



# *Effective Marketing and Selling Yourself through Social Media*

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# Introduction

- ▶ Who am I?
  - ▶ 10+ years experience placing contract programmers and biostatisticians within the pharmaceutical industry
  - ▶ Clients range from small biotech to large pharma and CROs
- ▶ Research indicates 70% of employers view candidates' social media profiles before making a job offer\*

\* <https://www.careerbuilder.com/advice/social-media-survey-2017>



# First Things First

- ▶ Clearly define yourself and your company
- ▶ What services are you offering?
- ▶ Who are your target clients?
- ▶ Utilize social media to highlight this information

# Social Media Channels

- ▶ LinkedIn
- ▶ Personal Website
- ▶ Promotional Materials/Networking

# LinkedIn

- ▶ Complete profile
  - ▶ Picture & summary section explaining your services - are they clearly defined?
- ▶ Contact information - how can someone reach you?
- ▶ Location
- ▶ Recommendations & connections



# Website

- ▶ Landing page clearly explains your services
- ▶ Highlight credentials - why are you qualified to be a freelancer?
- ▶ Link all presentations, papers and other publications
- ▶ Contact information is visible and easy to find



# Promotion & Networking

- ▶ Build a Resume and include a list of clients/projects completed
- ▶ Attend conferences and local networking events
- ▶ Volunteer/contribute to events
- ▶ Actively engage on LinkedIn through groups, comments, InMails
- ▶ Cold call potential clients
- ▶ Maintain a presence in the industry



# Things to Keep in Mind

- ▶ Anything on the internet can be found; keep it professional
- ▶ Hiring freelancers can be risky for employers; strive to eliminate that risk
- ▶ Be consistent with your messaging across all platforms; eliminate guess work



# What NOT to do?

- ▶ DO NOT assume having a LinkedIn profile/website means business will just come to you
- ▶ DO NOT participate in negative commentary
- ▶ DO NOT assume clients know what you do
- ▶ DO NOT label yourself a “Freelancer” or “Independent Consultant” to avoid looking like a job hopper
- ▶ DO NOT forget your digital footprint is everywhere - Twitter, Facebook, Yelp
- ▶ DO NOT forget the important of networking

Questions?