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*

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
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?