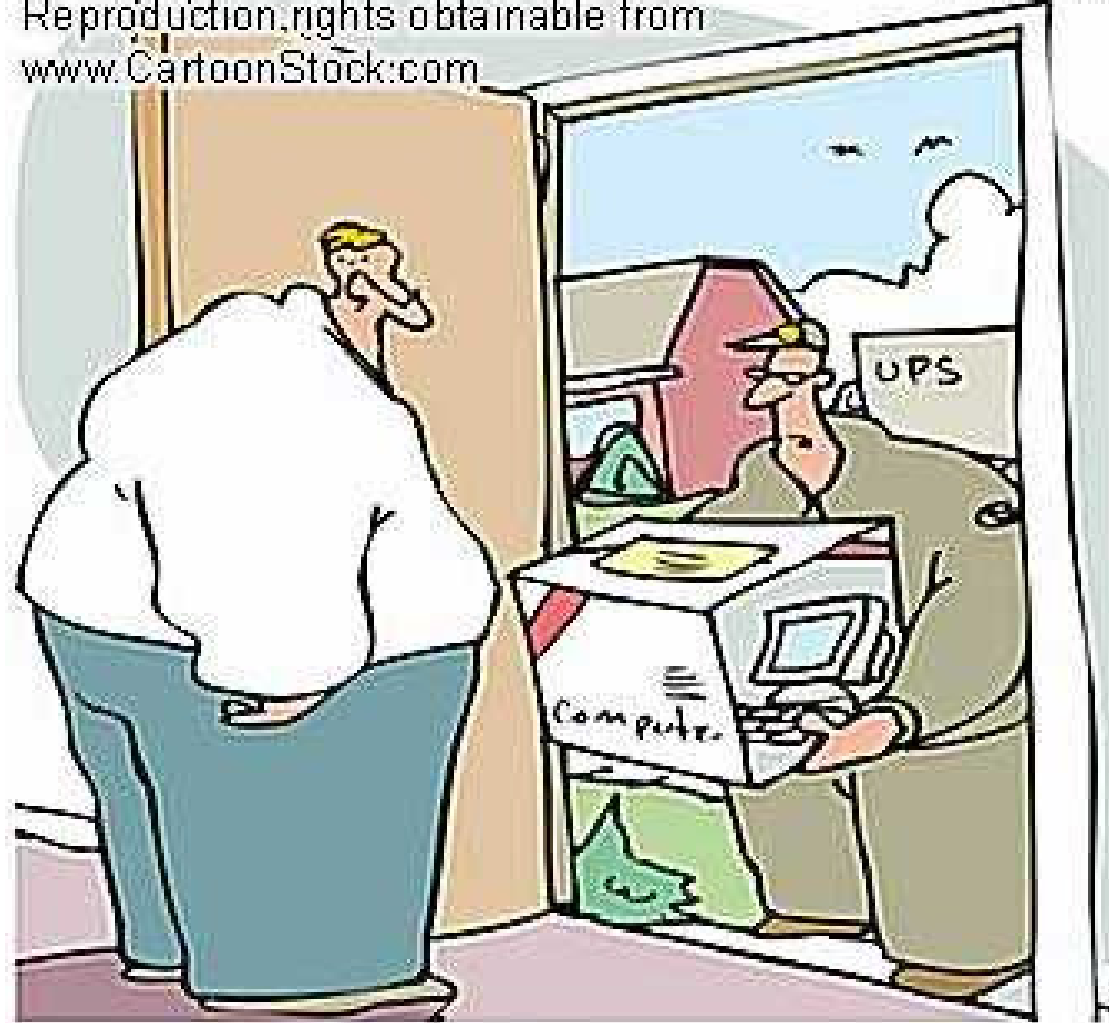
## #2: Understand Digital Marketing.

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- Demonstrate your knowledge of Digital Marketing.
- Understand how a company can benefit from strategic use of a solid digital marketing plan.
- Use your age and generation to your advantage.

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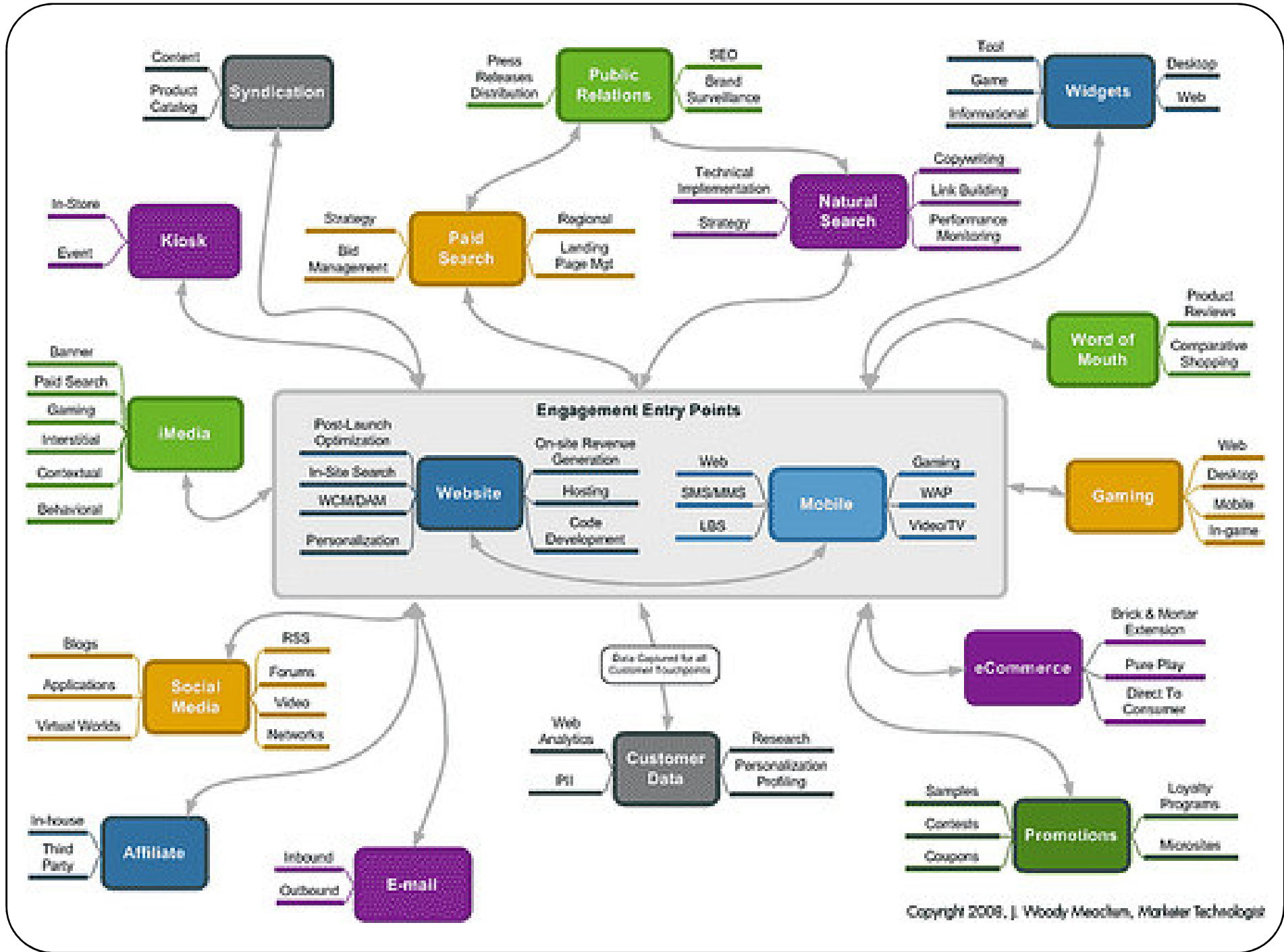
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"It's another e-mail from your folks. You know, this would be a whole lot easier if you'd just tell them about the Web."

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# What is Digital Marketing?



A survey of CMOs done in 2008 by GfK Roper Public Affairs and Media in New York for marketing services firm Epsilon found that:

75% of respondents said  
**digital marketing**  
would be the last area of marketing  
they'd cut in this downturn.



## #3: Become a Specialist.

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- Position yourself as a Specialist, not a Generalist
- Be innovative – leverage your unique skill set to employers.
- It's better to know a lot about one thing, that a little about a lot of things.
- Understand your industry – keep up with current events.



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*“You have to bring something extra that companies can’t get from internal staff.”*

*-Lynn Hazan*

*Chicago-based Recruiter (specializing in communications and marketing)*

*“I didn’t even talk to marketing people  
without a sales background.”*

-Jan McDaniel, CEO BrightTalk, Inc  
A Web conferencing provider, San Francisco, CA

*“Marketing students set to graduate this year should use their remaining school days to get more training in whichever specialty they select.”*

– Lorrie Thomas, Founder

Lorrie Thomas Web Marketing, Santa Barbara, CA.

## #4: Have a vision, but be flexible.

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- Have a vision of where you want to go in your career, and select an employer based on if they can take you there – not necessarily if you will start out there.
- Every great executive has had to make copies, make coffee or take out the trash at some point in his or her career.
- Be flexible when it comes to Salary and Duties.

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"WAS MY SALARY EXPECTATION A BIT TOO HIGH?"

# Marketing Salaries

Years in the Industry	Median Salary*
Less than 7	\$48,000
7-13	\$70,690
13-20	\$85,000
20-25	\$92,000
25+	\$100,000

\*Base Salary Only. Excludes bonuses and options.

**Source:** 2009 Aquent/AMA Survey of Marketing Professionals



## #5: Set Measurable Goals.

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- Identify who you want to be...make your intentions clear.
- Create a five- year plan for yourself...knowing it may change.
- Measurable Goals will help you stay on track and let you know when you've succeeded...and where you've failed.

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“Unfortunately, we were a little off-target again this quarter.”

What is a measurable goal?

# What's the difference?

## Immeasurable Goals

1. Be healthy.
2. Look for a job.
3. Network.
4. Pay credit card debt.

## Measurable Goals

1. Eat 3 servings of veggies each day.
2. Apply to 10 companies this week that match my career criteria.
3. Collect 3 business cards at the networking luncheon.
4. Put \$50 each week towards paying off my credit card.

## #6: Create a strong personal brand.

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- Stay true to your vision and values.
- Create a personal brand and base your decisions on that.
- A down economy doesn't mean you have to compromise what you want, what you stand for, or who you are to get a job.
- Once people know what you stand for and want, they will be better equipped with helping you find exactly what you are looking for.



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# #7: Stay Positive

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- Stay positive. No one likes to hire negative people.



For Spongebob, there is no such thing as menial work. He considers being a fry cook the best job in the world and throws himself into cleaning the toilets with the same enthusiasm as he demonstrates when building the perfect Krabby Patty. He genuinely loves his job. He loves serving others and treats his boss with respect- whether or not he deserves it. When he is asked to give an inch, he gives a mile.



SpongeBob has a positive outlook on life.



His catch phrase is, "I'm ready!" He doesn't shy away from challenges, but faces them head on with the anticipation of overcoming whatever obstacle is in his path.

What people know is less important than who they are. Hiring, they believe, is **not** about finding people with the right experience. It's about finding people with the right mind-set.

**These companies hire for attitude  
and train for skill.**

# Seven Basic Principles Summary

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1. Keep it professional.
2. Understand Digital Marketing.
3. Become a specialist.
4. Have a vision, but be flexible.
5. Set measurable goals.
6. Create a strong, personal brand.
7. Stay positive.

The End!



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