

The Ultimate Guide to **MARKETING** for **RECRUITMENT** Agencies

RECRUITMENT MARKETING 2025

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ABOUT LIMIVEX

LIMIVEX are marketing consultants offering bespoke marketing solutions to small and mid-sized b2b organisations across various industries and sectors. Operating as your virtual Chief Marketing Officer with the power to execute, we transform brands and drive long-term growth.

Your Virtual CMO with the Power to Execute

Being a marketing consultants demands we have a range of capabilities necessary to help our clients raise their profile and get them in front of their ideal clients. We specialise in elevating brands through creating engaging content which is then actively promoted across email, LinkedIn and telemarketing. The clients we work with enjoy a range of both creative and technical skills including:

- Brand Transformation
- Content Marketing
- Email marketing
- LinkedIn marketing
- Video production
- SEO
- PPC

CORE VALUES

LIMIVEX sales and marketing consultants is focused on creating and executing intelligent marketing strategies that allow us to raise the profile of our clients and scale their businesses through creative content marketing and intelligent outreach. We employ a committed team of people in the UK that care about our clients and are driven to succeed.

The B2B **Omnipresence** Marketing Agency

We maintain a specialised, dedicated team of expert marketing consultants each focused on different elements of helping our clients with their individual marketing goals.



Brand **Transformation** Specialists



RECRUITMENT MARKETING

In a saturated market where thousands of recruitment agencies are vying for attention, which typically involves outbound spammy email marketing and LinkedIn marketing. Understanding the core foundations of what 2024 recruitment marketing strategies look like is crucial.

By deploying a holistic digital marketing strategy that is designed to build your credibility, authority and presence, you can not only attract high-quality clients and candidates but also build a strong brand presence that sets you apart from the other search firms and staffing agencies that are simply sending out thousands of messages with "have you got any jobs?" - in the hope to secure the next client with permanent hiring needs.





**WE DELIVER REAL MARKETING EXPERTISE
TO THE SEARCH & RECRUITMENT INDUSTRY**

Comprehensive Guide

Much of what we talk about in this guide is precisely what LIMIVEX does for its clients in recruitment. So, you can be sure that both your social media manager and business development director will be happy with any marketing strategy you propose with these tactics in mind.

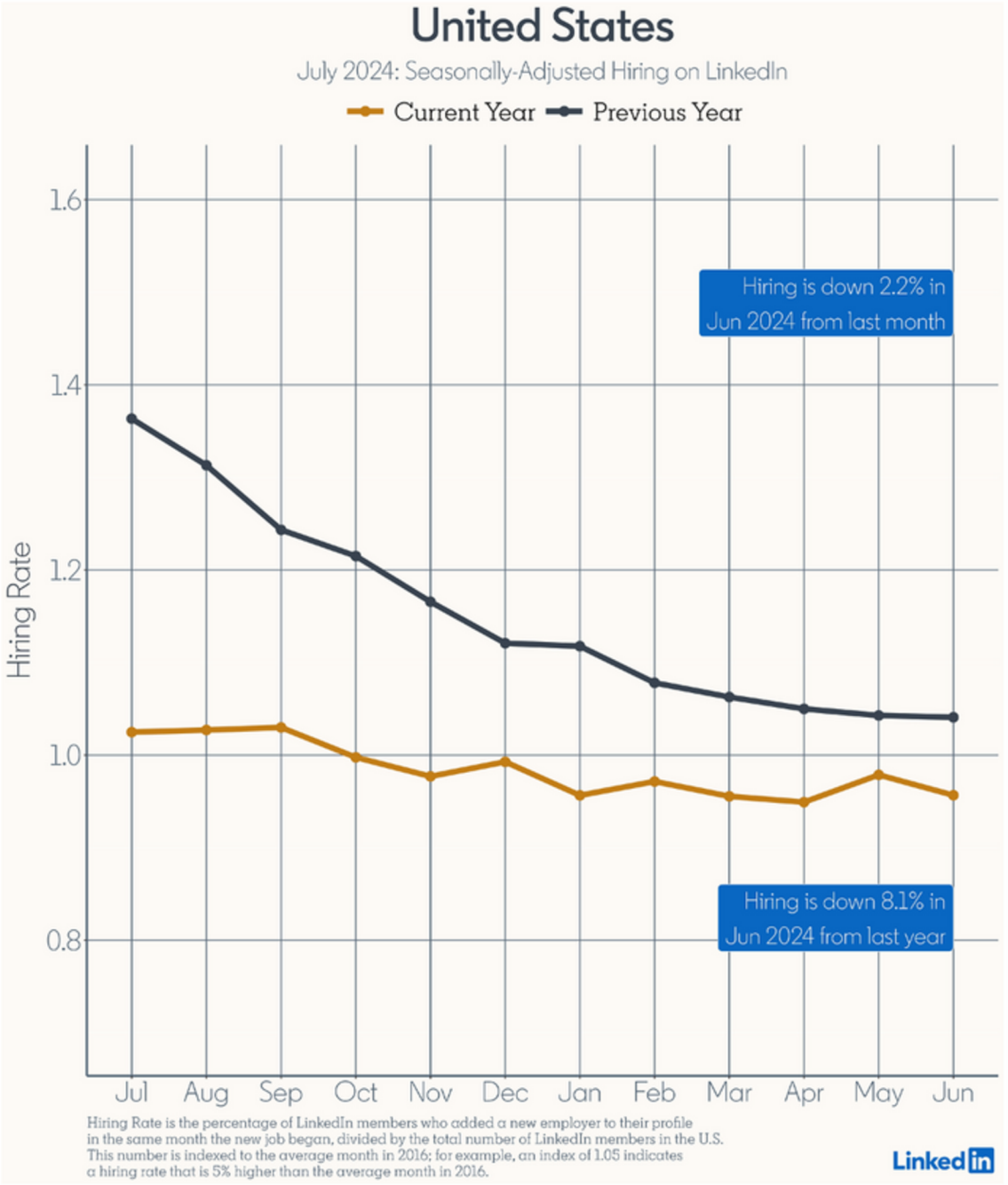
- The surprising reality of posting content on LinkedIn
- The correct use of cold outreach and messaging strategies
- The dangers of poor outreach or spammy messaging
- Differentiation through combining strategic digital marketing and content marketing
- The importance of not just consistency but quality marketing and how this helps build a reliable inbound marketing strategy
- Identifying the digital marketing strategies of the major players in recruitment
- Building robust SEO and digital marketing strategies to solidify your inbound marketing efforts



UNDERSTANDING THE REALITY OF THE RECRUITMENT INDUSTRY



It's no secret that the recruitment industry has been hit hard over the last couple of years across the UK and US but also the rest of Europe is feeling the pinch too. This mean that everyone has had to work harder to secure those clients and fill the roles that are available. We've come such a long way from the candidate driven market we saw only 2 years ago with many of the major players being hit hard by the current recruitment climate.



NO ONE GETS FIRED FOR HIRING IBM

To make the landscape of recruitment marketing even more challenging; there are tens of thousands of agencies all competing for the best clients and candidates. All of them using the same kind of language to help them stand out, using messaging like "100-years of experience" and "industry specialists" and "deep networks" - are any of these things really differentiators?

If everyone is saying the same thing, then it's really falling on deaf ears when it comes to finding that next big client.

What we do know, is that any service-based company needs to overcome a "credibility threshold" in order to be truly successful within their respective marketplaces.





To put this into context, more established search firms (or the ones that appear to be more established - often created by a reputable digital marketing and brand design agency such as LIMIVEX), will always do better than a brand that looks like it was created on the back of a fag packet. And, many of these "fag packet brands" survive on existing contacts and networks that buy into the business owner or founder rather than the brand. Organic growth is then achieved through an informal client referral program.

But, there is a huge problem here. When a recruitment company's success relies too heavily on their immediate network and those referrals, they can become more vulnerable to market downturn than a more established brand may have to suffer. We often call this type of marketing "hopium marketing" - hoping something new will come in soon.

Having a strong brand with a solid online presence through the support of a brand experience agency or a digital and design agency to build a plethora of authority building collateral can really accelerate that all-important inbound marketing strategy.

But of course, that doesn't mean they will become invincible to market turbulence or that market conditions won't affect them, but they are certainly afforded a cushion.

EFFECTIVE MARKETING FOR RECRUITMENT AGENCIES

Effective marketing attracts top clients to your agency. In an industry flooded with competition, having a strategic marketing approach can make all the difference.

With the right marketing strategy, you can highlight your agency's strengths and get in front of prospective clients who need your expertise without ever having to "beg" for the chance.



DISTINCTIVE BRAND IDENTITY

With no real way to differentiate in the recruitment industry, you must effectively create a distinct identity that clients and candidates will recognise, remember, trust and respect. A brand identity that is credible, authoritative and omnipresent.



ACTIONABLE STRATEGY

While all of this sounds great, what is the actionable? - What can you do today that will have the largest impact on your agency? Well, building out a robust and effective, recruitment marketing strategy would be a great start.

IDENTIFYING YOUR TARGET AUDIENCE

It can be a huge challenge to essentially "disqualify" large segments of your total addressable audience, but it cannot be emphasised enough, that by getting your audience selection right in the very beginning can lead you to a very special place. Look for those "blue waters" the small pond of prospects that others don't understand or feel the pond is just too small for them - these blue waters will contain a much higher concentration of opportunities versus joining the masses in their bid to overfish certain regions or audiences.

Of course, identifying your target audience is critical to any effective marketing strategy. Accurate audience identification enhances your marketing efficiency. By knowing precisely who your ideal clients and candidates are, you can tailor your messages and channels to reach them more effectively.

TRYING TO APPEAL TO EVERYONE MEANS THAT YOU'RE REALLY APPEALING TO NO ONE.

Understanding your audience's needs helps tailor your services. When you know what your clients and candidates are looking for, you can offer solutions that directly address their pain points. This not only makes your agency more attractive but also more relevant.

Targeted marketing efforts yield better conversion rates. When you speak directly to the needs of your audience, they are more likely to respond positively, resulting in higher conversion rates. Moreover, knowing your audience enables personalised communication.

**PERSONALISED MESSAGES RESONATE MORE WITH CLIENTS AND
CANDIDATES, MAKING THEM FEEL VALUED AND UNDERSTOOD.**



CONTENT MARKETING FOR RECRUITMENT AGENCIES



Creating compelling content is the linchpin of any successful marketing strategy for recruitment agencies. Compelling content not only draws in prospects but also keeps them engaged, informing them about why your agency is the best choice for their needs.

Now we're not talking about posting content on LinkedIn in the form of a short post about what you got up to last weekend. Here we're talking about long-form pillar content, the type that will almost instantly build your credibility and authority with the recipient. But there are again different formats this can take. It's also important to understand the intent behind someone engaging with specific content. So let's dive into a likely content funnel that we may use as a marketing agency in supporting our recruitment agency clients.

We have included content examples for both candidate attraction and client attraction.

TOP OF FUNNEL CONTENT MARKETING

Top of funnel content refers to the content that is created and shared at the very beginning of the customer journey, when a person is just starting to become aware of your services. This content is designed to attract the attention of a wide audience and introduce them to the brand or offering in a non-promotional way. The goal of this content is to create awareness, generate interest, and start building a relationship with potential customers.

By focusing on creating engaging and relevant top of funnel content, businesses can attract more leads, increase brand visibility, and ultimately drive more sales. Additionally, top of funnel content marketing can help establish your brand as a thought leader in the industry and build trust with potential customers.

TOFU MARKETING CONTENT EXAMPLES

1. Blog post: "How AI is Transforming the Recruitment Landscape"
2. Blog post: "Why Company Culture Matters in Attracting Top Talent"
3. Case Study: "Successful Employer Branding Strategies"
4. Infographic: "The Effective Hiring Process: A Visual Guide"
5. Video: "How to Create a Standout Resume and Cover Letter"
6. eBook: "The Ultimate Guide to Job Searching in the Digital Age"
7. Report: "Salary Guide 2024"
8. Webinar: "Navigating the Job Search Process: Tips and Tricks for Success"
9. Webinar: "Ask the Experts: How to Get Hired in 2024"

MIDDLE OF FUNNEL CONTENT MARKETING:

Middle of funnel content can often be referred to as content that helps your prospects overcome specific challenges they are facing. At this stage of the customer journey, potential clients are aware of your brand and are actively seeking solutions to their problems. Middle of funnel content is designed to address these pain points directly, offering valuable insights, practical advice, and actionable strategies to help them navigate their challenges. Building your credibility and authority.

For example, a recruitment agency might create a piece of middle of funnel content titled "**How to Streamline Your Hiring Processes and Reduce Candidate Dropout.**" This content would delve into the common issues that companies face during the hiring process, such as lengthy interview stages, poor communication, and lack of engagement with candidates. By providing clear, step-by-step strategies to improve these areas, the content helps prospects see the tangible benefits of adopting more efficient hiring practices.

LET'S GROW, TOGETHER...



In this context, the content might cover topics such as:

- Optimising Communication: Tips for maintaining clear and consistent communication with candidates throughout the hiring process to keep them engaged and informed.
- Efficient Interview Scheduling: Techniques for reducing delays and ensuring that interviews are conducted in a timely manner.
- Enhancing Candidate Experience: Strategies for creating a positive candidate experience that makes your company more attractive to top talent.
- Data-Driven Decision Making: Using recruitment analytics to identify bottlenecks and improve overall hiring efficiency.
- Automating Routine Tasks: Implementing recruitment software to handle repetitive tasks, freeing up time for more strategic activities.

MOFU MARKETING CONTENT EXAMPLES

Email series: "8-Part Email Course: Mastering Recruitment & Retention in [Your Target Industry]"

eBook: "Advanced Recruitment Techniques for Hiring Managers"

Video: "Implementing an Effective & Efficient Candidate Screening Process"

Podcast episode: "Insider Secrets from a Recruitment Agency Recruiter"

Online Calculators: "ROI Calculator: Measure the True Cost of Your Recruitment Process"

Online course: "Mastering the Art of Networking for Job Success"

BOTTOM OF FUNNEL CONTENT MARKETING



Bottom of funnel content is designed to convert prospects who are on the verge of making a purchasing decision into clients. At this stage of the customer journey, potential customers have a clear understanding of their challenges and are evaluating the best solutions to address them. Bottom of funnel content aims to provide the final push needed to make a decision by addressing any remaining objections, highlighting the unique value proposition of your services, and showcasing proof of success.

For example, a recruitment agency might create a piece of bottom of funnel content titled "Client Success Stories: How We Helped [Client Company] Reduce Time-to-Hire by 50%." This type of content provides detailed case studies that demonstrate the tangible benefits other clients have experienced by using your services. By showing real-world examples of how your solutions have solved similar challenges, you can build confidence and trust in your prospective clients.

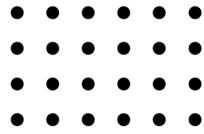
In this context, bottom of funnel content might include:

- **Detailed Case Studies:** In-depth narratives that outline the specific challenges faced by a client, the solutions implemented, and the measurable outcomes achieved. These case studies highlight your agency's ability to deliver results and provide social proof.
- **Video Testimonials:** Interviews with satisfied clients who share their positive experiences and the impact your services had on their business. Video testimonials add a personal touch and can be highly persuasive.
- **Product Demos and Free Trials:** Offering potential clients the opportunity to see your services in action through live demonstrations or free trials can help them understand the practical benefits and ease any concerns about implementation.
- **ROI Calculators and Cost Comparison Tools:** Interactive tools that allow prospects to calculate the return on investment or compare costs between your services and other options. These tools help justify the investment and emphasise the value you provide.
- **Detailed Service Overviews:** Comprehensive descriptions of your service offerings, including any guarantees or assurances you provide, such as satisfaction guarantees or placement guarantees. These details help reassure prospects about the reliability and effectiveness of your services.



BOFU Marketing

CONTENT EXAMPLES



1. **Case Studies:** "The Real Impact of [Your Recruitment Agency] in [Industry]"
2. **Company Overview:** "[Your Recruitment Agency] Overview"
3. **Success Stories:** "Meet the Candidates Who Landed Their Dream Jobs with Our Help"
4. **Promotional eBook:** "Access Hidden Talent with [Your Recruitment Agency]"

LEVERAGING CONTENT MARKETING THROUGH COLD OUTREACH

Okay, so we would never suggest you simply create all of this content then gate it on your website in the hope your prospects will find it then part with their shoe size and Nation Insurance number to get access to it. Instead we take a much more proactive approach, ensuring there's a clear ROI from any content you invest in creating.

Swapping out your cold outreach messaging from "got any jobs?" and "let's jump on a call" to something which provides value can genuinely transform the long term financial health of your recruitment agency - building trust and respect with hiring managers and senior leaders.

Let's consider some messaging examples which you could use across email marketing and LinkedIn marketing...



SKILLED EXPERTS

COLD OUTREACH

02 COLD OUTREACH MESSAGE EXAMPLE

Hi {FirstName},

I was looking for a way to provide some value to you before simply asking to speak with you directly so, we are currently in the process of completing a series of guides and reports which you may find useful as a hiring manager in the creative industries.

I was hoping I could include you in our circulation.

I didn't just want to spam you with this if you didn't want to hear from me.

.....

01 COLD OUTREACH MESSAGE EXAMPLE

Hi {FirstName},

We have just completed our latest salary guide which is focused on benchmarking salaries of mid-senior level tech roles including DevOps specialists and Full Stack Developers

We have also included some narrative around helping you engage a more diverse talent pool which you may also find insightful.

Would you mind so much if I sent you a copy here?

.....

IT'S IMPORTANT TO **A-B TEST** SOME ALTERNATIVE MESSAGING SEQUENCES ACROSS A SMALL AUDIENCE BEFORE GOING ALL-IN WITH ANY SPECIFIC MESSAGING ACROSS EMAIL OR LINKEDIN MARKETING.

LEVERAGING SOCIAL MEDIA FOR RECRUITMENT MARKETING

So, you've created your sleek looking insightful content and now you're actively marketing this across email and LinkedIn outreach, building lists of people you can remarket to. but what about posting micro content across social media? How do the various platforms integrate into your overall marketing strategy as a recruitment agency.

Well, if you're not using social media for your recruitment agency then here's a shed load of reason why you should:

01 ACCESS TO A LARGE TALENT POOL

Social media platforms like LinkedIn, Facebook, Twitter, and Instagram boast billions of users worldwide. For recruitment agencies, this means access to a vast and diverse talent pool that is difficult to reach through more traditional means. By actively engaging on these platforms, agencies can tap into a wide range of candidates, including passive job seekers who may not be actively looking but are open to new opportunities.

02 ENHANCED EMPLOYER BRANDING

A robust social media presence allows recruitment agencies to showcase their brand personality, culture, and values. Through regular posts, stories, and interactions, agencies can build a positive image and attract candidates who resonate with their ethos. This branding is crucial because candidates today often research potential employers and agencies online before making decisions. A well-managed social media profile can significantly enhance credibility and appeal.

03 DIRECT ENGAGEMENT & RELATIONSHIP BUILDING

Social media platforms provide direct channels for engagement with both candidates and clients. Agencies can respond to inquiries, share updates, and provide valuable content that helps build trust and relationships. This direct interaction fosters a sense of community and belonging, which is essential in an industry where personal connections and trust play a significant role in success.

04 COST-EFFECTIVE MARKETING & ADVERTISING

Compared to traditional advertising methods, social media marketing is often more cost-effective and however simply posting content can offer a lack of targeting capabilities. Recruitment agencies can create highly targeted ads to reach specific demographics, industries, or job titles. This precision ensures that marketing efforts are not wasted and that the right message reaches the right audience at the right time. We have found the success of LinkedIn ads has been dwindling over recent years though.

05 **SHOWCASING SUCCESS STORIES & TESTIMONIALS**

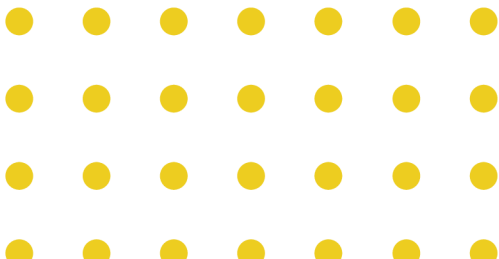
Social media is an excellent platform for sharing success stories, testimonials, and case studies. By highlighting successful placements and positive experiences from both candidates and clients, agencies can build social proof and demonstrate their effectiveness. These stories serve as powerful endorsements that can influence potential clients and candidates.

06 **STAYING UPDATED WITH INDUSTRY TRENDS**

Being active on social media helps recruitment agencies stay updated with the latest industry trends, news, and developments. Following industry leaders, participating in discussions, and sharing relevant content ensures that the agency remains knowledgeable and authoritative. This ongoing education is vital for adapting to changes and maintaining a competitive edge.

07 **LEVERAGING INFLUENCER PARTNERSHIPS**

Influencer marketing is a growing trend on social media, and recruitment agencies can leverage partnerships with industry influencers to enhance their reach and credibility. Influencers can provide endorsements, share job postings, and collaborate on content that highlights the agency's expertise and opportunities.



08 **PROVIDING VALUABLE CONTENT & RESOURCES**

Agencies can use social media to provide valuable content and resources to their audience, such as career advice, interview tips, industry insights, and job search strategies. This content not only attracts followers but over time can also position your agency as a thought leader and a go-to resource for candidates and clients.

09 **REAL-TIME RECRUITMENT**

Social media allows for real-time recruitment activities, such as live job fairs, Q&A sessions, and instant job postings. These activities create a sense of immediacy and engagement, making it easier to connect with potential candidates quickly and efficiently.

10 **CRISIS MANAGEMENT & REPUTATION CONTROL**

In the event of a PR crisis or negative feedback, social media provides a platform for immediate response and reputation management. Agencies can address concerns, provide clarifications, and take corrective actions transparently, which helps maintain trust and credibility.

Hopefully, now you see the true value of social media marketing for recruitment agencies. But let's dive a little deeper into what a social media marketing strategy might look like for your recruitment agency and where you should be investing the most time and effort.

LET'S FIRST DISCUSS LINKEDIN AS THIS SHOULD REALLY BE THE MAIN FOCUS...

LINKEDIN DIGITAL MARKETING FOR RECRUITMENT AGENCIES

There are two (main) channels on LinkedIn that should be considered, the company page or showcase page if you have one and your own personal profile. The type of content you should post on each does have some differences but as some of our clients employ us as a LinkedIn marketing agency we have some very clear views on what should and shouldn't be posted on LinkedIn.

LINKEDIN COMPANY PAGE CONTENT MARKETING STRATEGY

The first thing we would say here is to create consistently branded content. If you have multiple recruitment agents with access to this page or an independent brand agency, it's important that you setup clear and concise brand guidelines for how content on this page should look. Try setting up a graphic template in Canva and give everyone access to this.

Content topics that work well on a company page include things like sharing blogs from the website, industry news posts, job ads, infographics, event announcements, career advice, success stories, employee spotlights etc. Try to steer away from posting content which is too personal on a company page.



The potential organic reach of content posted on a company page is much lower than the content posted on a personal profile.

As far as devising an objective from posting content on your LinkedIn company page, it's important you consider the bigger picture. It's unlikely this channel will form a pillar of your inbound marketing strategy but by maintaining an active presence this will indeed support your larger marketing objectives.

When developing any marketing strategy it's a good idea to consult with what the major players are doing. That's not to say you should simply copy the next staffing agency or that your marketing manager should change their digital marketing strategy on this basis - just be mindful of what your competitors are doing.

For this section you may find it useful to review the article ["Finding Your LinkedIn Content Strategy"](#)

Posting content on your personal profile can have a huge impact on not just driving awareness and engagement but also setting a real tone for who you are as a person, you're authentic voice, and as the old cliché goes - people buy from people.

LINKEDIN PERSONAL PROFILE CONTENT MARKETING STRATEGY

Now we're not suggesting you start posting content about your family or your dog. While this type of content generates a lot of engagement, what are people really learning about what you do? And how is this type of content impacting on your authority? - This is simply our opinion but I'm sure you can find a LinkedIn marketing agency advising you of the complete opposite. You will find more on this in the article referenced above.

One of the massively overlooked strategies that can be deployed on LinkedIn is engaging with the content of others on LinkedIn. This tactic has a number of benefits. Firstly, by engaging with the content of others they will likely engage with yours which can really help to boost the reach of your organic LinkedIn content.

The other thing to consider is that when you engage with the content of others, you may show up in the feed of your audience for content you didn't create - additional awareness. If you post insightful comments on content that can also provide additional credibility through genuine thought-leadership.

Engaging with content is likely the most powerful tactic available when you're trying to build real credibility, authority and presence on LinkedIn. So if you're not comfortable posting content yet, just spend some time commenting on the content of others.

FACEBOOK MARKETING FOR RECRUITMENT AGENCIES

There's something very important you need to consider when turning to platforms like Facebook, and that is the lack of organic reach available to company pages (and even personal pages). Facebook is very much focused on "group pages" - these are essentially small communities within the larger Facebook community.



CANDIDATE-FOCUSED STRATEGIES FOR RECRUITMENT AGENCIES USING FACEBOOK GROUPS

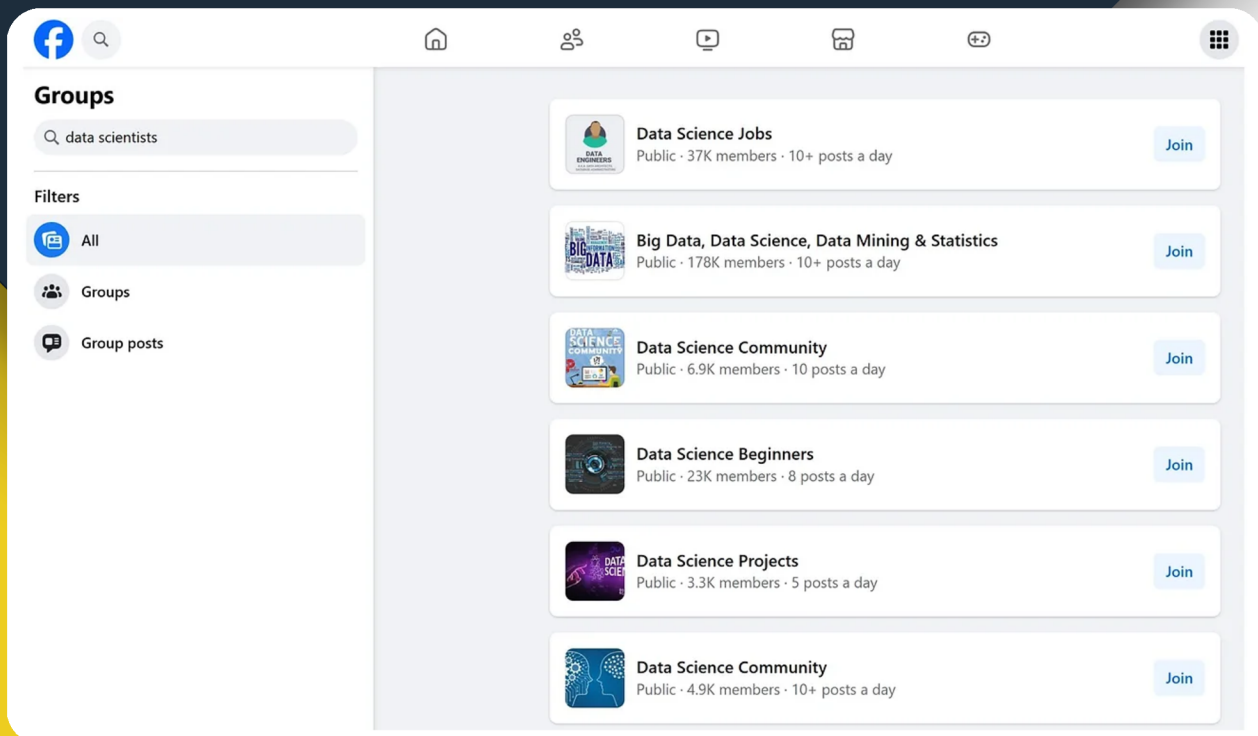
There are two ways recruitment agencies can leverage Facebook groups but it is considered a strategy that is very much candidate focused. If you are looking to focus your attention on client acquisition then Facebook probably isn't the best use of your time or money.

However, if you are looking to build a repository of data engineers, senior UX developers, construction workers, just for example, that your staffing agency could tap into when relevant roles become available, then having a Facebook group of specialists within the roles you specialise in could really speed up that time-to-hire. Candidate relationships are vital for recruitment agencies, and Facebook groups could be a way to consistently engage directly with a talent pool.

This approach really only works for industry specialist or function specialist recruiters in order to keep the group content relevant to the members. Just don't neglect your group, and be sure to moderate the content being posted by other members in that group.

You can see here how a really cool recruitment brand is posting content on Facebook yet yielding relatively low levels of engagement when compared to a typical LinkedIn post. This isn't because the content isn't good - it's simply the lack of organic reach that the Facebook algorithm allows for.





Now, if we take a look at a simple search for "Data Scientists" within Facebook groups you can see large communities of people with at least some level of interest in this area.

Of course, you could simply apply to join one of these groups then create a post whenever your search firm is working on a relevant role, maybe you will find your next data solution architect or Net engineer within one of these groups.

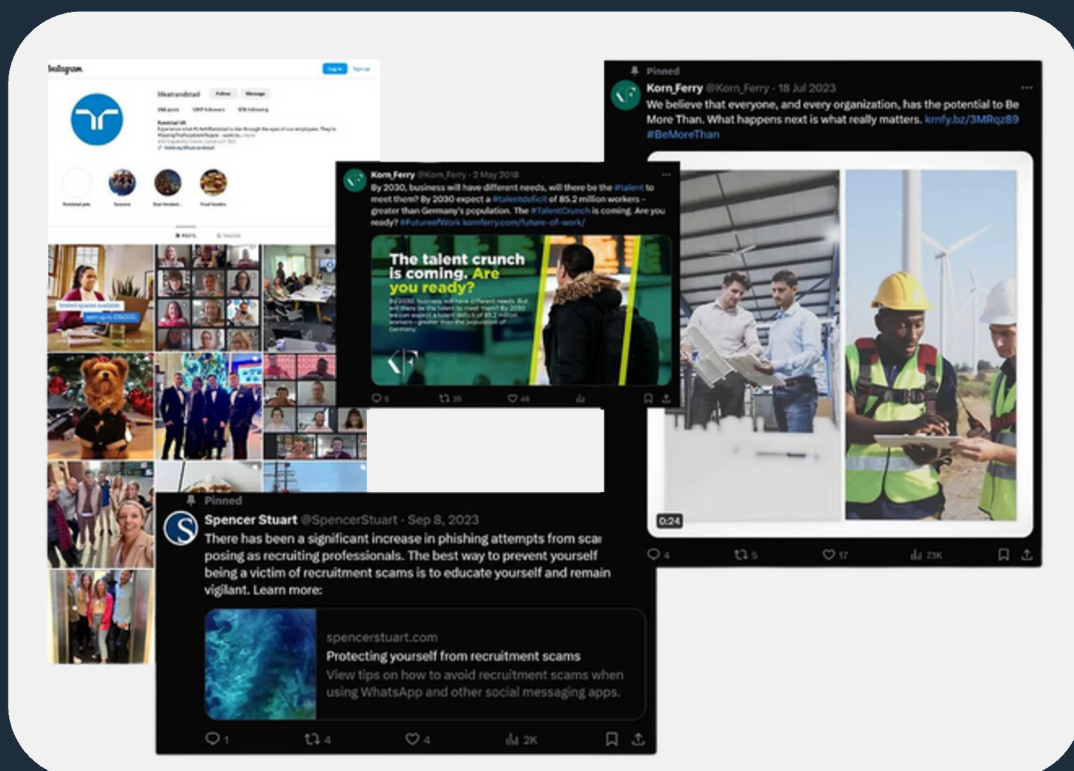
But, the real winning strategy is to create your own group (with a clear title of who should join) and nurture your very own exclusive talent pool which can be harvested at any time.

**LEVERAGING
FACEBOOK
GROUPS TO
BUILD &
ENGAGE A
DEDICATED
TALENT POOL**

INSTAGRAM & X (TWITTER) MARKETING FOR RECRUITMENT AGENCIES

Here at LIMIVEX we talk about building omnipresence for our clients and how could we claim that without at least mentioning Instagram and X. Every client we speak to about these channels has the same opinion "I don't believe there is any value in posting on Instagram or X". And while we do agree that these platforms are unlikely to offer a clear or trackable ROI they form part of your larger brand awareness strategy.

Our advice, if you have the resources then you should be active on these channels too - if only to funnel traffic to your website, there is certainly a place for this in your broader marketing strategy. But, if you're focused on high-impact marketing only, then put it on hold for now.



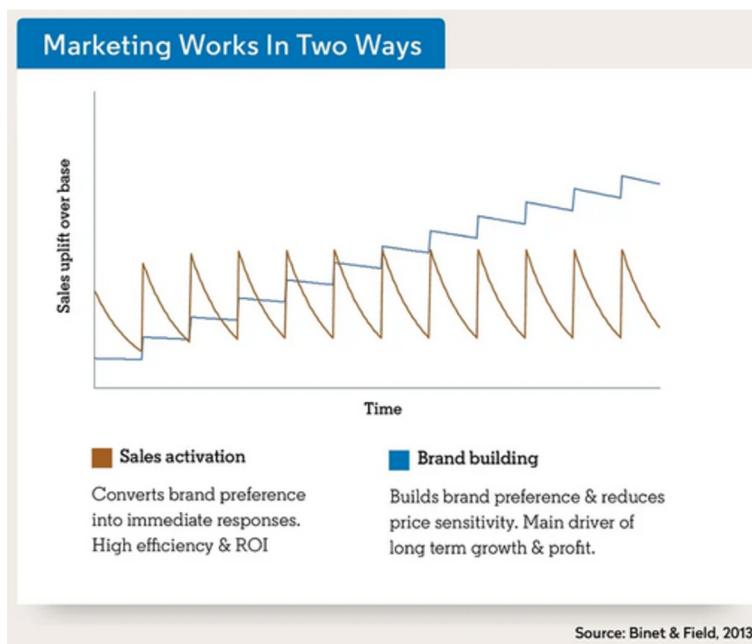
If your social media manager or marketing manager is stuck for ideas on how to leverage X and Instagram for your recruitment agency, simply take a look at what your competitors are doing. Any senior marketing person should be able to develop a clear and concise marketing plan for these platforms.

INBOUND MARKETING



When you build a successful inbound marketing strategy and implement this with consistency you will find that there will be no need for expensive and spammy so-called lead generation for recruitment agencies. Instead you will have built a sustainable flow of business that will not only see your profit margins increase, but the quality of your recruitment services will enhance too as you will become a client-centric recruitment firm.

**YOU WILL
HAVE BUILT A
SUSTAINABLE
FLOW OF
BUSINESS**



Any company that can rely heavily on inbound marketing naturally becomes way more focused on building long-term relationships than needing to hunt down that next client through cold hard pitch and ditch techniques.

The overall reputation of your organisation will become far better and you will be living in a garden of pure zen.

But of course, it takes time and effort to achieve this.





OPTIMISING YOUR WEBSITE FOR RECRUITMENT MARKETING

Your website serves as the digital face of your agency; it's where clients and candidates form their first impressions. A user-friendly website improves candidate experience. Ensure your website is easy to navigate, aesthetically pleasing, and provides all necessary information clearly.

But, creating a "memorable brand experience" is critical. Filling your website with stock images is not a great way to create that memorable brand experience.

SEO-optimised content on your site attracts more visitors. By incorporating relevant keywords, you can improve your site's ranking on search engines, thereby increasing organic traffic. Additionally, clear call-to-actions (CTAs) on your website drive conversions. Whether it's scheduling a consultation, submitting a CV, or signing up for a newsletter, CTAs guide your visitors to take the next step.

Finally, a mobile-optimised website caters to on-the-go users. In an era where most online activity occurs on mobile devices, having a responsive design is imperative.

If you want to learn more about optimising SEO for your recruitment agency's website or are interested in creating a more functional, striking website then sign up to our newsletter where we'll keep you up to date on the latest marketing strategies, tactics and more.

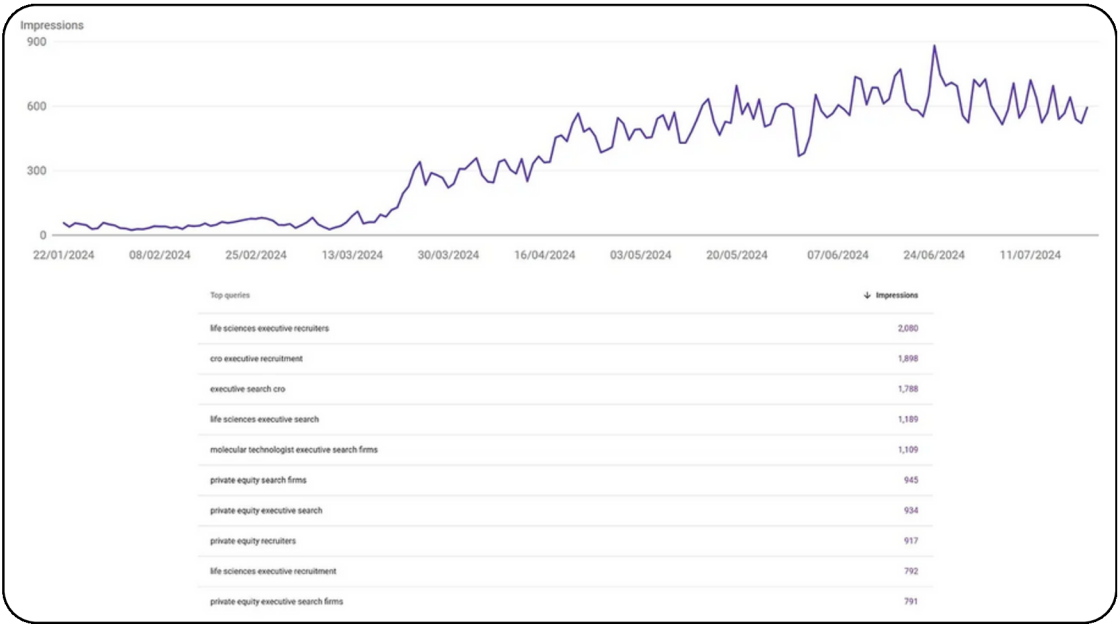


OUTSOURCED MARKETING :::::



UTILISING SEO STRATEGIES FOR RECRUITMENT AGENCIES

For every recruiter that believes - hiring manager aren't Googling for recruitment agencies or that founders aren't Googling executive search firms, then there are 1,000 hiring managers doing just that, around the globe.



Here's one of those Chinese proverbs - The best time to plant a tree was 20 years ago, the second best time to plant a tree is today.

It's true that SEO is a longer term play, but if you're not doing something about that today then your competitors are moving another step ahead of you. SEO (Search Engine Optimisation) strategies are instrumental in ensuring your agency is easily discoverable online. And, by simply showing up on Google can enhance your credibility, authority and of course, presence.

Some of our clients are showing up on the first page of Google alongside some of the major players, being the big SHREK firms.

That puts our clients at least in the same room as the search firms with multi-million dollar marketing budgets.

The right SEO practices can significantly enhance your visibility, drive traffic, and improve conversion rates. By focusing on quality content, keyword optimisation, and backlink building, you can catapult your agency to the top of search results.





SOCIAL MEDIA MARKETING

One piece of advice if you're looking to implement SEO on a shoestring and you don't have a senior performance marketing manager or a digital marketing lead - spend time on your keyword research. Identifying low-difficulty keywords with a mid to high cost per click is where you will see the quick wins, (or "quicker" wins). A great tool that can take out a lot of the leg work from finding those low hanging "keyword" fruit is [Ubersuggest](#) by the SEO god himself Neil Patel.

IF SEO ISN'T A PART OF YOUR CURRENT MARKETING STRATEGY - CHANGE IT

SIMILAR RELATED QUESTIONS LOW SEARCH VOLUME				
Search <input type="text"/>				
<input type="checkbox"/> KEYWORD (45,470)	DIFFICULTY	SEARCH VOL. ▾	CPC	SEARCH INTEN'
<input type="checkbox"/> <input checked="" type="radio"/> recruitment agency	37	40.5K	£0.66	L C
<input type="checkbox"/> <input checked="" type="radio"/> recruitment agencies near me	38	90.5K	£0.36	L C
<input type="checkbox"/> <input checked="" type="radio"/> job agencies recruitment	46	40.5K	£0.94	L C
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<input type="checkbox"/> <input checked="" type="radio"/> recruiting agency near me	36	27.1K	£0.36	L C
<input type="checkbox"/> <input checked="" type="radio"/> recruitment agencies birmingham	44	18.1K	£0.35	L C
<input type="checkbox"/> <input checked="" type="radio"/> agencies recruitment birmingham	43	18.1K	£0.34	L C
<input type="checkbox"/> <input checked="" type="radio"/> recruitment agencies manchester	38	14.8K	£0.38	L C
<input type="checkbox"/> <input checked="" type="radio"/> leicestershire recruitment agencies	36	12.1K	£0.34	L C
<input type="checkbox"/> <input checked="" type="radio"/> recruitment agencies leicestershire	31	12.1K	£0.35	L C

SEO can often feel like smoke and mirrors, some kind of black magic that only SEO experts understand. At LIMIVEX we give you full access to our own SEO platform and spend the time in explaining our strategy and all of the statistics around this. Our agency is built on real transparency, working with you as a true partner. Speak to us today about how we can incorporate SEO into a more holistic marketing strategy.

BUILDING RELATIONSHIPS WITH CLIENTS & CANDIDATES

Building strong relationships is at the core of successful recruitment marketing for many of the major players. Strong relationships increase client retention. By fostering a rapport with your clients through personalised interactions, you secure long-term partnerships that are mutually beneficial.

Personalised communication strengthens client trust. When clients and candidates feel heard and valued, they're more likely to trust your agency and its services. This trust is crucial for maintaining and growing your client base. Effective follow-up processes enhance candidate satisfaction. Checking in with candidates after their placement ensures they feel supported, increasing your credibility as a caring agency.

Moreover, transparent interactions build a solid agency reputation. Honesty and openness in your communications underpin your agency's reliability and professionalism.

IMPLEMENTING EMAIL MARKETING CAMPAIGNS FOR RECRUITMENT AGENCIES

Email marketing is a powerful tool used by every single one of the major players and a tactic that can greatly benefit recruitment agencies. Now, we're not talking about cold outreach email marketing here. This is about regular monthly or even quarterly HTML email newsletters containing your latest articles, blogs, industry news.

Personalised communication strengthens client trust. When clients and candidates feel heard and valued, they're more likely to trust your agency and its services. This trust is crucial for maintaining and growing your client base. Effective follow-up processes enhance candidate satisfaction. Checking in with candidates after their placement ensures they feel supported, increasing your credibility as a caring agency.

Moreover, transparent interactions build a solid agency reputation. Honesty and openness in your communications underpin your agency's reliability and professionalism.

Regular newsletters are a way of continuously remarketing, retargeting prospects and candidates. A way to stay on that radar and build that credibility and authority.

There are some very simple and easy to use tools out there to help you achieve this. platforms like [Mailchimp](#) is probably the most user-friendly, [Brevo](#) (formerly [SendinBlue](#)) and [Constant Contact](#) to name a few

Now this doesn't need to take up a whole load of time. You will find that by simply repurposing the blogs on your website or expanding on a high-performing LinkedIn post will be sufficient. Then after you have created a template (which could take a few hours at most) - it will take around an hour to adjust the template each time you want to fire your newsletter. Just remember it can be important to ensure correct segmentation as your email list grows - providing the most relevant content to the right audience to maintain strong engagement.

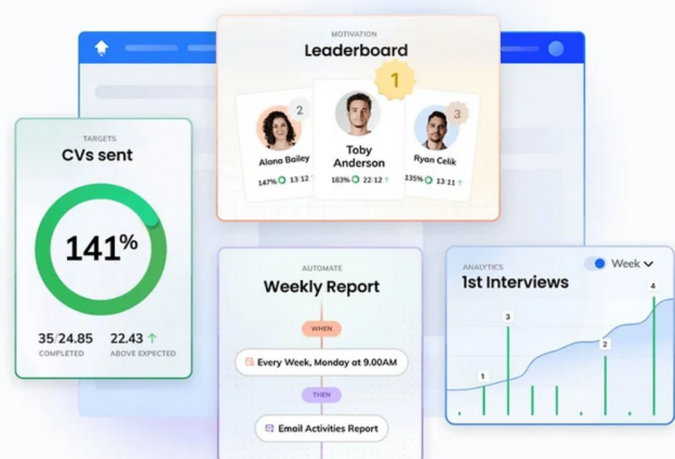
USING DATA ANALYTICS IN RECRUITMENT MARKETING

Data analytics has revolutionised recruitment marketing, offering insights that were previously unimaginable, and when we talk about how the major players are growing their recruitment marketing efforts - it's all about data driven decision making. By leveraging data, you can make informed decisions, optimise your strategies, and ultimately, enhance your agency's performance. From tracking user behaviour to measuring campaign success, data analytics provides the foundation for smarter marketing.

For Sales & Recruitment Teams

Performance management, motivation, and reporting. Simplified.

Easily track key metrics in real-time, understand your pipeline, and drive rep activity to increase performance.



A great tool for recruiters looking for better insights into their team's activity is OneUp Sales - Voted an industry leader in sales performance management for recruitment agencies many time over. [Performance Management, Motivation & Reporting. Simplified. \(oneupsales.co.uk\)](https://oneupsales.co.uk)

GENERATING LEADS & CONVERTING THEM INTO CLIENTS

Lead generation for recruitment agencies is something any experiential agency will tell you is somewhat of a fallacy. Traditional lead generation typically involves spamming a load of people with email marketing messages, LinkedIn outreach messages and telemarketing in the hope someone will agree to attending a meeting to discuss their hiring needs. **So here's why traditional lead generation doesn't work for search and recruitment agencies:**

01 THE CREDIBILITY THRESHOLD

As a service-based business you must overcome a credibility threshold in the eyes of a prospect, and that credibility threshold becomes greater based on the type of businesses you're targeting and the likely value of a won contract. For example, a small executive search firm approaching FTSE 500 companies or other major players in the hope they will be used as their primary retained search firm to replace their outgoing CEO. If anyone believes these type of assignments with these types of clients are obtained through cold-calling the board members or through sending hundreds of cold emails - well, perhaps this guide is completely useless to those people.

02 THE COMPETITIVE MARKETPLACE

So, maybe you're going for smaller businesses of 500-2000 headcount and maybe you work on a contingency basis so the risk to the client is much lower (along with the commitment to your firm). Maybe you want to speak with the Head of Data of a PE-backed FinTech company.

Well in this case, said Head of Data has already been approached by five other search firms that same month all explaining how experienced they are and their high CV to interview ratio is unparalleled. Also, it's likely that person already has relationships with a handful of other recruitment agencies. So, how exactly are your emails, LinkedIn messages and telephone calls going to make you appear any different to what is already on the table?

03 THE JOB SEEKER

There is absolutely a clear and undeniable value in working with jobseekers, building those relationships and supporting them with their career advancement. Especially if you're in executive search or leadership placements as those job seekers will one day be hiring manager again. But, there should be a balance, which is difficult to achieve when you're running cold outreach to everyone with a pulse. Your diary can be quickly filled with people that want a new job, some of them will get on that call without stating clearly their real purpose for wanting a call. At best you will be spending your days trying to qualify prospects before scheduling a meeting which can turn the genuine prospects a little sour.



If you are considering "lead gen" for your recruitment agency it's important to manage your expectations of what this will yield and understanding if the current hiring market would support an aggressive outbound approach right now.

If at the very least this guide has provided you with some marketing ideas then we have succeeded, and if we've saved you £20,000 in lead generation that was never going to work for your business then all we ask is you send 20% of this by way of donation to Jemma Whitehouse to support her relocation from London to Corfu. :-)

SUMMARY

Throughout this guide we have looked at the core marketing channels you need to consider when delving into recruitment marketing but we have connected this back to the major players in the recruitment industry and what they are doing. When we talk about the major players in recruitment we are talking about the likes of Randstad, Korn Ferry, Spencer Stuart and the big staffing agencies and recruitment firms. We never said you should be copying their marketing strategies but you should absolutely be aware of their digital marketing practices.

Developing a marketing strategy that is right for your recruitment agency, your tone, your intended impact can take a little more time but here we have provided you with a clear outline of what that strategy should contain.

IF YOU'RE LOOKING FOR A MARKETING AGENCY TO TAKE FULL CONTROL OF YOUR BRAND AND MARKETING. YOU NEED AN AGENCY THAT INVESTS IN DEVELOPING A COMPELLING STRATEGY AND HAS THE POWER TO EXECUTE ON THAT STRATEGY - TALK TO US TODAY!



Sign up to our **monthly** email newsletter
to receive **additional bonus content!**

How to run **effective MPC** (Most Placeable Candidate) campaigns

Leveraging **Google Ads** and other **PPC** channels for your Recruitment Agency

Access to our **highest performing Content Titles** for your Top, Middle and Bottom of funnel content

The **10 marketing strategies** that we tried and you really shouldn't bother with

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