



# 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



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## 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