The importance of Market Mapping

1 Increases your talent pool & gives you greater visibility & understanding of the
- Types of candidates
- Skill sets
- Salary
- Organisational structures

2 It helps to
- Provide a strategy for candidate sourcing & BD
- Improves your speed when working jobs by having pre-qualified candidates
- Helps you to be seen as a specialist in the space
- Increases your chance of generating revenue

Market mapping is the art of understanding

✔ Who the candidates in your market are

✔ How many there are of them

✔ Their average salary

✔ Who employs them (your potential clients)

✔ Their typical skills set