

Facebook Cover Letter: Before & After

Below, is a before and after version of a cover letter that successfully got our client an interview (and a job offer), from Facebook's Small & Medium Businesses (SMB) Marketing Team in Singapore.

"Before" Cover Letter

Dear Hiring Manager

I refer to the SMB Marketing Manager position at Facebook which I saw on your careers page, I believe I would be a great fit in this role.

Everybody says this. How are you different?

BORING! All of this is already written in your CV. Why are you repeating it again?

I'm currently working in an e-commerce startup specializing in sales of handcrafted jewellery to clients all over the world. Last year, we closed over 4 million SGD in sales through our online portal alone. As head of Digital Marketing at this firm, I played a key role in driving that sales figure.

My success in the above venture has solidified my passion for digital marketing and bears testament to the contributions I am able to make to your firm.

Firstly, this is meaningless fluff.

Secondly, nobody talks like this. Write your cover letter the same way you talk.

Anybody can say that they're great at their work.

Instead, SHOW the reader that you've got the skills. Include metrics and achievements.

Prior to the above stint, I worked at Grey Advertising in Jakarta. Here, I supported many digital accounts for large companies across multiple industries. Time after time I showed that I was extremely organized at handling all planning and creative aspects of my work.

I believe these are fundamental skills necessary to excel as an SMB Marketing Manager. My experience, coupled with my strong commitment, will surely prove to be valuable to both your clients and partners.

I hope to be part of Facebook's strong sales team that continuously strives to improve the marketing landscape here in South East Asia.

Please feel free to contact me with any questions. I look forward to hearing from you!

This is such a boring way to end off a cover letter!

Sincerely,
Mike Hartono

“After” Cover Letter

Dear Facebook SMB Marketing Team,

Shows both your excitement for this role and your confidence.

I'm thrilled to be applying for the role of SMB Marketing Manager. With 4 years of marketing experience across Singapore and Indonesia, both as at an SMB (ad buyer) and agency (ad seller), I've come to understand both buyers and sellers of Facebook Ads.

This is a fantastic value proposition to show why you're better than other candidates.

- For the last 2 years, I've been head of digital marketing for a small handmade jewellery e-commerce store based in Singapore. Our craftsmen in Bali made the most beautiful bespoke bracelets and necklaces. Everyone who saw our designs loved them. There was just one problem – we needed more customers!

With a tiny marketing budget of just 2'000 USD a month, we invested all our resources into the Facebook Ad platform. I'd glad to report that it paid off handsomely. The ability to zero in on our target customer (through the demographics tool) and test different marketing campaigns to see which one resonated the most (A/B testing tool) allowed us to gain a massive ROI on our shoestring budget. Our revenues are now over 10 times larger thanks for the clients we've acquired on Facebook.

This is a great story to tell in your cover letter. It's really memorable and shows your deep familiarity with the product.

- Prior to the sparkling jewellery stint, I spent 3 years at Grey Advertising's digital arm based in Jakarta. Here, I supported 15 different accounts across 6 industries, being responsible for all their online marketing spend. We were on every platform – Adwords, Facebook, Yahoo Ads, Twitter etc. While each platform had its strengths, I personally found Facebook to be most effective at driving sales conversions, which is the only metric that mattered to our customers.

Working at such a large agency, I learnt so much about the scientific approach to advertising. Every decision we made was driven by data. It fundamentally changed my approach to advertising when I later ran marketing for the jewellery SMB.

This is great for 2 reasons.
1. It communicates your familiarity with competitor products

2. You understand what really matters to the ad buyers – SALES!

Having been on both sides of the table – running ads for an SMB and selling ads to large companies, I've developed an insider's understanding of both parties. I've understood what key factors drive their decision making.

Facebook's mission is to connect the world. Most assume it means connecting friends, but to me, Facebook is the best way for brands to connect with their audiences. And this applies to brands of all sizes, from large Fortune 500 companies to tiny startups. Facebook has democratized advertising. Every company with any advertising budget can now compete.

This is phrase can be found on Facebook's careers page.

I've spent hours looking at videos on your website and reading employee reviews on Glassdoor. Everything I read about your company matches my own personal values. Facebook feels like the home I've been looking for. I think we'll be great together.

Show that you've given this role plenty of thought. It's not a random spur of the moment application.

This is a really fun, and clever way to sign off. Shows your personality.

So, shall we add each other on Facebook?

Sincerely,
Mike Hartono