

MARKETING JOBS – HOW TO SUCCEED IN MARKETING JOBS

THE STEPS:

- Think / strategize: this is a very important step. As an employee you should be concerned about the money of the company he is working for. There are a lot of expensive investments people make in the name of marketing. These investments do not yield any result as such. They are just unnecessary expenditure.
- Select the products in which you can rest your faith. The market is flooded with different brands of product. And the range is endless. So are the types. You can possibly sell anything starting from vitamins to makeup! Select one that you find an interest in or something that you are comfortable with.
- The company that you are working for has a vital role to play. This is because different companies have different views, visions etc. try and enquire about the reason why the organization manufactured the product, its USP s etc. the opportunities of the employees who are engaged in endorsing it is also an important factor. You have to set your long term career goals. So find out how much can this job contribute to your marketing career. Even if you are a fresher, your entry level marketing jobs should be well selected. Even if you are going for internships, do your marketing internship from a place which contributes to your learning and gives you good exposure.
- Marketing is a team effort. For this, you need a lot of people to work along with you. In order to increase your residual earning and sell more number of goods, you have to recruit more people. While selecting people, chose those who are passionate and enthusiastic about the jobs. It will make your work easy as they will not require much push from your end.
- There should be a good and amiable relationship between the team members. This will keep any sort of friction or problems away. Meetings at the beginning or at the end of a week will help to train them and motivate them. Elaborate marketing job description should be provided to explain properly what they have to do in order to sell products successfully.
- Try to build the image of a brand. This will give a tremendous boost to the sales. The purpose of marketing is to raise the sales of a product. Make the advertisements appealing to the customers so that the customers get really impressed. Create a catchy logo with very meaningful lines so that they appeal to the customers. The logo will serve as the identity of the brand. Customers purchase a brand again and again if they trust it. Your objective should be to build that trust between the customers and the creators of the product.