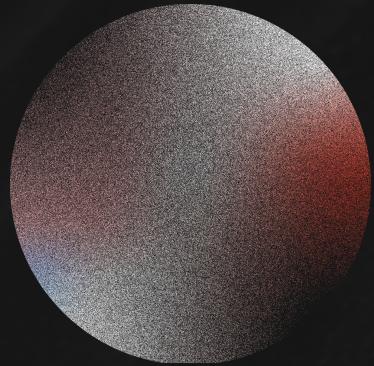


The graphic features a dark, textured background. In the upper left, there is a triangular shape composed of fine, light-colored dots, transitioning from grey at the base to orange at the top. To the right of this triangle is a large, semi-transparent circle also made of dots, transitioning from blue at the bottom to red at the top. Overlaid on these shapes is the text "MARKETING PROPOSAL" in a bold, white, sans-serif font.

MARKETING PROPOSAL

By: Cristian Vega



MISSION

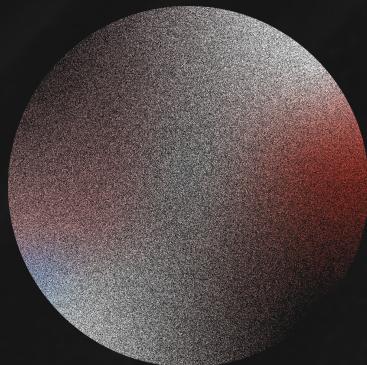
The mission is to describe what is needed to market one self to job prospects. One way to look at this is to be the one shopping for jobs and not the other way around. The job doesn't want you, it needs you. In order to do that you need to set yourself up to become attractive to these companies.

AUDIENCE

My portfolio will be used to appeal to the HR departments in multiple fortune 500 companies. I feel that since this is the department that handles the hiring, this is who I will want to appeal to. It is important to grab their attention with my portfolio and to have them want to make me a part of their team.

HR departments receive thousands of applications. One way to stick out is to have everything easy to navigate. They don't want to go searching through a website to find answers. They usually have a checklist to please. If the company is asking for JavaScript, have your JavaScript projects front and center for them to look at. Simple as that, lets look more into that.





MARKETING METHOD

The first marketing methods I will be using are online channels such as social media, ads, and a website. Being that I am a web developer these are the easiest methods of marketing. I will have a lot of advantages doing so since it will be a personal page that I can customize.

The second marketing method will be offline. I will do my best to create flyers that show my portfolio samples in a collage and have a QR code that leads to my online site. I will also attempt to attend job conventions and fairs to share my work directly with potential employers. Although the offline methods will be time-consuming, I feel these might be more beneficial as they can lead to face-to-face interactions.

One way to leverage social media is to use LinkedIn. LinkedIn is a powerful tool! You can look at jobs, research the hiring professionals, talk to them, and even see how many of the alumni work there.

Going to networking events allows you to speak to the industry professional in person. Make sure to bring plenty of business cards and resumes to hand out.

SEO OVERVIEW

SEO is used to find your business easier on searching engines like Google. It can bring organic traffic to a website. It can be used in a way to separate yourself from other competitors. The higher you rank, the more credibility and authority you have. There is so much that goes into ranking on searching engines. Keywords like Recent graduate, Tampa Web Developer, and maybe more personal keywords like my name or characteristics about me should help bring more traffic to my site. One site i will be using is AnswerThePublic.com which is a free site that look at what other people are looking at when you search for certain keywords.

Related searches :

web developer tampa

what to do in tampa florida

web developer

junior web developer jobs

entry level web developer jobs

A large, white, hand-drawn style curved arrow originates from the bottom left of the image and points upwards and to the right, ending just above the 'entry level web developer jobs' search term. This visual cue emphasizes the importance of this specific keyword.

Related Keywords?!

MEASURE SUCCESS

I plan to use view methods with my online marketing methods to see my success. These methods will include website traffic, the visitor to lead conversations, leads generated, and other analytics.

Google Analytics (Page Tracker) MixPanel (Web Events Teacking)

