



# ARKETI INSIGHTS THE HOW-TO GUIDE TO BECOMING A SUCCESSFUL COMMUNICATOR

So, you want to work in communications?  
Whether its PR, marketing or design, you've  
come to the right place.

If you're a college student looking for real-  
world experience or a recent graduate taking a  
leap into your career, our team offers you some  
best practices and a few pieces of advice from  
our time in the field. Along the way, you'll learn  
a bit about us too.

From tips for tackling the interview to must-  
do's for your first days on the job, Arketi has  
your back. Let's get started!

# NAILING THE INTERVIEW

Nine in 10 people fear the job interview process, and with good reason – first impressions are intimidating. Even getting your foot in the door can feel like an uphill battle. Then the real fun begins: finessing your resume, researching the company, pulling together anecdotes to discuss... not to mention deciphering the dress code.

But here's a secret: we want you to succeed! So, here are a few insights from our senior leadership team on what to expect from an interview – and tips for making that first impression a great one.



CEO

## Point to Tangible Results

You likely know to bring work samples to an interview – but what about their performance? Today's employers want to hear real results, like how much web traffic your campaign drew or how many media placements it garnered. Don't forget to demonstrate with data.



Vice President

## Conduct Your Own Market Research

Use every resource to find out about the company you're interviewing with – its website, social media, recent news or blog content. If it's an agency, do some digging on its clients. And more importantly, use this research to identify and illustrate what you can bring to the table.



Vice President

## Say Thank You

The post-interview process is as crucial as the interview itself. Don't forget to thank the people you interviewed with – in writing. Not only does this show your appreciation for their time, but it also gives you a chance to remind them about your great conversation points. Major bonus points for a hand-written note!

# YOU'RE HIRED! NOW WHAT?

Congratulations! You've heeded our advice and landed an awesome job. But the work is only getting started as you transition from college life to a 9-to-5. While it can be intimidating, it can also be incredibly rewarding. (Trust us. We've been there!)

To help you get the most out of your first job, our team has put together a few pieces of advice that they'd give to their younger selves. Want to succeed from the start? Read on.



Account Executive

## Hone Your Writing Skills

To do PR and marketing, you need to write well. To *succeed* in PR and marketing, you need to write *strategically*. Learn to speak to your client's audiences and be willing to describe your writing process. Bringing that type of critical thinking to the table will help position you as a strategic partner.



Director of Media Relations

## Become Your Client's Superfan

Stay in the loop – not only with your client, but with your client's industry and its competitors. Subscribe to its newsletters, read industry news and follow its company profiles and senior executives on Twitter and LinkedIn. This will help you find opportunities to become a resource to them without being asked.



Creative Director

## Never Stop Learning

Every new experience gives you the opportunity to learn something new. Once you begin your new position, you should be absorbing all you can from your co-workers, clients, and the industry you're in. Marketing is an ever-changing world and the best way to be at the top of your game is by keeping your finger on the pulse.

# OUR TOP 11 TIPS FOR FIRST-TIME JOB HUNTERS

Because 10 wasn't enough, and we like to push boundaries.

You've probably gotten all kinds of tips on how to impress potential employers from professors, your parents and even us (if you've read the other page). But there's always more to learn, so we've laid out a list of top things to remember during your job search. Feel free to thank us later.

## 1 Think about what you love

And try it on for size. Start finding relevant internship experiences to complement your studies. It's a great way to try out what interests you, without a long commitment.

## 2 Don't get too granular, at least at first

Even if you're convinced you want to go into a specific field or specialty within a field, don't limit yourself too early on. Gain experience in multiple areas, with different companies, or through a variety of courses.

## 3 Everyone has a brand, capitalize on yours

Launch a blog, tweet on topics you're passionate about, record a podcast or create a design portfolio. No matter what you choose, establishing your personal brand is a great way to show employers who you are and how you're strategically mastering your skills on your own terms.

## 4 Publications? Read 'em!

Dive deep into industry outlets – like PR Week and Advertising Age – or at least follow them on Twitter. They'll help you understand the latest trends and enable you to discuss current events during interviews. A win/win.

## 5 Organizations? Join 'em!

Getting involved with student and professional organizations, like PRSSA and AMA, not only plugs you into a likeminded community but also provides access to industry professionals and resources that can be critical during your internship or job search.

## 6 Networking? Do it!

You've gotten involved, now it's time to make use of it. Leverage connections made through chapter meetings and events. And don't forget to utilize your professors and advisors – yes, that may mean office hours. Schedule exploratory coffee meetings with connections. Get your foot in the door.

## 7 Be bold

Don't be discouraged by a job description. If you see your dream position but are slightly underqualified, go for it anyway. What matters most is how you present your skills and experience, and how they could compensate for areas you need to expand on.

## 8 You = your portfolio

The work you choose needs to be diverse and show your writing or design style as clearly as possible. Select four to five pieces that best demonstrate your brand and compile them aesthetically, whether in print or online.

## 9 Communicators need strong cover letters

Do your research, break out your creative thinking and get to drafting your cover letter. You might not need to re-write it for every opportunity, but think of this as a piece of writing that's personalized to you and shows why you're the obvious choice for an interview.

## 10 Leave a lasting impression

Follow up soon after your interview – an email at minimum, a handwritten note recommended. Before you leave, ask the potential employer if you can stay in touch via email or LinkedIn. Then definitely do stay in touch.

## 11 Trust the process

It can be an up-and-down journey to your dream job. Don't let the downs hold you back. Keep networking, strengthening your resume and exploring ways to build your skillset. The right opportunity will come to those who keep pushing.

And don't forget to share your resume with us! We're always looking for top talent to join our team. Please send all materials to [resume@arketi.com](mailto:resume@arketi.com).

## What's an Arketi, anyway?

Arketi Group is a public relations and digital marketing firm that believes marketing technology – and especially B2B technology – is fundamentally different.

We help B2B technology organizations accelerate growth through intelligent strategy, messaging, public relations, digital marketing, branding, design, lead generation and nurturing.

**Our purpose: enabling every communications professional to realize their potential.**

**We do this through our guiding principles:**

## **BE YOUR BEST SELF**

We want everyone to feel good at work. We want everyone to be themselves or, in fact, the best version of themselves. After 10 years of working with us, we hope you can count on one hand the number of days you dreaded coming to work.

## **OUR WORK REFLECTS US**

We are creators. We care about what we create. We put a piece of ourselves into what we create. During our creative process we answer to ourselves first. We create with passion because our work is an important investment.

## **WE HAVE VOICES FOR A REASON**

We know everyone has a voice, and we believe everyone's voice matters. Title, tenure and track record take a backseat to insights, ideas and impact. We listen to and value every voice, regardless of its source.

## **ADVENTURE MAKERS, NOT ADVENTURE SEEKERS**

We believe in building exciting experiences. We are not just along for the ride. We are a team of choose-your-own-adventure people. Discover.

## **GROW OR DIE**

We believe in growth. It's core to everything we touch. Growing team member talents. Growing client success. Growing agency capabilities. Growing our technology community. Our B2B tech arena is changing fast: we strive to always learn and grow. Growth lets us be the best we can be.

## **B2B IS THE BOMB**

We are B2B warriors. Daily, our work demonstrates that B2B is cool. We refuse to go stale. We refuse to take a backseat to B2C. We bust down silos, turn standard conventions upside down, and live outside the B2B box. If we don't innovate, we die. We are on a mission to show everyone that B2B marketing and communication is sexy.

## **OF SERVICE**

What can we do to make another's job easier? We leverage our strengths to help each other, our clients and our community. We are passionate and compassionate – we fiercely care and protect, and act accordingly.

If you're interested in learning more, give us a call at 404.929.0091 ext. 210, email us at [resume@arketi.com](mailto:resume@arketi.com) or visit [arketi.com](http://arketi.com).

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