

How to Land a Great Marketing Job: Seven Reasons Why Your Job Search Is Not Working and What to Do Instead

Many bicultural marketers inadvertently undermine their ability to quickly land a great job because they do not apply their marketing and sales expertise when looking for a new role.

Here are seven reasons why you are not gaining traction on your search and what to do instead.

Reason #1: No Time for Job Search

Your current job is so demanding that it leaves you little room to engage in job search activities daily. Plus, you spend your limited time on the least effective activities, such as searching for open roles and applying for jobs mostly online.

What to do Instead:

- Spend the first 15-30 minutes of your day to make progress on a portion of a highly effective job search tactic (see #2 to #7 below), even if it takes you a few days to fully complete the task.
- Execute [activities #14 to #16](#) from the “Get Momentum” workbook by Jason and Jodi Womack.

TRY THIS: Engage a coach or sign up for an online job search course that provides you a step-by-step system to follow along with accountability and time-saving templates.

Reason #2: Short List of Target Companies

B2B marketers execute campaigns keeping in mind that only approximately three percent of prospects are buying at any given time. That means you need to connect with 34 organizations to find one opening, and have 100% success rate to secure that job interview. Most job seekers only have 5-10 companies on their list, and wait until the company is hiring to engage them.

What to do Instead:

- Determine the profile of the organization that is most likely to hire you, based on your past industry experience or problems you can solve for them.
- Create a list of 100 companies that match the profile in your chosen geography, by searching on Google or LinkedIn for competitors, suppliers and customers of your chosen industry.
- Search also for people with your target role on LinkedIn and write down where they work.

TRY THIS: When you find an open position on LinkedIn and click on it to see all the details related to the job, look at the “People Also Viewed” column on the right of the title of the job description, and at the “Similar Jobs” tiles at the very end of that page. Add the companies featured in those sections to your target list if they meet your ideal company profile.

Reason #3: Focused on Features Instead of Benefits

Your resume and LinkedIn profile use generic descriptors such as "creative and resourceful marketing professional" or broad outcomes such as "consistently applies exceptional analysis and communication skills to drive results". If you are bicultural, chances are you also use too many words when communicating your value in your resume, cover letter and interviews.

What to do Instead:

- Speak to specific industries and roles you can most benefit (identified in #2 above) in your LinkedIn and resume headline.
- Highlight 3-5 specific results you have delivered in your LinkedIn and resume summary - for example, launched 3 weight-loss product lines that delivered over \$50 million in sales.
- Leverage templates to streamline your communications.

TRY THIS: Streamline your LinkedIn headline and summary for easy mobile viewing and to quickly convey how you can add value to an employer. Adapt these templates to your profile:

LinkedIn Headline Template

Targeted Job Title(s) | Area(s) of Expertise

- Shoot for 89 characters, so your headline can fit in 1 instead of 2 lines in desktop view.
- Include keywords that will help you rise to the top of list when someone searches for a professional at your level in your field.

Example:

Data-Driven Marketing Leader | Innovation Project Manager | Hispanic/Multicultural Expert

LinkedIn Summary Template

I help *[type of companies]* achieve *[outcome you can deliver]* by *[actions that you take]*.

My experience as *[your job title]* for *[companies you have benefitted]* allows me to drive outcomes such as:

- *[List 3-5 of your greatest hits, quantify results, shoot for 89 characters per bullet point]*

To discuss how I can help you and your team achieve similar results, let's connect here on LinkedIn or contact me at... *[If employed, use this: I focus on learning from and contributing to others in my field. Let's connect here on LinkedIn or contact me at...]*

Example:

I help consumer-focused companies launch successful products by engaging U.S. Hispanics.

My marketing experience at Sears and L'Oréal allows me to drive outcomes such as:

- 50% increase in base volume through customer segmentation
- 70% sell-through for new products on in-store displays
- Introduce three line innovations per semester at major retailers

To discuss how I can help you and your team achieve similar results, let's connect here on LinkedIn or contact me at example@gmail.com.

Reason #4: Applying Online and Through Recruiters

Only 20% of open positions are advertised. Recruiters cost a company money so they don't have access to all their jobs. Plus, you're competing with everyone else who is doing this same thing. And, your resume is easily screened out by the company's Applicant Tracking System (ATS) or a recruiter unless you exactly match job specs (usually requesting an unrealistic skill combination).

What to do Instead:

- Identify the hiring manager, peers and internal recruiter at your target companies so you can email them directly or through a mutual connection.
- Conduct research online and in social media, and as a potential customer, to uncover pain points or growth opportunities. Use your insights to engage them before there is an opening.
- Stay top of mind by emailing them valuable information and an impact letter.

TRY THIS: write an impact letter to a hiring manager or peer (find employees' email addresses using [SellHack.com](https://sellhack.com), which is FREE for up to 10 searches/month). Track your email to see if it was read using [Bananatag.com](https://bananatag.com) (look mid-page for the FREE option to track up to 5 emails/day).

Impact Letter Template

Subject Line:

- **Option 1: Unsolicited advice**
- **Option 2: Unsolicited advice from [something you have in common, such as industry, title, cultural background, alma mater, LinkedIn contact]**

Body of the Email:

Hi [Person's Name],

[Mention something you have in common]. I read about [positive or negative company news]. [If positive news, write: Congrats! – if negative news, write: Hope this is not affecting your [person's specific area of responsibility].

I was checking out [something specific about the company] and noticed [problem or opportunity you identified related to your area of expertise].

Want to talk about [problem or opportunity you identified, if possible related also to the positive or negative news about the company]? I can share what worked and did not work for me as [your role] at [company you worked at] when [similar situation you went through]. More about me is at [your LinkedIn profile URL].

If you'd like to chat, let me know how your calendar looks next week.

Best,

[Your Name]

[if employed: Your Current Title and Company - if unemployed: Your Targeted Job Title]

[Your Phone Number]

Example:

Subject: Unsolicited advice from a fellow Hispanic marketer

Body of the Email:

Hi Diego,

Saw we are both connected to Peter Gomez on LinkedIn. I read about the T-Mobile merger with Sprint. Hope that your key initiatives are not yet being affected by it.

I was checking out T-Mobile's new prepaid plans and noticed associates at your stores are not promoting T-Mobile ONE benefits to us Latinos traveling abroad for the holidays.

Want to talk about championing new ways to engage Hispanics during a merger?

I can share what worked and did not work for me as head of multicultural marketing during the Sears-Kmart merger. More about me is at <http://www.linkedin.com/in/szdiaz>.

If you'd like to chat, let me know how your calendar looks next week.

Best,

Sandra Diaz

Data-Driven Marketing Leader

212-123-1234

Reason #5: Do Not Know Enough People to Refer You

About 70% of middle managers are White, and 90% of White people say their social networks only include people like them. If you are bicultural, that means the circle of people who know, like and trust you, probably lacks hiring managers. On top of that, you may feel fake networking so you are unable to gain access to the 80% of jobs that are never advertised (i.e., the hidden job market).

What to do Instead:

- Reframe networking as an opportunity to serve others and learn.
- Like and comment on former colleagues and classmates' social media posts, congratulating them for achievements, and reaching out to ask how you can help them reach bigger goals.
- Add peers at target companies, other bicultural professionals and heads of Diversity to your LinkedIn network (to ensure you showcase your expertise to the right people – see #6 below).
- Add value to new connections by sharing information, invitations and introductions.

TRY THIS: Use this template to customize your LinkedIn invitations for a better connection rate: ***[Person's Name], I came across your profile as we are both [something you have in common, such as industry, title, cultural background, alma mater, LinkedIn contact]. I thought we might mutually benefit from connecting here on LinkedIn. Best, [Your Name]***

Example:

Claudia, I came across your profile as we are both B2C marketers. I thought we might mutually benefit from connecting here on LinkedIn. Best, Sandra Diaz

Reason #6: Not Showcasing Your Expertise

As a marketer, you pursue tactics to drive trial of your product or service. Yet, when it comes to your search, you do not seek ways to demonstrate your thought leadership to target employers.

What to do Instead:

- Allow employers to sample your expertise on LinkedIn, sharing relevant articles that you introduce providing your point of view, and publishing your own posts on your profile.
- Set up a Google Alert, or sign up for [MediaPost e-newsletters](#) to source relevant articles.
- Avoid writer's block by using these [Airstory.com templates](#), or techniques from the copywriting tutorials at [CopyHackers.com](#).

TRY THIS: To write a post in less than 30 minutes:

- Think about a question you are usually asked regarding your area of expertise.
- Record the answer you would give to it on your phone.
- Play the audio file on your computer to convert it to text with the Google FREE converter ([see how to use it here](#)).
- Edit and format the text to create your post on LinkedIn. Look for images you can use for FREE at [pixabay.com](#).

Reason #7: Not Interviewing Like It's a Sales Call

Most people think acing an interview means sharing as much as they can about what they have done and rarely ask questions to uncover the employer's pain points. People also leave money on the table when asked about compensation during the screening interview.

What to do Instead:

- Ask a friend who works in B2B business development to help you apply selling techniques to prepare for your interview.
- Mention specific outcomes you can deliver, followed by a question to the employer on how a similar approach could alleviate their pain points.
- Discuss the value you can create by addressing the employer's needs when asked about your target compensation.
- Research the compensation range for similar roles on Salary.com, Glassdoor or PayScale (Google "**[target role] salary in [desired geography]**" to get the data from those sites FREE).
- Always refer to a range when discussing target compensation, and ask the employer whether your desired compensation (on the high end of the range you identified) is within their budget.

TRY THIS: when asked “tell me about yourself” or “walk me through your resume”:

Interview Template

I have [#] years of experience helping [type of companies] achieve [outcome you can deliver] by [actions that you take].

These are some of the results I’ve delivered as [your past title(s)] for [companies you have benefitted]: [mention 3 of your greatest hits, use only one sentence for each].

If interviewing with Human Resources, ask: How well does my background fit with what the hiring manager is looking for? – **if interviewing with the Hiring Manager, ask instead:** How important are those types of outcomes for the challenges your area is facing?

Example:

I have 20 years of experience helping consumer-focused companies launch successful products by engaging Hispanics. These are some of the results I’ve delivered for Sears and L’Oréal: I exceeded sales projections for the three beauty and fashion launches I led, figured out how to drive incremental volume on displays by simply tweaking the product offering, and gained respect from the buyer at Target by using IRI data to quantify the impact of changes to the planogram. How important are those types of outcomes for the challenges your area is facing?



Found this document useful?

Put these ideas into action within 24 hours, share them with others and continually ask yourself, “How can I APPLY this concept?”

For more ideas on landing great marketing jobs:

- Connect with me on LinkedIn: [linkedin.com/in/szdiaz](https://www.linkedin.com/in/szdiaz)
- Join my Facebook group: [facebook.com/groups/sparkjobsearch/](https://www.facebook.com/groups/sparkjobsearch/)
- Read my blog: sparkcareercatalysts.com/community/ideas-tips-tricks

To schedule a FREE 15-minute consultation to see if my course can help you achieve your job search goals: <https://sparkjobs.as.me/consultation>

I look forward to further connecting with you!