



MARKETING AUDIT CHECKLIST

(only for Recruitment Agencies)



Looking to overhaul your marketing but you don't know where to start? Go through our checklist and identify areas that you need to focus!

STRATEGY

	Purpose (Why do you exist?)	1	2	3	4	5
	Mission (How will you act on your purpose?)	1	2	3	4	5
	Vision (What will the world look like when you've completed your mission)	1	2	3	4	5
	Values	1	2	3	4	5
	Target market	1	2	3	4	5
	Ideal client	1	2	3	4	5
	Buyer persona (clients)	1	2	3	4	5
	Buyer persona (candidates)	1	2	3	4	5
	Goals/objectives	1	2	3	4	5
	SWOT analysis on competition	1	2	3	4	5
	Pitch	1	2	3	4	5
	USPs	1	2	3	4	5
	Positioning (e.g. price/rebate etc)	1	2	3	4	5



BRANDING

 Lorem ipsum	Logo	1	2	3	4	5
	Icons & favicons	1	2	3	4	5
Aa	Fonts	1	2	3	4	5
	Colour palette	1	2	3	4	5
	Tone of voice	1	2	3	4	5
	Business cards	1	2	3	4	5
	Social banners	1	2	3	4	5
	Email signatures	1	2	3	4	5
	CV coversheets	1	2	3	4	5
	Pitch deck / company presentation	1	2	3	4	5
	Letterheads	1	2	3	4	5
	Social images (e.g. job posts)	1	2	3	4	5
	Social carousels	1	2	3	4	5
	Social videos	1	2	3	4	5
	Website	1	2	3	4	5





TECH APPLICATIONS

	Recruitment database	1	2	3	4	5
	Marketing database (if ATS is not fit for purpose)	1	2	3	4	5
	Automation platforms	1	2	3	4	5
	Design platforms	1	2	3	4	5
	Outreach tools	1	2	3	4	5
	Community tools	1	2	3	4	5
	CMS	1	2	3	4	5



TACTICS

	Job adverts	1	2	3	4	5
	Overall social media strategy (see below)	1	2	3	4	5
	LinkedIn - company	1	2	3	4	5
	LinkedIn - individual recruiters	1	2	3	4	5
	Twitter	1	2	3	4	5
	Instagram	1	2	3	4	5
	Others (e.g. Reddit, TikTok, Snapchat etc)	1	2	3	4	5

	Email marketing (1-2-1)	1	2	3	4	5
	Email marketing (mass mail)	1	2	3	4	5
	Content marketing (blogs, whitepapers etc)	1	2	3	4	5
	Paid advertising	1	2	3	4	5
	Podcast	1	2	3	4	5
	Webinars	1	2	3	4	5
	Referrals	1	2	3	4	5
	Online events	1	2	3	4	5
	Offline events	1	2	3	4	5
	Paid search results	1	2	3	4	5
	Direct mail	1	2	3	4	5
	Business development sales process	1	2	3	4	5
	Candidate headhunt process	1	2	3	4	5
	Case studies	1	2	3	4	5





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ANALYTICS

	Placement source reporting	1	2	3	4	5
	Job advert reporting	1	2	3	4	5
	Interview reporting	1	2	3	4	5
	New client reporting	1	2	3	4	5
	Social media reporting	1	2	3	4	5
	Community reporting	1	2	3	4	5
	Overall tracking of business goals	1	2	3	4	5



Looking for help with your marketing?

**Get in touch today
www.recbound.com**



OUR ADVICE

Only focus on 1-3 areas, instead of improving everything at once.

Don't let pretty colours distract you. You run a recruitment agency... not a marketing agency.

Outsource what you can or bring expertise in house. Try not to do it all yourself.

