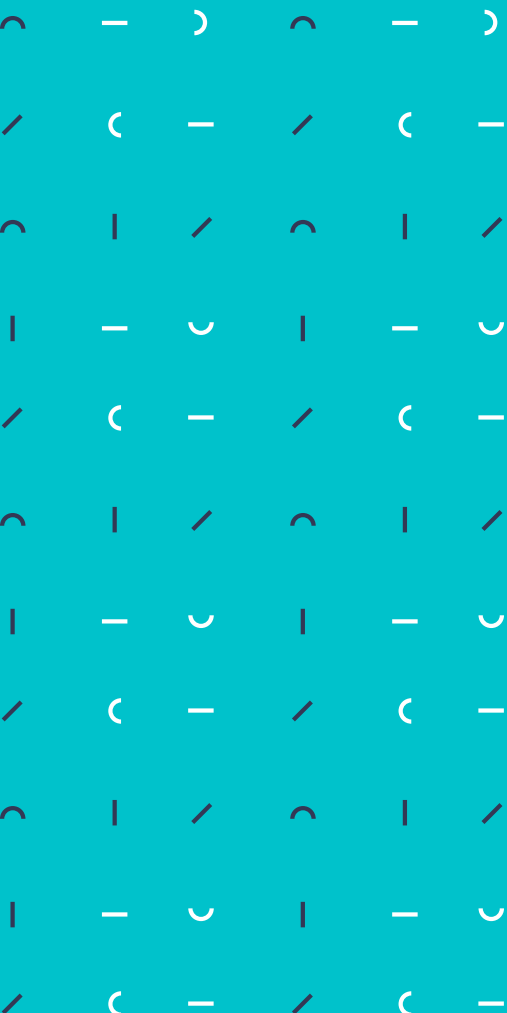




MARKETING PLANNING

RECRUITERS
MASTERMIND

THE ENGINE

**SOCIAL
MEDIA**

WEBSITE

**EMAIL
MARKETING**



**CONTENT
MARKETING**

**MARKETING
TOOLS**

EVENTS

SETTING UP GOALS

KPIs

- Organic website visits
- Social media presence consistency
- Lead generation
- Lead to customer conversion



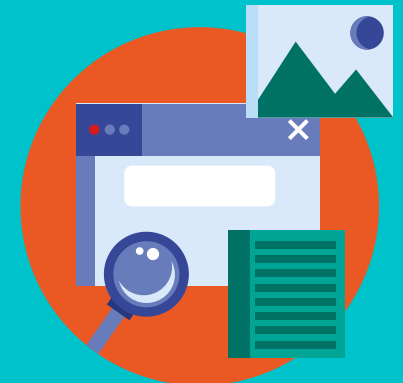
Area of improvement

- Candidate generation
- Brand awareness
- Business development/ client database
- Placements



Actions

- Site optimizations - SEO + value proposition
- Content planning
- Subjecter matter expertise showcasing
- Social proof



RESEARCH



TO DO

Discuss business goals with stakeholders

Establish value proposition

Know your product/ service/
Brand identity

Be aware of past efforts

EXECUTION

- Assess action plan
- Assess marketing tools
- Prepare content plan
- Create marketing materials
- Automate processes



ANALYSIS

- Best performing content
- Recurring actions
- Break content into weekly, monthly, and quarterly actions
- Study competitors