

ULTIMATE MARKETING GUIDE



The ultimate guide to recruitment marketing

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

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INTRODUCTION

Dear Recruitment Business Leaders

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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NED Guru, RDLC Co-founder



James Del-Gatto
MD, Black Slate Marketing



Dean Kelly
Ed Tech Entrepreneur
Co-founder RDLC

Contributions from: Force 24 & RecBo

GETTING IT RIGHT

The evidence is clear...



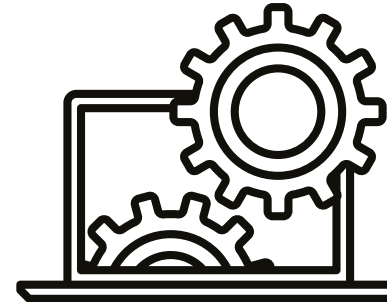
40% of Pirate deals
involve some marketing
assistance



30% increase in marketing
functions in recruitment



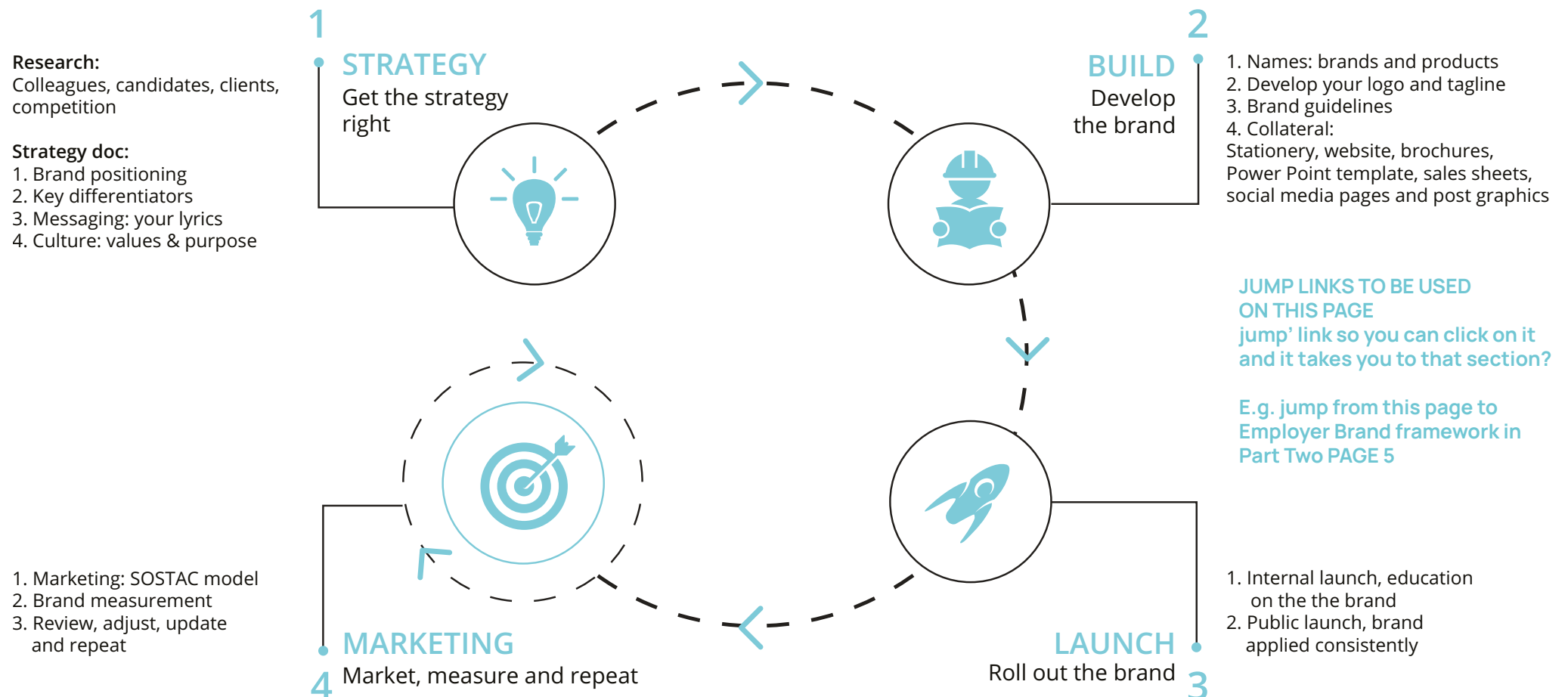
70% of candidates generated
through social media



£127m spent on marketing and 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!.



See employer brand framework, in Part Two

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.

Setting clear goals from the outset avoids a ‘scattergun approach’ to marketing, which inevitably returns poor results.

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 should 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? Marketing objectives should always support the wider objectives of the business. For example, are you looking to achieve any of the goals below? Think about how your 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 behaving passively, 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, how much do you know and 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? Applications: Perm / contract candidates new and regen / passive 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• 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?

Clients
 Perm or Contract?
 Which sectors?
 Which products / services?
 Clients: New or Regen
 Engage / cross
 and upsell?

Candidates
 Perm or Contract?
 Which sectors?
 Who 'owns' talent acquisition
 strategy / budget?

Staff
 What internal comms
 should marketing do?
 How can marketing
 support future talent
 hiring / employer brand?

PLANING: REPORTING FRAMEWORK

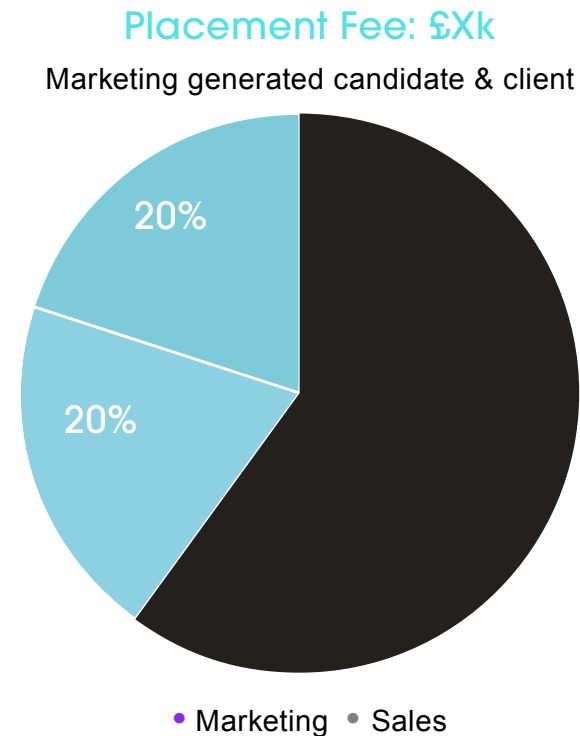
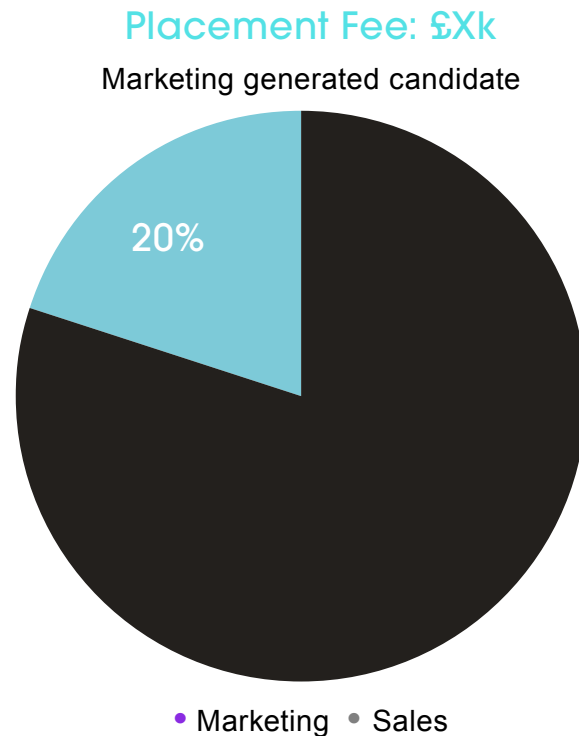
Once you know where you're going, this reporting framework will keep you on track.

Activity	Candidate activity – list objectives (candidate activity controlled by marketing)	Client activity – list objectives (client activity generated by marketing)	Employer Brand – tracking and planning your staff
Awareness & Acquisition	# number job opportunities • Source of candidates • PPC click thru • List acquisition • CPL • 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	#quotes, emails sent and click thru 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	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.		

Download our reporting framework

PLANNING: ROI/CONTRIBUTION

Naturally you need to track the source of every candidate and client lead that marketing generates, 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) how do you accurately record the source of the candidate or client lead?
ii) what percentage of the deal should marketing be recognised for either the client lead or candidate application?

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Welcome to P2 Foundation.

PX. Brand Identity

Look and sound compelling.

PX. Messaging

Get your lyrics right.

PX. Differentiators

Stand out and be relevant.

PX. Your Brand Online

Bold guide to shining online.

PX. Know Your Audience

Guide and template to get closer to your audience.

PXX. Data

Get your data ready for marketing.

PXX. Products

The exciting new world of recruitment products.

PXX. Employer Brand

Invest in your employer brand.

PXX. About the RDLC

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

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.

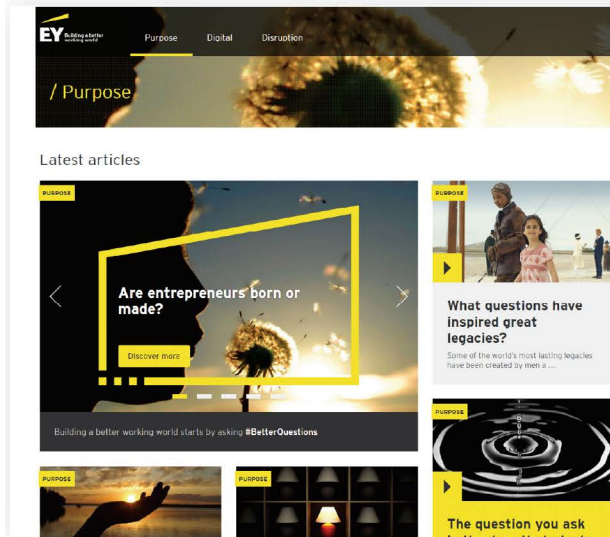
Think about a few global brands. What do they have in common? We bet you could describe each of their colour palettes easily.

And probably their fonts. Oh, and definitely their tone of voice. Why?

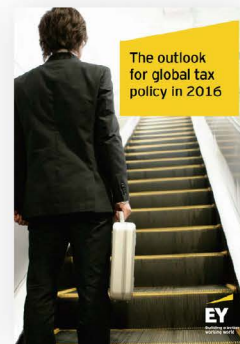
Because their clever marketing teams know the importance of reinforcement - and the best way to reinforce a brand? Consistency.

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



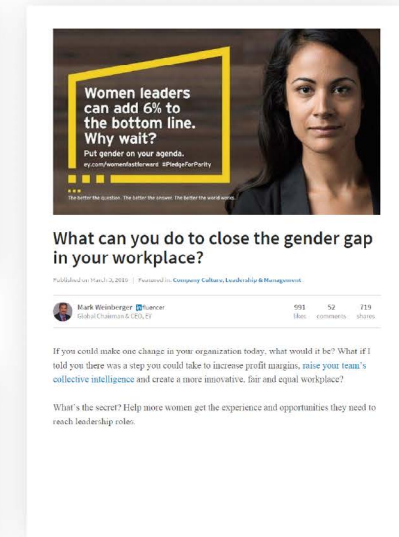
EY's SlideShare



EY's Status Update



EY's Influencer Post



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 echnology 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 Tand persuade them to listen to you rather than the hundreds of other agencies banging out the same old boring sales pitches. Your client: So what?



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, eg 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 >](#)

rdlcpirates.com

Recruitment Websites / SHAZAMME

RDLCParter, Shazamme showcase and explain three important requirements of building a successful recruitment website.

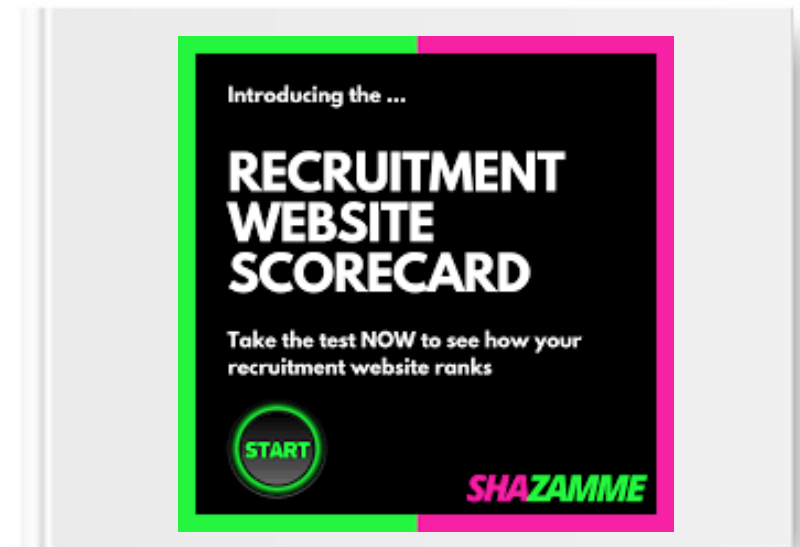
Build a solid foundation using your website before doing any other marketing. One of the most important pieces is your website architecture. You have two audiences you want finding you, job seekers and employers. There is a recipe to make this happen and by creating unique ecosystems you will get quality conversions.

Another key to being found online is your job ads themselves. They carry high levels of SEO if structured correctly. Your job ads should be on your brand natively, not link out to your ATS or sit in an iframe. By using a website platform built for recruitment, your job ads will increase SEO, convert efficiently and increase your success online.

Landing and campaign Pages increase conversions and give you a unique selling proposition. Use co-brand pages for your employers, create hidden pages or secret pages with passcodes, create QR codes to drive relevant traffic. You can even present talent to hiring managers. Don't miss this opportunity.

The greatest advancement in recruitment technology is here! If you do anything at all this week for business improvement, make sure it's booking a time to check out Shazamme.

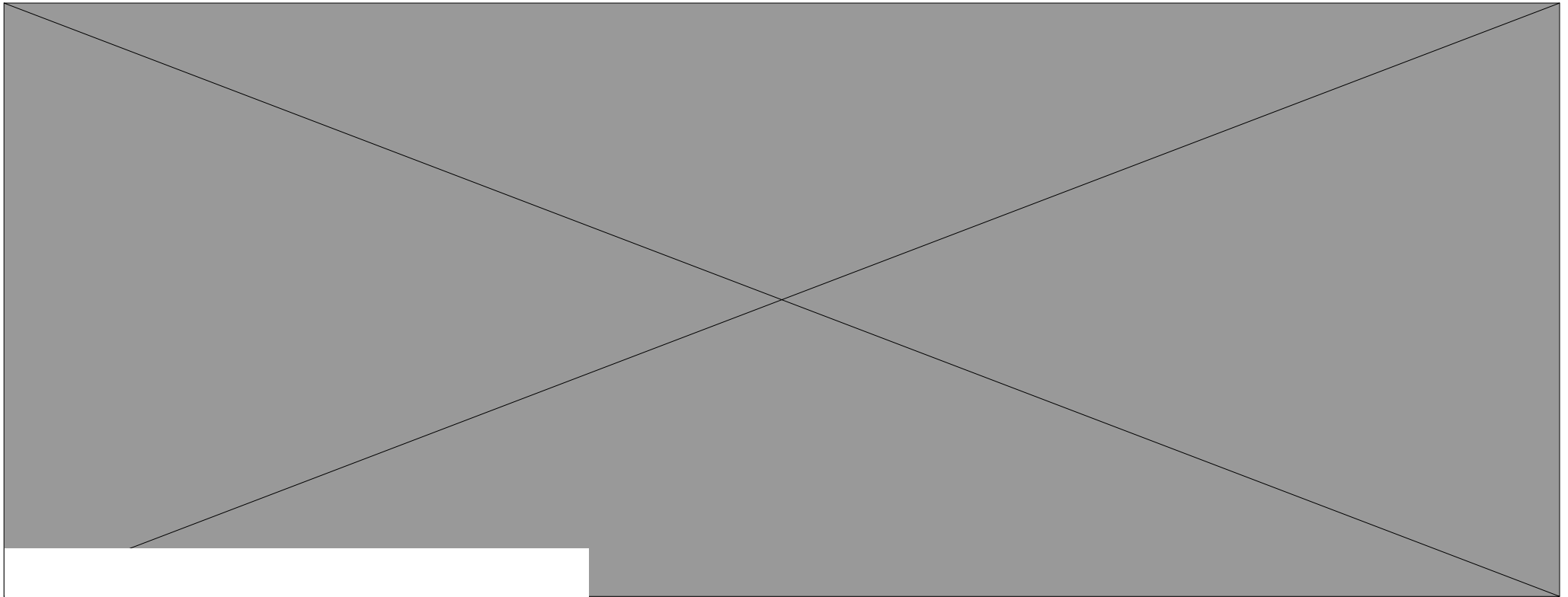
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[Visit website](#)

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.

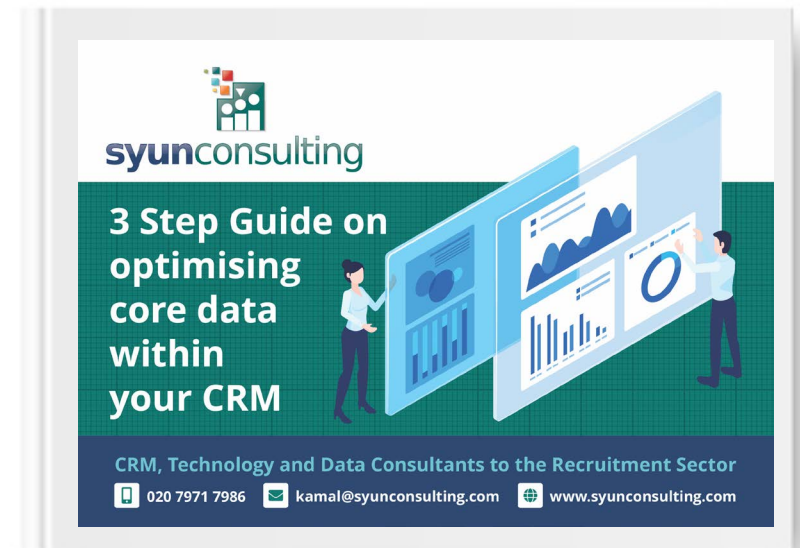


Data: Acquire & Manage / Syun Consulting

3 Step Guide on optimising core data within your CRM

Utilise your data as effectively as possible by reviewing the following areas on a Candidate's CRM record.

[Download full PDF >](#)



[Download PDF](#)

FOUNDATION: PRODUCTS



Watch Our Guide to Products in this
RDLC explainer video

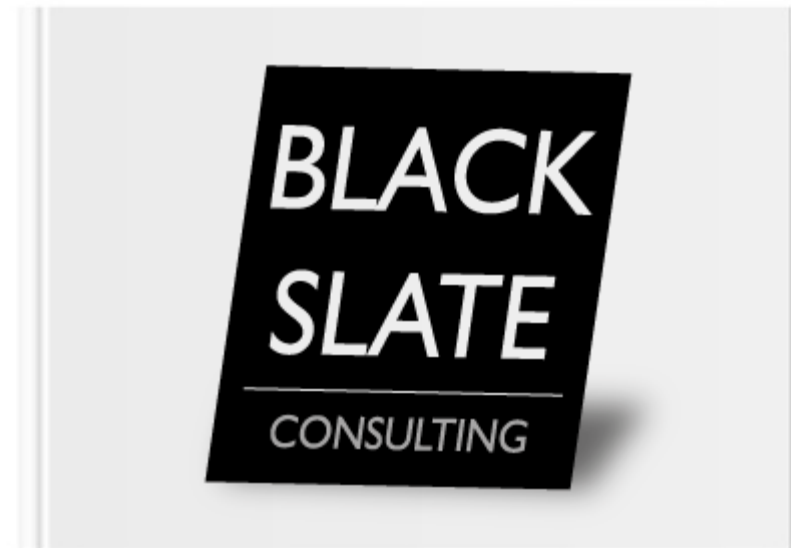
FOUNDATION: YOUR EMPLOYER BRAND

Guide for Marketing Professionals: Creating and Marketing an Employer Brand for UK Recruitment Companies

Introduction:

Creating a strong employer brand is crucial for UK recruitment companies looking to attract both junior and senior recruitment consultants. This guide provides a step-by-step approach to developing and marketing an employer brand that resonates with the target audience. It also emphasizes the importance of establishing a close relationship with HR and hiring managers to ensure the right candidates are targeted. Let's dive into the process:

[Download full PDF >](#)



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F24 GUIDE

Replace with link
to F24 Guide

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...

HOW TO STAND OUT IN THE INBOX

Force24 explains why harnessing your data is the key to boosting engagement!

Data is critical to the success of your recruitment marketing!

Without good data, you run the risk of sending out batch & blast communications that are poorly targeted, falling out with the email servers and ending up in the spam folder, and in more extreme situations, even receiving a sizable fine. Luckily technology is here to help us keep on top of data! Marketing automation can sort your data automatically based on whatever demographic you choose, including engagement levels based on your website views, targeted ads, and email communications. This helps you work with clean data that engages and nurtures contacts whilst providing personalised, relevant communications.

Get your data in check.

Is your data legal with the changes in GDPR law? In 2022, updates to GDPR laws excluded nations that didn't meet adequacy. If data is held in a country that doesn't meet adequacy, it violates the law and may result in a substantial ICO fine. The USA is the most significant nation affected and still falls short of adequate standards. Using USA-based tools such as CRM or marketing automation platforms could put your business at risk of breaking the law. Exercise caution when handling personal data and using tools that operate outside of your country.

Maintaining your data and avoiding the spam folder.

Preserving your data is vital to ensure effective engagement and deliverability. Keeping your contacts engaged with your

communications is key, and that means regularly purging uninterested or inactive contacts. Luckily, marketing automation can now perform this process in seconds. To maintain a healthy email server reputation, we recommend removing cold contacts (excluding customers or previous) who haven't engaged with your emails or website in 6-8 weeks. By doing so, you'll only be sending communications to an audience that's truly interested in what you have to say. Anything outside this bracket is risky and could damage your server's reputation. So prioritise quality over quantity and keep your data clean and focused on engaged clients and applicants.

Batch and blast: a thing of the past!

Recruitment marketing now demands personalised and relevant communications, with batch and blast emails no longer effective. Low engagement, poor deliverability, and spam filters result from generic messaging, which wastes time, data, and resources.

Highly targeted communications to the right audience are now the key to success. Sending the right message to 1000 interested clients or candidates will result in better outcomes than sending to 50,000 unengaged recipients.

Prioritise engagement and relevance over quantity, and improve your deliverability and engagement rates. Don't waste resources on ineffective tactics - rethink your approach to data and engagement for better results. Marketing automation is the perfect solution for this challenge, allowing you to filter your data into lists based on engagement and update them every few seconds.

HOW TO STAND OUT IN THE INBOX

With this tool, you'll always send the right message to the right person at the right time, resulting in better engagement, higher deliverability, and more valuable use of your resources.

You could be sitting on a gold mine!

A lot of recruiters spend thousands on bringing in new data instead of looking at data that they're not currently utilising. Our advice? Save money by making the most of your own data first! You can generate leads and new business without having to look outside of what you currently have.

The best ways to do this are through persona mapping and effective segmentation.

Data segmentation & persona mapping.

To get the most out of your data, it's essential to segment based on all relevant criteria such as role, industry, job title, and location. By doing so, you can tailor your messaging to precisely what your audience is looking for. Start by identifying your most frequent and profitable clients, consider their size and industry, and determine who your ideal client is.

With this information, you can create more individualised communications that speak directly to each recipient, resulting in better engagement and more valuable use of your resources.

3D segmentation.

In 2023, marketing automation has taken segmentation to a new level. No longer is it just about sending different messages to different industries. With the ability to delve deeper into the

variables that make each person unique, true personalisation can be achieved.

This involves considering factors such as gender, age, and engagement with your content to tailor the frequency and content of your communications to resonate with each individual.

3D segmentation takes personalisation even further by allowing you to target each contact based on their engagement levels.

For example, two individuals in the same industry and age group may have vastly different levels of interest in your brand. Under old segmentation rules, they would have received the same messages.

However, with 3D segmentation, you can customise your communications to each contact, depending on how much they've engaged with your website or emails. This takes your communications to the next level of personalisation.

RUNNING A MARKETING AUDIT; FOR RBLS

Julio Grondona, former President of the Argentinian FA once replied, when asked why he only spoke Spanish...

“I have an advantage. I speak the language of football very well.”

He also said lots of other things which we should gloss over, but the most important thing was – he understood what it was like to operate in his market.

Similarly with recruitment, you will be bamboozled with marketing acronyms, growth theories and a lot of fluff. Fluff that doesn't necessarily correlate to revenue and growth.

And as such, here is an audit that recruitment agencies can run on their marketing – in a language we all understand.

****link to the audit or feel free to copy part of the list in –
“Download the rest of the list here”****

THE TOP 3x MARKETING TACTICS THAT RECRUITERS NEED TO RUN

#1 – Email

Your email campaigns are only as good as the data you have.

The data you have is only good if it's segmented.

The segments are only useful if you've got relevant content to share.

We'll come onto content shortly, but recruiters need to weaponize email. This should be for 1-2-1 drip campaigns that are personalised – sending up to 100 max per day, per consultant.

You need to send out mass emails that add value. No selling. Just simple industry-related news, or your podcast, your blog, or your webinar series. Something unique that your business has created.

The beauty is that the content can also be shared on your social media. Win/win. The segments are only useful if you've got relevant content to share.

#2 – Content

What really pisses me off is when I get a flurry of follow-up BD messages that go something like this:

**“Thoughts?” ... “Hey, you getting this messages?”...
“What do you reckon?”... “I can speak now, you free?”**

They offer no value. They don't show respect. It's low-end work.

Instead, keep offering value and information throughout your marketing. This could be evergreen content (e.g. CV hints for IT Project Managers). This content will remain the same for years.

And what you could do is create an interview series. You bask in the credibility of your guests by talking about trends and predictions... but the content has a shelf life.

Mix up your content, and use it in both email outreach and your social efforts.

MARKETING AUDIT CHECKLIST

Place as link
x3 Pages

THE BLUCANDO RECIPE FOR GREAT EMAIL DELIVERY

Replace as link
to Blucando doc

YMN - DOES CHAT GPT MEAN THE DEATH OF MARKETING

Place as link to
YMN doc

YMN PLANNING YOUR MARKETING

Place as link to
YMN doc
x2 Pages

YMN TAKING ACTION

Place as link to
YMN doc
x3 Pages