

Break Into Performance Marketing

4 plays to turn a marketing degree into a real career, from John Vehlewald, ex-VP of Marketing at Rocket

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PLAY 1

KNOW WHAT IT ACTUALLY IS

Everyone says "performance marketing" and almost nobody explains it. It is any channel where you spend money and can tie that spend to an outcome. Spend a hundred, make more than a hundred. Paid search, email, programmatic, direct mail, they all count. The channels and tools keep changing. The math never does.

2

PLAY 2

LEAD WITH CURIOSITY

When John hired at Rocket, he was barely looking at the resume. He looked for the person who asks good questions and you can tell will figure it out. Attitude and the willingness to learn beat a perfect GPA, especially now. Curiosity is not a credential you wait for. It is something you can start showing today.

3

PLAY 3

GO BIG TO START

Two offers, a big company and a small one? For your first move, go big. The resources are larger, you get thrown at a lot more, and you learn faster. You can always run the do-everything role at a smaller shop later, once you have the reps to back it up.

4

PLAY 4

BUILD IN PUBLIC, DON'T VENT

If a hiring manager pulls up your LinkedIn and it is wall to wall poor-me, they move on. Do not use it as your therapy session. Share what you are learning, post a real perspective, comment like a human. That is how someone decides they want to know you before the interview even starts.

"I'm not that interested in the resume. I look for someone who is curious, asks good questions, and you can just tell is going to figure it out. That's how I hired at Rocket."

— John Vehlewald, ex-VP of Marketing at Rocket

Want the full conversation? Watch The BroxtenDigital Show on YouTube.



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