

NETWORKING MATTERS IN A PERSON'S LIFE. TIPS FOR MARKETERS

What do you want from life? Do you want to become a CEO, a businessman, a marketer, or just make a lot of money? The more precisely you envision your goal, the easier it will be to develop a strategy to achieve it. Of course, part of that strategy is to create relationships with people who will help you get where you want to go. We are interested in a marketer, which in simple terms is a specialist in promoting goods and services on the market. One of the skills they must have is communication skills. Without them, unfortunately, nothing will work. After all, a marketer's job is to convey their ideas and views to consumers.

There was a time when the marketing profession was much less hassle. Essentially, marketers' job was to create an advertisement, deliver it to consumers through one of several available media sources, and wait for the result.

The modern world does not stand still and creates new requirements and rules every day. The way it speaks and listens has changed radically. And this has affected the means of communication that people use to stay in touch with others. As access to consumers becomes more and more open, their level of influence is also increasing. They can choose where they want to hang out, use software tools to delete unwanted messages, and "attack" messages that have managed to "survive" by fostering a sense of skepticism. Therefore, it is not so easy to attract attention. Now it has become much more difficult for companies to achieve brand recognition. Conventional advertising, marketing tools, and the traditional ways of thinking of those who want to convey their ideas will not be enough. True leaders, marketers, must have strategic skills, be technically savvy, be creative, and always focus on sales and returns on their investments. Not all people in firms and organizations can boast a combination of these traits. And as a result, leaders and managers become lonely and frustrated because they want everything at once.

Let's imagine that you are speaking at a conference and you are popular. And right before or after your speech, you notice that one of the audience members wants to express their affection for you but cannot muster the courage to speak up. And when the listener decides to approach, he or she does not say anything special: "Good afternoon, my

name is... Your speech was great." Then you ask them what it taught them or what they think of your point of view. In response, you hear a comment: "Oh, I do not know, you must be a great talker", or something like that. But how do you keep the conversation going if the other person has nothing to say? That is why successful marketers warn: be an interesting conversationalist! Employers hire not only those they like, but also those they think can benefit the company. This means that you should have a broad mindset. You must be aware of the possibilities of your intellectual property and know what information will be valuable to others. All the abovementioned features will show that you are an interesting interlocutor who takes an active role in life.

As for the tips themselves, here they are:

- 1) Become an expert with an original point of view.
- 2) Be the creator of the information material.
- 3) Make yourself known by analyzing the latest trends and opportunities.
- 4) Ask yourself "crazy" questions.
- 5) Get to know yourself and your talents.
- 6) Always learn and develop yourself.
- 7) Take care of your health.
- 8) Open yourself up to unusual opportunities.
- 9) Do not give up.
- 10) Keep up with new technologies.
- 11) Identify your niche (direction).
- 12) Follow the money.

In conclusion, presented here are 12 tips designed to assist marketers in becoming engaging conversationalists. Interactions with others have the potential to reshape our perceptions of the world. Therefore, refining communication skills is a crucial step toward achieving success. It is important to remember that agency lies within individuals; each person is the protagonist of their own life narrative.

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