

CLIENT ATTRACTION

FROM THINKINCIRCLES



{THINKINCIRCLES | RECRUITMENT MARKETING}

SALES & MARKETING GROWTH AGENCY. WE OFFER DIGITAL MARKETING SERVICES FOR SME RECRUITMENT AGENCIES AND SUPPLIERS INTO THE RECRUITMENT SPACE IN THE UK AND GLOBALLY. WE ACT AS YOUR IN-HOUSE MARKETING TEAM; SAVING YOU TIME, MONEY AND RESOURCES. OUR STEP BY STEP PROCESS DRIVES TALENT ATTRACTION, CLIENT LEADS AND GROWTH.

@ JAMES@THINKINCIRCLES.COM

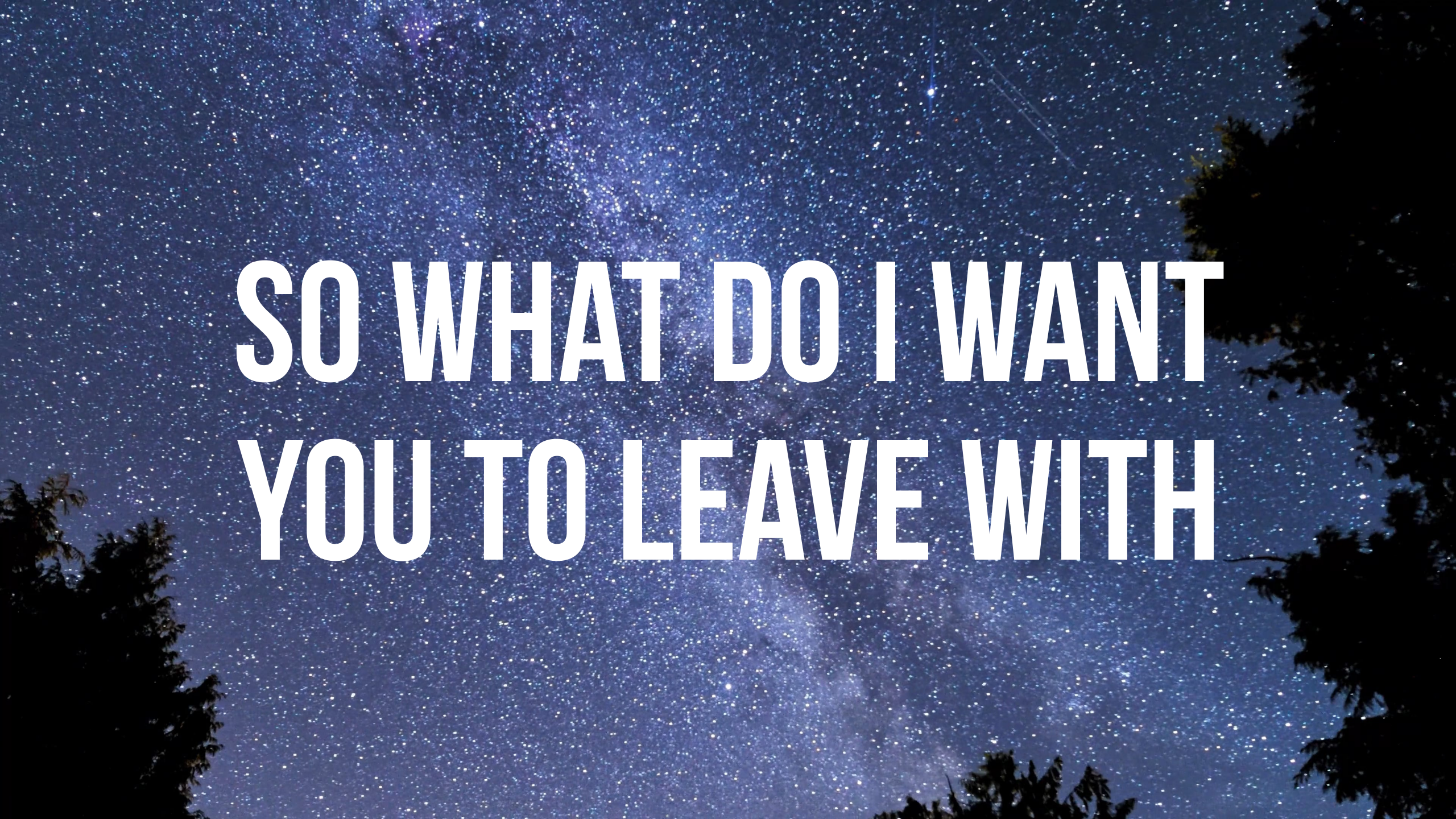
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A night sky with the Milky Way galaxy visible as a bright, hazy band of light. The sky is filled with numerous stars. The silhouettes of evergreen trees are visible in the foreground, framing the bottom and right sides of the image.

**SO WHAT DO I WANT
YOU TO LEAVE WITH**



BETTER UNDERSTANDING OF B2B



STRATEGIES/TACTICS



CONTENT IDEAS

**REC INDUSTRY
WORTH £36+
BILLION**

**39K+ AGENCIES
IN THE UK**

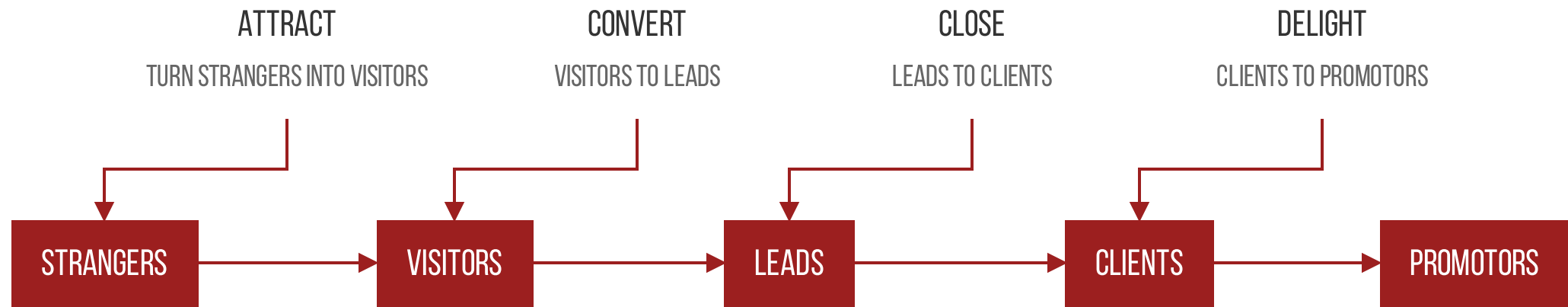
**1/67 REGISTERED
COMPANIES IN UK
IS A REC AGENCY**

**AVERAGE 8K+
NEW AGENCIES
EVERY YEAR**

**150K+
EMPLOYED
IN THE REC
INDUSTRY**

UK RECRUITMENT AGENCY STATS

INBOUND CLIENT ATTRACTION/B2B MARKETING





ATTRACT

ARTICLES/NEWS/BLOGS

SOCIAL

SEO

LEAD SCORING



CLOSE

EMAIL

LEAD SCORING

INSTANT MESSEGING



CONVERT

CTAS

LANDING PAGES

LEAD MAGNETS

LEAD SCORING



DELIGHT

ALL OF THE ABOVE

A blurred background image showing a crowd of people walking, likely at a conference or event. The focus is on the text overlay.

KNOW YOUR IDEAL CLIENT/S

PERSONAS

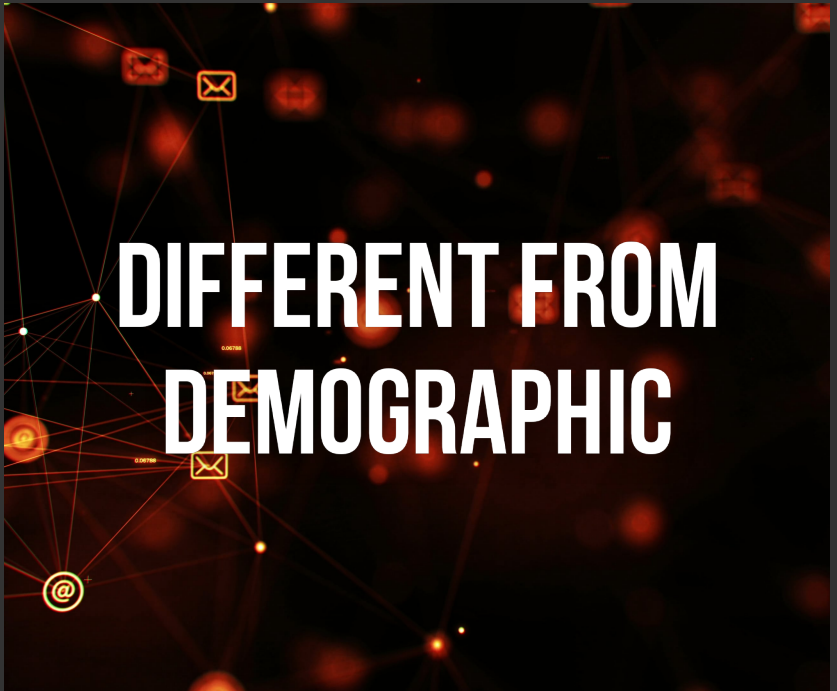
A graphic consisting of several concentric, glowing orange circles with a motion blur effect, centered behind the text.

COMMON PAIN POINTS

- 
- A background image of a bright blue sky with white, fluffy clouds, viewed from a high altitude.
- GOALS
 - MOTIVATIONS
 - PURCHASE PROCESS
 - DRIVERS

A dark background featuring a complex data visualization with glowing blue and white cubes, lines, and points, suggesting a high-tech or data-driven theme.

USE YOUR CURRENT DATA

A background image showing a network diagram with glowing orange nodes and connecting lines, set against a dark background with bokeh light effects.

DIFFERENT FROM DEMOGRAPHIC

A scenic landscape featuring a bright sun rising over a calm lake. The foreground is filled with thick, golden-brown fog or mist. The lake reflects the sun and the surrounding forested hills. The sky is a mix of blue and white, with wispy clouds. The overall mood is peaceful and serene.

TIME FOR THE GOOD STUFF!



REINVENTION

WHAT YOUR COMPANY NEEDS TO CONSIDER



THE MADONNA EFFECT



BEYOND "RECRUITMENT"



PLATFORM/ SERVICE/ PRODUCT/



AUGMENTED RECRUITER



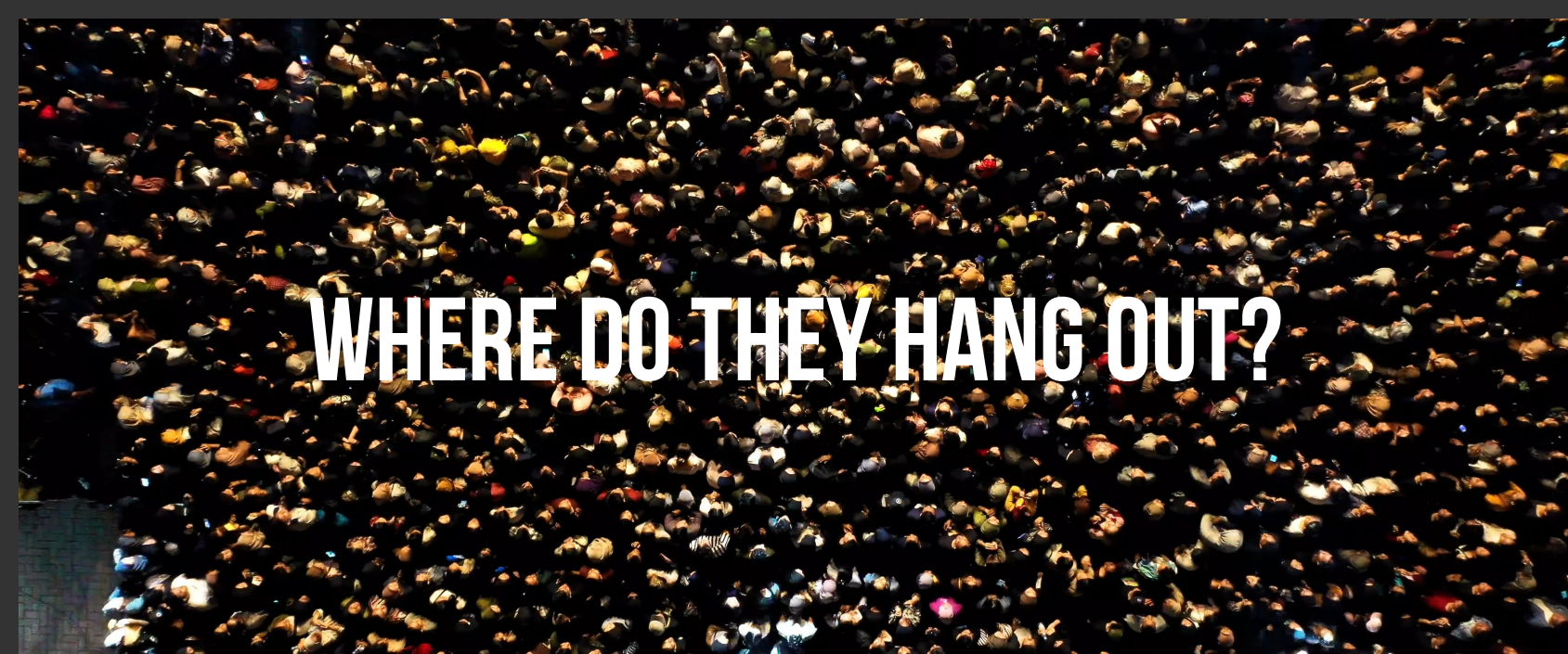
PERSONALISATION

- GET DATA DRIVEN!
- MICRO PERSONALISATION
- OMNI-CHANNEL PERSONALISATION
- LOOK OUTSIDE RECRUITMENT; THINK RETAIL EXPERIENCE
- START WITH WEBSITE PERSONALISATION

THOUGHT LEADERSHIP



- MAINTAIN AN ACTIVE BLOG
- CONTRIBUTE GUEST POSTS
- PUBLISH LONG-FORM CONTENT
- ANSWER QUESTIONS ON SOCIAL MEDIA
- HIGHLIGHT YOUR AREA OF EXPERTISE
- DIVE INTO DETAIL
- KEEP YOUR EAR TO THE GROUND
- HAVE AN OPINION!



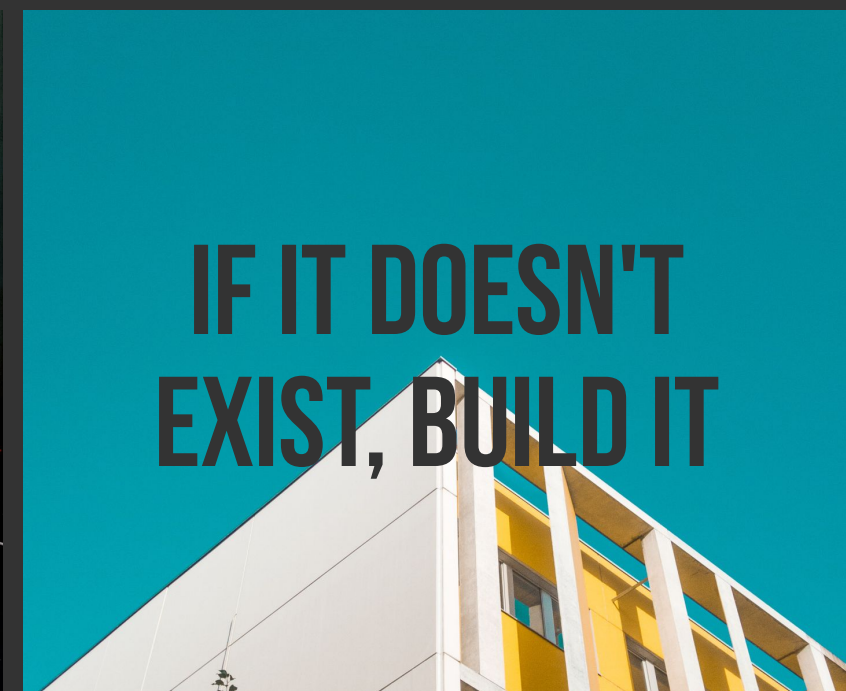
WHERE DO THEY HANG OUT?



**LOOK BEYOND
LINKEDIN**



ASK!



**IF IT DOESN'T
EXIST, BUILD IT**



EMBRACE



COMMUNITIES



**INSTANT
FEEDBACK**



**COST
EFFECTIVE**



**BUILDS BRAND
'PERSONALITY'**



**BRAND
LOYALTY**



INFLUENCER MARKETING

INFLUENCER MARKETING IS A WAY BRANDS CAN PROMOTE THEIR SERVICES THROUGH ENDORSEMENTS OR RECOMMENDATIONS FROM INFLUENCERS AND CONTENT CREATORS ONLINE



#1: MARKETING TO INFLUENCERS

- NOT PAYING MONEY TO SOMEONE WITH LOTS OF FOLLOWERS



#2: OPEN UP NEW...

- INDUSTRIES
- CHANNELS
- MARKETS
- REGIONS



#3: LEAVE IT TO THE EXPERTS

- SHORT FORM VIDEO
- PODCASTS



AUDIO OVER VIDEO?

PODCASTS, PLAYLISTS, AUDIO
BLOGS...

MOBILE FRIENDLY

'LISTEN/PROMOTE/MARKET'
ANYWHERE

LOW BARRIER TO ENTRY

GLOBAL CHANNELS

BRANDED PLAYLISTS

SPONSORSHIP AND ADVERTISING

'TALK' TO YOUR AUDIENCE

LINKEDIN AUDIO EVENTS



TELL A COMPELLING STORY



**THINK BEYOND
INDIVIDUAL CHANNELS...
THINK OMNI-CHANNEL!**



BEGINNING. MIDDLE. END



**PERSONAL OVER
TRANSACTIONAL**



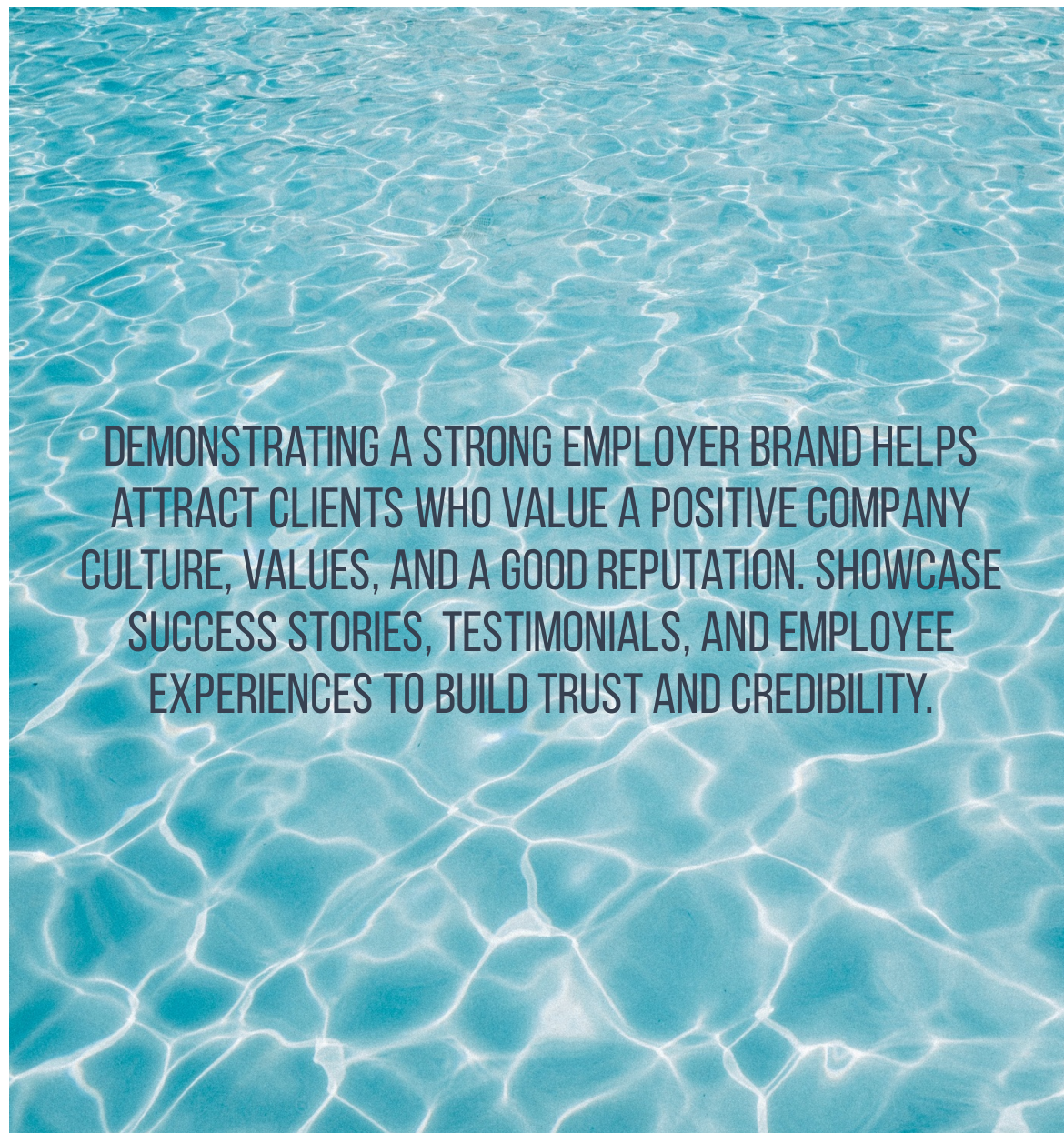
EMOTIONS OVER BRAND





EMPLOYER BRANDING

DEMONSTRATING A STRONG EMPLOYER BRAND HELPS ATTRACT CLIENTS WHO VALUE A POSITIVE COMPANY CULTURE, VALUES, AND A GOOD REPUTATION. SHOWCASE SUCCESS STORIES, TESTIMONIALS, AND EMPLOYEE EXPERIENCES TO BUILD TRUST AND CREDIBILITY.



**BIGGEST AND BEST?
...SEEK UNIQUENESS**



TAKE AWAYS

- 1 | BUILD YOUR CLIENT PERSONAS
- 2 | KNOW THE JOURNEY YOU WANT THEM TO TAKE
- 3 | MIX UP YOUR CONTENT FORMATES
- 4 | TELL YOUR STORY
- 5 | BE UNIQUE





THE MARKETING RULES PODCAST

WWW.THEMARKETINGRULES.COM

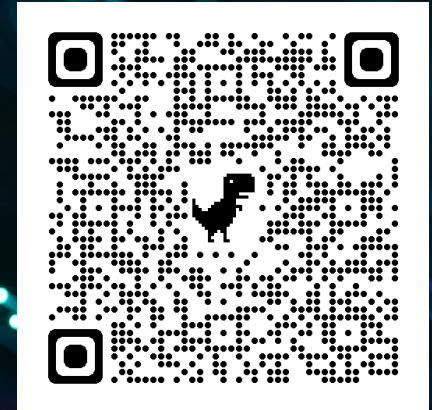


WEEKLY NEWS AND MONTHLY NEWSLETTER

THINKINCIRCLES.COM/NEWSLETTER



TOP 10 TRENDS IN RECRUITMENT CLIENT ATTRACTIONS





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