



**10 tips for getting
a great job in
Marketing!**
(right out of college)

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Getting that first marketing job right out of college is not always easy, but it's not impossible.

The trick is to start working now and start building out your marketing expertise and your online presence even before you schedule your first interview.



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**If you're really
serious...**

**Here are Ten Tips
to help you land
your dream job.**





1

learn SEO & SEM

SEO & SEM are two of the most highly sought-after skills. Becoming knowledgeable on this subject will quickly set you apart from other candidates.

Learn through online tutorials or interview an expert SEO freelancer.

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2

build a website

Build a website! It's easier than you think, and it will give you practical experience in building a site and managing content.

Add thoughtful sections that will impress hiring managers, such as: a blog, business book reviews, marketing tool reviews, favorite ads, etc.



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3 develop a blog

To get started, search for the best marketing blogs and let other authors offer inspiration.

Write authentically and think about titles that a hiring manager would want to read. Such as, “What does it mean to be a good 'team player'?”

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4 use free trials

Find the best, most current, and most talked-about tools in the market. Sign up for the free trial or student rate and LEARN!

Give yourself a week to create projects and craft test documents for your most admired brands.



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5 **send out collateral**

Send your collateral samples to marketing leaders at targeted companies in every size and industry. (Don't forget about the small, local companies.)

Ask them to use your collateral pieces for free on their social feed. Quickly fill up your portfolio with testimonials and published work.

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6

comment on social

Let your voice be heard. Life out on the professional social media circuit is not so treacherous.

Jump into the fast lane and comment frequently on popular feeds. You will be surprised at how quickly you fit in.



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7

build a network

Search for people all over the world that have the job you want now; the title you want in a couple years; and also - your dream position.

Send connection requests out and explain that you're just getting started.

Just watch what happens.

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8 ask for advice

Successful professionals usually enjoy giving advice and introductions - if the "ask" is sincere.

You will be pleasantly surprised at how people respond if you ask for professional advice about building your career in marketing.



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9 get on podcasts

There are so many podcasts getting produced on a daily basis.

If you're not already hosting one, then reach out and ask if you can give a rookie's perspective. Hosts will love the fresh ideas.



10

educate yourself

There is so much content to browse for free.

Target the latest trends (i.e. AI, Voice, CX, Visualization, SEO/SERP, Personalization, etc.) and build out your base of knowledge.

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For more information on simple marketing
tips and messaging strategies contact:

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