



Marketing Strategy & Plan

Fueling recruitment business growth through impactful marketing

Marketers who document their strategy are
538%
more likely to report success than those who don't.

(Source: CoSchedule)

Impact on business goals:

1

Drive
growth

2

Enhance brand
reputation

3

Acquire and retain
more customers

Creating your plan:



Understand your ideal
customer profile (ICP)



Understand your market
and competition



Utilise data



Determine your channel
strategy



Set your marketing budget



Develop your content
strategy and campaigns