

# Make your mark with effective marketing

Marketing your work so that the right people (clients and potential clients) know what you do is an important part of maintaining work continuity.

There's no point in being brilliant if only your granny knows about it (unless she's cash rich with great connections of course!).

You'll have noticed that large organisations spend millions 'building their brands' through a wide range of marketing methods including advertising, conferences, mailshots, websites and community projects. While freelancers don't have the resources to set up such huge marketing campaigns, there are several marketing ideas that can be utilised:

## Marketing tools

There are a number of methods that freelancers can use to raise awareness amongst groups of potential clients. For example,

- **Websites**

Once set up, websites are an effective method of showcasing your work without being too labour intensive.

Don't be put off by the thought of building your own website as nowadays it's fairly straightforward and cost effective and there's lots of help out there. See tips on building your own website in the our online Digital Learning Centre. We also run a 'Build Your Own Website' one-day course, express your interest by emailing [info@nujtraining.org](mailto:info@nujtraining.org), we will set one up if we receive sufficient demand.

- **Networking/face-to-face**

Attending industry events can be an effective way of getting yourself known as well as finding out more about work opportunities. However, do your homework beforehand as you don't want to waste your time turning up at events that have no relevance to you.

Contacting people you already know or have worked with – assuming you've built a good reputation – ensures that they don't forget about you and are aware of the skills you have to offer.

- **Social networking/online**

Using online networking sites and social media such as Facebook, Twitter and LinkedIn is on the up. The advantages here are that it's free, it's fast and its reach is global. Social media is here to stay and has changed the way we communicate, so even if you don't want to use it yourself, it's important to know about it as many of your industry peers will be using social media.

- **Email**

If you build your own database (i.e., a list of clients and potential clients), you can regularly email the group information and news stories about yourself. These can be just short snippets letting them know about achievements or your latest news but they can help clients keep you in mind.

- **Getting your CV right**

A powerful marketing tool when produced correctly, make sure your CV is up to date and targeted to the position that you are applying for. Keep your covering letter short and to the point and make sure supporting documents are in the correct format for the potential employer (see C.V. Writing Tips in 'Drop in Learning' for more information).

- **Public Relations**

Getting positive stories about yourself in the press is a great way to raise your profile.

- **Telephone and face-to-face**

These are more labour intensive methods as you'll usually be approaching people on a one-to-one basis – unlike the methods above, which allow you to market to groups. However, when you've got sizzling hot leads, the direct sales method can provide quick and positive results.

- **The personal touch**

Sending birthday cards, for example, can be much appreciated and help build rapport. However, you need to suss out your client first as people like to do business in different ways – 'one man's meat' often makes another man feel really, really icky! Also, you need to be sincere – people will soon see through you if you're only thoughtful when you want something.

- **Establish your target audience**

Whatever marketing tools you choose to use, effective marketing results in being seen by the largest number of people who might commission you – with the least amount of effort. This means you need to narrow your audience down to your target audience whenever possible as otherwise you'll waste resources. For example, if you're a circus clown who wants a job in a circus, there's not much point in sending your CV to the editor of the Guardian.

- **Pinpoint your hot leads**

Spending some time on research is well worth the effort. For example, you might find ten potential clients who commission freelancers with the same skills portfolio as you – such 'hot leads' are definitely worth marketing your work to. Once you've pursued your hot leads, you may then want to spread your net further but remember the rule: 80% of your efforts should go into

## Look ahead

As a freelance, marketing for the future is important. You may have work now but what about in three or six months time? The advantage of setting up some easy-to-manage marketing processes is that you don't lose touch with potential clients and, when you do need work and make contact, they know who you are and should be easier to approach.

the top 20% of your clients/potential clients.

To discover who your hot leads are:

- read relevant trade publications, websites and in-house publications to see who's doing what, what's coming up and which organisations/individuals are contracting freelancers like you. This should also give you an idea of what skills you need to brush up on or acquire
- talk to your colleagues, peers and reps to find out who is doing what
- start a database to keep track of names, jobs titles and when to contact them next – this will help when you want to send group marketing information.

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# Q QUICKTIPS

