



Why Network?

Don't miss an opportunity...

Networking accounts for around 70% of marketing jobs. If you think about it, networking is actually part of the way we run our lives, but when it comes to our careers, many marketers shy away.

If you don't use your contacts well, you'll restrict access to many of the permanent marketing jobs and freelance opportunities available to you. Gain trust with a new contact by being **interested** in their issues, not by selling them yours. We are flattered when someone asks our opinion; so make others feel valued too.

The key to successful marketing networking is **mutuality** – your relationship with a contact must be of equal interest to you both, socially and professionally. When you have networked via someone, make sure you keep that person **informed and involved** with your progress.

Business and marketing success is not just about who you know, but also who knows you. **Powerful** marketing leads come from people keeping you in the loop because they want to.

Every marketer networks to some extent. It is better to network less and do it well, than force yourself to attend every event that you then want to rush out from.

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