

OUTBOUND-MARKETING

Those who take their job search into their own hands operate like a company in outbound mode. This is no coincidence – it is a strategy.

Outbound marketing refers to actively approaching potential customers – traditionally, for example, through cold calling. Success depends on precision: the better the need is understood, the higher the success rate. The same principle applies to job search. Those who have a clear idea of the role and the working environment can act in a targeted way – for example through speculative applications or direct approaches.

A speculative application is like an investment sale: instead of offering a product, candidates offer their skills and personality. The better informed they are about potential employers, the more precisely they can tailor their application. The effort lies upfront – in the research. Those who proceed carefully and strategically get noticed.

Outbound and inbound are not mutually exclusive. Those who actively search while maintaining a strong LinkedIn profile increase their chances through both approaches.

Articles on outbound marketing (all articles)

- Do you put all your assets on the scale pan?
- Applying and recruiting work like investing