



# MARKETING IN THE SEARCH FOR WORK

Improve your candidacy using strategies from the world of sales.

**Make your professional profile stand out**



How to use marketing techniques to "sell yourself"

In the job search process, there are times when your candidacy is very visible, but there are other times when that presence is diminished

## more VISIBLE



When your CV interests the person making the selection

When you are called in for a specific process

When you are having a job interview

## less VISIBLE



When there is a large number of CV that appear similar

When the person selecting reads the various profiles very quickly

At the end of the day when the person has conducted a large number of interviews

## Steps to improving your application



### Define your personal brand

When you explain who you are, what you do and how you do it, do so in a concise, clear and appealing way

#### Take note

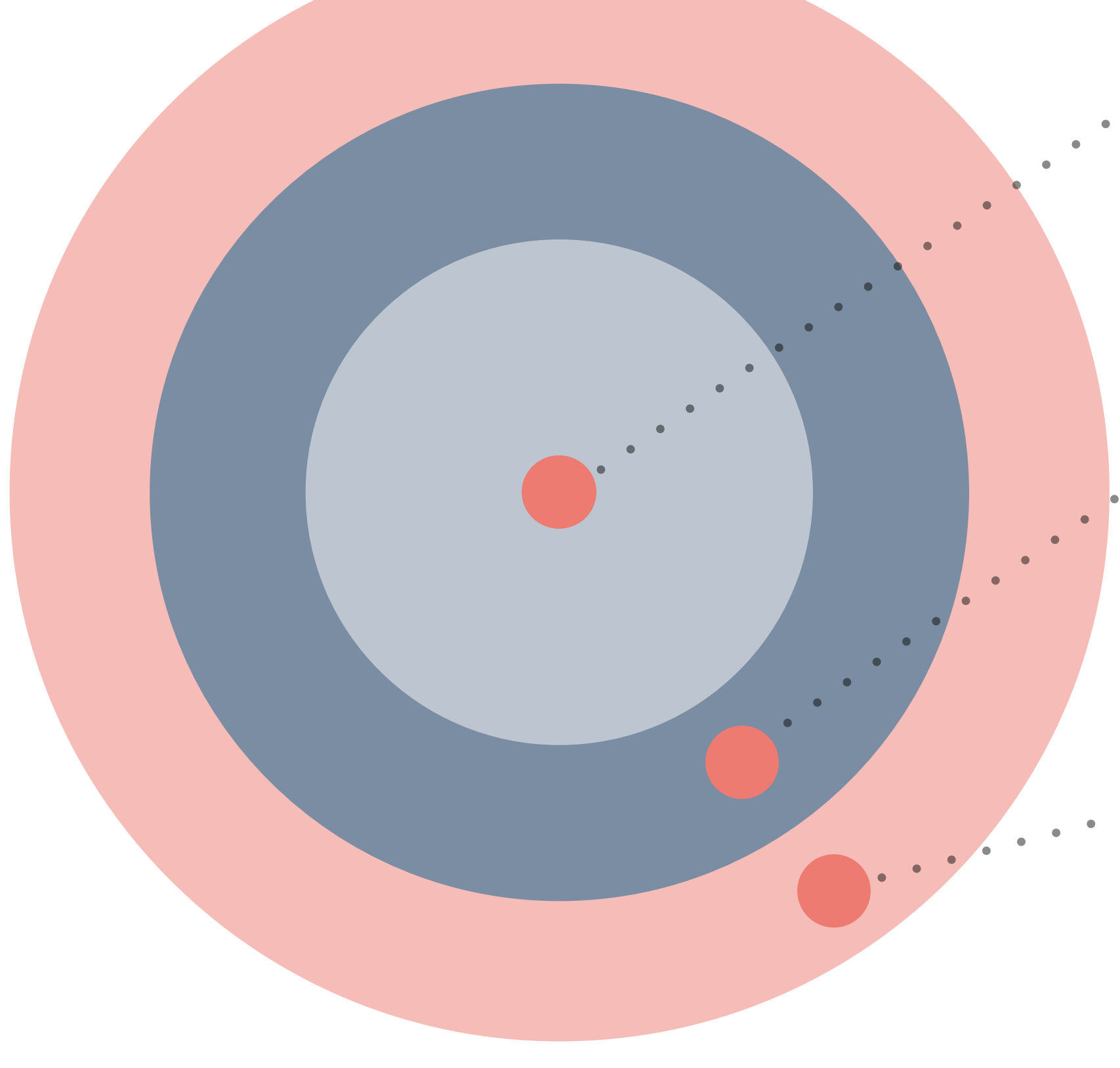
Review your achievements, the values you brought and the roles occupied in your professional career.

Lists interests and abilities: what you are really good at, what they mean to you, etc.

Think about your personality: how do you define yourself and how your environment does.

### Structure your presentation

The order is important: first what drives you, then the skills and finally the profession, experience and functions



**Why do you do it?**  
Values and vision

**How do you do it?**  
Skills

**What do you do?**  
Profession, functions and experience



### Use marketing tools

There are numerous marketing utilities that will help you "sell yourself"

#### Basic tools...

- CV** Allows you to differentiate yourself.
- LETTER** Makes clear the value you can add to the company.
- ELEVATOR PITCH** Short, appealing and original message.
- NETWORKS** They help you to publicise your profile and application.

#### and also....

- BUSINESS CARD** Useful for contacting you.
- WEBSITE** It says a lot about your profile.
- LOGO** A visual image that reinforces your personal brand.
- SLOGAN** Summarise what you have to offer in one phrase.

### The experts recommend:

- ✓ Keep up to date, updating your knowledge and demonstrating to the company through your presentation and your social network profile.
- ✓ Investigate: search for profiles similar to yours and learn from them. What do they do well? Improve your digital identity.
- ✓ Contact people you know via social networks, share information and thank them for the exchange.

### WOULD YOU LIKE TO FIND OUT MORE?



- The job search process +
- Social networks and job search +
- You have a minute to impress (video) +