



UPTAKE  
STRATEGIES

PLANNING | STRATEGY | LAUNCH

April 2017

# Desperately seeking a “Marketing Mentor” ....

By Maxine Smith and Stephanie Hall, Uptake Strategies

There are many recent studies and articles on the value of not only one mentor but several mentors both inside your organisation as well as outside who can guide, advise and inspire you along your career journey.

This white paper outlines the benefits of having an **expert marketing mentor** and what to look for when choosing one.

A 2012 Forbes article on mentoring, quotes that “studies show that most people who succeed have a mentor”<sup>1</sup>. The Forbes article outlines seven reasons most people need a mentor and cautions against the trend of “life coaches” – mentors “without grey hairs” who have not successfully navigated a similar set of professional challenges in your market or sector.

What are the **benefits** of engaging an expert marketing mentor?

**1. Inspiration!** A great mentor should inspire you to succeed, to overcome challenges, build your leadership skills, add-value to your company and your colleagues, and gain greater satisfaction in your role from doing so. A great mentor may indeed inspire you to mentor other people.

**2. Wider industry view:** An expert marketing mentor from outside your own organisation can give you a wider industry or sector perspective, highlight specific industry trends, common challenges and best and worst practices arising from their practical experience.

**3. Safe retreat to problem-solve:** Protected time with an expert marketing mentor can give you time to reflect on your role, your priorities and challenges and openly share any frustrations and fears. The result... an increase in focus, solutions and personal resilience, safe in the knowledge that your mentor will not divulge your concerns.

**4. Catalyst for real change:** A series of mentoring sessions can be just the catalyst to help you navigate a tough project, demanding job or make a difficult decision and with a good balance of support and challenge in the discussions, can catalyse decisions and actions for personal and professional success.

**5. Expand your network:** A great marketing mentor should have a great “little black book” of contacts comprising industry bodies, customer groups, agencies and associations and be able to introduce you to other like-minded individuals for mutual benefit.

**6. Practical solutions and advice:** An expert marketing mentor should have worked in similar roles and organisations as your own and be able to advise in a practical way with the wisdom and positivity that comes from this experience.

An expert marketing mentor should have excellent credentials. Look for these four qualities when choosing an expert marketing mentor:

- Strong technical marketing skills in your sector with their “finger on the pulse” for future trends and areas of innovation
- Real practical experience in a similar company, situation or sector, they “have been there”, have faced similar challenges, made mistakes and can draw on this experience to help you navigate your own challenges
- Personal motivation to coach, guide, advise and most importantly inspire future marketing leaders to be successful with a selfless desire to contribute to your success
- Great contacts across the industry to make introductions, help you network across industry associations, agencies and other companies.

Take our **5-question test** to see if you (or one of your team) could benefit from an expert marketing mentor:

- 1.** Have you received feedback on skill or experience gaps in your current marketing role?
- 2.** Does your line manager lack the time or skills to coach you in your role?
- 3.** Are you lacking in inspiration for what great marketing looks like?
- 4.** Are you keen to make your next career move but are unsure how to do this?
- 5.** Are you in a high-pressured marketing role where you need some protected time to think?

If you have answered 'yes' to 3 or more of these questions, you may want to consider engaging an expert marketing mentor either inside or outside of your organisation to set you on the path to success.

## **Maxine Smith and Stephanie Hall**

### **Uptake Strategies' Expert Marketing Mentorship**

Uptake Strategies provides expert marketing mentors for healthcare marketers facing a variety of new challenges: leading a product launch, recently promoted to lead a marketing team, leading a strategic project or brand planning process.

Contact [maxine.smith@uptakestrategies.com](mailto:maxine.smith@uptakestrategies.com) or [stephanie.hall@uptakestrategies.com](mailto:stephanie.hall@uptakestrategies.com) to discuss how we might be able to support you or a member of your team.

