



Brad Jashinsky

How to Set Yourself Apart as a Marketing Thought Leader

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By Brad Jashinsky

My Background

- B2C marketer with over 12 years of experience at the intersection of marketing and technology.
- Moved across multiple industries, including software, film, theme parks, and consumer electronics.

Summertime
ENTERTAINMENT

Knott's
BERRY FARM®

 RAZER™

The Dilemma

Networking
Learning
Connecting
Resume
Portfolio
Freelance

vs.

Job
Family
Friends



Setup A System – P.L.A.N. Repeat

- **P**repare – List out your short and long term goals.
- **L**earn – Stay up-to-date on the latest trends and tools.
- **A**dvertise – Broadcast your knowledge and others too.
- **N**etwork – Become part of the community.
- **R**epeat – Continue to set goals and deadlines.

Prepare - What are your goals?

- Future proof your skillset.
- New job opportunities at other companies.
- Climb the corporate ladder.
- Branch out into a different field.
- Grow your freelance work.
- Become Gary Vaynerchuk.

Why keep learning?

The average person will change careers

5 – 7 times

during their working life.*

*McCrinkle Research, 2014

Expand Beyond Only Your Industry

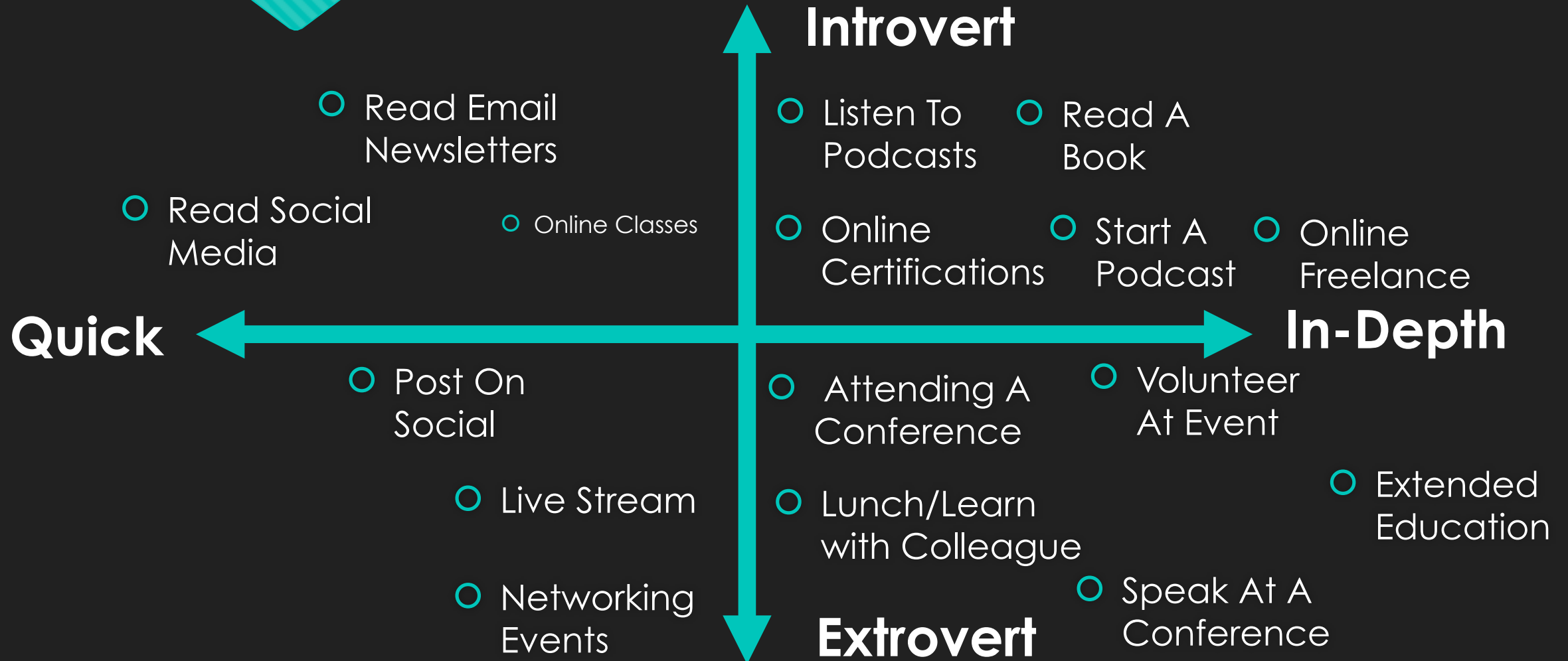
The average age of S&P 500 company

20 years

down from 60 years in 1950s.*

*Credit Suisse, 2017

Learn – Which methods are right for you?

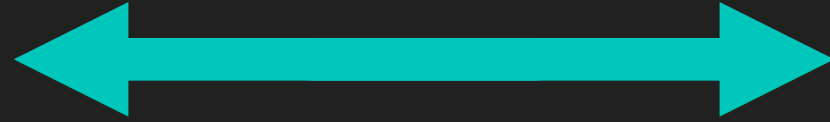


Advertise - Sharing At Work



- Become the go-to on your team for industry trends.
- Share insightful articles and events with co-workers.
- Offer to do a lunch/learn on a new topic you are learning.
- Reach out to internal teams and external vendors for insights.

Advertise - Sharing Outside of Work



- Post on social media, contribute to Quora, create a blog.
- Ask your followers questions to generate more engagement.
- Don't only share your work, but give back by sharing others.
- It doesn't have to only be social media.
- Send candidates to recruiters, connect freelancers, etc.
- Go beyond the like. Email the podcasts you listen to, writers you read, etc. Ask to guest post on a blog you like.

Network

- LinkedIn Research - Meet recruiters and hiring managers.
- Volunteer to help or speak at events.
- LinkedIn Groups.
- Alumni Groups.
- Industry Groups.
- Marketing Groups like the AMA.

How To Spot Trends

- Keep an eye on job postings. Ask recruiters for tips.
- Follow the money. Where is ad spend going?
- Read top industry writers and influencers.
- Get out of the echo chamber and ask non-industry friends.
- Use Google Trends to spot popular search topics.
- Be careful of shiny object syndrome.

My Goals

- Short Term – Meet Orange County marketers.
- Short Term – Become an Amazon Advertising expert.
- Long Term – Advance to become a Director of Marketing.
- Longer Term – Keep skillset relevant throughout my career.

My Plan

- Email Newsletters – Digiday, WSJ CMO Today, PC Gamer.
- Certifications – Amazon Advertising
- Social Media – Follow CMOs, competitors, gaming sites.
- Podcasts – Amazon Advertising, This Old Marketing, HBR
- Events – Attend 2 events every month.
- Share – 4 social posts/month plus 4 links/month at work.
- Accountability – My podcast co-host and my wife.

Get Started - P.L.A.N. Repeat

- Setup your short term and long term goals.
- Commit to a monthly schedule.
- Find a partner to hold you accountable.
- Share your knowledge.
- Test and adjust. Don't be afraid to pivot.

Q&A

Now it's your turn to tell me how I can improve my system. How do you learn? How are you sharing your knowledge and connecting with others? Please leave your ideas in the comments.