

MARKETING GUIDE

The ultimate
guide to
recruitment
marketing

Parts 1-3 of the Guide: Planning | Foundation | Taking Action



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INTRODUCTION

Dear RBLs,

This is our guide to – “Getting It Right: Marketing for Recruitment and Why It Matters.”

Modern marketing is changing the recruitment industry forever - and for the better. But you don't need to be an expert to take advantage of this game-changing approach. In fact, you're probably applying many elements of marketing already without even realising it. After all, marketing is a mindset, not a department; it's a way in which to present your brand, your values, your identity and, of course, your services.

It's fair to say that recruitment has been stuck in the past for quite some time when it comes to marketing, but clever content, powerful technology and increased focus on brand identity is changing all that. And this guide aims to walk you through every step, taking you from newbie to an effective marketing function with the ability to create high quality, inbound leads.

This is part one of three editions: P1 Planning | P2 Foundation | P3 Action

GG
Just Do It

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Contributions from: Bold, Clearly PR, Making You Content and Force 24 & Your Marketing Needs



GETTING IT RIGHT

The evidence is clear...



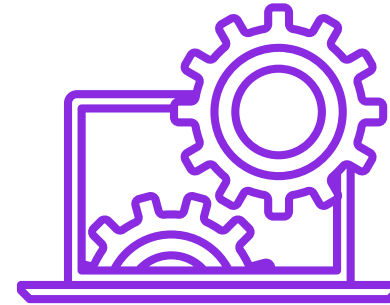
40% of Pirate deals
involve some marketing
assistance



30% increase in marketing
functions in recruitment



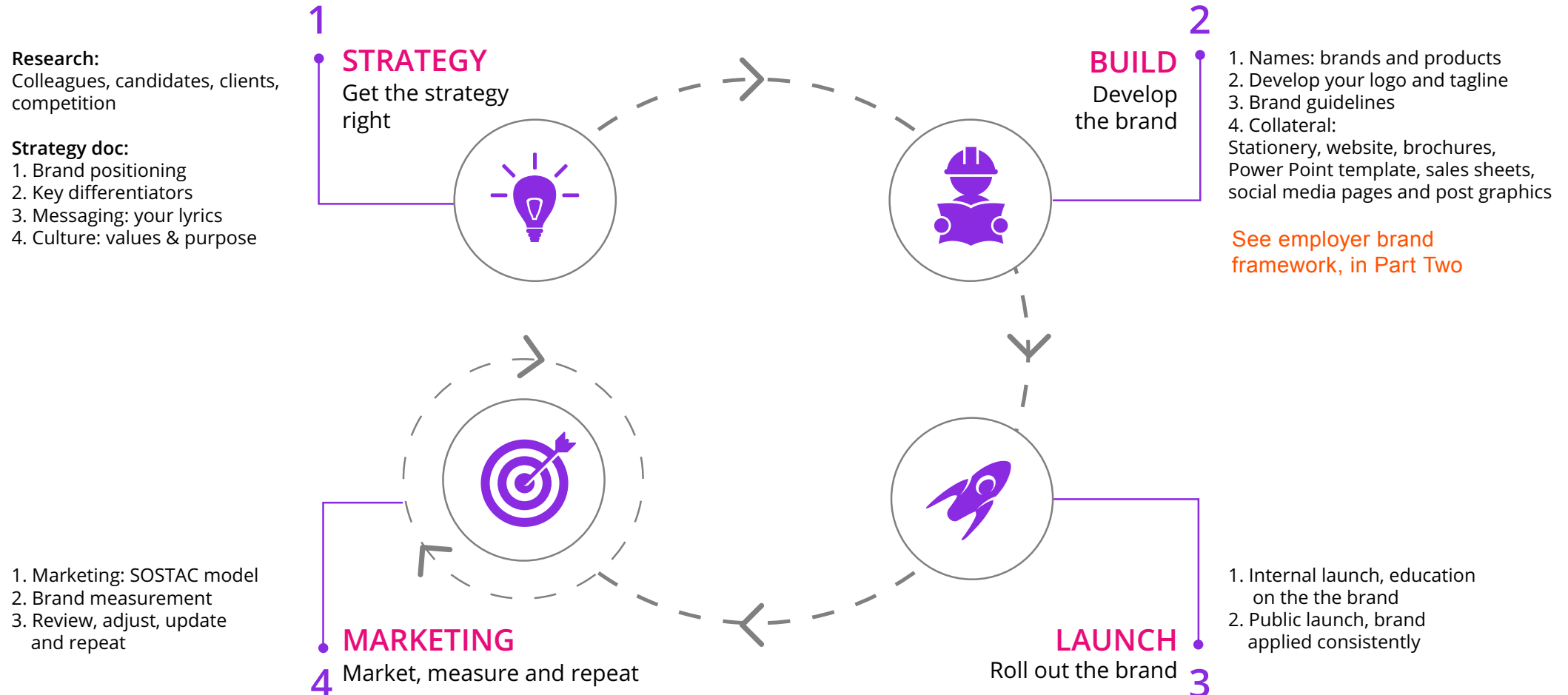
70% of candidates generated
through social media



£127m spent on marketing technology
in the recruitment sector

PLANNING: BRAND BUILD JOURNEY

If you follow these steps, we guarantee your brand will stand out from the mediocre players and set the stage for effective marketing and greater profit. It might even improve your EBITDA multiples when you exit!



PLANNING: OBJECTIVES

Ever heard the saying, “If you don’t know where you’re going, any road will take you”? Consider that the case with marketing for recruitment; knowing what you want from your marketing efforts is the very first step in implementing them.

Getting clear on your goals from the outset avoids a ‘scattergun approach’ to marketing, which inevitably returns poor results, ‘confirming’ that marketing doesn’t work and is merely a cost centre.

When in actual fact, the reality is that without clear objectives, no approach could have possibly worked as there was no way to determine a successful outcome.

Your objectives will guide your marketing decisions, impact the tone of voice you use, inform your messaging, style, even the channels that you use. They will allow you to apply a laser-focus to your marketing efforts and reap the rewards for doing so.

So, what are your objectives? Be sure to avoid thinking in silos here; marketing objectives should always support the wider objectives of the business. For example, are you looking to achieve any of the following? Think about how marketing could support each one of these goals...



Opening up new markets

Are you moving into a new region, sector or company type, eg major accounts? What are your targets?



Launching new services

Are you developing your product suite, have you got a goal for their sales, and can sales and marketing collaborate?



Regenerating clients

How can marketing help you regenerate lapsed clients and old prospects?



More candidate applications via website

Do you get better quality candidates via your website, what is your ideal split between website and other sources?



Attracting more passive candidates

With more quality candidates passive, what can marketing do through in-bound marketing and events?



Visible Expert in your niche/s

What metrics and activity will guide you to becoming a visible expert and thought leader?

PLANNING: SOSTAC MARKETING PLANS

There's no doubt about it; developing a marketing strategy can be overwhelming. With so many styles and approaches to take into account, it's easy to get lost in the noise. The SOSTAC model outlined below aims to provide a clear path that encourages you to question what you're doing and why at every step. The result is a well-considered, justifiable marketing strategy. Take a look...

Situation Where are we now?	<ul style="list-style-type: none"> • Get intimate with your clients and candidates: who are they? What do they need want? • Market trends: what is happening in your sector, Pirates gather this info easily from the many groups • Competitor analysis: what are your competitors doing: messaging, social, online and events? • Capabilities: be honest, how much do you know and are capable of in marketing? Quality of tools and data?
Objectives Where do we want to be?	<p>Sell – what are your targets for getting new clients, what mix of major accounts, ad-hoc you looking at?</p> <p>Applications: Perm / contract candidates new and regen / passive</p> <p>Speak: What conversations and what famous for in your market? Example: Visible experts in AI in UK & Germany</p>
Strategy How we get there?	<ul style="list-style-type: none"> • Segment your target clients, PSLs, small, major, strategic • Develop your propositions and lyrics for client segments • Set up Tools, data and processes – you'll achieve Sweet FA if you haven't got the data to target your messages and campaigns
Tactics How exactly do we get there?	<ul style="list-style-type: none"> • Content marketing plan – calendar, topics, process • Social media activity / PPC • Events: own events, sponsor, trade shows • Website: landing pages, calls to action, update messages
Action The details of the tactics	<p>Action plan, who is going to do what to deliver strategy and tactics, what will you do internally, what will you outsource. Your plan should start with building foundation of tools, data, and messaging.</p>
Control	<p>What and how are you going to measure and report? Web conversions, applicants via marketing / social media, number of client leads, and the quality of the leads.</p>

See reporting framework, [click here >](#)

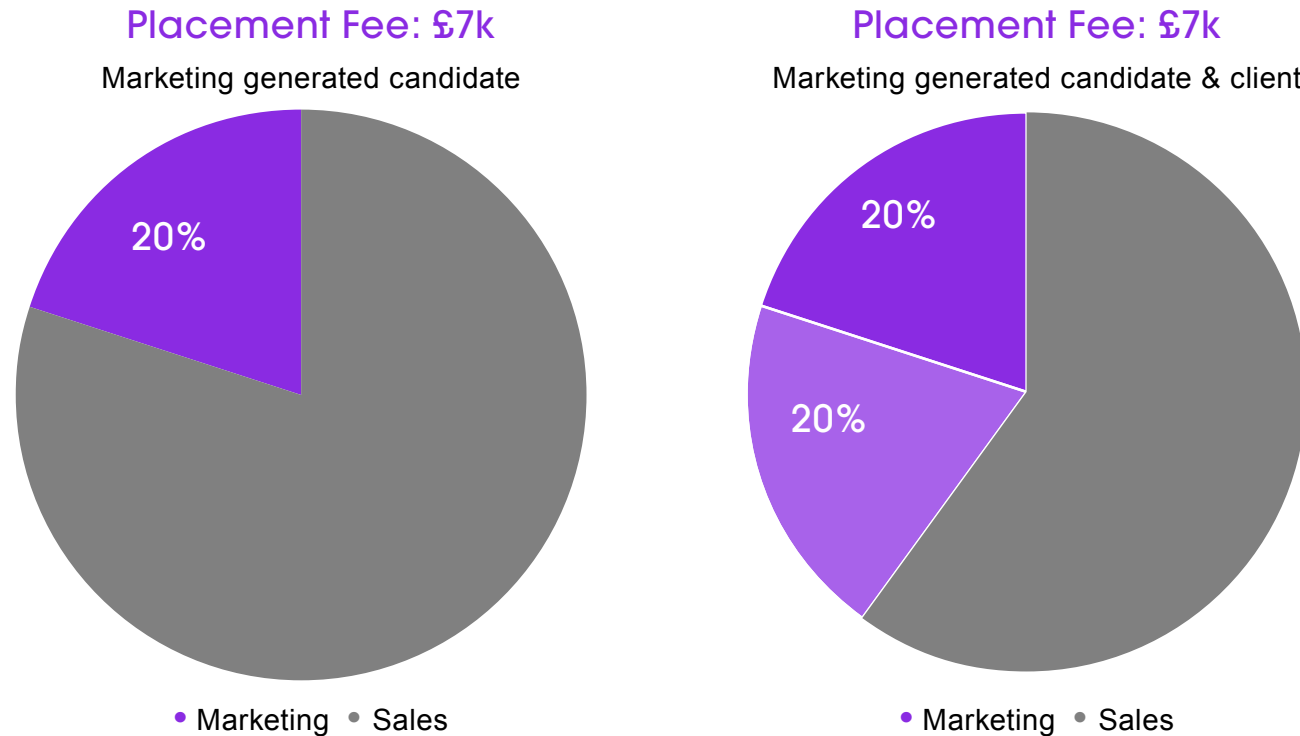
PLANNING: YOUR PRIORITIES

As a recruitment agency, you know you can't be all things to all people - but where do you focus your energy and efforts? One of the challenges for a recruitment agency is having a wide demographic of audiences but limited time, resources and budget to accommodate them. This is where prioritising your opportunities becomes essential; where is the need or opportunity the greatest? Where can marketing help you the most?



PLANNING: ROI/CONTRIBUTION

Naturally you need to track the source of every candidate and client lead marketing generate, but when a deal is assisted through marketing, you need to agree on their contribution to the deal.



The biggest barrier to investing in marketing across recruitment has historically been ROI, now there's no golden rule on this but the two biggest actions / decisions to make are: i) what percentage of the deal should marketing be recognised for either the client lead or candidate application? ii) how do you accurately record the source of the candidate or client lead?

PLANNING: PURPOSE

WHAT IS BRAND PURPOSE?

Now all those cold, calculated goals, reports and metrics are all very necessary, but they don't stir the blood. Time to look at the motivation of purpose.

Brands with Purpose have gone mainstream because they have been proven to accelerate growth, combining business objectives with social impact.

According to the Oxford English Dictionary, Purpose is "the reason for which something is done or made or for which something exists".

Your Brand Purpose is a short statement that describes why your organisation exists and the value you create for society: your aspirational reason for being beyond profits.

PURPOSE IN RECRUITMENT

As a busy recruitment leader, focused on monthly sales figures, the process of creating a longterm strategy can be off-putting. And with many leaders viewing mission statements and visions as corporate old-hat adding purpose into the mix can seem pointless.

But with the total number of new recruitment agencies entering the market over the last two and-a-half years—standing at over 12,000—recruiters now need to work harder than ever to position themselves as the brand of choice for candidates, clients, and their own consultants.

This landscape suggests vanilla strategies, based on overly ambitious sales targets and the same old sales tactics, will fail to elevate brands in this crowded marketplace.

And with the new generation of staff looking for meaning in their role/life, it's time inject purpose into your business. Standout, stand for something and do good!

Purpose and the other strategy players

So, how does your purpose fit with some of the other players vying for attention in your strategy document? The standard answer lies in Vision, Mission Values, known as VMV:

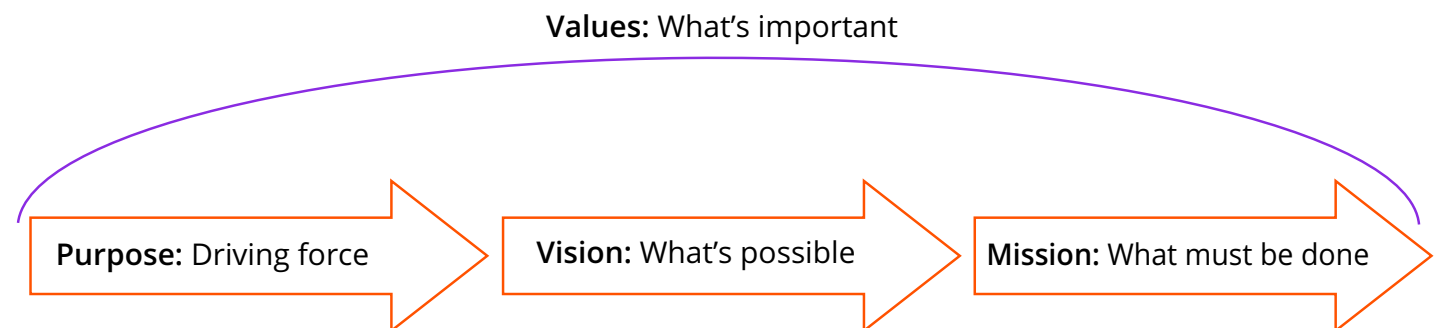
Vision – what you desire the organisation to be in x years' time

Mission – what you do and for whom to achieve the vision

Values – the principles and beliefs you hold that make you special; which shape your behaviours

Purpose – why your company exists and how it fulfils the needs of people and society.

Putting all the players together you can place Purpose as the driving force behind the traditional VMV model.



PLANING: REPORTING FRAMEWORK

Once you know where you're going, this reporting framework will keep you on track.

Activity	Candidate activity – list objectives (candidate activity generated by marketing)	Client activity – list objectives (client activity generated by marketing)	Employer Brand (recruiting and retaining your staff)
Awareness & Acquisition	# number job applications • Source of candidates • PPC click thrus • List acquisition • CPA • Website visits • Source of visits	Number of clients social interactions • Form completions • Downloads of content • Source of clients downloading	Number of visits careers pages • Source of candidates • Number of applications
Nurturing	#touches, emails sent and click thrus Social interactions	#of active prospects passed to rec consultants and being worked on	#number of active candidates
Sales and recruitment ready	# candidates in interview	# of leads link to vacancy # of leads interview	Number of candidates through to interview
Revenue	Revenue from candidates placed • Last Q • This Q	From client lead to deal • Revenue Last quarter • Revenue This quarter NB brand to decide allocation of marketing to deal fee	Number of candidates placed, last quarter this quarter
Action	Objectives and plans for this and coming quarter – for example what will marketing do to achieve objectives for the coming month/quarter?		
Learning and Growth What does marketing need to learn and test to achieve:	Improving profit, • Improving revenue, • Attracting more visitors to a website, • Creating engaging content, submitting to social networks, doing guest posts, and learning and testing the best practices for objectives.		

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Part Two of Three editions: Foundation



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Look and sound compelling.

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Get your lyrics right.

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Stand out and be relevant.

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Bold guide to shining online.

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Guide and template to get closer to your audience.

P10. Data

Get your data ready for marketing.

P11. Products

The exciting new world of recruitment products.

P12. Employer Brand

Invest in your employer brand.

P13. About the RDLC

Learn about the RDLC and how it can help your business.

INTRODUCTION

Dear Recruitment Business Leaders

Welcome to P2 of the RDLC Ultimate Guide to Marketing: Foundation

Hopefully you've read, absorbed and thought about your plans after P1 of our guide. Now it's time to start laying down the foundations of your brand and marketing. These steps will ensure that when you shout about your brand to the world, it'll want to listen!

In this P2, we'll show you how to develop your brand, put it online and get your message and lyrics right. And we'll show you what to do with your data to get ready for marketing and introduce you to the exciting world of Solutions and Products in recruitment. Wrapping up with a look at your employer brand to help cope with the growth your marketing-first approach will give you!

So grab a coffee and get to grips with building your Foundation. As ever, to accelerate your learning become a member of the RDLC, our members are building brands, products and marketing campaigns that are leaving the competition behind.

Sound good? Let's get started!

Main Authors



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James Del-Gatto
MD, Black Slate Marketing



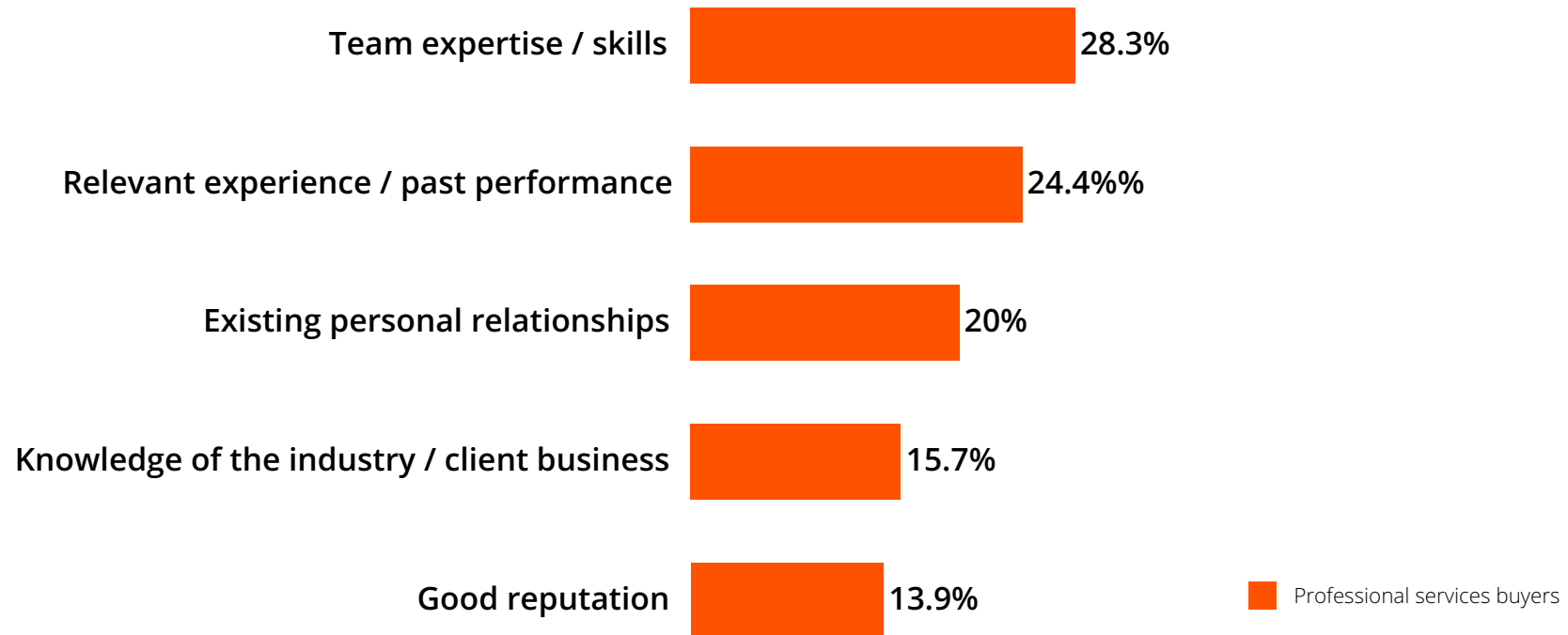
Dean Kelly
Ed Tech Entrepreneur
Co-founder RDLC

Contributions from: Bold, Clearly PR, Making You Content and Force24



GETTING IT RIGHT

When building the Foundation of your brand and marketing it should influence these key buying decisions:



The buying criteria of professional services across Europe and USA

FOUNDATIONS: BRAND IDENTITY

Your brand identity will inevitably grow and develop over time, but some simple, solid foundations will ensure that, wherever your brand takes you, your business is identifiable, recognisable and unique. When it comes to your brand identity, consistency is vital.

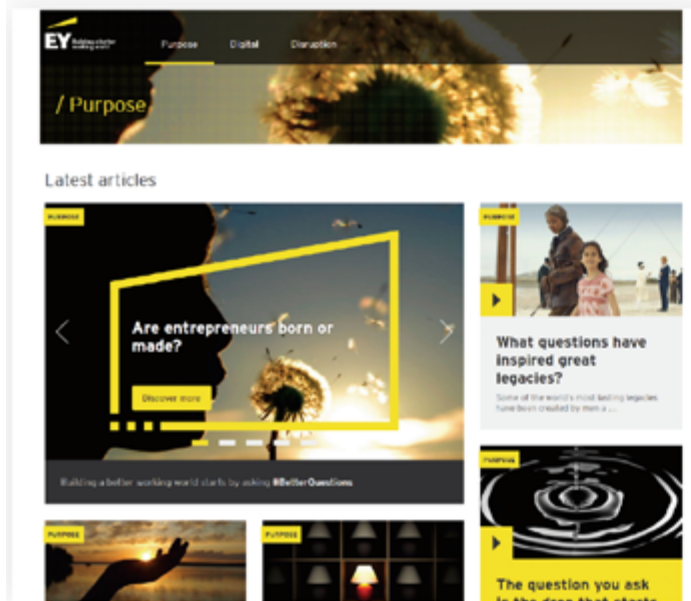
Your business needs to be recognisable, whether your audience sees your logo on a website or reads an ad in a trade magazine. And how do you achieve that level of recognition? Consistency. Consistency in colours, imagery, style, tone of voice and more all contribute to developing your overall brand, which in turn leads to recognition of that brand.

Think about a few global brands. What do they have in common? We bet you could describe each of their colour palettes easily. And probably

their fonts. Oh, and definitely their tone of voice. Why? Because their clever marketing teams know the importance of reinforcement - and the best way to reinforce a brand? Consistency.

Take a look at the example below; the EY branding is considered one of the best in professional services. It adapts to each medium, message and size.

EY's Website



EY's Blockbuster



EY's SlideShare



EY's Influencer Post



EY's Status Update



FOUNDATIONS: MESSAGING WITH IMPACT

YOUR LYRICS

Developing the right messaging for your brand is integral to your marketing success. Think of one of the world's greatest supercars; it may have the most incredible functionality - but if you fuel it with the wrong oil, you're going nowhere.

The same can be said for your messaging; you can use every fancy piece of marketing technology available to you but, ultimately, what you feed that technology - i.e. your messaging - is what matters.

Your messaging architecture is a practical document that helps you turn your differentiators and positioning into new, valuable clients and top-tier candidates.

How? It equips you with the language and arguments you need to overcome people's objections and persuade them to listen to you rather than the hundreds of other agencies banging out the same old boring sales pitches.



DIFFERENCE

What makes you different, and the evidence?

How does that message connect with the market you serve?



FEATURES

What are the concrete features and how do they translate to clear benefits for your clients and candidates?



TEST

The so what test? If you can say so what to each message you've got work to do, e.g. we've been around 5 years?

Your client: **So what?**

POSITIONING STATEMENT

You've most likely heard of an elevator pitch - but have you heard of a positioning statement?

The simple yet effective process of developing a positioning statement can really help you when you need to articulate what your firm stands for.

It ought to be no longer than a minute or two when spoken aloud, it should leave no doubt in the minds of the listener as to who you are and what you do - and, ultimately, it should be the springboard for any other messaging that you devise for your marketing strategy.

At Brand X, we help Multi-national telecoms firms achieve business goals through the delivery of highly-skilled and rare tech talent into projects and teams. How? We combine recruitment expertise and global logistics capabilities with a tight market focus.

Our knowledge, experience, reach and infrastructure gives clients access to talent easily and swiftly.

Our approach ensures our clients maximise the performance of every hire they make through us, and that they win the war for talent - which is getting ever-more competitive.

When you're looking to hire skilled talent that will give you the edge to claim the prize of connecting the world, Brand X gives you the advantage to grow through talent, while streamlining the recruitment experience for all stakeholders.

[See guide to 21 true differentiators >](#)



FOUNDATION: DIFFERENTIATORS

Finding true differentiators in recruitment is nigh on impossible. But as recruitment agencies begin to go beyond offering contingency recruitment with the lame offer of being niche, this list of 21 professional services differentiators can help you decide yours.

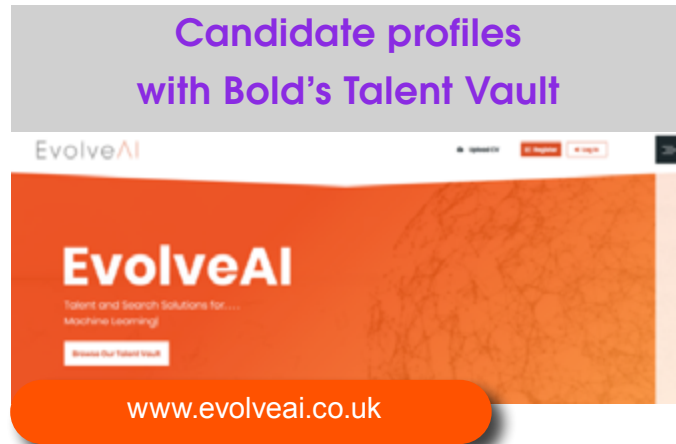
1. Specialise in an industry.
2. Specialise in serving specific roles within your client's organisation.
3. Specialise in offering a particular service.
4. Offer a truly unique technology or process.
5. Focus on understanding a particular target audience.
6. Specialise in serving clients of a certain size.
7. Employ a staff that shares a specific characteristic or credential.
8. Specialise in clients that share a common characteristic.
9. Focus on solving a specific business challenge.
10. Have one or more individuals who are highly visible experts in their fields.
11. Offer a unique business model.
12. Have a specific geographic focus.
13. Offer access to a unique set of information not available elsewhere.
14. Offer a unique set of contacts or relationships not easily accessible.
15. Conduct business with a distinctive level of service.
16. Distinguish yourself by the clients you have.
17. Focus on the size of your firm.
18. Emphasise your relationship with a parent firm or partner.
19. Focus on a notable signature accomplishment.
20. Specialise in producing a unique or very valuable result.
21. Look or act differently than all of your competitors.

FOUNDATION: YOUR BRAND ONLINE

RDLC Partner, Bold, showcase and explain the three most important attributes on modern recruitment websites.

Each of these sites has a clear message for each audience, and leads the reader through to a Call to Action.

Candidate profiles with Bold's Talent Vault



Great use of Talent Vault functionality showcasing their talent pool effectively and proactively on-line. EvolveAI is consistently breaking new clients monthly by supplementing their candidate reverse marketing strategy online.

These tools help them target their niche market's hiring managers with "Hot Lists" on candidates available within the emerging tech markets.

Design and client offer that generate leads



This website is a great example of achieving the balance between a modern, striking design while still ensuring user experience remains clear to ensure that conversions are kept high.

Additional tools such as digital candidate profiles and client micro-sites have also been implemented to ensure Build Space can add tangible services and value to their client base.

Their Product Suite page highlights enough information to gain interest to act as a lead generation tool.

User experience and content showcase expertise



Another great example of executing a streamlined user experience while showcasing a fine-tuned design. Excellent use of industry-related imagery.

The stand-out feature in this website is the "Sports Thoughts" module that EISG showcase interviews with key figures within their niche market. EISG are also doing an amazing job at showcasing micro-sites for their product offering.

Automated email marketing is also set up to ensure candidates are engaged continuously with live jobs and up to date industry news.

BOLD.

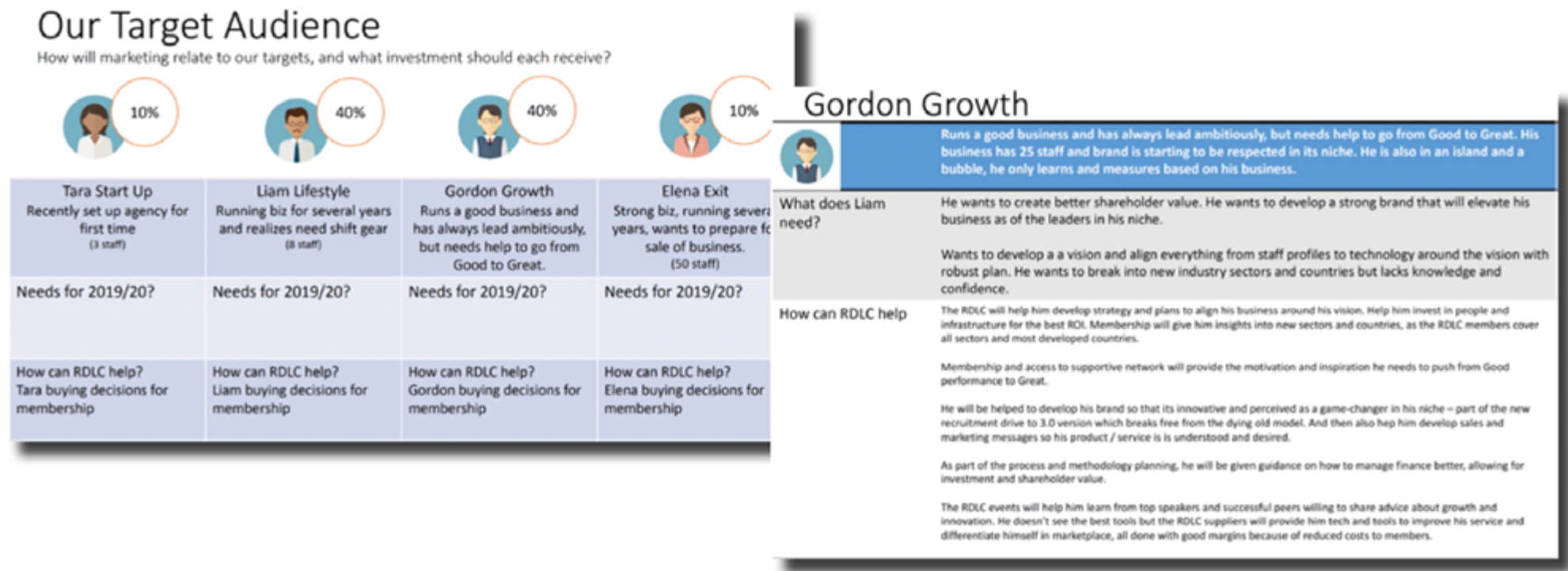
richard@boldidentities.com
www.boldidentities.com



KNOWING YOUR AUDIENCE: PERSONAS

At the RDLC, we broke down the segments of our target audience to gauge which profile we could help most and would be of most value to us.

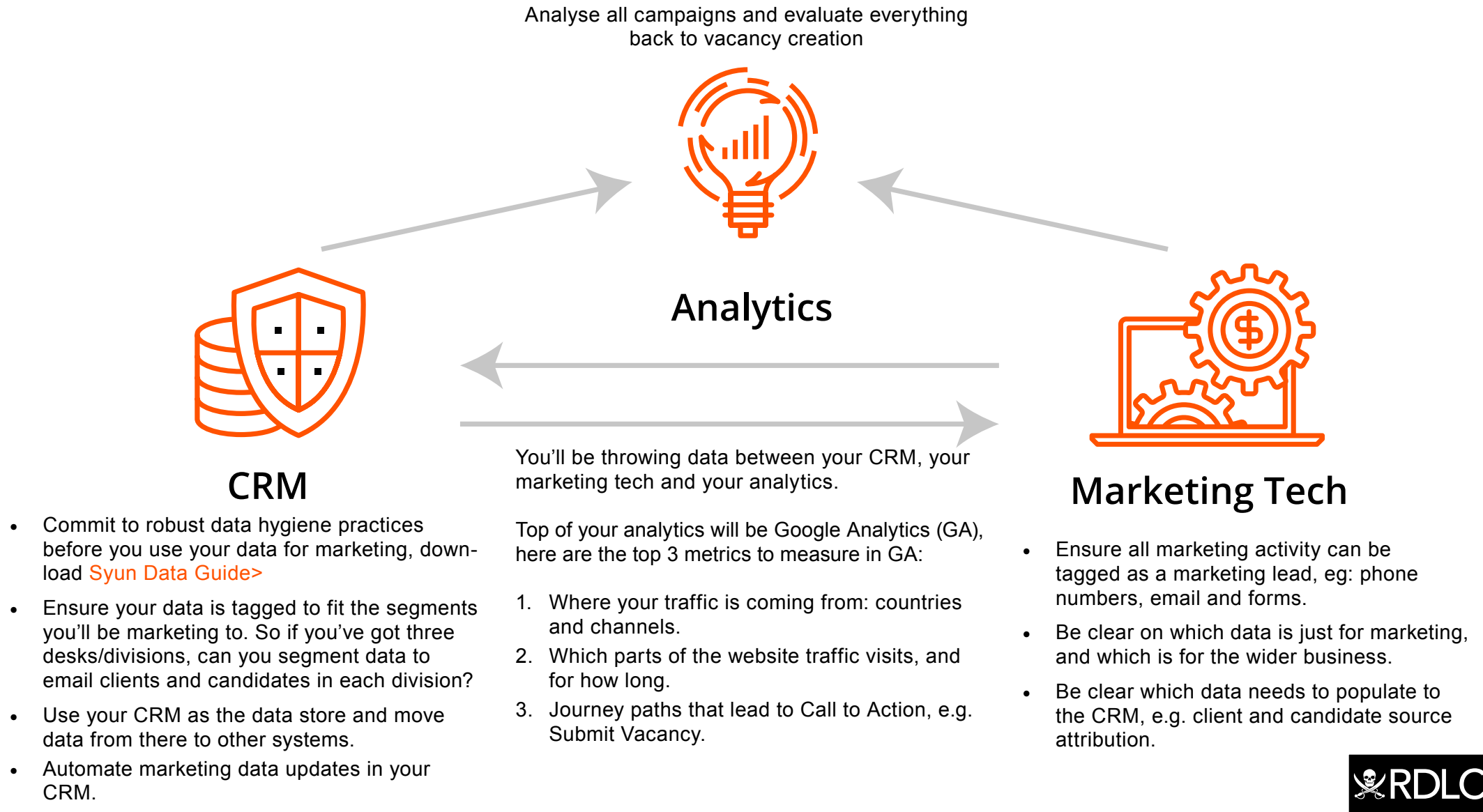
These profiles then shape our brand offering, e.g. events and content to suit each audience's needs. Provided is an example template to download based on an IT recruiter.



[Download Persona Template >](#)

FOUNDATION: DATA

Every successful recruitment boss knows data is important, but what new tricks do you need to learn to get smart with your marketing? This is so important. If your data is wrong, then this has implications across all your marketing activities.



FOUNDATION: PRODUCTS

As you prepare to start marketing your services, one of the big decisions you'll need to make is whether to package up your services – usually the same old Perm and Contract contingency the world is offering – into client Products. Here we guide you through the three steps you'll take before launching your high-value, new Products.

WHY

Evolving your services into products will take some effort, so you'll need convincing.

- Average fees have increased each year since brands introduced products.
- Products increase the conversion ratio by 200% for vacancies generated through marketing.
- Up to 25% of marketing-generated vacancies lead to sale of a Product.
- Double = Brands average placement value is more than double the business average if clients buy a product.
- A brand's way of differentiating the extra things it does that clients didn't realise until they built them into a product. **Result:** brands able to charge more and work exclusively.
- Provides your marketing team a clear and distinct service to promote.

WHAT

So, you've decided to develop a suite of products, where do you start?

- Define your products by asking clients what the **real** problem or challenge is, and aligning products to answer these questions.
- Develop a product range that clearly addresses each client problem.
- Keep it simple: define the **features** for each product that are of value to your clients. And which you know how to price and deliver.
- Develop internal processes, tools and KPIs to ensure consistent delivery of the products.
- Accept some trial and error on your pricing per product.
- **N.B.** Products may not benefit you in very niche sectors with rare candidates; then your candidate is the Product.

HOW

Time to turn your thinking and design into tangible products.

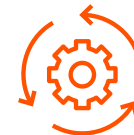
- Develop the lyrics for your Products, fine tune your Features and develop Benefits which match your initial client research.
- Name your suite of products and be relevant and creative, avoid Bronze, Silver and Gold - it's lazy and will hinder your sales of each product.
- Create an e-brochure your sales teams can use.
- Roll out to your staff with training and incentives to sell.
- See Part 3 of this guide for marketing tips.



1. BELIEVE



2. DESIGN



3. EMBED

Thank you to Wayne Brophy, CastUK MD, for input

FOUNDATION: YOUR EMPLOYER BRAND

To simplify the broad and confusing topic of employer brand, let's boil it down to three things: You need to craft a concrete and compelling Employee Value Proposition (EVP), market it convincingly (with endorsements from your staff) then you need to deliver it every day through every manager. Simple. Example framework to develop your EVP:

Target Talent	Talent Insight	Competitive Environment
<p>Who are we looking for: Consultants & Ops?</p> <p>What are their interests, values and attitudes?</p> <p>What blend of experienced recruiters, or graduates with sales experience do we need?</p>	<p>Which candidates' needs, desires or problems are we addressing?</p> <p>What does an experienced recruiter really want? What are they looking for at our brand's sweet spot: 1-3 years' experience?</p>	<p>Which alternative companies are the candidates considering?</p> <p>How are they perceived in the jobs market place?</p> <p>How does our brand compare?</p> <p>Are the main competitors sales companies, lifestyle recruiters or recruitment groups?</p>
Benefit for target talent	Reasons to Believe us	Discriminator
<p>What are the emotional and functional benefits to join our brand?</p> <p>How can we better match them to our target talent's needs?</p>	<p>Which 3-5 concrete aspects of working at our brand illustrate the benefits and make them credible?</p> <p>E.g, the most effective managers in recruitment.</p>	<p>The single-minded, most compelling Wow factor that will make talented candidates decide to want to join us.</p> <p>E.g. A Culture for rapid success</p>

A framework for an employee value proposition EVP: Black Slate



Careers section >

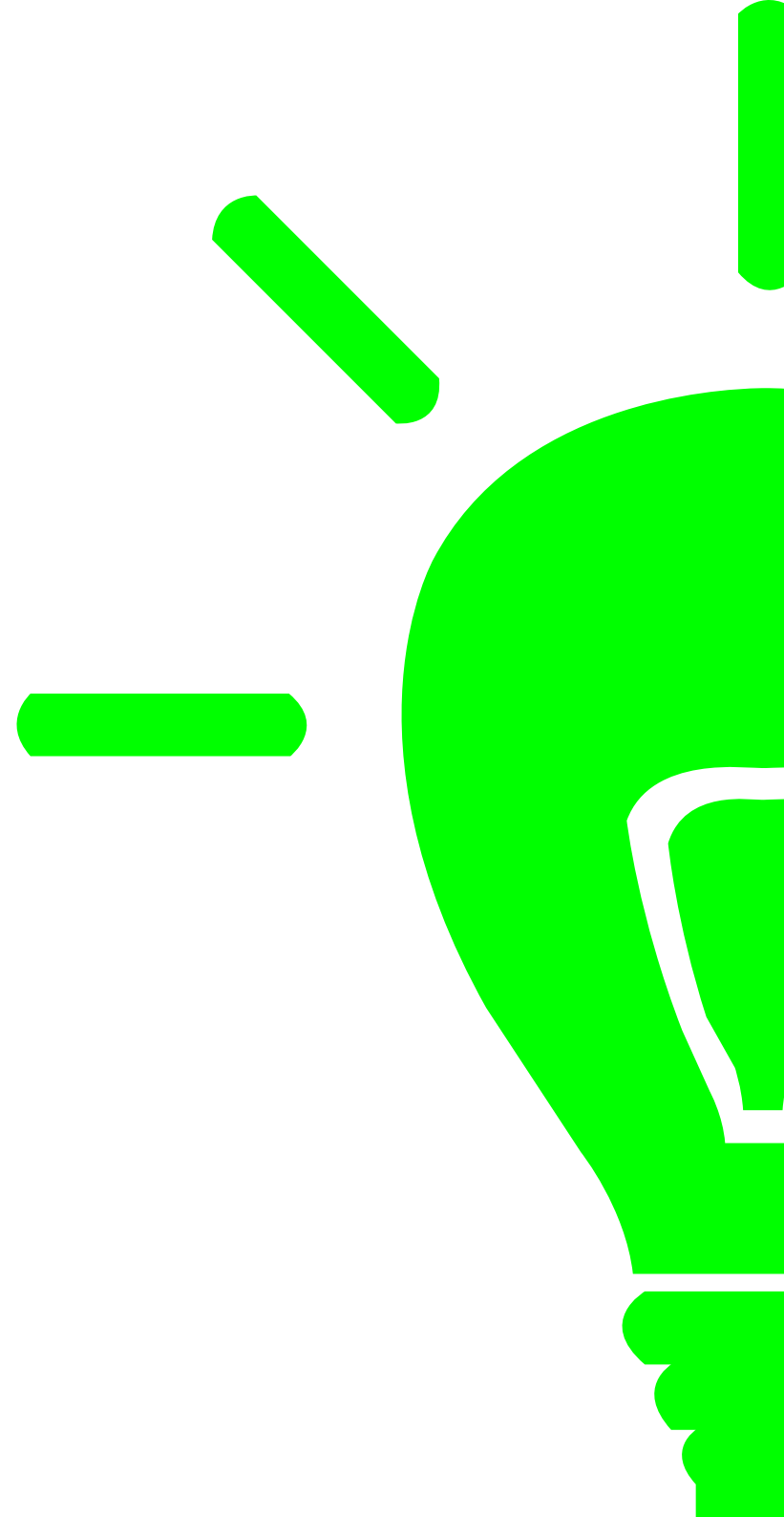
"We used this framework for our EVP at Empiric, as part of our systematic investment in our employer brand. And the quality of our new staff it's generated has fuelled our growth."

Sam Kamyar, MD Empiric



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Part Three of three editions: **Taking Action**

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P11. Content is King

Content your clients want.

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Win the in-box with this clever guide.

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Win back lost customers with psychology

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Learn about the RDLC and how it can help your business.

INTRODUCTION

Dear RBLs,

Welcome to P3 of the RDLC Ultimate Guide to Marketing: Taking Action

By now you've strained your brain in the Planning Phase of P1, you've built a brilliant Foundation from P2 and you're now set to Take Action.

In this P3, we'll show you how to get your well-thought out brand messages and products into the buying minds of your clients and the most passive of candidates. Our host of marketing partners will give you all the advice you need across all the channels throughout your audiences buying journey.

You'll learn the anatomy of a good blog, a great email and why being a visible expert gives you credibility to the generic claim of being a niche specialist.

So grab a coffee and get to grips with Taking Action. As ever, to accelerate your learning become a member of the RDLC, our members are building brands, products and marketing campaigns that are leaving the competition behind.

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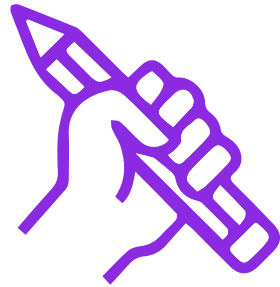
Dean Kelly
Ed Tech Entrepreneur
Co-founder RDLC

Contributions from: Bold | Clearly PR | Making You Content | Force 24 | Your Marketing Needs



GETTING IT RIGHT

The evidence is clear...



65% of B2B marketers who use blogs generate more leads than those who don't.



66% of clients make a purchase as results of an email marketing message.



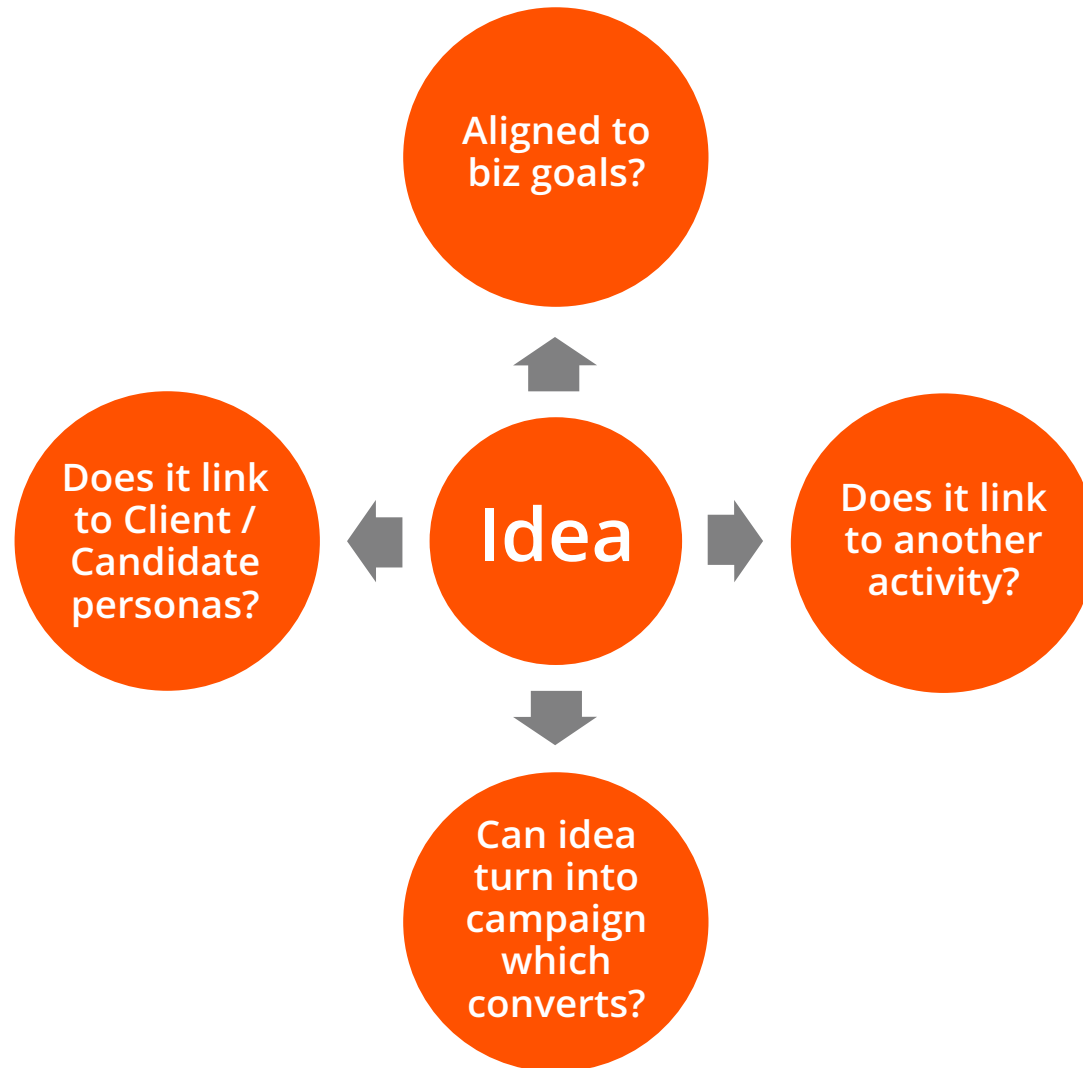
4 out of 10 emails are marked as Spam because they are considered irrelevant.



46% of social traffic to corporate websites comes from LinkedIn.

TAKING ACTION: NOISE/FOCUS

Once your marketing function takes off, it will soon be pulled in all directions as it aims to service competing demands from the different desks. And of course you've taught them to be very persuasive. so, you'll need a robust system which reduces the personalities from the requests.



“Once the marketing function is set up and has starting proving itself, it will soon find itself fending off requests from the sales team that range from the good to the bad and the bonkers.

At Cast UK we developed a Kanban board with clear rules on tasks being moved up the priority list, to ensure we get items completed before starting on the next idea.

Strangely, Wayne’s (the CEO) ideas and requests are never trumped!”

Kelly, Marketing @ Cast UK

ACTION: IN-BOUND MARKETING

Generating leads is arguably the most vital activity of any requirements agency, of any business. In fact, without leads there are no placements and therefore no fees.

So, why so frequently do recruiters sit looking on LinkedIn liking posts, connecting with candidates and clients hoping for a miracle job to fill?

We are of course, not disputing the fact that LinkedIn is a very powerful tool; and one in which we still use frequently to generate leads and network, however, we will argue that there are so many intelligent, less-salesy, and more time-effective ways to cause inbound leads to skyrocket.

OFFER THEM VALUE. Firstly, most agencies have a database full of clients / candidates who are passive, which they often fail to re-engage.

Re-engage with your database by offering them value, and you might stand a better chance of converting them. Applying for a job is a big decision, so nurturing relationships with candidates who have shown interest in your company is important.

Send your pipeline helpful, targeted content about your culture and application process, invite them to events, or give them the opportunity to talk to some one at your company through live chat and you can provide value and remind them that you're still there if they should ever need you.

Who are you most likely to call when you're looking for a new role/candidate: a recruiter who has been adding value, building a relationship and not selling to you, or someone who pushes jobs/ candidates to you even though you are not actively looking?

By taking an inbound marketing approach to recruiting you can re-live leads which have been sat in your CRM for years!

Intimate Knowledge = better content, leading to increased trust

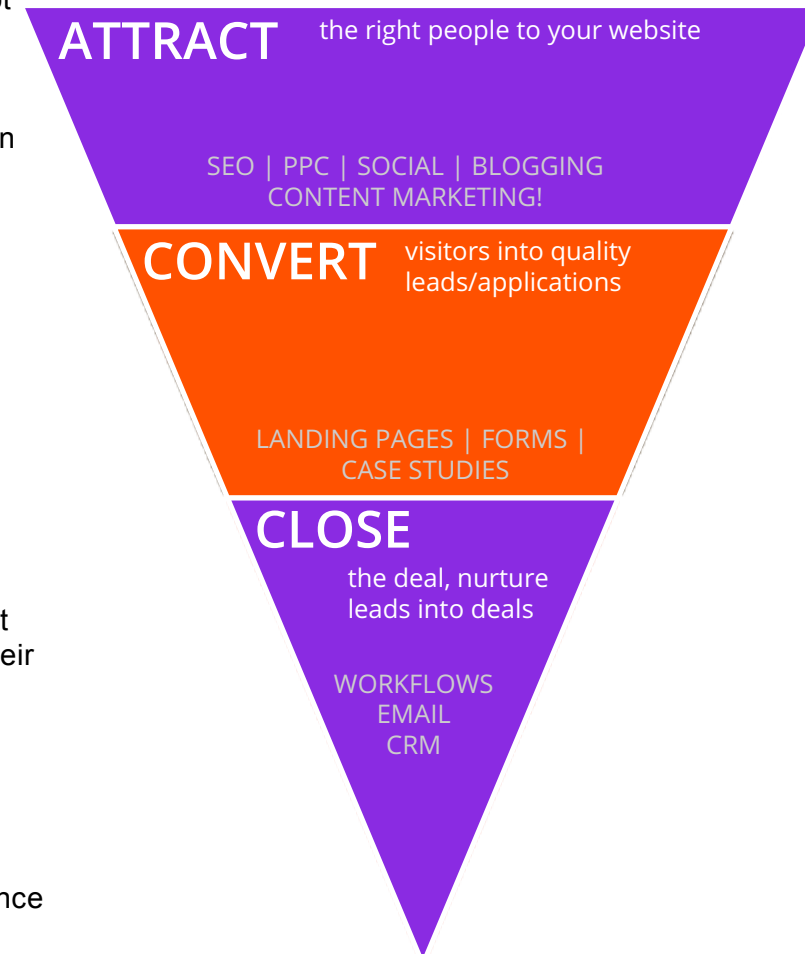
Do you really know who your target audience is? Perhaps you know the basic demographics; age, location, maybe even gender. But do you know what makes them tick? Do you know what frustrates them? Excites them? Do you know their behaviours, triggers and needs?

The more you know about your audience, the more effectively you can market to them.

And thanks to the wealth of information that's now available to us, getting to know your audience has never been easier.

The In-bound Funnel

Match your content to your client and candidate's journey



See Persona guide and template >



ACTION: IN-BOUND MARKETING

TRUST

Creating thought leadership pieces that can put you ahead of the competition and position you as the expert in your field is important.

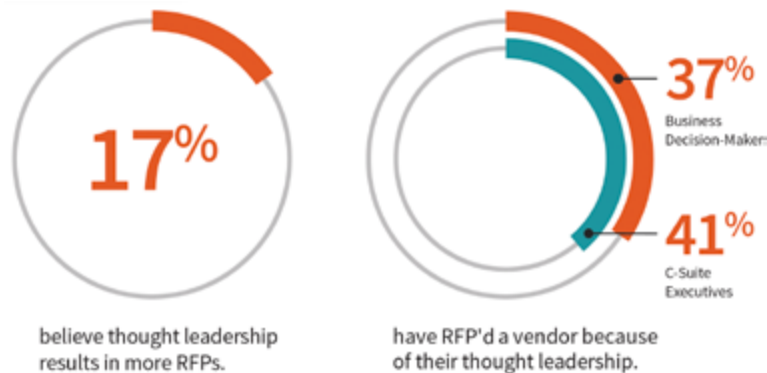
And let's face it with every agency claiming to be a niche specialist, actually proving you are is damned important!

So, what's thought leadership? Your clients are fundamentally risk-adverse. And that's where thought leadership comes into the equation.

Thought leadership is valuable because it removes risk from the buying process. It gives your buyers confidence that you know what you're doing – that you are the foremost recruitment expert in their sector.

In a word, thought leadership builds trust. Some research with Edelman highlights importance of trust and thought leadership: About 50 percent of B2B marketers believe their thought leadership builds trust in their organisation.

But among actual buyers, that number is more like 83 percent. In other words, marketers are massively underestimating the impact that thought leadership can have on buyer's confidence in their company.



Source: LinkedIn

BLOCKBUSTER

It's clear that thought leadership drives real business impact, but the logical next question is: "How do I create thought leadership in a sustainable and profitable way?"

Pretty much any survey will tell you that B2B marketers think they don't have enough content or that what they have isn't very good. And that's coming from the people who created it!

Research shows that about 50 percent of B2B buyers are disappointed with the quality of thought leadership coming from vendors. All this tells us that something is fundamentally broken. For the past 10 years or so, marketers have been told to imitate newspapers and "think like publishers." Articles, listicles, blog posts, tweets. Here's the problem with that approach. It's very difficult for SME recruiters to publish like a newspaper. The newsroom model is tough it requires a huge amount of effort, including a large staff of writers, constantly churning out timely stories. It's **hard for your content to breakthrough amid all the noise**. And even if you do manage to breakthrough, the shelf-life of real-time articles is very short.

Instead, follow the Disney, which is making really big bets on fewer and fewer films. In Hollywood, it's all about doing less, better, and bigger. The second concept is familiarity. If you look at Disney's content calendar, you'll see a lot of Star Wars, Marvel, and Pixar. Almost none of these films are new assets. Disney is producing content that everyone has already heard of.

See Source example next page.

EXAMPLE BLOCKBUSTER CAMPAIGN: IR35

An example blockbuster campaign created by We Are Source about IR35.

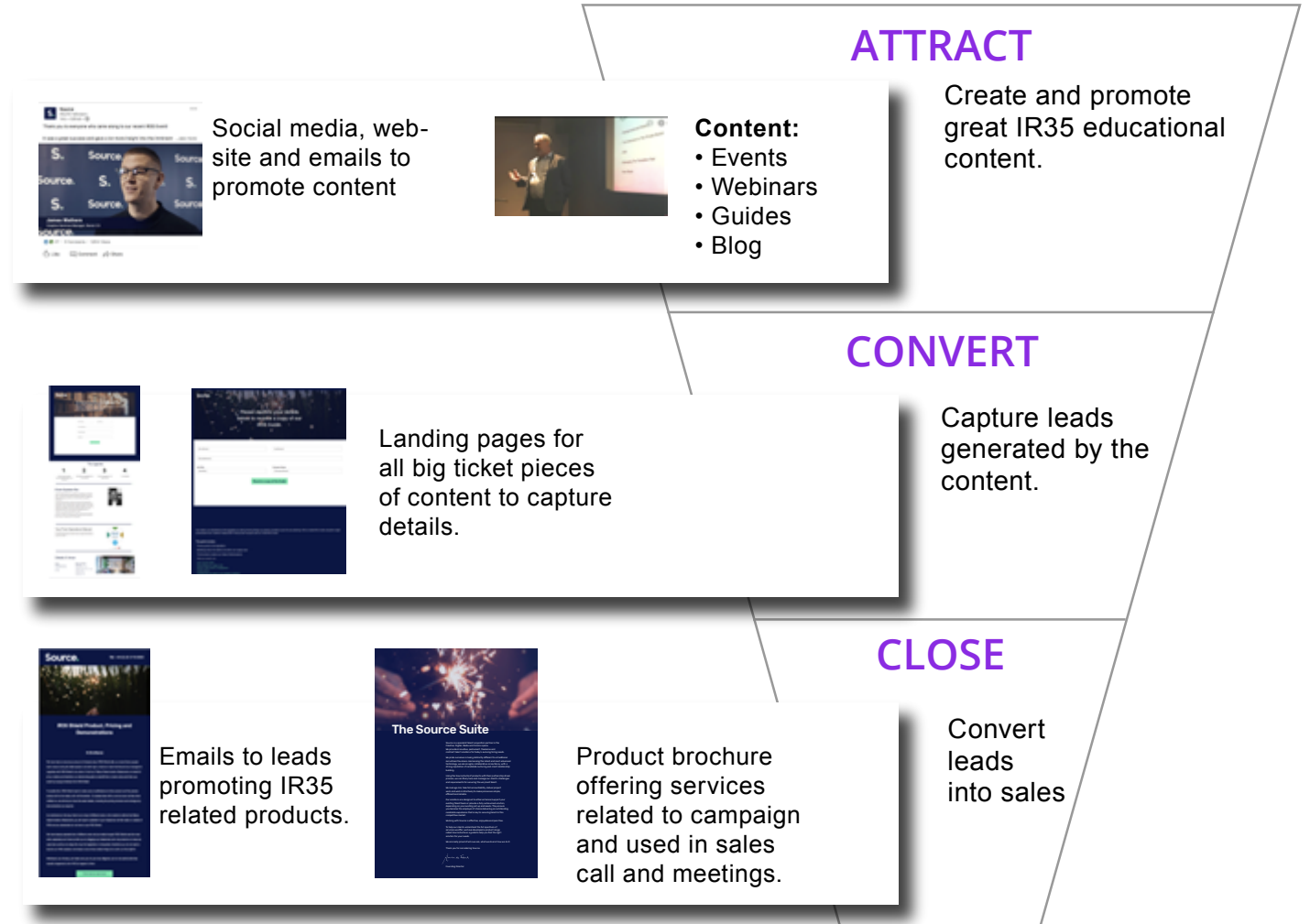
The campaign took an important topic and created a multimedia campaign with content, sales and marketing all focused on conversion.

Campaign:

- 3-month plan
- IR35 event with respected speakers
- Campaign via Force 24, emails, automated journeys and landing pages
- Automated journeys with follow up sales and marketing comms targeted at segments
- IR35 guide and IR35 products offering all produced and promoted.

“By focusing on a key, hot topic and aligning sales and marketing with a 3-month campaign, using thought leadership content, product brochures, emails and events we generated leads not only with lapsed business, but brand new prospect clients who have converted to become clients of ours and generated sales for the business.”

Izzy Clements, Marketing Manager, Source



Content created for each stage of sales and marketing funnel.

ACTION: THE ANATOMY OF A BLOG

Blogging is easier said than done. Every recruiter wants an online presence, but output alone doesn't increase your authority. It's the quality of what you're saying that gives you clout.

So when Joe Bloggs Recruitment is routinely copying and pasting IR35 legislation from government articles, they may as well not have bothered. You've got to be engaging and put your head above the parapet with an opinion.

Say something that you genuinely believe is worth hearing and frame it in a way that makes biological sense. That's the anatomy of a great blog. Let's break it down...

The Brain

Want readers to see you as an expert? Don't produce content for content's sake.

Readers know that sometimes you're hopping on market trends. There's no shame in that. There is shame in having zero opinions and expecting some vague analysis to transform into content that pleases everyone.



Making you Content
Kelly Gilmour-Grassam

Before you put pen to paper:

- Get a clear understanding of your audience (clients, candidates, contractors?)
- Decide what outcome you want (awareness, trust, enquiries?)
- Determine the type of content (leadership, forecast, whitepaper?)

The tail shouldn't wag the dog – if you want to create content that resonates, sketch an outline of everything you want to achieve. This also makes it easier to brief an agency.

The Heart

Once you've racked your brain about the bigger picture, it's time for some soul searching. Pick out the topics and ideas you're actually passionate about – and nail your colours to the mast.

Apathy is noticeable from a mile off, and LinkedIn posts today are riddled with it. If you don't care about the skills gap, why should anyone who does listen to you? 'If you've got a unique angle – or even an analogy, to sport for example – lead with that instead.

Create a talking point – one that generates comments on social as opposed to likes...

“Want readers to see you as an expert? Don't produce content for content's sake.”

ACTION: THE ANATOMY OF A BLOG

The Spine

If you want to keep the reader's attention, you need to give the piece a common thread that helps it flow and moves them through the sales funnel.

This thread is the backbone of your blog and separates good content from a Wikipedia article. Arguments should link seamlessly; any stumbling blocks could cause that potential client to close the browser.

What's important is that you remember to keep the end result in mind. It's your passion that's driving this piece – lose steam, and you put that passion into question.

The Body

The real meat of your piece is the evidence, examples and statistics that support your arguments – the research you've undertaken to illustrate why your stance is superior to that of your competitors.

Don't allow readers to chew through your position with weak reasoning. Instead, be fierce in what you believe in and write as if you're convincing a prospect that's challenging you on the matter.

The Balls!

Does your blog have spunk? Does it imply the thought leader behind it is shit-hot at what they do? If not, revisit it.

To be 'ballsy' doesn't mean be a prick. It means be brazen. Contrarians have a limited shelf life on social media. Fighting for what you believe in? That's future-proof.

But to be ballsy is to go one step further and say something unique. Leave your own mark on the topics and write in a way that suggests you intend to have the final say.

Whatever you do, don't half-arse it. Content strategy needs to be consistent – a slapdash effort at blogging and social media only serves to tarnish your brand and hamper the impact of other channels.

“Does your blog have spunk? Does it imply the thought leader behind it is shit-hot at what they do? If not, revisit it.”

At MYC, we enable recruitment leaders to differentiate themselves from their peers. Applying the approach above, we work to embolden your tone of voice and deliver messages that gain market share.

Interested in working with our team? Email info@makingyoucontent.com or call 0161 660 9206 today.



ACTION: CONTENT IS KING, 2020

A great way to do this is to create a customer avatar, identify their styles, attributes, values, how they digest content and what appeals to their nature.

From this we can build what is called a customer avatar, a great way to do this is to draw your avatar and then mind map all the characteristics from them. Now if you know your customers well, then this can be an easy task. If you don't, then why not try asking them? You could utilise a customer survey to gather the information and even offer a prize if they complete it (fulfilling the 'what's in it for me' need). Some customers we work with have up to 10 avatars, if they are targeting different sectors.

However, there may be characteristics that overlap e.g. they could all be interested in reading about interview techniques or body language tips, whether they digest content via LinkedIn or read their newsfeeds on their commute. This will allow you to create a separate 'generic' avatar. When you write your content you can now plan and execute with your avatars in mind – and ask yourself is this relevant to my avatar?

Don't worry about putting content out that is only relevant to one avatar - thanks to these fancy new personalised algorithms, it will only be seen by your intended targets!



**CONTENT IS
KING 2020**

Your Marketing Needs
Katey Horne

Did you know that 82% of consumers look a business up online before using them? Recruiters are certainly no exception to this; people will check out your website and social media before they engage with you. So, they visit your website and digest your marvellous, relevant content – how can you further enhance their impression?

The answer is TESTIMONIALS - 85% of customers trust online reviews as much as a personal recommendation! So, you need to ensure that customer testimonials are featured across all of your digital footprint.

But how do you collect these? A great way is to use Google reviews. However, for a more in-depth review we would recommend using a net promoter score alongside testimonials around your services – such as the ones available via HonestView.

These scores and statistics can then be utilised across your marketing, such as '4 out of 5 customers said our customer service was outstanding'.

So, to appeal to your customers in 2020, it is vital that you give them what they want! Relevant and more peer-led content including feedback and testimonials.

To get started with your free trial email:
info@yourmarketingneeds.co.uk


honestview.co.uk



EMAIL: ANATOMY SNAPSHOT



1. SUBJECT LINE

Optimise your subject lines for maximum Opens.

- Nearly 1/3 of emails are opened based on Subject lines alone
- Be useful and ultra specific
- Identify yourself
- Use timely topics
- Test your Subject lines so you can repeat what works best
- Keep to under 50 characters and capitalise each word



2. BODY OF THE EMAIL

Craft the email body for engagement.

- Be crystal clear with your recruitment offer and how it can benefit your clients or candidates.
- Use quality and relevant images: people process images 60k faster than text.
- Use short paragraphs and bullet points: the average adult's attention span is just 8 seconds!
- Personalise content with your clients name, sector, geography and company: 4 out of 10 emails are marked as Spam because they are considered irrelevant.



3. THE CALL TO ACTION

Optimise your Call to Actions (CTA) to be irresistible.

- Focus on one primary action you want your clients/ candidates to take
- Create CTA with a button
- Make sure your CTA sticks out like a dogs bollock
- Use powerful, friendly words in the CTA
- Use multiple links throughout the email



4. OPTIMISE FOR MOBILE

Optimise emails for smooth use on mobile.

- 64% of your clients and candidates read their email on mobile
- Increase the size of the CTA button, for even stumpiest of fingers
- Keep image size small for download
- Space links far enough away from each other to avoid accidental clicks

ACTION: GUIDE TO EMAIL MARKETING



We'll show you the anatomy of a good email campaign and how best to execute it. Because only one in six commercial emails sent is opened.

So we must come to peace with the fact we must say things up to 6 times before the addressable base will have received and understood the message.

With this in mind, we need to develop a formula that allows us to discuss on email the same topic many times from different angles. Since this is a recruitment-specific guide we have tailored this example to consultants placing software developers into tech businesses.

The thinking behind this strategy comes from our wide experience in business-to-business lead generation so we've developed a guide that enables you to understand what we call the "human argument".

The human argument considers the stages that you would go through in order to convince let's say a friend to do something. At first, we must introduce what it is that we wish to do, this is the Introduction stage. Secondly, we must introduce gain, what can they expect to gain? Following on from the gain we must now introduce fear, the fear of missing out. What would happen if they did not act on your advice? The fourth stage is social proof.

Social proof introduces what others have experienced by also taking your advice. The final stage is urgency, urgency helps was in still requirement for user to act now.

This is a condensed version of the human arguments specifically tailored to what we believe recruiters rely on, on a daily basis in their verbal communications.

As previously mentioned, the email examples we have produced have specifically been written to generate written replies rather than direct users to high-value content online.

You should inject your specific industry points into your emails, but please ensure the sentiment of each paragraph remains the same.

"It's more important to base your content around broader industry or organisational topics, this way in theory, you can engage every one of your prospects irrespective of their current position."

Email 1: Introduction - The Email Sequence

To help we have broken down each of the example emails by showing you which paragraphs are introduction, which are desire and action, and which are sign off.

Intro

Hi Jane
I recruit developers in Leeds, day in day out. We hold approximately 300 .net candidates looking for work on our database at any one time.
The chances are, if you are looking for a new member of the team, I'm already talking to them.

Desire/action

If you're looking, I can start making introductions quickly. Our research shows, big salaries aren't winning the best talent right now. The average talent goes with the cash while the gold goes with cultural fit.
Flexibility is worth £5k to the average developer. If you can offer remote working and flexible hours, our research shows you can win with a slightly lower offer.

Call to Action

I have written a great advice led blog titled: [How to attract the best developers in town](#).
Retaining top talent is also all about the above. Keep it in mind, and if it's OK with you, I'll catch up with you every so often.
Kind regards,
Adam Oldfield
Managing Director



ACTION: GUIDE TO EMAIL MARKETING

Email 2: Gain - The Email Sequence

Intro

Hi Tony

I have an opportunity for you. We are 3 weeks into a recruitment push for a Leeds business operating similar tech to you, we have lined up quite a few strong candidates.

Desire/action

So far, we have been blown away with the talent, are you interested in taking a look at a couple of the guys coming through?

If you want to know the general direction of what these guys are looking for in an employer you should take a look at the advice led blog I have written titled:
[How to attract the best developers in town.](#)

Call to Action

Remember the average developer only spends 7 days on the market, so I need you to be quick if you are interested, reply to this email or call me on 0xxxxxxx and I can start to line up great candidates.

Let me know what you think?

Kind regards,
Adam Oldfield
Managing Director

Email 3: Fear - The Email Sequence

Intro

Hi Jane

Retain your top developers! It's the only advice I can give to businesses like yours. Recruitment fees, loss of productivity and notice period mismatches add up to an immense headache.

Desire/action

I watch frustrated CTOs, MDs etc. rushing to find new talent when a key person hands his or her notice in, often settling for candidates that are available rather than the candidate that's best.

When you need us, we can: get a contractor to pick up the slack, or reach out to my network and build a profile that attracts the right people.

Call to Action

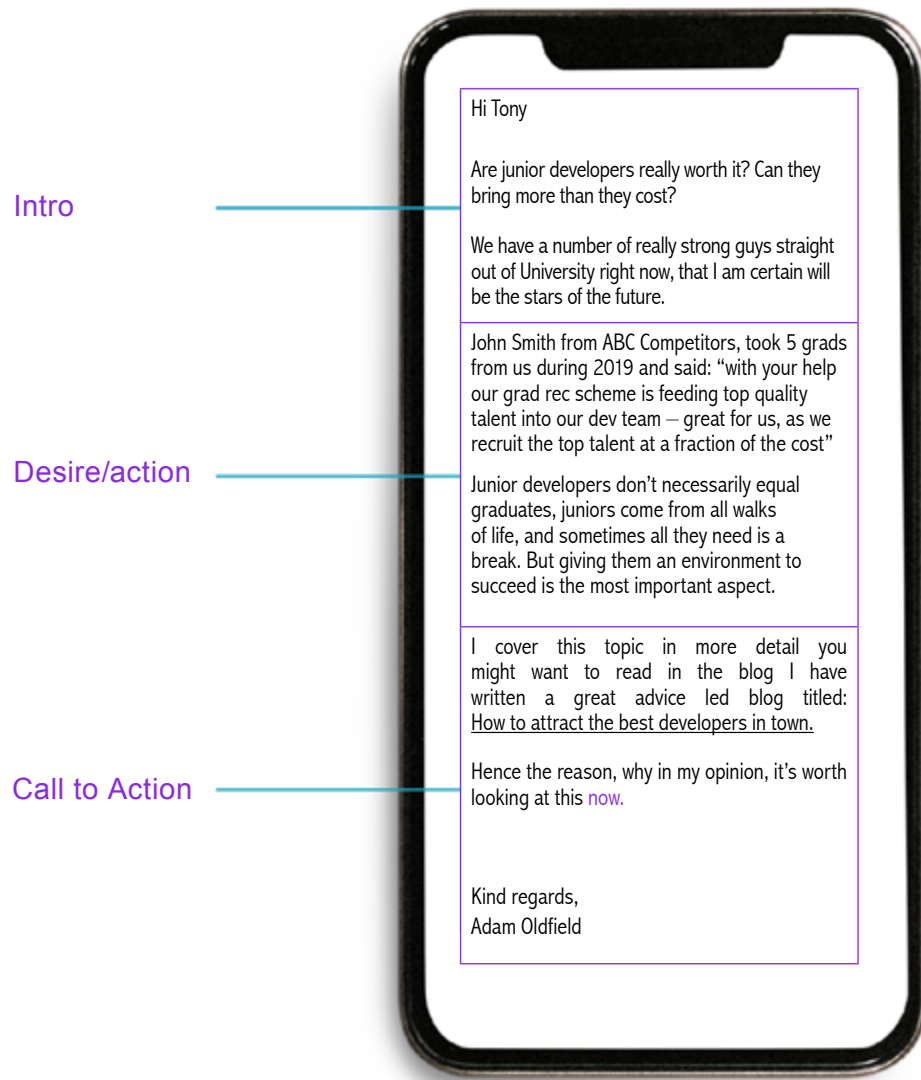
I can call over and have a chat with you and see if I can pick up on any early warnings.
Our research shows, big salaries aren't winning the best talent right now. The average talent goes with the cash while the gold goes with cultural fit.

Ideally I would like to book a time to come and meet with you onsite at your office.

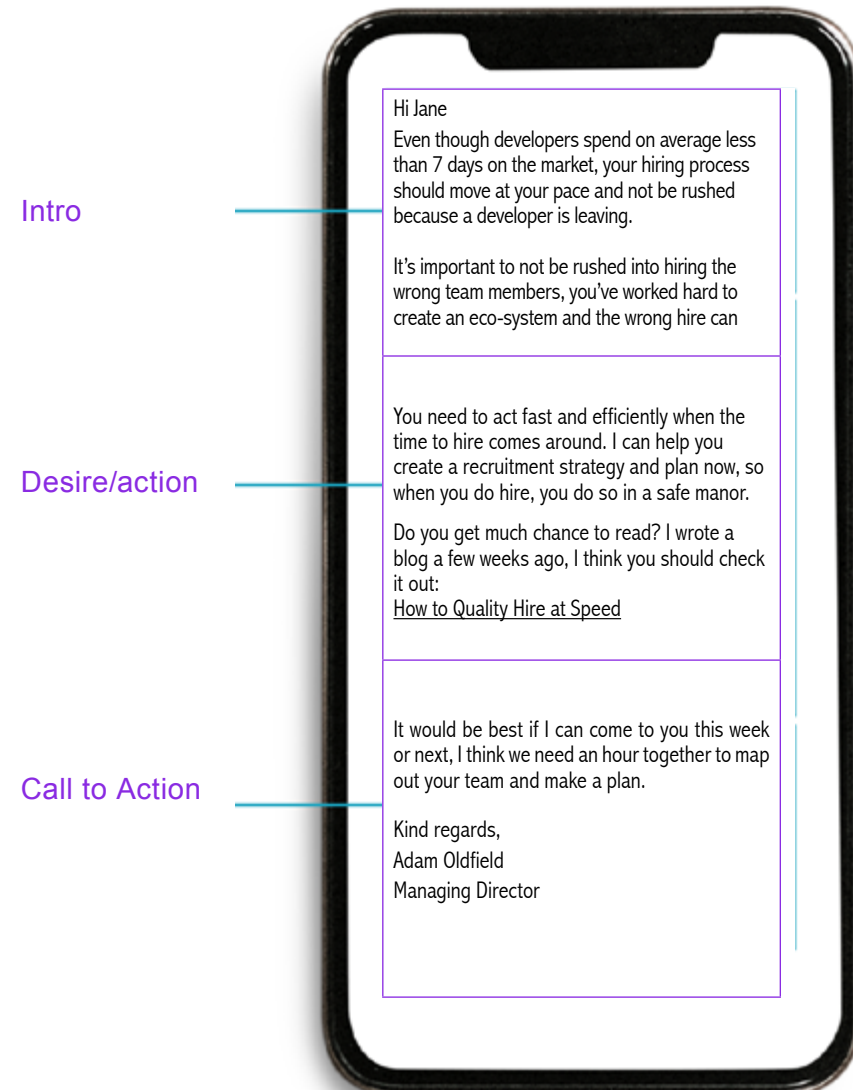
Kind regards,
Adam Oldfield
Managing Director

ACTION: GUIDE TO EMAIL MARKETING

Email 4: Social Proof - The Email Sequence



Email 5: Urgency - The Email Sequence



ACTION: GUIDE TO EMAIL MARKETING

To summarise, email marketing has become a little bit more complicated than it has been in previous years. Inboxes are now protected by some of the most advanced AI known to man.

I don't see this is bad thing, the AI is not here to stop your conversations, or your ability to reach new customers, it is simply there to ensure the messages you do send are of high-quality and targeted to its recipient. You must understand your role in the email deliverability argument.

Quite often we see people building email campaigns and trying to cram too much information into a single email, instead you should use multiple emails allowing you to be more concise in each email you send the recipient.

You should also consider the content in which you're sending to the recipient and understand if it is something they will engage with, all too often we see campaigns being sent from brands that are flat and lifeless, you should always make sure your content is useful and vibrant.

When writing your emails it makes a great deal more sense to build your emails based on a structured template. Our simple guide shows you the templates we have seen to work best, don't forget if you work from a template it means rather than starting from a blank canvas each time you can quickly craft effective well structured emails in moments.

Your emails consist of several components, each of these components have their part to play in generating responses and a return on your investment. Check out the next page for some examples.

The subject line and pre-header - these exist to help you convince the recipient your email is worthy of opening. These components are responsible for improving email open rates.

The introduction – this paragraph should contain the necessary hook required to convince the recipient the email content is worthy of their time.

The desire and action – this is the subject matter itself and the root for the recipients to find out more. Each email should build the desire and describe its clear call to action, this particular components of an email is responsible the generating email clicks and replies.

The signed off and strong brand – is it a short and concise final paragraph that gives your recipients a final settlement and a way to connect with you. The strong brand or signature is quite often where people look to you to understand what you actually do, so making it clear and concise is essential.

Remember this guide is here to help and is only part of the answer. Time and effort is required for to build your own style and iteratively improve it to get the best for your business.

“Inboxes are now protected by some of the most advanced AI known to man.”

Get in touch

If you want to talk about your marketing
call us 0845 272 5990 or
email info@force24.co.uk

Force24[™]



ACTION: WIN BACK LOST CUSTOMERS

The more calls you make, the higher your billings. That was certainly the mantra preached to me when I worked in recruitment advertising sales for over a decade before making the switch to delivering PR solutions for recruitment businesses.

But I was never on board with the scattergun approach and focus on winning new clients – what of those clients that the business already had, shouldn't they be our core focus? Now there is a body of research that supports this line of reasoning.

Contrary to widely held belief, the most effective marketing strategies are not those focused that centre on winning new customers. Rather, the smarter strategy is to concentrate on winning back lapsed customers instead.

Indeed, research published in the Harvard Business Review has turned the notion of what makes a successful prospecting campaign on its head. It identified three key reasons to prioritise lapsed customers over new ones:

1. They have done business with you before: As such have already demonstrated a need for your services. This makes them a far



Clearly PR's Paul MacKenzie-Cummins explains the science behind winning back old clients.

clearly
PR & MARKETING COMMUNICATIONS

better – and an easier – sell than one who is simply a name on your cold-call list.

2. They are already familiar with you: This is a factor that enables you to instantly get your voice heard above the noise as there is no need to 'sell' your agency or educate them on what you can do for them. This means that the cost of marketing to lapsed customers is lower as it saves your consultants significant time at the pitch stage.

3. They feel you really know them: Technological advancements and CRM's have far superior capabilities than they once did. As such they enable recruiters to draw upon information about each former client and target what the researchers describe as "the most profitable defectors".

For the study, the research team studied data on 53,000 customers who had left America's third largest telecoms company over a seven-year period.

They analysed the reasons why customers opted to partner with other companies in the first place and how responsive they were to so-called "win-back" offers.

To do this they posed a series of key questions. The responses were rather surprising, even to someone like me who has worked in the media industry for over 20 years:

ACTION: WIN BACK LOST CUSTOMERS

How likely is a given customer to come back?
The researchers found that those former clients who have referred others/have never had cause to complain/did have an issue, but it was since satisfactorily resolved ranked highest in terms of those lapsed customers most likely to return. Those who quibbled over price were the least likely to do business with the same company again.

How long will a reacquired customer stay, and how much will they spend?

It was found that returning customers tend to come back on board for a longer period than when they last worked with that company. For a contingency recruiter, that would be the equivalent of a single hire first time around followed by multiple hires once back on board for a second time. These customers spent more too – as much 11 per cent more to be precise.

Which people should get what offers?
The researchers also found that one-size-fits all marketing incentives simply do not work.

To show this, they presented 40,000 former customers with one of four different options.

A:

1. Discount
2. Service upgrade
3. Discount and an upgrade, or
4. Tailored package

Option 3 generated the highest win-back rate (47 per cent) followed by the tailored option (45 per cent). The single stand-alone offer, option 1, yielded a 41 per cent win-back rate. Which win-back strategy is the most effective? In the report, it was pointed out that while the bundled offer (option 3) has the highest conversion rate, it is actually the most expensive and therefore has the lowest ROI.

Option1 was actually the winner – it may have been less appealing, but it was the cheapest to implement, delivers the highest ROI, and is the most profitable.

However, one must also warn against recruitment businesses whose focus is on selling to the largest number of customers – it comes at the expense of profit: “Wall Street rewards the acquisition rate – how many customers did you add this quarter? – rather than how much money did you make from these customers?”

The very act of identifying those lapsed customers who are most likely to come back on board, rather than trying to appeal to every man and his dog, often results on an eightfold win-back rate. So, when seeking to appeal to former customers, don't use a scattergun marketing approach in the hope that one of them will bite. Think about what offer will yield the highest ROI.

By Paul MacKenzie-Cummins, Managing Director at Clearly PR– The PR and Content Marketing agency for the Recruitment industry.

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SUMMARY

Conquering Marketing can seem complicated, but follow our guide, take small steps and learn from your peers then the rewards will soon come.

For the procrastinators reading this there won't ever be a perfect time, there will always be other priorities. But you'll soon find those other priorities can be helped with a strong brand and effective marketing. From feeding Rookies client leads and passive candidates to creating content that opens those sexy new sectors you're after – marketing can help you become a Visible Expert that opens doors.

And for those of you who've seen the writing on the wall for vanilla recruitment, a marketing mindset can help you design and market exciting new talent products.

We urge you to both consider the opportunity cost of not doing this – this year.

Your investment in 2020 will be rapid every year thereafter.

It will add shareholder value and any dreams of an exit will have just become significantly more likely!

We will help you with the advisors and partners you require, and as members you will get all the advice and more you need to get up and running. In order here are the 3 things you need to do to have a fighting chance of success:

1. Commit to your first marketing plan and campaigns
2. Learn from the Pirates as to what has worked
3. Accept that recruitment is changing and that marketing is part of that change

And enough already...

ABOUT THE RDLC

WHY JOIN THE RDLC

The learn more about the authors of this e-book guide see our contact details below.

RDLC is the leading professional network group for recruitment CEOs, MDs and Directors.

A virtuous calendar cycle of specialist events, seminars, 24/7 online interaction and of course our famous 'Chatham House rules' fine dining lunches, ensure there is something for every sector, vertical and geography within recruitment.

Whether a new start-up, high growth or a multi-national mammoth, everyone can draw on a wealth of industry knowledge and a peer-to-peer network that is unrivalled within our profession.

Membership Benefits

- Supplier deals - you'll enjoy supplier deals from over 60 suppliers.
- Access to webinars lunches and workshops
- Access to founders
- Tech & innovation advice – due diligence
- 24/7 Peer-to-peer support channels
- Business road-mapping - we have developed a proven, valuable and scale-able business road-mapping process
- Reward and remuneration comparisons
- Management Information, shared trends and best practice

Next Steps

Contact Us

Membership will help you grow either if you are in the UK Or via our international membership option.

membership@rdlcpirates.com

Website: rdlcpirates.com

Phone: 07387 024033

Attend an event, book online >

Request a meeting >

Black Slate Marketing
Total recruitment marketing on demand.

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