



Marketing Marketing for Investment & Exit

Fueling recruitment business growth through impactful marketing

Key value drivers

1 EBITDA multiple	2 'Niche' recruitment	3 Contract/ Perm ratio
4 Compliance	5 Second tier of management	6 Quality of brand/ service
7 International coverage	8 Diversified client base	9 Technology, systems and controls
10 'Mini' RPO/ Embedded	11 Scalability	

Action items

Quality of brand/service

- Review your online presence
- Promote the company visual/narrative brand
- Articulate your value proposition
- Ensure all materials reflect the company identity
- Invest in SEO to increase visibility
- Invest in company / executive PR

Scalability

- Review your customer ecosystem
- Consider X-sell and ABM
- Assess your CRM and percentage engagement
- Invest in marketing automation
- Identify your cost per customer (candidate / client) acquisition
- Develop an annual marketing strategy

Technology/systems/controls

- Ensure your website is primed for inbound traffic and conversion
- Invest in marketing with website at the core
- Initiate marketing automation to engage your database
- Consider your wider tech stack and how marketing aligns with your BD and operations