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DIGITAL

How to Build a Solid Marketing Strategy for Your Recruiting Agency



Looking for ways to grow your recruiting agency?

Here's how to build a solid marketing strategy that works based on your goals and business structure.

To reach your recruiting agency's full potential, you need a marketing strategy that drives revenue and helps introduce you to new clients and candidates. And while you've likely read plenty of marketing how-to guides and have an idea of what you should be doing, it's hard to execute all of it while also staying on top of the positions you're recruiting for and keeping your pipelines flowing.

Spending time on building a winning marketing strategy is often hard to do while keeping the lights on. But once you make the time, you'll be amazed at what's possible and how well you can stand out from your competition.

Here's a step-by-step guide to building your marketing strategy to help ensure you're putting your time where it matters most.



How to Build a Marketing Strategy for Recruiting Agencies

Recruiting agencies serve two primary audiences: clients who pay you to find high-quality candidates and candidates who want a rewarding and successful career. Your mission is to tell your company's story, define how you can help clients succeed, build relationships and close deals.

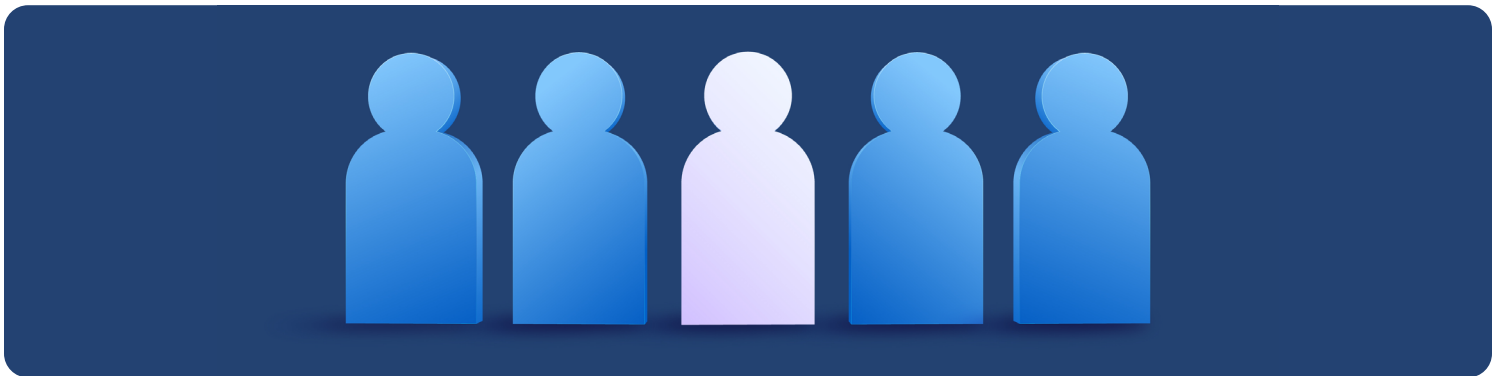
And to do all that, you need a successful lead generation and nurture plan. These aspects are essential for recruiting agencies. Given that understanding, here's a look at how recruiting agencies can succeed with marketing strategy.



Define Your Target Audience

It's tempting to say any company seeking high-quality candidates, but you want to get more specific than that. Look at your existing client list and check for trends with your most successful clients – or the clients who you work especially well with.

See if there are any similarities between these clients, as far as size, industry, culture, structure, etc. Use that information as a starting point to find similar clients who will likely enjoy your services and be a good fit.



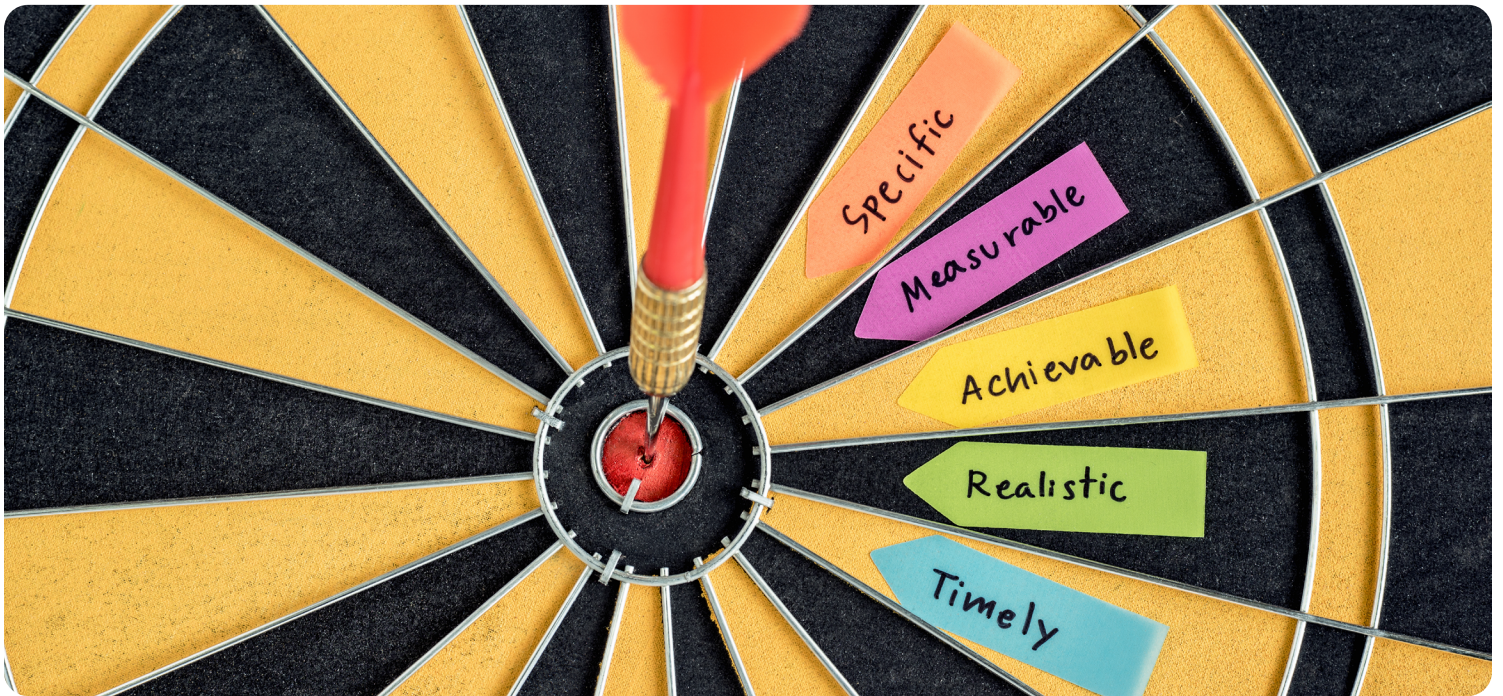
As you define your audience, it's a good idea to build out personas to not just understand the company's size and income but to understand what chief human resources officers are looking for when outsourcing their recruitment. You want to get into their pain points, challenges and tactics they've tried thus far to understand what's driving them to your agency.

During this process, you might also define who your target candidates are if you work within specific job titles or industries. More generic or full-service agencies will struggle more to define candidates since it will vary by the job. In those cases, just outline your target audience for your clients.



Set Marketing Goals

What do you hope to accomplish by reinvigorating your marketing strategy? You don't want goals that outpace your capacity based on your team size or abilities. Be realistic with how many new clients you could and should bring on or how many additional positions you hope to recruit for with existing clients.



As you outline your primary marketing goals, be specific. Don't just say find new clients. Outline how many, within what timeframe and the target number of jobs you'll recruit for to ensure it helps you meet your revenue goals.

Keep your marketing goals targeted with no more than 3-5. But also ensure they are clear and concise.



Review Your Tech Stack

You cannot succeed without the right tools. If your marketing automation platform is holding you back, it's time to choose a new one. Or if your website platform has no options for creating landing pages, you might need an extra tool to help.

Here's a look at some of the most important marketing tech and why you might consider using it.



1 Marketing automation: you'll save so much time with automation. This can help with everything from capturing leads to building progressive forms so you learn more about a client every time they visit your site. It's also an essential tool for nurturing leads without the need to have a salesperson send every message.



2 Landing page builder: landing pages can help you reduce bounce rates for campaigns. That's because they focus the reader on the specific content you want them to learn and nothing else. They often have simplistic menus or no menu at all to ensure the customer takes the action you want them to. Conversion rates are a crucial metric for advertising campaigns and the right landing page can make all the difference.



3



Analytics: you can't evaluate what you don't measure. Set up your website with analytics and layer on SEO software to monitor how you're doing with ranking for the keywords and terms that matter most to your business. Set up monthly reports from your automation software and set aside the time to review all analytics once a month to watch for trends and allow yourself time and attention to pivot when you need to.

4



Social media monitoring and listening: social media is hard to manage using the provided platform tools alone. Instead, look to get a solid software tool that aids in monitoring and listening. Often, marketing automation software has social media tools. You might be able to add this functionality to the software you're already using to make it simpler.

5



CRM: having a strong database will power all that you do with your marketing. While you might have a CRM solution, it's time to reevaluate whether it can do all that you need it to when setting up a modern marketing strategy. Your CRM should make it simple to trigger marketing automation based on customer or prospect activity. It also should seamlessly connect with your marketing stack since many recruiting agencies don't have a full IT team to help build connections.

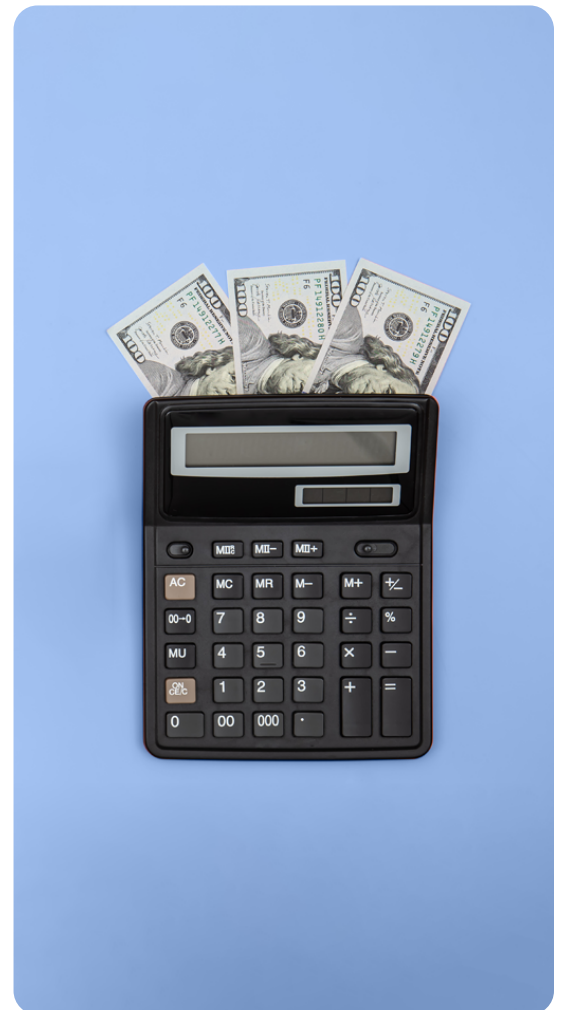


Build a Budget

If you're planning to spend \$5,000 per month on marketing, your goals should align so that you see at least that back in new business throughout the year. While you'll likely start your marketing strategy with money going out for a few months while you build your pipeline, the ultimate goal is to see that money come back within 12 months.

To do so, you need to align your goals and budget. You don't want to spend so much on lead generation that you don't have the tools or time to set up prospecting meetings and miss out on new business because it all happened too fast. Make sure your marketing plan is right-sized for your organization with steady growth over time.

A realistic marketing budget does allot no less than 5 percent of your company revenue to marketing. That means if you bring in \$500,000 per year, your marketing budget should be no less than \$25,000 per year. This will ensure that you keep your pipeline active and create a regular flow of interest.





Review Your Tactics

Look at your most successful marketing areas. Where are the majority of your leads coming from? Try to take advantage of these already successful tactics.

And reevaluate all the rest. If it isn't working for you, it's time to take a hard look at it. Instead of continuing to spin your wheels with the same old tactics, try something new. Put less budget toward those less successful tactics or engage in a complete refresh of your strategy for that marketing channel.

For example, you might find that Twitter is not as successful for your business as it once was. Engagement is down, the channel isn't growing and it feels like you're just posting to post. It's time to change your strategy on that social channel to see if you can increase engagement. And if it doesn't work, it might be time to let that channel go or to decrease the amount of time you put toward it.

Or you might find that PPC has done little to bring in new business but has been a sizable expense. Instead of continuing to throw money at it, you might revamp your campaigns, test new keywords and experiment with new messaging. You can't keep doing the same thing and expect a different result.



Create Helpful Content

Content is still one of the most successful marketing tactics for ROI. **Content delivers ROI** with minimal upfront expense and can offer ongoing results for many months or even years to come.

But you want to blend your content strategy with SEO for the best results because content can't have an impact if no one can find it. Also, realize that content takes time to offer results. You might need to wait up to a year before new content starts improving your SEO.



The best content comes from pain points or struggles your clients have shared with you. Showing that you understand their needs and what they are facing can work wonders for marketing your business. You just have to listen to learn the most valuable pieces of content you can create.

Strategic Marketing Help for Your Recruiting Agency

Ultimately, many recruiting agency owners don't have the time to engage in marketing research or have the interest in building a lead generation or nurture plan. Your passion is in recruiting. And New Light Digital's passion is in building strategic marketing plans for businesses just like yours. Schedule your free consultation now to learn more.

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