Twitter Thread by Christine Johnson ■■



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Here are 6 things you need to know before applying for a remote marketing job...■

In 2015 I was offered a remote contract from a guy I'd met in an airport bar. ■

No joke. If my best friend wasn't sitting beside me during that layover, I'm 100% convinced that everyone would think this was completely made up.

He'd overheard me talking about an SEO portfolio site that I'd recently made & that I was going to start looking for new side projects.

After a quick conversation and a week to think things over at the beach,■■ I flew home and took the offer. ■

Working remotely in marketing has helped me grow personally and professionally in ways I never could at an office.

I'm grateful for everything I've learned and everyone who has helped me along the way.

I hope sharing a few tips I've picked up will help you on your journey. ■

1) Make it real by making an action plan. Start by taking baby steps.

"A goal without a plan is just a wish."

When you first sit down to frame out what you're looking for, it's important to set clear goals and make a solid plan.

Write everything out and give yourself deadlines. Once you do start working remotely you'll be expected to perform your role independently. Start now.

Here's a quick list of things you should include in your plan of action:

- Why you're looking for your next role
- What you bring to the table
- Who you know (chances are you know more people than you realize)

2) Choose a skill that most businesses need.

Before you start sending out hundreds of resumes, you should already know which niche you want to work in & have a clear idea of your skill level in that area.

It goes without saying, but it’s a waste of everyone’s time (including yours) if you start applying for roles that you’re not qualified for.

If you’re just starting out, apply for entry-level roles.

Build a specific skill set that will help you market yourself.

For example, if you want to find a role in digital marketing, pick a stream to focus on (ie. SEO, copywriting, paid ads, SEM, etc.). Get really good at one thing that you can build upon.

If you don’t know what skill to pick, I recommend these niches because they’re needed by almost every business:

- Copywriting
- Email marketing
- Marketing admin
- Paid ads specialist: FB, PPC, Amazon, etc.
- Social media manager

3) Freelance gigs are your gateway to a full-time remote job.

When I originally gave notice at my former tech company to work remotely, I thought of freelance work as both intimidating and overwhelming.

However, I learned that freelance opportunities will give you a taste of what remote work looks like for you.

It will keep your skills sharp and push you to network. When you do find your dream marketing job, this experience will be mega points for you in an interview. ■

Skills you gain (& can later reference) from freelancing:

- Time management
- Tactics you used to stay focused
- How you tackled working independently
- Communication strategies you used to push things forward
- Why you did/didn't like working remotely

4) There’s no point in applying without a portfolio.

Successful Marketers all have one thing in common: initiative

Show 'em what you bring to the table.

https://t.co/wJYvDizHjH

> Here are 9 things you should include in your marketing portfolio... \U0001f9f5
>
> — Christine Johnson \u2600\ufe0f (@CJ_250marketing) January 12, 2021

5) Don’t waste your time with general job boards.

When you start looking for your first remote marketing job you have to know where to look.

Obviously, good places to start are with niche job boards & marketing communities (#MarketingTwitter)

Start building an idea of what your ideal remote marketing job will look like and pair that with your research about the companies you’re studying.

This will help you build a clearer path for what you’re looking for.

Make a vision.

6) Apply to jobs right when they’re posted. It’s a minor adjustment that makes a huge difference.

It will take time to find the right opportunity. Focus on results.

I don’t subscribe to the idea that the day of the week or particular hour you submit an application carries a lot of weight in getting the job.

However, it’s easy to get caught up in the glamour of a job ad without noticing that the author has been inactive for a month or two.

The age of the job ad will be a leading indicator of the response rate you receive.

Things move quickly. You should too.

When you put it all together, you should have a clear vision of what you offer and where you’re trying to go.

Recap on how to get a remote marketing job:

1) Make it real by making an action plan
2) Choose a marketing niche
3) Freelance gigs are your gateway
4) There’s no point in applying without a portfolio
5. Don’t waste your time with general job boards
6) Apply to jobs right away