

Marketing 101: You First

Marketing Yourself To Reach Your Career Goals

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Marketing? But I'm a Scientist!

- Why should you care about marketing?
- The principles of marketing can be used to develop and sell anything
 - Including YOU!
- Now, more than ever, you can use marketing to take control of your career
- Your network is an asset, learn to build and use it
- Use online and face-to-face tactics
- Let's get started!

Marketing 101: A Good Product

- Elements of a good product
 - Backed up with strong R&D—
doesn't happen overnight
 - Good positioning
 - Distinguishing feature(s)
 - Reason why customers will buy it
 - Example: buy polymerase X
because it has higher fidelity
 - Relieves “pain” of customer
 - Example: scientists' experiments
ruined by low fidelity enzyme,
need higher fidelity
 - Well packaged
 - Well advertised



Your Career? The Product is YOU!

- Start NOW: a good product isn't built overnight
- Position yourself well
 - What are your distinguishing features?
 - Why would someone hire you?
 - Speak to current “pain”
 - Ex: Need for faster, cheaper way to do things, which you developed in your thesis or current project
- Package yourself well
- Advertise, advertise, advertise (network, network, network)



Start NOW to Build your Career

- It's never too early to start
- Look for opportunities in a wide variety of companies
 - Pharma/Biotech
 - Life Sciences
 - Green Tech
 - Diagnostics
 - Medical devices
- Look over company websites
 - [BioSpace](#) * lists most Biotech companies
 - Nice list of San Diego co.'s at <http://sdbn.org/directory>*



*Hyperlinks: look for them & click on to follow!

Start NOW: Position Yourself

- What distinguishes you?
 - Your work?
 - Your abilities?
 - Your attitude?
- What is your “position”?
 - Why would someone hire you over the rest?
 - By starting early, you can work towards your desired position
 - E.g.: the expert in enzymatic analysis of an emerging disease target (think broadly to hedge your bets)
- What “pain” can you address?
 - Your work has likely been leading you towards this, as most research meets a need—if not, begin working towards a pain or unmet niche in the industry



Start Early!!

Start NOW: Position Yourself

- Think beyond R&D
 - Marketing
 - Business Development
 - Sales
 - higher level sales people rarely make cold calls and earn a LOT of money
- Ask someone to be your mentor— they'll probably say yes because . . .
 - It's flattering
 - People like to give advice (especially scientists)



Packaging Yourself: Your Resume

- Start on your resume AT LEAST 6 months before looking for a job
 - Do you have a good product?
 - If not, work on improving it (yourself)!
- Use [resume action words](#)—each bullet in your resume should start with an action word
- Ask at least one person to look it over, preferably someone in your target industry
- Need help with your resume?
 - [Theladders.com](#) offers a resume service to help you write it
- Need help with cover letters?
 - [Perfectcoverletters.com](#) has cover letter templates you can download affordably



Packaging Yourself: Get out there

- Get personal business cards ASAP—larger institutions will usually provide, if not get some [printed for free](#)
 - Don't get carried away with fancy designs
 - Use a standard template
- Dress like you think you will in your new position, now
 - When in doubt, Nordstrom's is a good place to start
- Consider getting a professional headshot ([we can help](#))
 - Use on LinkedIn, other networking sites
 - People will recognize you more easily at events



Packaging Yourself

- All good marketers have a “30 second commercial” that summarizes their product—make one about you!
 - Short summary
 - Your “Position”
 - What you’re looking for
 - First 10 seconds should “stand alone” for quick introductions (1-2 sentences)
- Write it down
- Practice
- Practice
- Practice



Advertise, Advertise, Advertise

- Your network is your biggest asset
- Start building it NOW (are you noticing a theme here?)
- Use a combination of face to face, phone, and online networking
 - The [San Diego Biotechnology Network](#) website lists an event calendar and associations
 - Make it a goal to attend a certain number of events a month, and to make a certain number of contacts at each event (biz cards!)
 - Attend conferences in your region—several offer free exhibit hall passes
 - Don't be afraid to call people—often you can get a hold of someone just by calling their company's main number and asking for them
 - Follow up with online networking
- Of course, be sincere, and always think of what you have to offer to a contact in your network—long lasting, mutually beneficial relationships are the best

Linking into LinkedIn



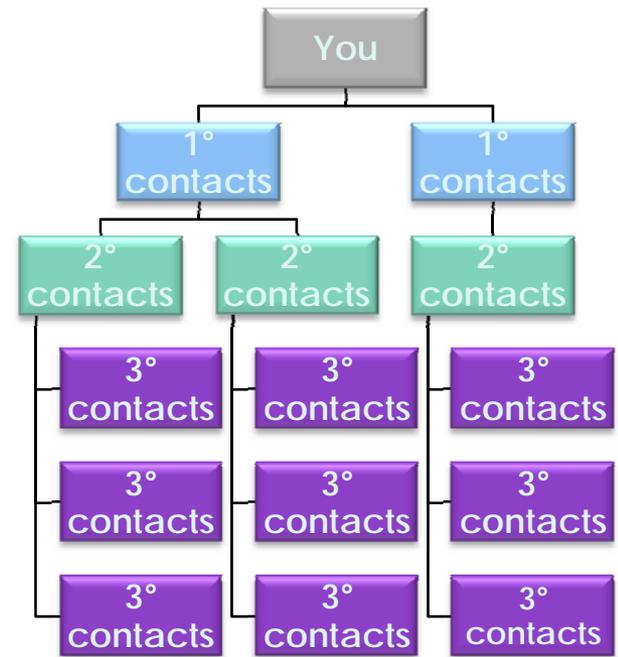
LinkedIn is a very useful website tool for your job search and career development

- Getting Started
 - Create a profile
 - Make it as complete as possible
 - Add keywords that will maximize your appearance in recruiter searches
 - Consider it your resume—in some cases it may be the only one someone sees
 - Upload your list of email contacts to find people you know
 - Get recommendations from colleagues
 - Don't be shy—ask many people, as likely only <50% will have the time to recommend you



Linking into LinkedIn

- Building your network is the key to getting the most out of LinkedIn
- You will be connected to within “3 degrees” of separation to your primary contacts
 - Network grows exponentially as you add contacts
- Benefits of a large network
 - You’ll have more visibility
 - More ways to contact potential employers
 - More results in your searches



Building your LinkedIn Network

- Upload your email contact list & invite people (even those not already on LinkedIn)
- Look through the connections of your connections to find others you may know to connect with
- Don't be shy asking people—everyone wants to build their network
- Look for groups to join (top Biotech groups listed in Appendix)
 - Your alma mater(s)
 - Your region
 - Your interests
- Consider upgrading your account (~\$20 per month), allowing you to e-mail almost anyone
- Search for and connect with a few LinkedIn “LION” (LinkedIn Open Networker) members
- Use your own judgment regarding how “open” you are to linking to people
 - LinkedIn warns you to not link to people you don't know, but we think this is a bit extreme
 - Do what you are comfortable with

Using your LinkedIn Network

- Search for people working at companies you'd like to work at/ask to connect
- Don't be shy: contact people who look like decision makers in your industry
 - Ask to connect, for advice, or to meet
- Post your availability to Group discussion boards
- You can contact anyone who is in a group you're a member of! (pretty cool, huh?)
- [Post and answer](#) questions related to your industry of choice
 - Ex: interested in green technology? Ask a question about top career paths in that industry
- Look at the [LinkedIn jobs](#)

The Finishing Touches



How can we help you complete your Biotech Makeover?

- Check out our Career Resource
 - <http://comprendia.com/career>
- Continue to attend SDBN Events and visit the [SDBN website](#)
 - SDBN utilizes the “power” of both online *and* face-to-face networking
- Comprendia’s goal is to help the Biotechnology community thrive through increased communication
 - Companies-Customers-Employees
 - Check out our [Marketing 101 Series](#)
 - Blog & Presentations designed to help you succeed
 - When you succeed, we succeed!
(remember us when you land that high-paying position ;)
- Don’t be shy, give us your [feedback!](#)



Comprendia's Marketing Services

- Marketing Strategies

- Market Research
- Competitive Analysis
- Product Portfolio Analysis
- Marketing Plans
- Business Development

- Marketing Tactics

- Logo, branding
- Online Materials
- Website design
- Social media strategies (blog, e-newsletter)
- Banner Ads
- Printed Materials
- Brochures
- Ads
- Events (Workshops, Conferences)

Learn More

<http://comprendia.com/capabilities>

New [BioStartup™ Marketing Kits](#) for biotechnology startup companies



Appendix

Biotech LinkedIn Groups to Join

- [Biotech & Pharma Professionals Network](#)
 - 28,000 Members (!)
- [Life Sciences Opportunities in US](#)
 - 7,000 Members
- [Life Science Executive Exchange](#)
 - 4,000 Members
- [BIO International Convention](#)
 - 4,000 Members
- [American Chemical Society](#)
 - 1,300 Members
- [San Diego Biotechnology Network](#)
 - 200 members and growing!

Appendix

Biotech Online Networking

- [SciLink](#)
 - Similar to LinkedIn, for scientists
- [mySDscience](#)
 - San Diego Science Social Network
- [Nature Networks](#)
 - Mostly academic
- [Plaxo](#)
 - Similar to LinkedIn, not as extensively used