



# Marketing CRM, email & Technology

Fueling recruitment business growth through impactful marketing

## What to include in your tech stack

1

CRM with ATS functionality (ideally with ability to integrate via APIs or built in).

2

Marketing automation tool such as Bullhorn Automation, Force24 etc.

3

Website with job parsing capabilities (Native job board is good for SEO).

## Benefits of the 'humble' CRM

1

Targeted marketing

2

Customer retention and loyalty

3

Improved customer insights

4

Cost efficiency

5

Data Integrity

6

Increased ROI

7

Productivity/ time and cost savings

8

Enhanced future valuation



Scan this QR code to download  
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Access 'New Sender Rules for Google and Yahoo' article



## Why email marketing?



- Drive productivity and better customer experience through automation
- Manage send reputation and email compliance
- Deliver hyper segmentation, powered by data hygiene
- Increase the integrity of your database and value of your business