



## After the Informational Interview...

Note that following up is essential to productive networking! Check out the following samples we created and consider using them as a guide to different styles of building and maintaining your professional relationships.

Have you ever wondered how to continue to follow up with networking connections once you've had an informational interview or exchanged emails? It can feel awkward to reach out again, but continuing to reach out in a professional and authentic way is the key to building and maintaining your professional network.\*

*\*Be reasonable in your expectations. Your connections are busy professionals, so don't reach out too often—perhaps once every couple of months or so. However, if your contact reaches out to YOU, then get back to them within 24-48 hours during the business week. You don't want to miss an opportunity!*

### Example of LinkedIn Follow Up – Shared Interest

From student to contact:

Hi Laura:

I saw the news about Steph Curry and couldn't help but wonder how you were taking it. Let's hope he is back and better than ever next season!

I really appreciated our discussion about working in sports marketing. I've taken your advice and reached out to a few more alumni.

It's an interesting journey! I'm not sure what my next step will be, but I will keep you posted. I wish you and your family a Happy New Year!

Go Ducks!  
Pauline

In a perfect world, your contact would respond to you, especially since you brought up a shared interest and let them know you took their advice. That follow up might look something like this:



### Example of Potential Reply to LinkedIn Follow Up – Shared Interest

Positive reply from contact:

Hey Pauline:

Nice to hear from you. Yes, Steph is in my thoughts, but I am not counting him out yet!

Glad to hear you have connected with more alums. That reminds me, after we talked, I thought of an organization you might want to take a look at—the SportzKidz Co. They are doing a lot of the kind of work you said you were interested in.

As always, go Ducks!

Laura

If your relationship with your contact is more formal, you might try one of the approaches below (adjusting content to match your contact’s interests, of course):

### Example of LinkedIn Follow Up – News Item

From student to contact:

Hi Laura:

News of your company’s expanding product line just came up in my LinkedIn feed. How exciting!

I am sure you are extra-busy now, but when time permits, I would love to circle back with you and hear about how this might impact someone in your position. As a student looking to learn as much as I can about product marketing, I am interested to see how this “real world” scenario affects your team.

I’m hoping the expansion is good news for you!

Go Ducks!

Pauline



### Example of Email Follow Up – Interesting Article

From student to contact:

Hi Laura:

I came across this article from Forbes on the future of bitcoin

<https://www.newsbtc.com/2019/12/19/how-bitcoin-price-could-hit-20000-march-analyst-explains/> and had to laugh! When we talked about this at our recent meeting, I learned so much from you. I'm attaching the article in case it is of interest.

I hope all is well in your world and wish you a great start to 2020!

Go Ducks!

Pauline

If you are not sure HOW to try and connect with your variety of contacts, you might try this approach—reaching out quarterly with an update, for example:

### Example of Email Follow Up – Newsletter Style

From student to contact:

Hi Laura:

It was great to talk with you about the busy life of a marketing executive! You were so kind as to ask me to keep you informed about my progress. Since we met, here are some of the things I've been working on:

- Performing consumer behavior analysis with a 4-member team in my Marketing and Communications class
- Joining an Employer Engagement committee for the American Marketing Association club here on campus and starting to plan some site visits
- Arranging a day-long Job Shadow with ABC company through a UO alum

As you can see, I have been taking your advice and I'm so glad to be involved in these projects!

I hope all is well with you and that you are off to a great start in 2020!

Pauline