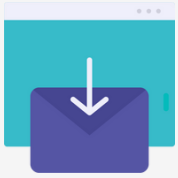


RECBOUND

MARKETING TACTICS FOR RECRUITERS

(IN PRIORITY ORDER)





REFERRAL MARKETING:

Encouraging existing customers to refer friends or contacts. Your best clients come from placed candidates or referrals.



CROSS-SELLING AND UPSELLING:

Recommending related services to candidates, or, working with other hiring managers.



CUSTOMER ADVOCACY PROGRAMS:

Empowering clients and candidates to become brand advocates and share positive experiences. It's harder to do, the higher-up you work with. But very valuable.



EVENT MARKETING:

Promoting your service at an event, charity golf days, corporate bribery – or – running one of your own (e.g. Meetup).



CONTENT MARKETING:

Creating and distributing valuable, relevant content to attract and engage a target audience. This can also be used on email, as well as social media.





VIDEO MARKETING:

Similar to above – use video to tell stories and get your personality across. With the rise of ChatGPT – people are losing faith in text-based posts. You can use video in your email marketing.



EMAIL MARKETING:

Sending targeted emails to segmented lists. (using your database or Mailchimp / HubSpot etc)



SOCIAL MEDIA MARKETING:

Utilising social media platforms like LinkedIn to promote your services and engage with customers.



SOCIAL MEDIA MARKETING:

Encouraging satisfied clients and candidates to leave reviews or share testimonials.



COMMUNITY BUILDING:

Building and nurturing online communities around your brand to foster engagement and loyalty.





PARTNERSHIP MARKETING:

Collaborating with complementary businesses to reach new audiences and mutually benefit. (e.g. a training company that sells to the same market)



NATIVE ADVERTISING:

Creating ads that appear on whatever platform you want them to.



PAY-PER-CLICK (PPC) ADVERTISING:

Placing ads on search engines or websites.



AFFILIATE PROGRAMS:

Offering incentives for individuals or businesses to sell your services.



INFLUENCER MARKETING:

Collaborating with influential individuals to promote your service to their audience. It's hard to get Zuck or Musk to promote your business though.





DIRECT MAIL MARKETING:

Sending physical mail, such as postcards or gifts.
(If they ever go in the office 🙄)



CONTENT PARTNERSHIPS:

Collaborating with other companies or influencers to create and promote content together.



CUSTOMER LOYALTY PROGRAMS:

It works with Rec2Rec or entry-level placements – but the senior people aren't that fussed.



SMS MARKETING:

Sending targeted text messages – this is probably part of a sales process though.



CAUSE-RELATED MARKETING:

Aligning your brand with a social or environmental cause (CSR).





REMARKETING:

Targeting users who have previously interacted with your site with relevant ads.



SEARCH ENGINE OPTIMISATION (SEO):

Optimising website content to improve visibility and ranking in search engine results. You'll always lose to Indeed.com



LOOKING FOR HELP WITH YOUR MARKETING?

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