



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.)