



10

ESSENTIAL STEPS

— FOR EARLY STAGE —

RECRUITING FIRM
CLIENT MARKETING

THE
RECRUITER'S
COACH

It's easy to get bogged down in the marketing details when launching a recruiting firm. This can delay your start by months, costing you thousands of dollars in lost time and revenue.

It is important to think of marketing as an ongoing, iterative process. Start with good and evolve to great over time. Simple, professional, and well-done is what you want in the beginning. Things will inevitably change as you evolve, so don't get caught up with everything being in the optimal stage early on.



Below are 10 basic steps you must take to have an **effective** client marketing program while you're in the early stage of your firm:

- 01** Select a company name and logo. Make choices based on your target audience and hire a professional to help with the logo and colors.
- 02** Create a tagline that encapsulates the results your audience will get from working with you.
- 03** Make sure that the verbiage on your LinkedIn profile and website align. You want them to be consistent with each other. Feel free to use much of the same verbiage regarding the pain points you address and the outcomes you deliver.
- 04** Start with a basic website that has the following: "home page," "about," "our process," and "contact us." Look at websites of other recruiting firms that do this well to get ideas. Just don't copy them!

- 05 Use photos representing what your target audience does so that it resonates with them. For example, if you specialize in the engineering industry, use pictures of engineers using attire and tools that they would use.
- 06 One option to save money while getting a good website created is to use qualified overseas providers.
- 07 Develop a free offering (lead magnet) that addresses your clients' problems related to hiring or specific to the types of people you place.
- 08 Use LinkedIn Sales Navigator to create list of your ideal prospects. Utilize a good "scraping and automation tool." This allows you to send LinkedIn messages and develop your email contact list.
- 09 Purchase a tool to get the business email addresses of the people you want to include in your email campaigns.
- 10 Choose an appropriate email software to send marketing emails without getting shut down as a spammer. Put your prospects on a bi-weekly email program that includes information that would be of value and interest to them.



**Brad
Wolff**

brad@recruiterscoach.com
recruiterscoach.com

