

# Target Marketing Plan

One of the 4 biggest barriers to job search success is lack of focus. The Target Marketing Plan is going to knock that out of the way for you. **How to use the Target Marketing Plan:**

1. As a daily guide ... so you that remain VERY focused on how and where you spend your time.
2. To share w/ people when networking. Instead of sending your resume, send this. It will help them understand what you're looking for, who they should introduce you to, and HOW to introduce you.

## Sample Target Marketing Plan

### Peggy Sanders

Director of First Impressions | Administrative Professional

123-123-1234 | peggysandersadmin@gmail.com | linkedin.com/in/peggysandersadmin

*"She gets things done!"* – John Hammersmith, President ABC Company

Hello! I am an administrative professional with a passion for cleaning up - and preventing - messes. From turning angry customers into enthusiastic fans to reducing business clutter, I will see through the chaos to the simple solutions – and deliver them. I have learned that tapping the “hidden job market” takes two things: asking for help, and making new connections. With that, I appreciate any suggestions or connections you can help me make in my search. Please know that I will treat any referrals with the utmost respect. Thank you for your time and attention. Feel free to share this as you see fit with friends, family and professional connections.

**Target Job:** Administrator | Office Manager

#### Top strengths & competencies:

- Customer service
- Self-motivated and self-directed
- Written/oral communication skills
- Quickly learn and master new skills
- Strong relationship builder
- Strategic problem solver

#### Target industries:

- Healthcare
- Clinics & doctor's offices
- Financial services (advisor offices)
- Hospitals (direct customer contact)

#### Target companies:

- Health Partners
- Allina Health Systems
- Ameriprise Financial
- Fidelity Investments
- Edward Jones
- Thrivent

#### Target connections (people I'd love to meet):

- Presidents & CEOs
- Chief Marketing Officers
- Sales leaders
- Marketing professionals

Thank you for any advice, suggestions or introductions! I really appreciate it. - Peggy

## Sample Target Marketing Plan

# Kate Smith | Healthcare & IT Marketing Director

123-123-1234 | katesmithmarketing@geemail.com | linkedin.com/in/katesmithmarketingpro

*"Kate delivers measurable results ... every single time!"*

– John James, President ABC company

Marketing is only as good as the results it delivers. The trouble is, measuring effectiveness for most companies is tricky at best. That's where I come in. I helped one firm increase revenues by 13% in just 6 months, and another one increase sales leads by 26% in 60 days. For the past 15 years, I've been helping companies drive bigger sales through smart marketing strategy and execution. I'd love to help you, or someone you know, do the same.

### Target Job: Marketing Director

### Top strengths & competencies:

- Delivering measurable results
- Marketing strategy & execution
- New product launch
- Product revival
- SWOT Analysis
- Social media strategy
- Sustainable, repeatable processes and systems

### Target industries:

- Software
- Biotech
- Medical device
- Financial services

### Target companies:

- Express Scripts
- Beckman Coulter
- UnitedHealth Group
- Cargill
- Medtronic
- Starkey Labs
- Wells Fargo
- Ameriprise Financial

### Target connections (people I'd love to meet):

- Presidents & CEOs
- Chief Marketing Officers
- Sales leaders
- Marketing professionals

Thank you for any advice, suggestions or introductions! I really appreciate it. - Kate



# Target Marketing Plan

\_\_\_\_\_  
Your name

\_\_\_\_\_  
Area of Expertise or Job Title

\_\_\_\_\_  
Contact details

## Summary:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Target Job: \_\_\_\_\_

## Top strengths & competencies:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Target industries:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Target companies:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Target connections (people I'd love to meet):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Thank you for any advice, suggestions or introductions! I really appreciate it. - \_\_\_\_\_