

Content Strategy

Goal: Get interview

Minimum to achieve: receive positive response that validates my approach



Research & Strategy

Who is doing the best web and design work in Ayrshire?

Search these agencies for relevant job positions

Think outside the box

Use a 'creative' way to make contact, this can't be a 'normal' application



Content

I need to establish a certain 'tone' when sending my application

Try and make it personal - don't send a standard email

A/B Test email content to establish tone

Tailor CV to creative industry and make it visually appealing

It has to be professional but clever at the same time



Advertise

Put together a one page website with download link for CV and recent work I have completed

Try and sell myself as a 'brand' (domain name email and consistent style guide)

This approach matches my original intention of 'thinking outside the box'



Execute

Refine email copy to match original intention

Don't attach CV and cover letter, point recipient to my website

Send email on a Friday afternoon



Interact

Read, analyse and consume BBD Social blog

Study clients of BBD - West Coast Foods, CareNA, Horizon Hotel

Are BBD using social media management software? (Hootsuite, Buffer)

Explore BBD business model (BBD creative, BBD social, BBD fuel)