



# Marketing Marketing Channels

Fueling recruitment business growth through impactful marketing

Companies with an effective multi-channel strategy retain

**89%**

of their customers

(Source: Writer's Block Live)

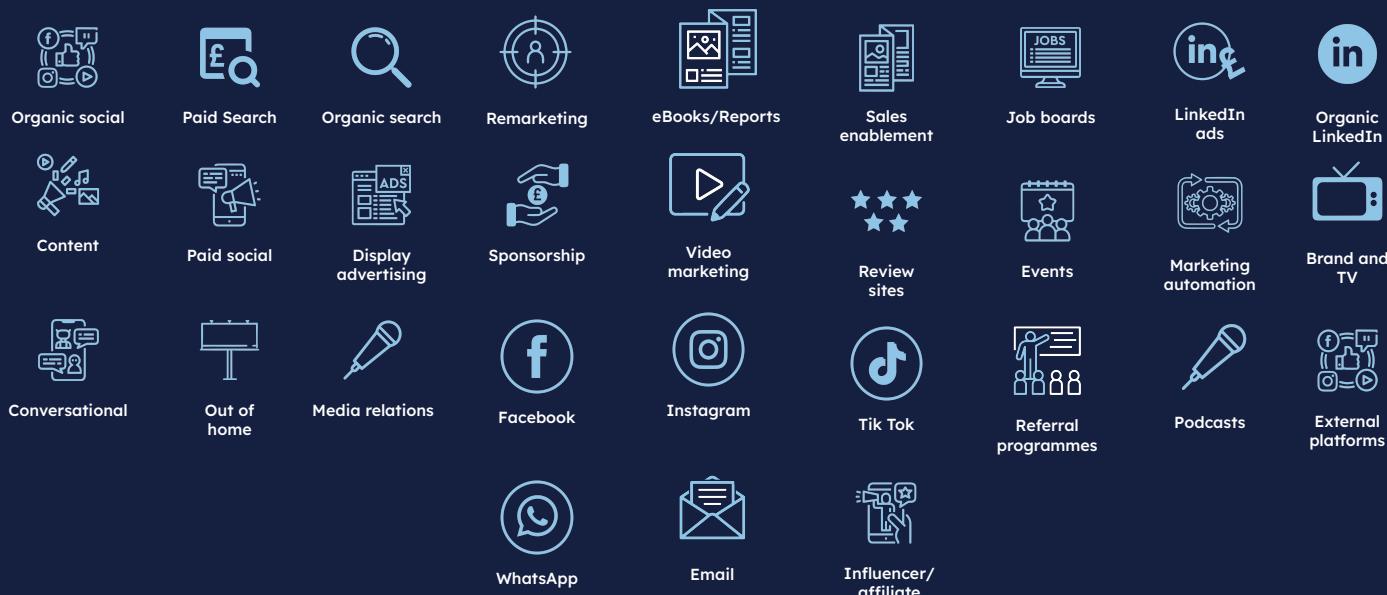
Campaigns that use four or more digital marketing channels are

**300%**

more likely to outperform both single and dual-channel campaigns

(Source: Get Above The Fold)

## There are far more channels than you might think...



## Deciding on the right channels at the right stage

- 1 Understanding what channel and message to employ at what stage of the buyer's journey is critical in your channel strategy.
- 2 Certain channels (organic social media, trade shows, out of home advertising) typically only market to the top of the funnel.
- 3 Other channels (email marketing, remarketing/retargeting, sales outreach) focus on bottom of funnel marketing.
- 4 Content can align with the stage of the buyer's journey, whether top of funnel (salary surveys), or bottom of funnel (case studies, comparison charts etc.)