

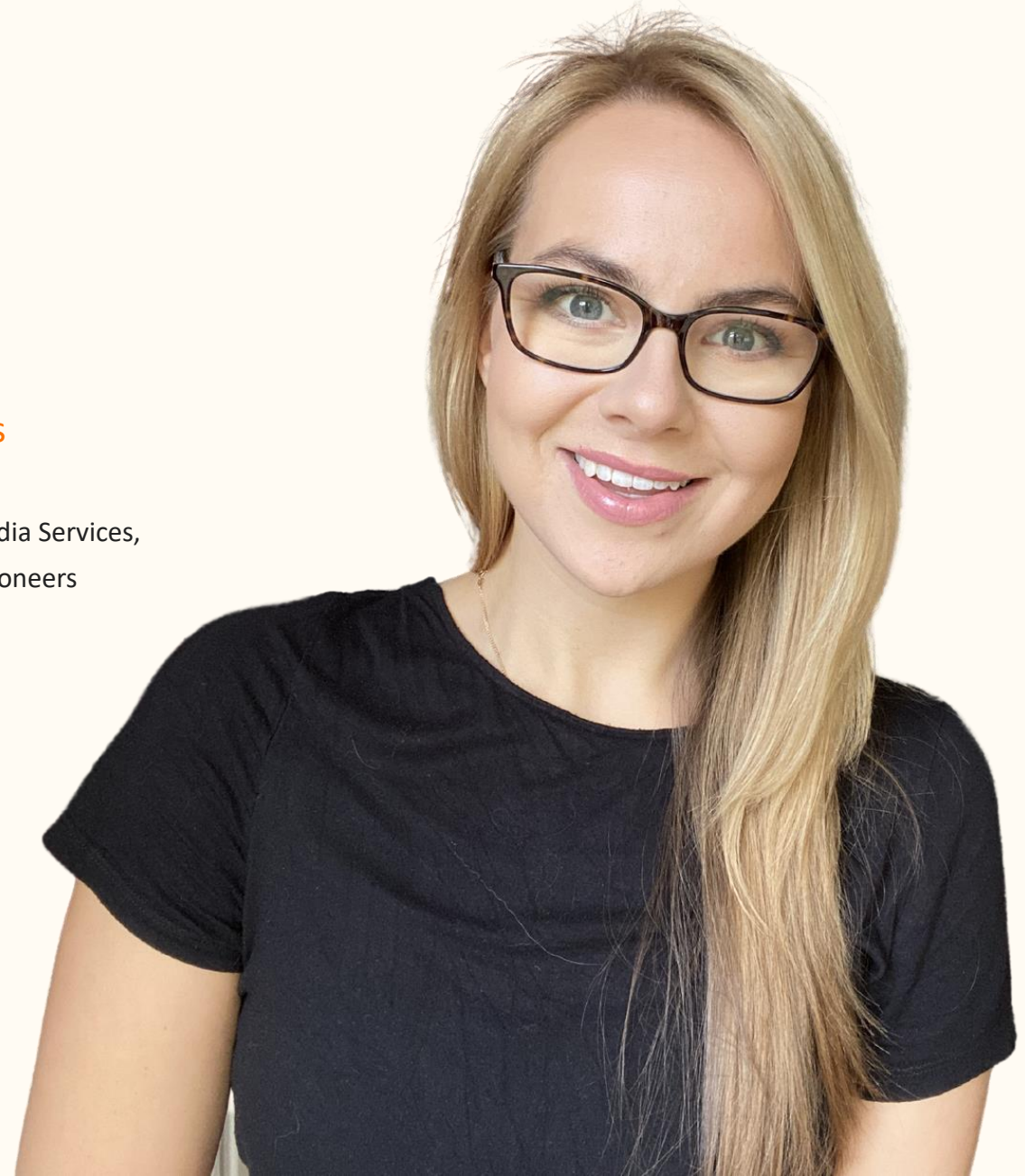
How to use

# Video as a Sales and Marketing Tool

RECRUITMENT  
**PI**NEERS

Kirsty Ames

Director of Media Services,  
Recruitment Pioneers

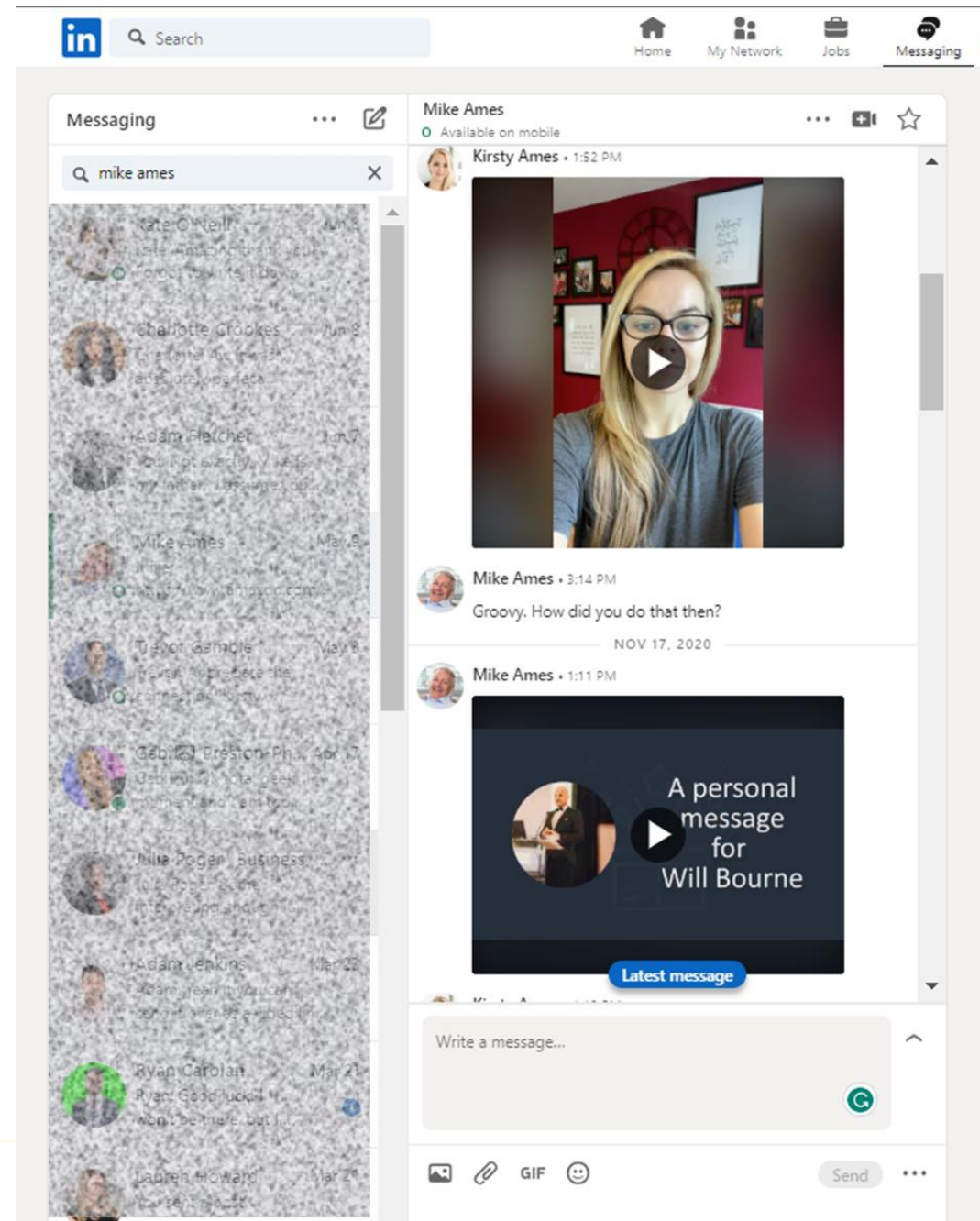




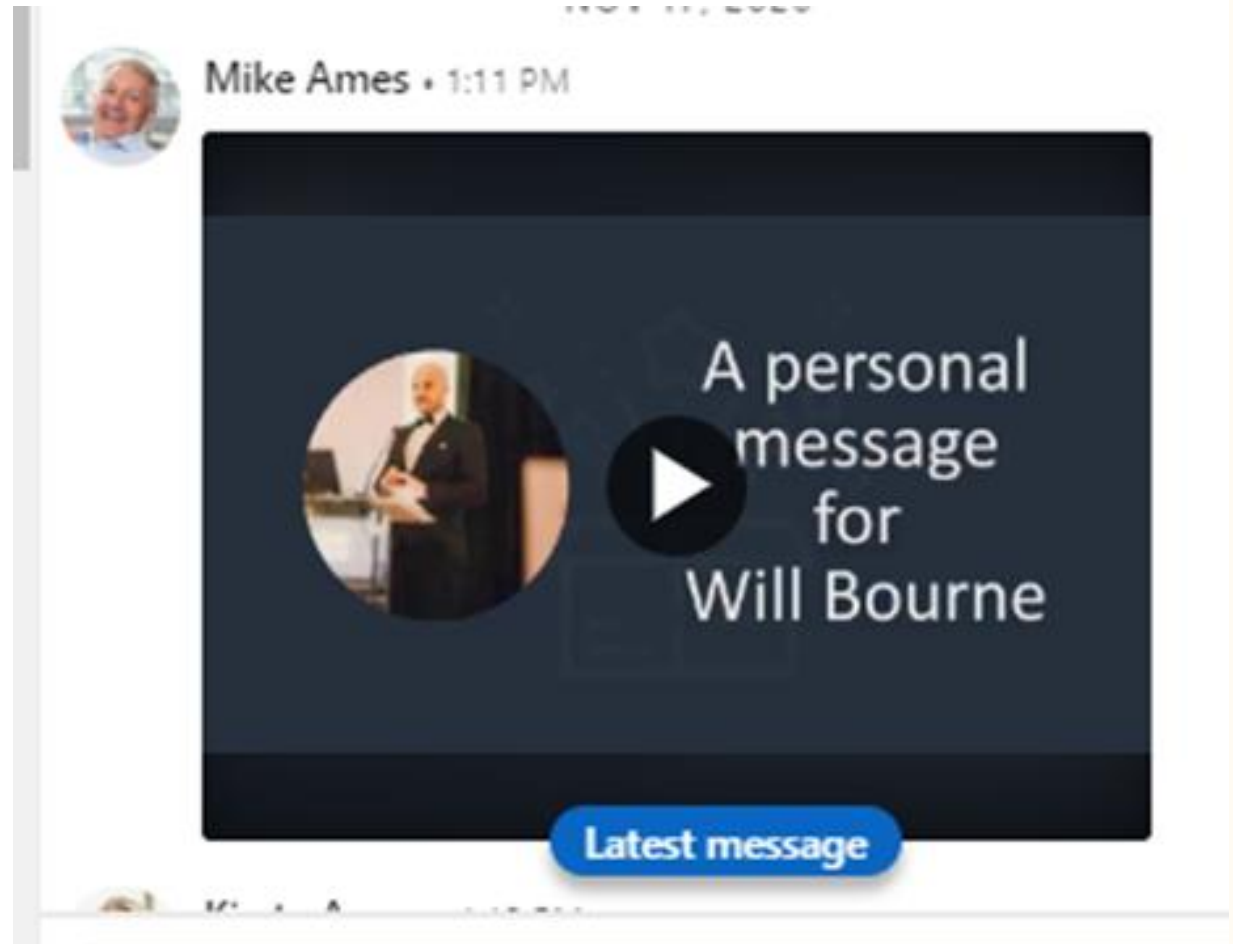
# Why Video?

---

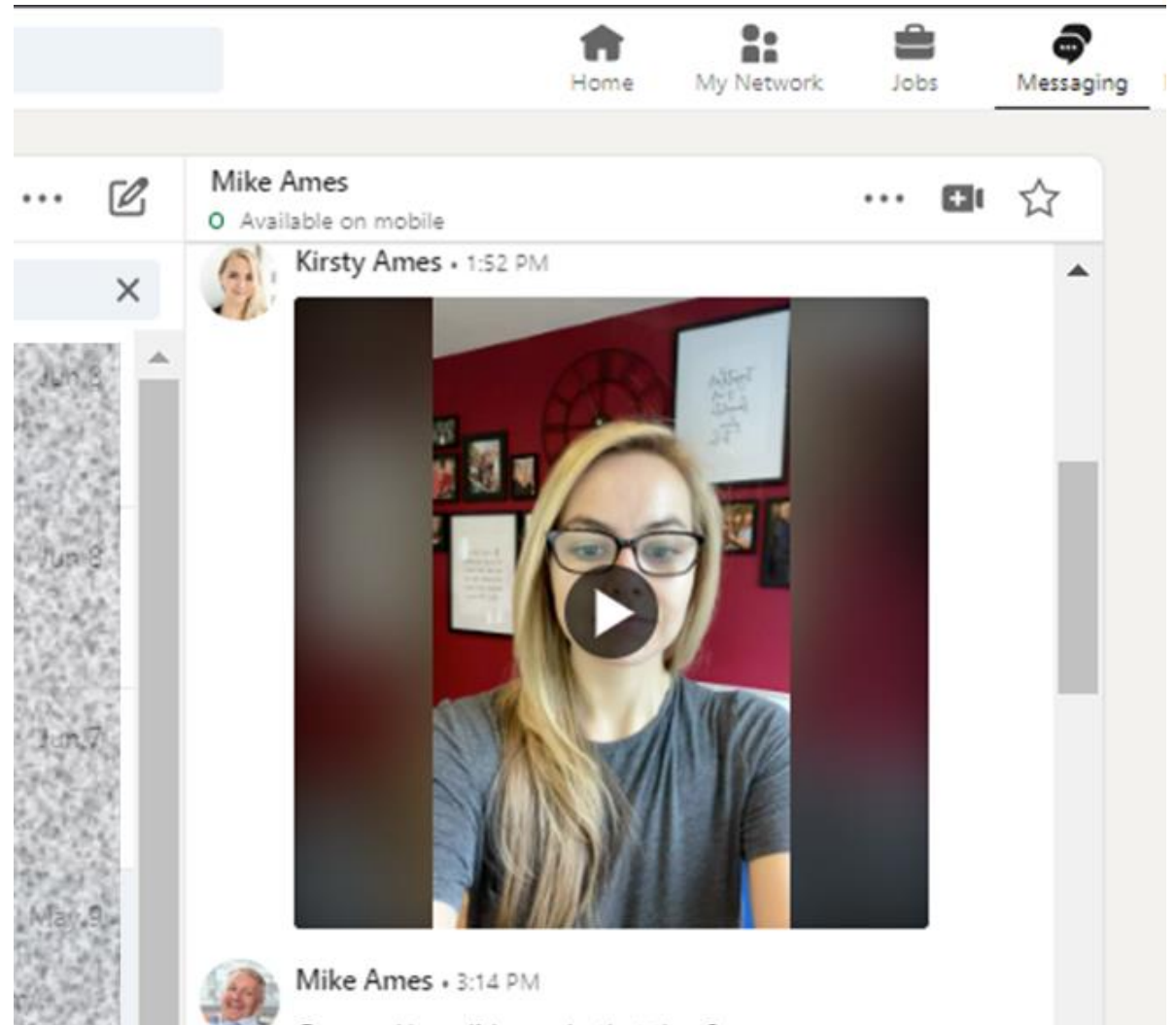
# Video Introductions



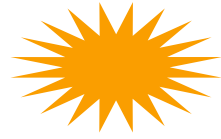
# Video Introductions



# Video Introductions



Do It  
Yourself.



Grab their attention



Keep their interest



What, who, and why



Passive CTA

# Testimonials

## What our clients say...

### Flair Growth Accelerator Programme



#### Growth Accelerated

Dan attended our Growth Masterclass and soon afterwards signed up for the GAP. Did he think he was worth it?



#### Providing an Impetus For Change

Wendy, MD of Jumar Solutions, had a successful recruitment business with a well-established team. But she wanted to accelerate her growth further still. What did she think of the growth club?



#### Growth & Staff Development

Charlie and Tim run a bespoke headhunting firm. They'd big ambitions and wanted to get there as efficiently as they could. What did being a member of the club give them?



#### Owner-Managed Businesses

Darren and Andrea began Expedient a few years prior to joining the club. With a solid name and reputation, they were determined to take the next step up in size. How did they find the club?



#### Calling in the Pitch Doctor

Marble Hill wanted to revolutionise their pitching technique, to close more hard-won opportunities.



#### Formula for Successful Transition

Chris Evans, CEO of The ECS Group wanted to engage an external consultant to assist in developing a transition plan for their business and to assist with the execution.



#### Building Foundations for the Next Step

After Mike Ames was recommended to Llion Jones by two individuals he decided to contact Flair to discover how he could work with Mike in order to move his business forward.

Do It  
Yourself.



Don't ask



Prepare, prepare, prepare



Imperfections are good

# LinkedIn Live

Previously live

THE MIKE AMES RECRUITMENT SHOW

Edit Video

Nicky Goringe Larkin

For recruitment companies are they more attractive (higher multiple) if they are niche on one sector or are diverse?

How to value and sell your recruitment company

## How to value and sell your recruitment company

Event by Mike Ames

Thu, Feb 23, 2023, 12:30 PM (your local time)

Alex Loughran and 83 other attendees

Share Manage

Details Comments Networking Analytics



**ON AIR**

## LinkedIn Live

---

- ☀ Look at the camera
  - ☀ It's not all about recruitment
  - ☀ It's a conversation starter
-



# *How to get started*

- Video 101



# *How to get started*

- Video 101 – Its free!
- Confidence on Camera
- LinkedIn Live Launch Programme

Connect with me



*[linkedin.com/in/kirstyames/](https://www.linkedin.com/in/kirstyames/)*

**Kirsty Ames**

Find me on the  
Recruitment Pioneers  
stand

