



# Marketing Creating a Marketing Strategy & Plan

Fueling recruitment business growth through impactful marketing

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**Marketers who document their strategy are**  
**538%**  
**more likely to report success than those who don't.**  
(Source: CoSchedule)

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## Impact on business goals:

1

Drive  
growth

2

Enhance brand  
reputation

3

Acquire and retain  
more customers

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## 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