



ADVERTISING JOB - HOW NOT TO GET AN ADVERTISING JOB

Missing internships

The first mistake that applicants make is that they get put off about advertising work when they are offered an internship. As an intern you really can learn to pick up the ropes in advertising as you would be assigned to several departments. Most applicants do not mention in their cover letter that they are willing to work as interns resulting in their applications getting rejected. Agencies usually look for interns when they want to work in advertising.

Not checking out TV and radio stations

Many aspiring candidates wanting jobs in advertising overlook the prospect in radio and TV stations when they concentrate wholly on advertising agencies. TV and radio stations pay as they hire employees to write commercials specifically for certain shows and it is a great way to get started off as well. Even though they do not pay very high salaries, you can easily break into an advertising job straight away without any experience. If you get turned down by an agency for lack of experience, check out opportunities at TV and radio stations.

Not enrolling in a course

If you want to work in advertising, get educated in the field before sending in your application. Check in for courses in advertising coast to coast or even opt for those available online to get honed in the skills before you prepare a resume. Most agencies would like their candidates to have some background experience in advertising and if they take in candidates fresh from college, the ones qualified in advertising would naturally get preference over others. Enroll into an advertising course to ratchet up chances of getting jobs in advertising.

Not networking

Before looking for advertising jobs, many prospective candidates lose the opportunity by not networking adequately. Try and meet as many people you can to get a hang of the ad industry. Take references from neighbors, friends, relatives and even co-workers if you are working in some other capacity and are eager to switch over to an advertising job. Attend as many seminars and events as you can as it helps during the interview process.

Not watching ads

Watch as many ads and commercials on TV as well and check up news paper and ads on the internet for assessing how you could have done better. They could be great learning experiences and it could help all advertising job applicants coast through the interview process when faced with real life queries. Many applicants avoid this learning process and end up lowering their chances before taking up jobs in advertising.

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