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DIGITAL**

THE 4 PS OF MARKETING AND HOW TO USE THEM FOR YOUR RECRUITING AGENCY

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Build a firm marketing foundation for your recruiting agency by reviewing the 4Ps of marketing and how they apply in your industry.

Recruiting agencies require a clear marketing strategy just like any other business. And that starts with a clear understanding of the 4 Ps of marketing and how they apply to your business.

There's a reason why the 4 Ps are the first things that marketing students learn. They are the foundation that marketing strategy rests on. With the right foundation, you'll see incredible success with your recruiting business. But without it, the success might be mediocre or industry average.

Take a moment to **learn more about the foundational 4P concept** of product, price, place and promotion, and review **how these concepts apply to recruiting agency businesses.**



The 4 Ps of Marketing for Recruiting Agencies

A recruiting agency has the same four focus areas and foundation for marketing as any other business: product, price, place and promotion. But how these elements come together to form a marketing strategy will differ from one company to another and from one industry to another.

Here's a deeper look at each of these elements and the crucial factors that require your attention.



1

Product

A product is what a company sells. And in your case, that's the right candidate within a reasonable timeframe. But what you might not realize is that there are nuances to recruiting products.

You might focus your services within a specific



niche, such as only recruiting within an industry or even a few job titles. A narrow focus allows you to build a network of qualified candidates to present the best option consistently. Plus, it makes it simpler to sell your services to local businesses because it demonstrates how strong your expertise is in that area.

Placing strong candidates in new roles should translate to a strong bottom line for your recruiting agency. While the hiring company is your primary audience, the interviewee is an important element as well. You're selling the company to the interviewee and the interviewee to the company.

And while your product is more of a service, you can still consider how to develop it and highlight the most impactful features and benefits of the service that you provide.

Consider ways you can add to that service, such as free job description drafting for companies or resume review services for candidates.

A good place to start when reviewing your product is to do a competitive analysis. Focus on other recruiting agencies that focus on the same types of candidates or job titles as you do.

Once you understand the marketplace, review how you fit in. Does your primary consumer benefit mirror that of your competitors or do you have a way that you stand out?

If you aren't sure what your primary consumer benefit is, ask your employees or partners what they think of when they think of your agency. Then you'll have a good starting point for building out how you talk about your product to make it attractive to your target audience.



2

Price

The second P of marketing is price. How your price your services can make a huge difference in how easy it is to bring in new companies to recruit for. One challenge that recruiting agencies face is that they don't have tons of say over the salary they offer candidates.

But you might be able to influence it or send a

potential candidate that you know has an asking salary above the provided range, but that you believe is well worth the added money.

Some recruiting agencies set their fees so that they get a certain percentage of the new employee's salary when the employee starts and another percent as a bonus if the employee stays a full year.

How you structure your fees also says something about your confidence in the candidates you supply. Charging some of the fees at the time of hire and another part of it later after the candidate has shown their skills in the role demonstrates that you know how to place quality, long-term candidates.



3

Place

Where you place your product impacts how well it will sell. This comes down to how you post job descriptions or where you seek out candidates. The places you go to seek out qualified people for the job can make all the difference in the people you're able to hire.

Put your time where it provides the greatest return for you and use technology to your

advantage. This means using automated services to reach out to qualified candidates on LinkedIn or connecting your CRM to the workplace social networking site to make outreach faster, easier and seamless.

Consider whether you'll seek candidates locally, regionally or throughout the nation. Many of today's jobs will accept remote workers if they are the best candidate for the job.

Consider posting job descriptions to:

- Job boards
- Associations
- Networks
- Social media
- Email your network of past candidates

The faster you find the right candidate, the more confidence you'll instill in your clients.



4

Promotion

In marketing, promotion refers to the process of advertising, sales or other special promotions. But for recruiters, it's all about promoting the open roles you're hiring for. How aggressively you promote your open positions falls under the promotion consideration.



But so does how employees at the company you're recruiting for view the company and what they say about you online. Listening to what your candidates say about the possibility of working at that employer to better understand the good things you should be highlighting and the detractors you might want to have answers for.

Ultimately, you want the message you're sending to reflect the work environment so that you don't end up baiting and switching your candidates to where they don't stay long. This leads to dissatisfaction for both the candidate and the employer, who might not choose to continue working with your agency.

Outlining Your Market Differentiators

Once you have a keen grasp on the 4 Ps of marketing your recruiting agency, you should take time to outline your market differentiators. You have three main options for how to set yourself apart from your competitors.

- Cost
- Focus
- Unique features and benefits

Whatever you choose to focus on, it should be something that your main competitors are weak in or do not focus on in their marketing. This should inform your product strategy as outlined above but also permeate into all your marketing.

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