4.12: What Do Marketers Do?

Utilize LinkedIn to find brand managers in your geographic area and invite one or more to connect with you. It's best to go beyond the suggested LinkedIn request message and be more inviting and clearer on why you are reaching out to them. Once linked, "interview" the professional by asking questions. A few questions to begin with might be: Was there a particular class in college that resonated with you and your career goals? How did you find your first internship? Do you have suggestions that can help me improve my LinkedIn profile? Additional questions may explore their education, their experience, their career goals, and how they spend their days and weeks.

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