

Recruitment Marketing

with Rich Gibbard

Module 1: Modern Marketing for Recruiters

A practical playbook for recruiters who want to market smarter and sell more.



Meet Your Trainer

Rich Gibbard

- ✔ Recruitment Content Strategist
- ✔ Messaging Coach
- ✔ Sales Educator

- Helped hundreds of recruiters build personal brands that convert
- Known for blunt, practical takes on what actually works
- Combines cold outreach + content marketing to create inbound and outbound synergy





What You'll Learn:

- **Build a modern content strategy** that drives real pipeline
- **Use email the right way** and stop annoying your market
- **Create content that converts** not just content that gets likes
- **How to position your brand** like a premium service

Email Isn't Dead, Yours Just Sucks!

Sending more doesn't mean converting more

Generic bulk messages = junk folder material.

Volume without substance = spam

Start sending smarter.





Warm Up Your Emails

1

Mass email $\neq$ instant results

Sending 6,000 emails in one day?
Recipe for disaster

2

Deliverability $\triangleright$ volume

Warm your inbox like you'd warm up
for a race.

DRIP VS. BULK EMAILS

Drip

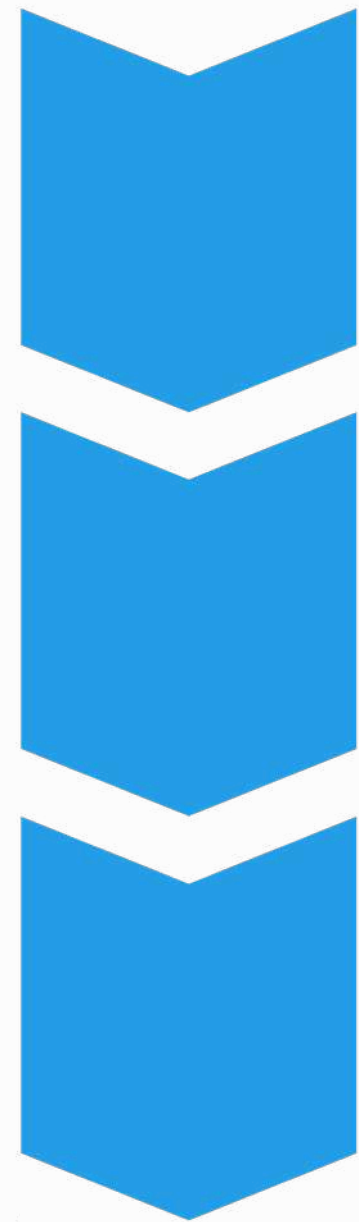
- Personalised
- Limited volume
- Strategic

Bulk

- High volume
- General updates
- Broader audience

Use both, but use them intentionally.
Right message. Right channel. Right time.

YOUR JOB ADS ARE STALE



Don't run the same ads on repeat

Repetition = Invisibility

If you're not a writer, get help

Fresh ads = Fresh results





Jobs

Search Jobs



LinkedIn Job Slots $\neq$ ROI

- Jobs slots are often under-optimised
- Followers $\neq$ Candidates
- Measure ROI, not just impressions
- Stop wasting budget; use smarter channels

NICHE ISN'T ENOUGH

Micro-specialism

Broad niche

Specialist

The new generalist

Master one problem, one persona, one outcome.

Depth wins. Surface level-loses.

BUILD A REAL CONTENT STRATEGY

Set goals

Define clear objectives
and KPIs

Identify audience

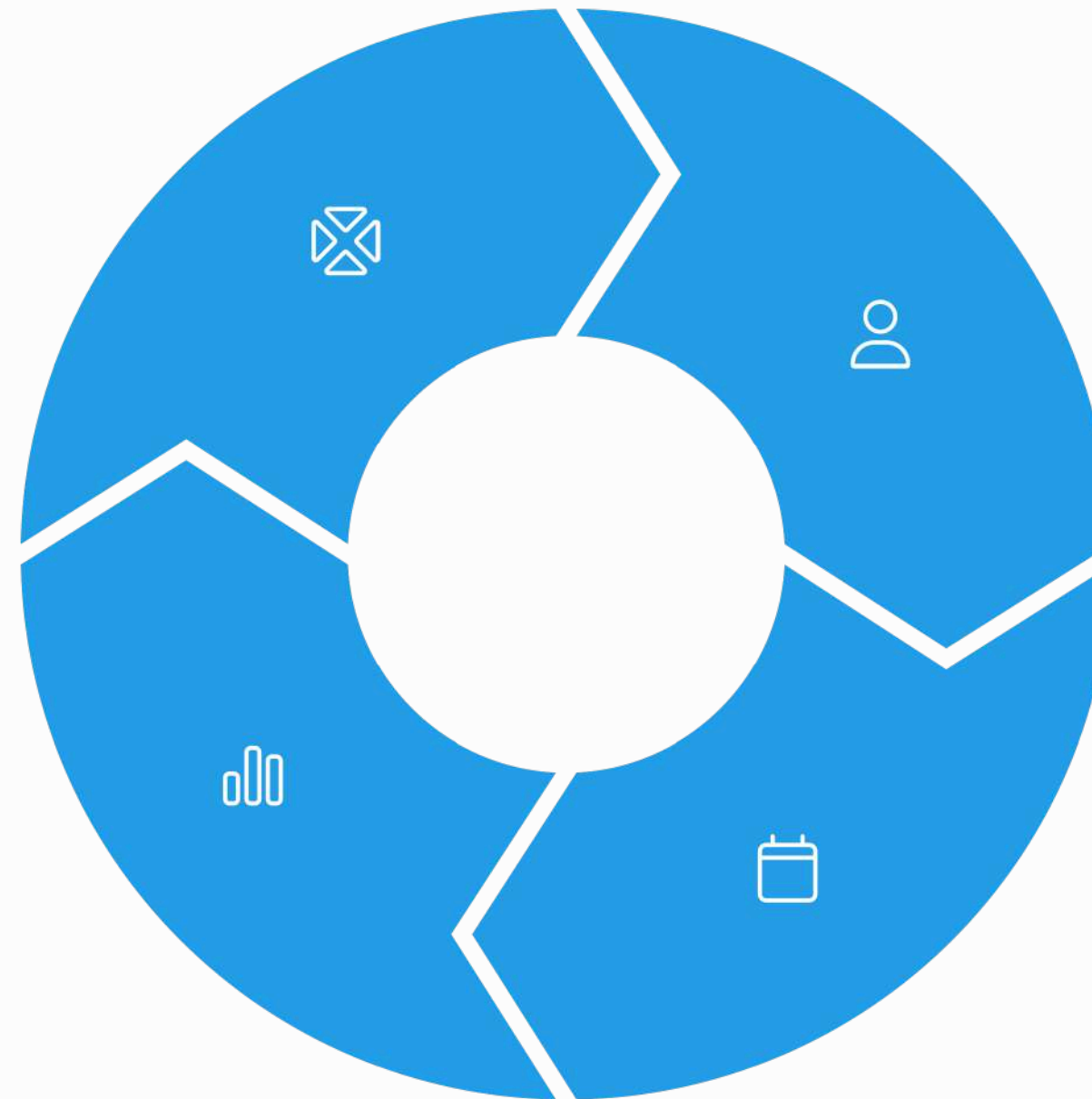
Know your ideal
candidates and clients

Plan content

Create a consistent
publishing schedule

Measure results

Track performance
and adjust



No strategy = No results.

LIKES $\neq$ REVENUE

Virality $\neq$ Authority

Ego-likes don't build pipelines

Informative $\succ$ Performative

Post like a consultant



LUXURY BRANDS DON'T POST MEMES

Want retainers?

Present like a premium service.

Humor = Reach

Gets attention, but may not position you as an expert

Authority = Positioning

Builds credibility that commands premium rates

Remember: Rolex doesn't sell in memes.

Sell serious services with serious marketing.

Use Video to Scale Trust

1000+
Touchpoints

One video creates
thousands of
impressions

24/7
Working Hours

Batch create content
and let it work while
you sleep.

5x
Engagement

Video outperforms text
and is your best sales
rep. Use it.





STOP JUDGING, START POSTING

Post

Create and share consistently

Reflect

Review performance and feedback

Iterate

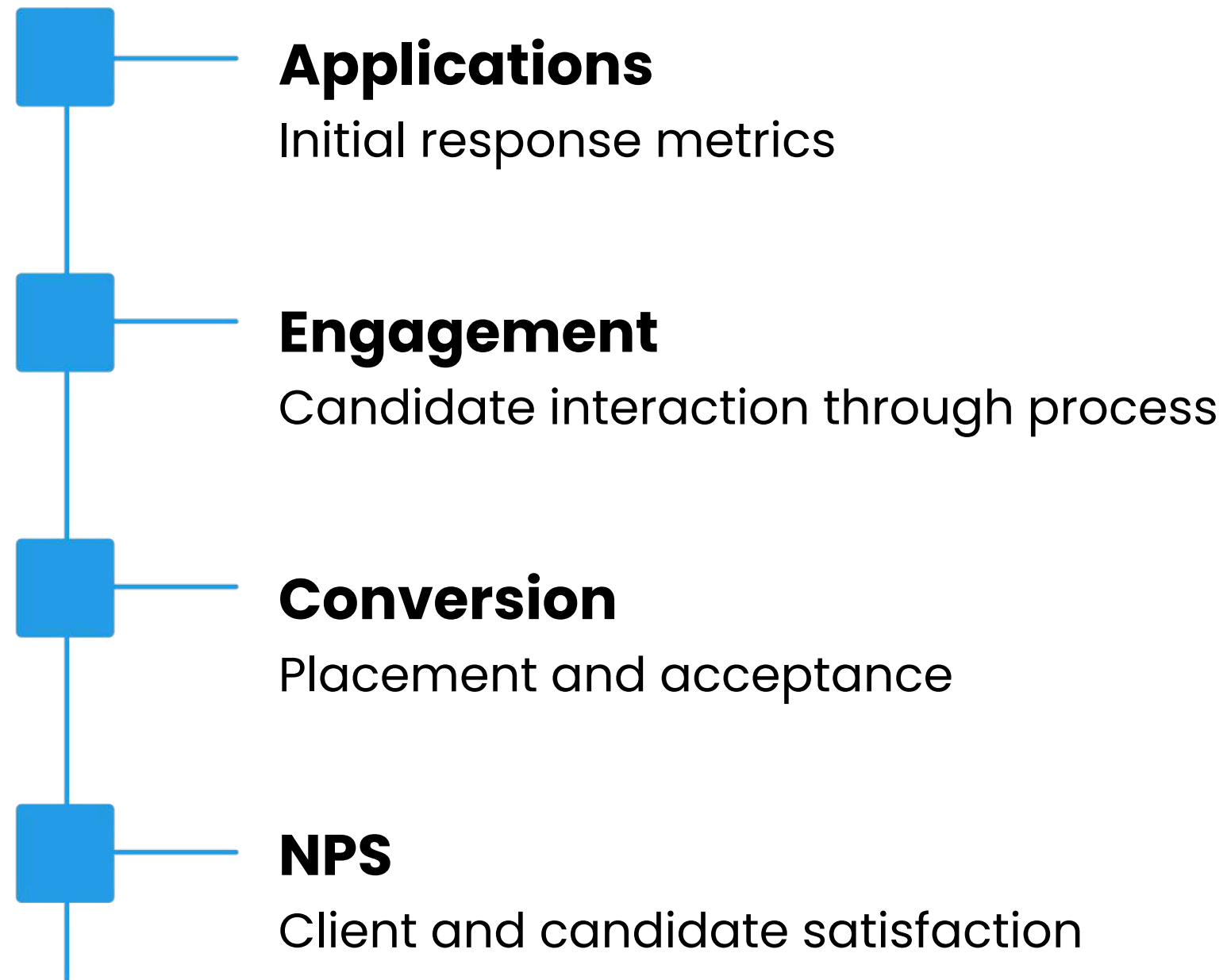
Improve based on what works

Win

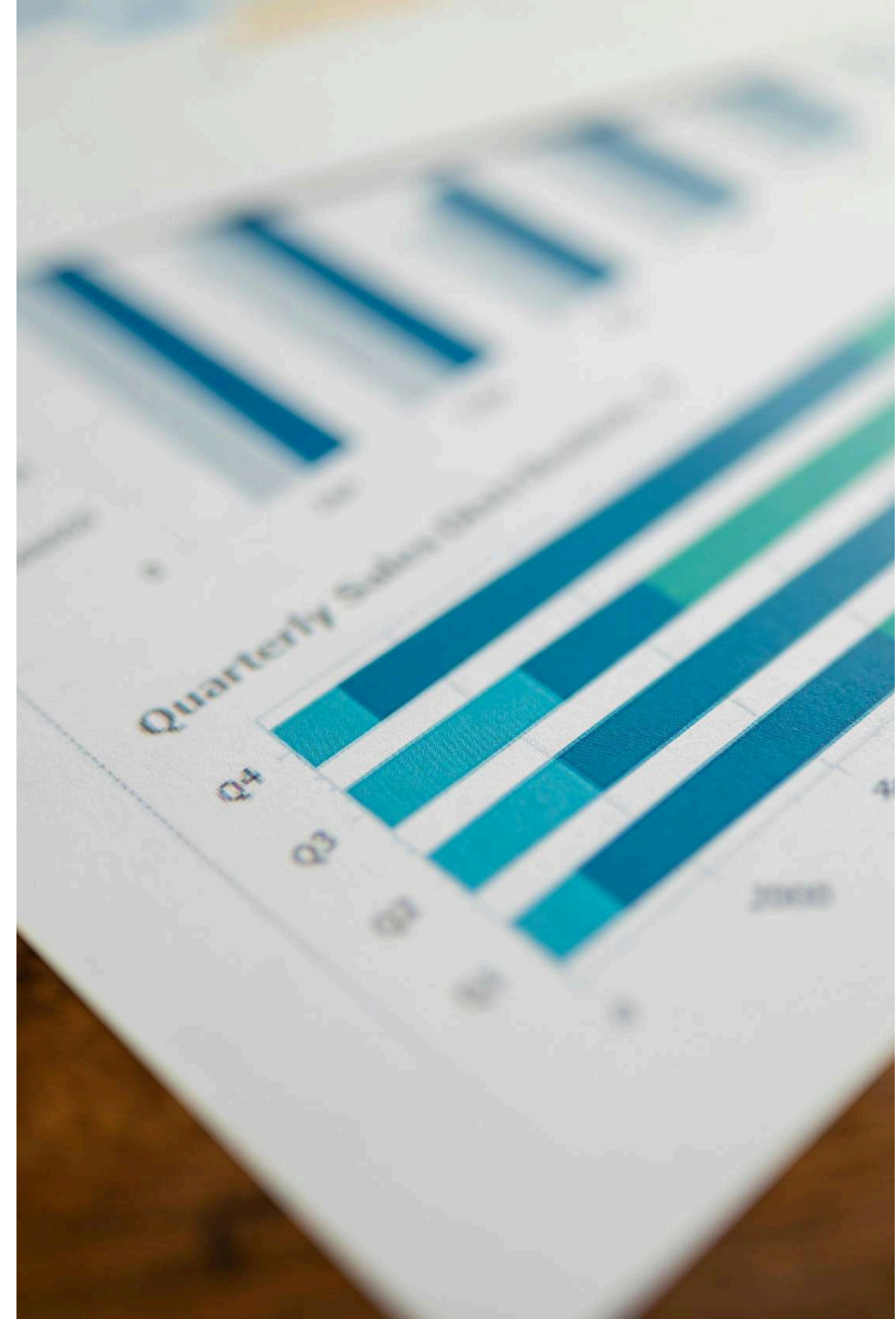
Convert engagement to business

Imperfect content beats perfect silence. Get over your fear of judgment and start showing up.

TRACK WHAT MATTERS



If you're not tracking, you're guessing.





CASE STUDIES › CLAIMS

**Want to close more?
Show proof**

Pitch decks and case studies build trust.

**Sales assets
= Confidence in motion**

Don't just say it. Show it.

CHANGE YOUR VALUES



Stand for something sharper

Quality isn't a value, it's a given. Generic values don't differentiate you from others.



Define your unique advantage

What do you really do better than anyone else?



Update your values

And make them mean something.

WRAP-UP: THE MODERN RECRUITMENT MARKETER



Start small

Begin with one channel and master it.



Stay consistent

Regular content builds audience trust.



Track what works

Measure results and double down on winners.

Now, you aren't just a recruiter anymore — you're a content creator, brand strategist and trust builder.

KEEP LEARNING



Access the full course



**Access our platform
for more content**