



Marketing Metrics, KPIs & ROI

Fueling recruitment business growth through impactful marketing

An unrelenting focus on data: Six key digital KPIs

1

CVs/ client leads by channel

2

Cost per CV/ client lead

3

Marketing qualified leads/ lead scoring

4

Cost per placement

5

Acquisition by channel

6

Channel metrics (website visitors & emails/ social engagement)

Sample lead scoring model

Demographics



Job Title = VP or Higher



Company Industry = Real Estate



Company Size > 100 Employees



Company Revenue < £1 Million

Behaviors



Visited Pricing Page



Watched Product Video



Opened Marketing Email



Unsubscribed From Emails

Advice from a 'digital' Managing Director

- Phil Sheridan (Recruitment Executive and NED)



Marketers need to share the strategy and how it will have an impact - if it isn't visible, it will go unnoticed



Use data to demonstrate the ROI and reasoning for decision-making



Over-communicate and engage the consultant teams to develop trust across the business



Develop continual feedback loops until you develop a digital culture



As a leader, reinforce the message, make the time to partner with marketing and carry the message everywhere you go