Marketing
Website Led Marketing

Fueling recruitment business growth through impactful marketing

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94%
of users stated that the design of the website helped them to make a first impression about companies they were considering using

75%
of people admit to making judgements on a company's credibility based on the company's website design

(Source: Stanford University study)

Getting Started

- Identify preference for SaaS or owned
- Ensure your visual and narrative brand are ready to go
- Use marketing support to create a roadmap
- Remember: developers aren't marketers (or copywriters)
- Don't underestimate the time investment

Technical Considerations

1. Hosting
2. Security
3. Basic SEO
4. Job search function
5. Multiposter tool

Overview

- ✔ Your website should be at the heart of your business and marketing strategy
- ✔ Consider both brand (brochure) and technical (performance vehicle) elements in your website plan
- ✔ Ensure your website is scalable, considering whether a SaaS or owned site is right for you
- ✔ Make sure your marketing points back to your website