



Marketing

Why is Marketing Important?

Fueling recruitment business growth through impactful marketing

“The aim of marketing is to **reduce the need for selling.” - Philip Kotler**

Key components of marketing



Market Research: Understanding target audience, market trends and competitive landscape.



Product Development: Creating products or services that meet the needs & desires of the target market.



Promotion: Communicating value proposition, advertising, social media, PR & content marketing.



Sales: Engaging with customers and closing transactions to drive revenue.



Distribution: Ensuring that products or services are available to customers through appropriate channels.



Customer Service: Providing support & building relationships, encouraging repeat business & loyalty.

According to a McKinley study recruitment companies that effectively leverage digital marketing grow 2.8 times faster in revenue and make 3.5 times more placements than those that don't.