



LIMIVEX

SERVICE GUIDE · 2026

Marketing leadership that sits **inside** your firm.

A fractional CMO embedded in your business, with a specialist team behind them to own the strategy and ship the work across brand, web, SEO, content, LinkedIn and email.

WELCOME

The senior marketing **your firm** is missing, with the team to deliver it.

Most recruitment and search firms have strong billers and no marketing engine behind them. Limivex changes that. A fractional CMO owns the plan and shapes it with you each week. A lean group of specialists runs the work end to end across brand, content, LinkedIn, email, web and SEO. Where you already have marketing people in-house, we work alongside them and raise the impact of what they produce.

INSIDE THIS GUIDE

- 01 Why firms work with us
- 02 In-house, agency, or fractional
- 03 The marketing engine
- 04 Services
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- 06 How it works
- 07 Proof
- 08 Start the conversation



A fractional CMO with the team to deliver

Our best engagements look like an in-house marketing function, not a vendor relationship. Four things make the difference.

01

Power to execute

The leadership and the team that ships the work sit under one roof, so the plan and the output stay in step. The same senior people run strategy and delivery from first brief to published asset.

03

Heavily involved, by design

We work best with the firms we sit alongside. Regular meetings, shared thinking, a plan refined together as conditions change.

02

Strategy led, always

Every channel, campaign and asset sits under a written strategy tied to your commercial goals. We revisit it as your market moves, so even a small campaign ladders up to revenue.

04

A specialist team

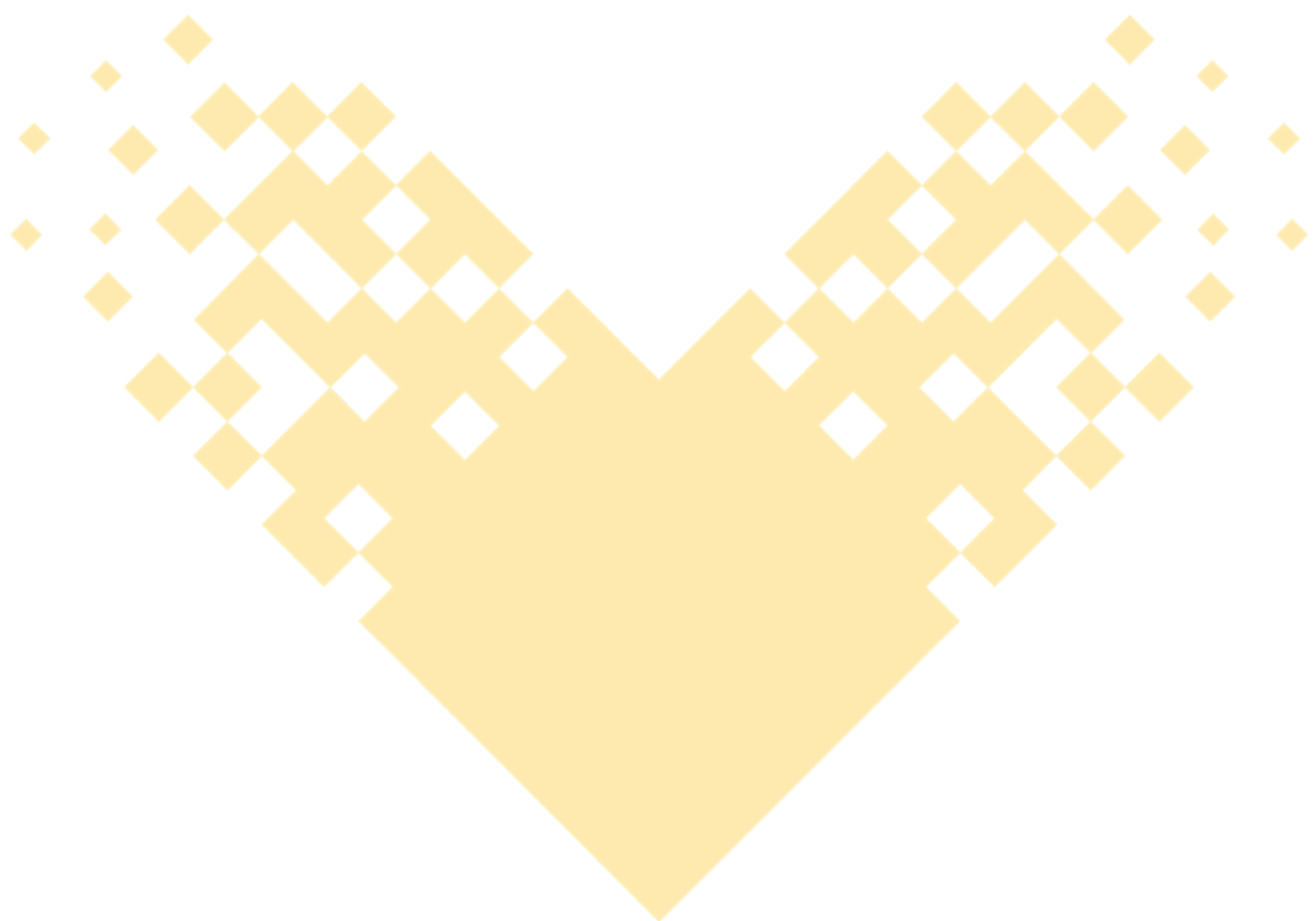
Senior specialists do the work. No account-manager layer sits between you and the people producing it, so decisions move at the pace of your week.

In-house, agency, or fractional?

Three ways to resource marketing. Each fits a different firm. This is when each one earns its place, and what it costs you in practice.

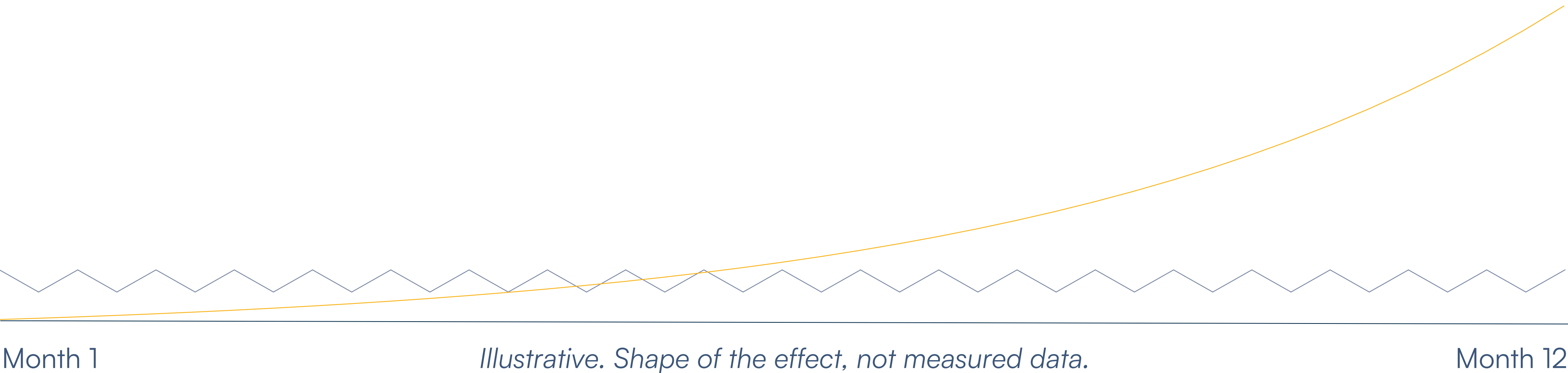
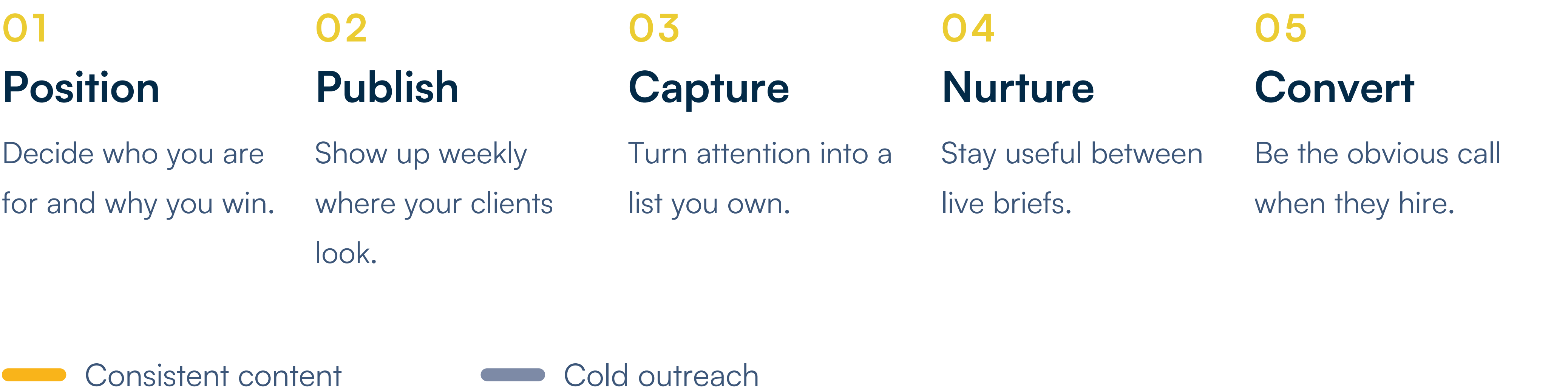
OPTION	BEST WHEN	THE REAL COST
Hire a marketer	You have steady, predictable demand	▸ One person, one skill set, and a hiring risk
Brief an agency	You need a campaign, not a strategy	▸ Activity and decks, loose ownership of results
Fractional CMO & team	You want senior thinking and the delivery to match	▸ A plan and the people to ship it, under one roof

We sit in the third row. Senior thinking, with the people to ship it.



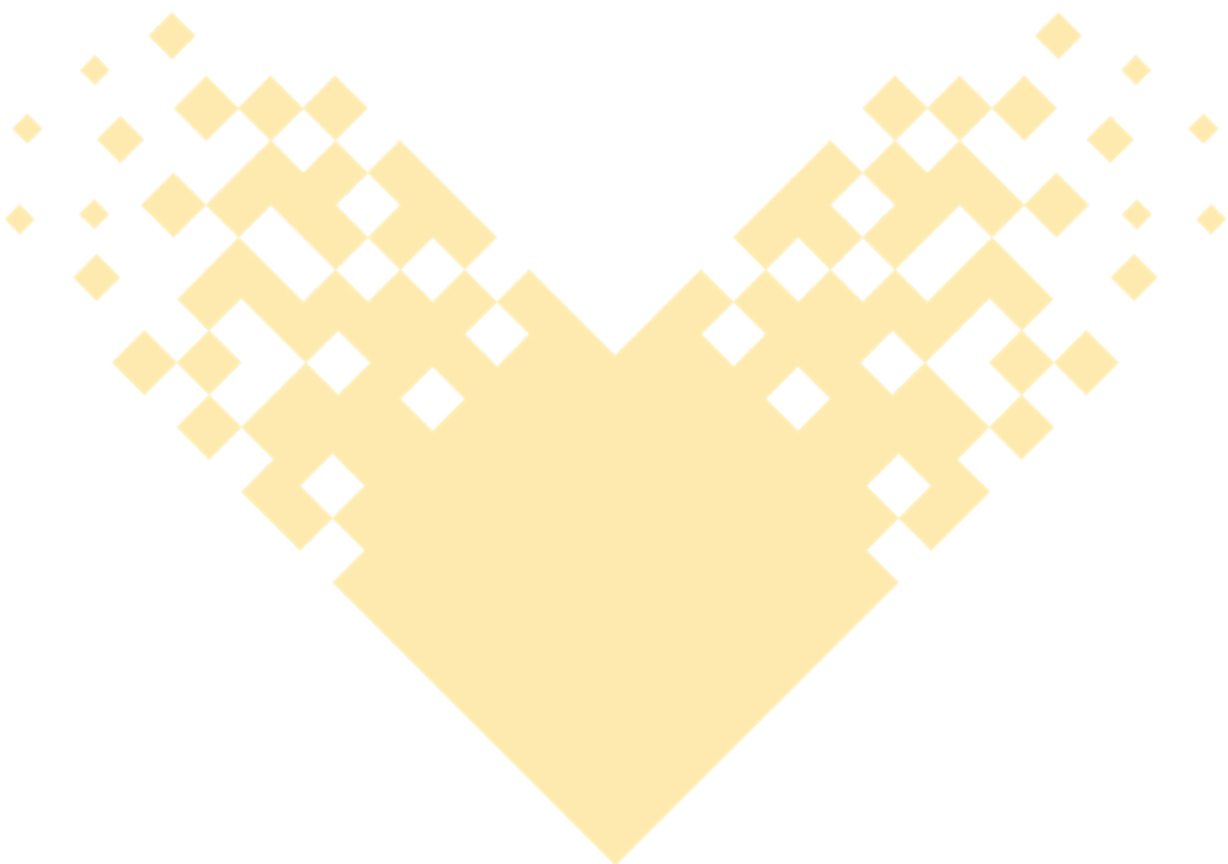
What doing it properly looks like

Marketing that fills a pipeline runs on five parts working together. Most firms run the second one and call it marketing. Briefs are won or lost in capture, nurture and convert.



WHY CONSISTENCY WINS

Cold outreach starts from zero every week. Published content keeps the ground it took, so the same hour of effort is worth more each month. Inbound compounds. Outreach resets.



SERVICES

Five disciplines, **one** team.

Each service runs to the same strategy, so the work pulls in one direction instead of scattering across channels.



Build the audience

The channels that earn attention and keep it, so demand grows instead of resetting each month.



Content Marketing

Articles, guides and thought leadership that answer the questions your buyers ask before they hire. Written by people who know recruitment, tied to the searches that turn into briefs.

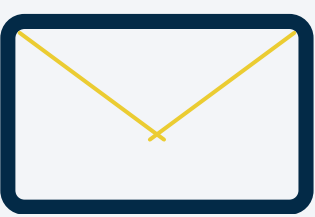
- AUTHORITY
- SEO-LED
- RECRUITMENT-NATIVE



LinkedIn Marketing

A steady presence where your clients and candidates already spend their time. Founder and brand posts, planned and published every week, so the right people know your name before they need you.

- FOUNDER BRAND
- WEEKLY CADENCE
- INBOUND



Email Marketing

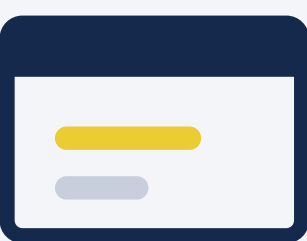
Sequences that keep you useful to buyers between live roles. When a brief lands, you are the first call rather than a cold name on a list.

- NURTURE
- OWNED AUDIENCE
- RETENTION



Convert the demand

The infrastructure that turns interest into briefs, and makes every other channel work harder.



Website & SEO

A site that looks like a partner, not a side project, and ranks for what your clients search. Built to be found, and to turn a visit into a conversation.

- CUSTOM BUILD
- TECHNICAL SEO
- CONVERSION

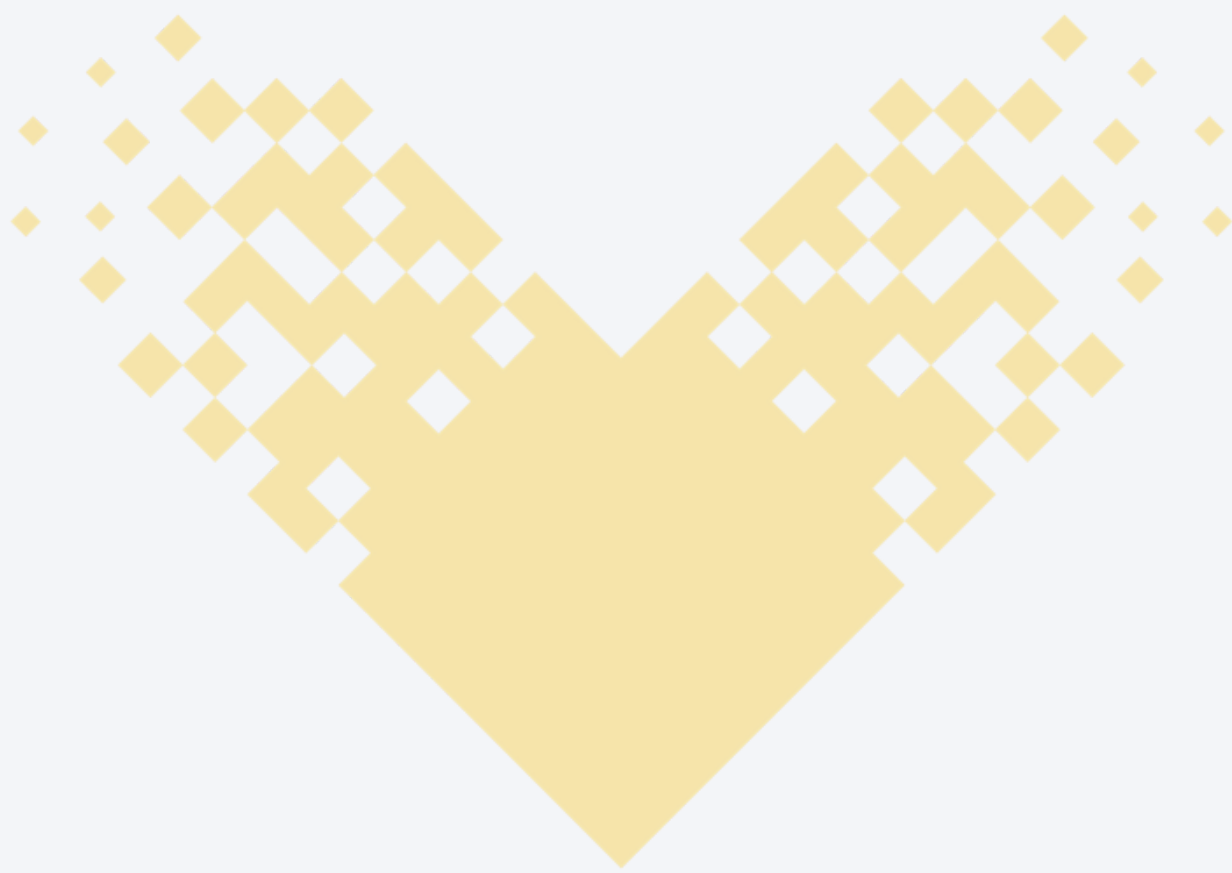


PPC Advertising

Paid search and social that put you in front of in-market buyers. Measured against pipeline and briefs, not clicks and impressions.

- PAID SEARCH
- PAID SOCIAL
- PIPELINE-MEASURED

One team, one strategy. Run two of these channels or all five. Each is directed by your fractional CMO and ships from the same plan, so nothing drifts.



Two ways to bring us in

Start with the leadership, the brand, or both. Each solution draws on the same specialist team.

SOLUTION 01

Fractional CMO

Senior marketing leadership embedded in your firm. One person owns the plan, meets you each week, and directs the team that delivers it. You get the judgement of a CMO and the output of a department, without carrying the headcount or the hiring risk.

STRATEGY OWNERSHIP

WEEKLY LEADERSHIP

TEAM DIRECTION

SOLUTION 02

Brand Transformation

A reset of how your firm looks, sounds and shows up. Identity, messaging, website and collateral, rebuilt around the clients you want to win. This is the brand work behind many of the firms in this guide.

IDENTITY

MESSAGING

WEBSITE & COLLATERAL



Here is how **it works**

A short path from first conversation to work in market, with you involved at every step.

1

Discover

A focused onboarding where we get under the skin of your firm, your market and the clients you want to win.

2

Strategise

A clear plan across brand, content, SEO and outreach, aligned to how your buyers actually make decisions.

3

Execute

Your dedicated team produces and promotes the content, campaigns and assets that bring the strategy to life, then reports against it.



Recruitment founders **who trust us**

26+

Projects delivered

98%

Client satisfaction

18

Brand transformations

2024

Prestige Awards winner

“Limivex now controls our entire sales and marketing activity across Europe and the US, and I am having calls every week with my ideal clients.”

Mike Meyrick
Chief Executive Officer, Meyrick Consulting

“Limivex did not just write the strategy. They ran the content, the LinkedIn and the email every week, and our inbound briefs went from rare to routine.”

Managing Director
Boutique executive search firm

SELECTED WORK

Clear Recruitment

WEB · LINKEDIN

Quay Group

PORTAL · WEB · CONTENT

Nicholas Alexander

WEB · CONTENT · LINKEDIN

Meyrick Consulting

BRAND · WEB · OUTREACH

SmartChoice Intl.

SEO · CONTENT

Adastrum Consulting

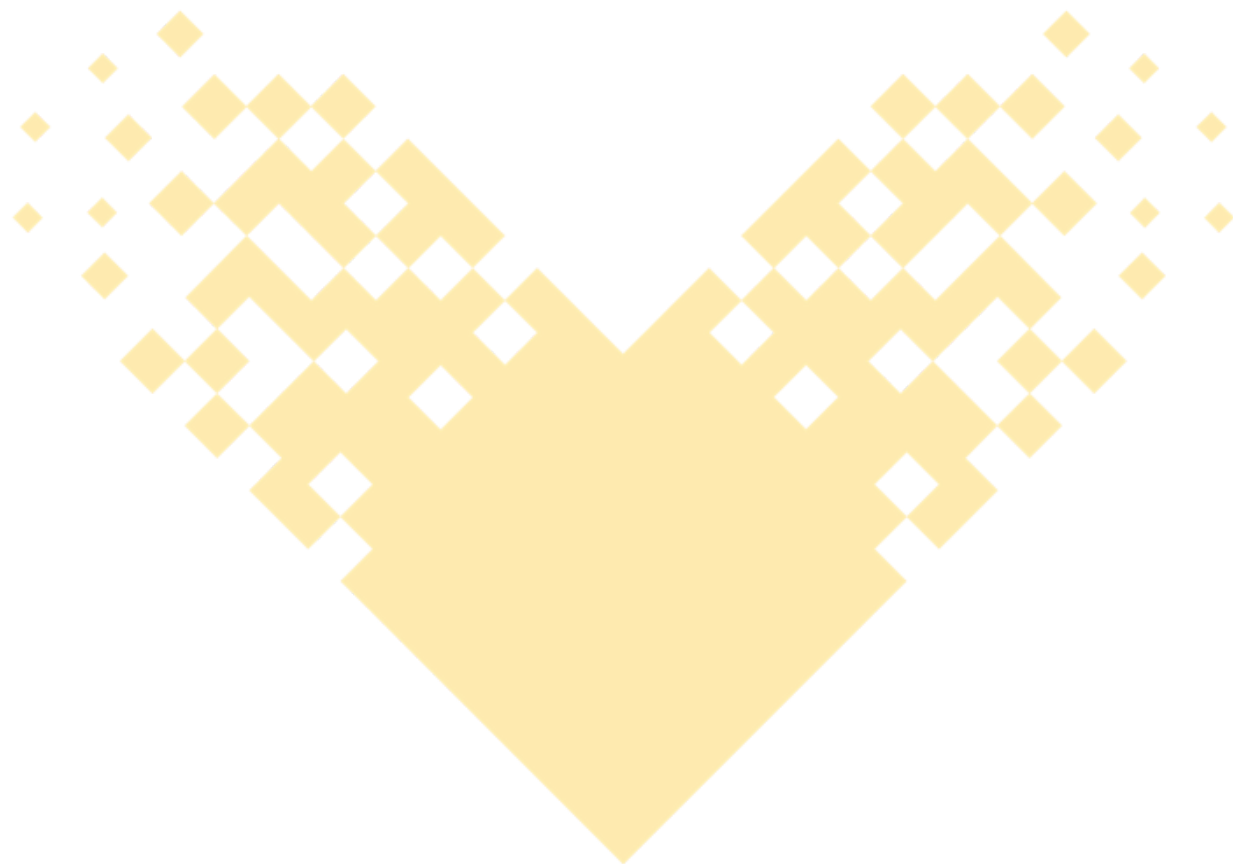
CONTENT · LINKEDIN

83DATA

BRAND · EMAIL · CONTENT

QICO

BRAND · WEB · SEO





LIMIVEX

NOW BOOKING

Strategy and delivery, **under one roof.**

Tell us where you are, where you would like to be, and what has stood in the way. You will hear back within one working day with thinking you can use, whether we work together or not.

Book a strategy call ▶

We take on a small number of new recruitment clients at a time.

EMAIL

info@limivex.com

LINKEDIN

linkedin.com/company/limivex-marketing

LET US START THE CONVERSATION

