

Agency Recruitment

Fast Action Plan

Attract. Convert. Automate.



Recruitment Marketing International

Advance Recruitment Marketing

www.innercirclemembers.com

Copyright © 2015 | RECRUITMENT MARKETING INTERNATIONAL
All Rights Reserved.

No part of this publication may be reproduced,
stored in a retrieval system or transmitted in any form
or by any means, electronic, mechanical, photocopying,
recording or otherwise, without the prior



In the last quarter I earned more than I ever have in personal billings and worked less hours. I put this down to the systemization of my client and candidate processes and candidates booking into my diary due to the attraction systems. What is nice is that now my website is a 24 hour lead machine which combined with the automation brings in leads while I sleep

- Matt Goddard, UK, Rhembo
Consultancy Recruitment

Introduction

AGENCY RECRUITMENT GROWTH | ATTRACT, CONVERT & DELIVER CLIENTS & CANDIDATES | AUTOMATION | 1 TO MANY | INBOUND SYSTEMS

Brand awareness. Candidate Engagement. Winning Business. These are key staples to successful recruitment in modern recruitment. The industry is changing. We believe we are in the precipice of an almighty shift in the industry. The savvy recruiter who embraces this change will lead the challenge into the next decade. The dinosaurs whom believe they can wait for the change will be left scrapping for morsels.

Our goal is simple. Grow your recruitment business exponentially. Whether it be more candidates. More clients. Both.

We don't do what some call your a-typical marketing. We do not do fluff. We do not woo woo. Everything we do is based upon tangible ROI. We do not recommend strategies we have read in a marketing book. We do not recommend you adopt social media. What we do is look at the business objective and we map backwards. You can only create a marketing plan once you are crystal clear on the business objective.

Our process begins with understanding customer needs and ends with meeting these needs in a way that makes clients successful. We make it easy to work with us but we regularly challenge our clients and help push their boundaries in order to provide an expert service that achieves their goals.



// The Agency Automation & Marketing Specialists

Andy Whitehead

Contents

1 AGENCY IGNITION - RECRUITMENT MARKETING FAST ACTION PLAN

What Is Agency Ignition, and Why Are We Giving You All This?	8
Agency Ignition Marketing Results	10
Three Shifts to Agency Growth	12

2 PART 1 : AGENCY MARKETING INBOUND LEADS & CV'S ASSESSMENT AND EXPANSION

VIP Expert Agency (You as the Industry KPI)	15
Network Expansion	18
Checklist: Your VIP Agency Marketing Plan	19

3 PART 2: AGENCY MARKETING PROGRAM DOCUMENTATION

How Your Process Gets Used	21
Agency Marketing Templates	22
Checklist: Implement Agency Ignition Marketing Program Documentation	24

Contents

4 PART 3: AGENCY IGNITION MARKETING CONTENT THAT WORKS

What Content To Create To Engage Clients & Candidates	26
Expertise Campaigns	27
Personality Expert Campaign	28
Marketing Content Frequency	30
Checklist: Agency Ignition Marketing Content That Works	32

5 PART 4: AGENCY IGNITION MARKETING AUTOMATION

One To Many Marketing Automations Systems	34
One To Many Lead Generation	35
Technology Consultants	36
Checklist: Technology and Automation	37
Summary & Next Steps	38
Agency Ignition Marketing Campaign "Parts List"	39

6 TESTIMONIALS

“Agency Ignition” Recruitment Marketing Fast Action Plan

To make sure you get client leads and early hold of passive candidates on a regular basis, you need an Agency Marketing System.

Without an Agency Marketing System you're simply relying on luck (or lack of luck, depending on the month) to get business. I don't know about you, but I'd rather know that there is a predictable flow of leads and CV's coming to me every month.

Think of an Agency Marketing System as something that will run even if you aren't there ... whether it's just you or if you had a full-time marketing assistant, they could take this system and just make all of these things happen.

Each element you add to your Agency Marketing system compounds the effectiveness of the other elements. In other words, unless you follow the blueprint we lay out here, it's not guaranteed to pay for itself. This is why most Agency Owners have sporadic up and down months instead of a steady flow of consistent fees rolling in. They try one or two elements of a good system, but don't put enough in place to get the compounding effect of the elements they need.

In this Agency Marketing Fast Action Plan you'll understand what you need to put in place to get a steady flow of leads, clients and high quality (not on the job boards) CV's & business. You'll also see estimates on time and costs for some items. These are only estimates, and of course they will vary depending on which tools you choose, etc.

While we are not of course partial to our own solution, in this report we're providing you with all the options we recommend, even though we are not compensated for recommending those other options.

What Is Agency Ignition, and Why Are We Giving You All This?

The Agency Marketing Fast Action Plan you're getting here is the exact plan and strategy we put in place for our own clients. We haven't hidden any of the steps.

Why are we giving away tens of thousands of hours of work distilling what works from what doesn't, when this is the 'secret sauce' we offer to our customers?

Once you see how an effective Agency Marketing marketing program works, and the return on investment of doing this kind of marketing, you'll understand that there is simply no better way to build a thriving Agency for the long term.

You'll also see that putting in place an effective Agency Marketing plan takes some work. And simply put, as the experts on Recruitment Agency Marketing we've already done the heavy lifting and can give you the entire program on a silver platter.

→ All the checklists, systems, the technology, the content, everything. The templates you need in your office, the content you'd otherwise need to write, the technology to make it all work in as much of a push-button, hands off way as possible so you can focus on other things.

→ However, our programs are not open to all Agency Owners, because we only accept customers for whom our service will work well. Since not everyone getting this report will be eligible to be a customer, we haven't hidden anything we do – so you will get incredible value even if you never become a customer.

→ For you, as someone who's getting this report, we're a completely open book. You can take the information in this Fast Action Plan, ask us questions, and create it all on your own.

→ Either way, you have the roadmap in this document so you can make your own decision.

Let's get started!

Andy Whitehead

www.innercirclemembers.com

Agency Ignition Marketing Results

We all know Incoming business is the best business we can get. Incoming clients leads asking to know more are less price sensitive, easier to deal with, and produce more open vacancies to you and send repeat orders. The same for high quality candidates. When a passive candidate applies to YOU rather than you chasing them, the dynamic changes. You are the trusted advisor.

The problem most Agency Owners have is that they don't realize that Incoming client leads and CV's can actually be created with specialized marketing campaigns. And better yet, marketing campaigns that are at a fixed cost, even free – unlike most types of recruitment marketing.

Agency Ignition Marketing also solves the biggest problem that most other marketing has – which is that other forms of marketing aren't building enterprise value in your recruitment Agency. SEO can be wiped out with a Google update. PPC can be made irrelevant if the bids go up. Hitting the phone pushes clients and candidates away. Writing a blog does not create the wave of leads you were promised. Those mean you can't rely on that marketing to build an Agency that YOU own, manage and that you can sell.

Agency Ignition Marketing and lead / CV generation is an investment in your own business, that nobody can take from you. Nobody can take your system to getting candidates and clients & expert status. It's the closest thing to complete security in your own future that you can get.

Agencies that get most of their business by Agency Ignition Marketing are more profitable, easier to manage, and more saleable than any other Recruitment Agencies. Their owners generally work fewer hours, with more hand-selected clients. The higher quality of clients, and the increased fees, make the Agency much more enjoyable. The position in the market place as the experts in their market specialization mean candidates, and those who go on to become senior candidates see them as the organization to trust. The personal relationships this creates means that when mass hires are needed they are more likely to be seen as the natural choice.

Unfortunately, too many Agency owners, directors spend their time and money chasing “shiny objects” – paying for marketing that barely works, or if it does work, yields too many poor fit client leads who don’t have any immediate hiring requirements, are stuck behind gatekeepers and are never likely to offer any retained business. Or yield no high quality CV’s that are NOT available to other agencies. They think that good months are random because they don’t realize that they can create a consistent flow of client leads every month. Or can create a campaign to get a specific set of skills and have passive candidate come to you by follow a laser focused campaign driven approach.

We have a challenge for you in this report. To read it all the way through, ask questions, and understand that your Agency really can be different. You have a choice, as many of our customers have had before coming to us. And that is, to keep on struggling to do things the old way, or learn how to combine the proven quality of incoming client leads to get new business and the leverage of having CV’ sent to you of the cream of passive candidates, with the best Recruitment Agency marketing, with cutting edge technology.

You’re being invited into a world most Agency Owners don’t realize exists. And that is, a Agency where you’re in control. Where the business you want comes to you. Where you can pick and choose the clients you want.

We’ve worked with owners / directors in every Agency area, so we know you can put this system in place too. It’s not magic, it’s the power of having the right kind of Agency marketing system.

You’re being invited into a world most Agency Owners don’t realize exists. And that is, a Agency where you’re in control. Where the business you want comes to you. Where you can pick and choose the clients you want.

We’ve worked with owners / directors in every Agency area, so we know you can put this system in place too. It’s not magic, it’s the power of having the right kind of Agency marketing system.

Three Shifts to Agency Growth:

1

SHIFT 1: OUTBOUND TO INBOUND

In our programs we always focus on Inbound. As soon as the agency chases the client, the dynamic changes. When you bombard candidates you shut them down. You are forever in the “delete immediately category”. Every strategy we focus on the agency is running off inbound leads. That means, Clients tell you what their upcoming requirements are, what projects they are starting.

How I hear you say?

More of that later, but first a key distinction.

The successful agency that is looking for growth does not treat every lead, every candidate the same. They only speak to the 8/9/10's. And we do that by having a filter system. This begins with the second shift.

2

SHIFT 2: 1 TO 1 TO 1 TO MANY

Nearly all Agency Owners don't know what they don't know. They are not aware there are tools out there, which can get you in front of 100's of clients and candidates every day if you wish. Most agency owners run their business in ad hoc fashion. That's OK, because it's easy to fix. It's best to run your business by campaigns.

A campaign to get new client lead in the next 14 days.

A campaign to fill 30 roles in Java Development in New York in the next 7 days.

With both instances you are not chasing on the phone. You are communicating to hundreds, maybe thousands at a time. You only speak with those who are 8/9/10's

3

SHIFT 3: JUST ANOTHER TO EXPERT GOTO PERSON

With the Agency Ignition strategy we are looking for longevity. That is to yes have the systems and processes to ensure leads flow in as you wish. But we want long term certainty. In these times of ADHD social media overload. The expert in each market specialization will prosper.

The next thing to do is position yourself as the expert in your market. It's best to leverage other people, which we will come to. The principle though is that you are now more than a recruiter. You are the celebrity recruiter. The goto person.

What we've done is script out how the process & systematic steps on how to do this, how to get leadership positioning, what to say to the market, and how to make the new image and position in the industry benefit you for the long. You can develop scripts like this yourself. Start off with defining which niche you are the leader of.

So, how do you do it?

Part 1 : Agency Marketing Inbound Leads & CV's Assessment and Expansion

We'll be honest, understanding how Inbound Agency Marketing really works is not a trivial matter. It's far more than „look where you're getting leads and CV's today.“ And we've met very few recruiters who understand the real dynamics of getting Inbound client leads and high quality CV's regularly.

This explains why you only see one or two key leaders in each market specialization who are dominating who can do this without spending a fortune on lots of consultants hitting the phones.

Because this is a Fast Action Plan, we'll give you the basic „must-do“ elements that will get you jump started. Just understand that after you implement this plan, you'll have to experiment further to understand marketing dynamics and experiment as you grow towards the seven figuremark.

(N.B. a word on leads and CV's. A real lead is a client who is looking to hire, has advised what his roles are and what skills are needed. It is more than just an email address. When we discuss CV's. We mean CV's which are not on job boards, not applying for every job out there. Let's face it. Those candidates are tough to place and take up your time. So we only focus on the 8/9/10's for both client leads and passive candidate CV's)

VIP Expert Agency (You as the Industry KPI)

Having helped hundreds of Agency Owners with their marketing, lead generation and CV flow the same thing is true in every single one of them. And that is, that certain strategies & channels send more business/CV's than others. What's great about this is that once you identify them, your marketing campaigns can be designed to get more leads and CV's from those same channels. Of course, that's the most obvious aspect of Agency Marketing.

What's more interesting? It allows you to identify what makes them great leads and CV channels then you can scale those channels. This is how clients have doubled, trebled their agency size in a less than 12 months of application.

In our programs we use a system called the Agency Ignition Marketing Strategy which is designed to shortcut this process. We'll spare you the theoretical underpinnings of why it works, but in short Agency Ignition Marketing Strategy is a way to maximize the number and quality of leads and high quality CV's while minimizing the personal time it takes you to contact with dozens of people, gatekeepers and candidates.

We do this by leveraging other people's networks and positioning. Not just any person. But the world leader in the niche the agency resides in. This is the driver that underpins the VIP Expert agency in that market space.

The clients and candidates see them as the leader in that niche. But rather than you shout about yourself. We have world leaders in your market place do it for you. For example. One of our clients is in Digital Media. She had Barack Obama's social media person from the Kevin O'Connell campaign endorse her to prospective clients & senior candidates. Another had Leon Dryman, the high finance legend who took George Foreman Grills to Wall Street to endorse him. He is in the FMCG space. We call this the Maven approach. We have a 100% track record in getting you Mavens of this quality. Any niche. We have the process template even down to the email to send.

WHILE THE FORMS, TOOLS AND TEMPLATES WE USE IN THAT PROCESS ARE PROPRIETARY TO OUR PROGRAMS, USE THESE GUIDELINES TO CREATE YOUR OWN PROCESS:

➔ First, analyze which market specialization are you in? Who's your ideal set of clients? What kind of candidates will get you paid? Or does that avatar need more education on what kind of clients and candidates are best for you? [Ideally, create a form to do this, since it's an activity you'll do more than once.]

➔ Second, what are the common characteristics of the Mavens our clients and candidates look up to and respect (so you can find more of them!)? You should do an analysis not just of their role, but other factors such as their network size, their client profiles, etc

Third, we fill out an ideal mix of inbound Agency Marketing channels. That is, irrespective of who our current sources for leads and CV's are today, what should be our Agency Marketing channel mix?

➔ We do this because you will probably get a better result with a different mix than the one you have today – one which was generated likely by accident and not by design. In our process, we have a shortcut "Agency Marketing Table" of what the highest value Agency Marketing channels and mavens are for each Agency area. If doing this yourself, think through the channels you can use (webinars, PPC, podcasts etc) and who these Maven people are and build your Agency Marketing partner table

➔ Fourth, we identify the individuals who should be on your ideal Agency Marketing list whether or not you know them. This is important because in subsequent steps you'll reach out to them and get them on your VIP Agency Marketing List.

➔ Finally, we create the VIP Agency Ignition Marketing Check List, which is the distilled list of channels within your network who are the most likely to send you high-value clients and candidate leads. These people will get marketed to as described elsewhere in this Fast Action Plan.

To break it down the implementation of identifying Mavens and Channels

Look at this example:

12 Mavens

50,000 followers each (across channels such as twitter, linkedin, book readership etc)

Each maven sends 4 messages endorsing you, your agency to the clients and candidates you are chasing

Total: $12 \times 50,000 \times 4 = 2.4$ million messages

Now that figures is not the norm. In reality there needs to be some strategy around it. But you can see how powerful it would be. Free marketing. Free endorsements of you and your brand by world leaders to your market niche.

At the end of this process you now have a list of who your ideal clients are. An idea of who the candidates are for your open roles. And a list of the mavens who can send you waves of clients and candidates to your conversion event (which we will come to later). For most of our clients, going through our VIP Agency Marketing process results in about 4x-10x the number of good client and candidates sources than they had previously.

Network Expansion

Nearly all Agency Owners don't have the right mix of people in their current Agency Marketing list. That's OK, because it's easy to fix. After generating the VIP Agency Marketing List, the key is to fill in the open "slots" with Maven relationships that will send business for years to come.

With the VIP Maven list done, the next thing to do is reach out to the targets you identified. It's best to use a low-pressure approach. What we've done is script out how you'll get introduced, what to say, and how to make the new relationship be high value to both parties. You can develop scripts like this yourself. We do all of ours online. So the scripts relate to email content, webinar slides etc.

The reason for having a script is simple: once you have a script, and you know it works, it's repeatable and much lower stress than fumbling for the right words to make sure you make a connection and turn it into an Agency Marketing partner.

We are advocates of low-stress, no-pressure business building. With some thought into how you can get connected, you can do the same. The key is turning the open spots on your VIP Agency Marketing list into actual relationships where you can add value to the maven and they can bring the expert status as well as the client leads to you.

Cold Introduction Expansion

Some people already in your network will be easily “promoted” into the spot of a VIP Agency Marketing Maven Partner easily, because you know them or can get introduced easily (remember, it’s easier since you’ve identified exactly who they are above).

However, in some cases high value Agency Marketing partners don’t know you or someone you know. In those cases, you can use a “cold win: win process”. This is a process where you introduce yourself with a win: win proposition that turns into a relationship, again without making it into a high-pressure or cold-calling situation.

There are a number of ways to do this, both offline and online – one of our strategies involves the clever use of LinkedIn – but regardless of how you choose to do it the goal is the same: turn a market leader (someone like Barak Obama’s social media person), someone who is a stranger, but a good Agency Marketing source, into a lifelong advocate for you and your Agency.

Many Agency Owners shy away from trying this, believing that it’s too uncomfortable. Again, try creating your own scripts and template emails/letters. It will take the pressure off of the situation, and we find that our customers who use templates like this get much quicker results than re-inventing the wheel every time.

Checklist: Your VIP Agency Marketing Plan

Now that you know the first steps in the Fast Action Plan, here are the action steps:

- ✓ Create VIP Agency Marketing template (to analyze who to pursue)
- ✓ Create Agency Marketing Table of best Agency Marketing sources based on your Agency area.
- ✓ Create VIP Agency Marketing List – populate the list with existing contacts.
- ✓ Create Network Expansion Target List – for open slots in VIP Agency Marketing List.
- ✓ Use Network Expansion Plan to Gain High-Agency Marketing Maven Contacts.
- ✓ Use Warm Introduction Process To Connect with New Contacts.
- ✓ Send Cold Introduction Letter to Connect with New Contacts.
- ✓ Send Agency Marketing Program Materials (described below).
- ✓ Total Time To Do It Yourself: 15 – 20 hours.

Part 2: Agency Marketing Program Documentation

Creating a defined Agency Marketing Process is a critical component in an Agency Marketing system. The Agency Marketing Process is a series of steps that happen every time you need more client leads or need CV's for a specific campaign (open job / role). Think of it like a "light switch system" which is the same every time you turn it on or off.

For example, you document how you connect with the Mavens. The initial email and LinkedIn message. The exact conversation script for the opening call. What they get from you. How things are scheduled. How they'll be treated, such as special offers they'll get because they came from an Agency Marketing partner. How the Agency Marketing partner will be kept in the loop.

Why write this up? Because this is something that you need to happen the same time, every time – even if you're the one doing it. Research has shown that no matter how good your memory, you will forget steps when there are too many other things you're focused on (like client work).

By creating a process like this, you'll also have other benefits. You can delegate it to staff, now or in the future. And most importantly, you'll be able to measure that it's working. For example, in our programs we give customers templates – but most importantly, we monitor how they're performing and when we find a better way of doing things, we roll it out to all our customers. In other words, it's an ongoing best-agencies improvement that can happen quickly.

In your Agency, if you don't have a pool of other staff doing this, you should still document your process because it allows you to experiment over time. Tweak something, and see what happens. Over time your process will improve.

How Your Process Gets Used

This process gets written up in two ways. The first is your internal checklist of what to do when you run a campaign to get CV's, or run a campaign to get client leads, to make sure it's consistent each time. The second is an Agency Marketing program a marketing document you give to Agency Marketing partners, describing exactly what will happen.

Why do this? Because Agency marketing is about running a set of steps, a system that will create XX amount of client leads or XX amount of CV's each time it is run. It becomes predictable.

For example. When we are looking to get CV's or Lead. The system (which we will come to) breaks down in a set of steps. Each step has a metric. For example, When we get new client leads. We want a 40% opt in rate right from the start. If it is lower. We focus on the conversion until we hit 40%+. If we reach that. We then turn on the traffic tap. And send more clients to the lead generation tool we are using.

(By the way you did read that right. We aim to get 40% of all clients who come to our conversion event (which we will come to) opting in to you, your agency. Each conversion event brings in 100-200 new leads).

A written document speaks volumes about this, and removes one of the doubts Agency Marketing sources have in their minds about sending business. So write this document, paying special attention to how it would be perceived by the person making the Agency Marketing.

It's very important to have your Agency Marketing program documentation and templates written in the right way. We've seen agencies who throw together plans and can actually harm their Agency Marketing because they didn't think through how those documents will be received. Worse still. They have no plan. No documentation. No metrics and measurements.

If you want to double your business. You need to measure.

Make sure you set aside the time to think this through, and test it before rolling it out.

Agency Marketing Templates

Agency Marketing Templates are marketing materials which layout exactly how to get clients and candidates through the chosen channel.

If you are going to use webinars to get clients or candidates you need to follow a structure or you are at risk of doing more harm than good. For the webinars we have 3 step process to fill in the blanks to Open / Content / Close the webinar. If you are going to use webinars (which are an outstanding way to get clients and candidates) document the structure of the webinar so that it can be tweaked and improved.

You want to be aiming at getting a 30% conversion on your webinar.

If you are going to write an email, have you ensured you are taking the client or candidate from where they are now to where they want to be in the email hitting both the right creative side and left side factual side the brain.

These shouldn't be the traditional (and ineffective) marketing templates or old newsletters most recruiters get from an old school. Those do not work well, and using those are wasting your time and money.

Think about it this way: the last time you got a newsletter or email did you think "I need to speak to them? How long did you keep it? Or did it go straight into the trash folder on your PC / laptop or recycle bin?"

Same thing is happening for your marketing materials, if you do what most recruiters do. Most candidates hit delete without opening.

The key is to leverage technology, attain expert status and create Inbound systems that bring the clients and candidates to you. Make your marketing materials not look like marketing materials. Instead, you must make them look like valuable information. People don't throw out valuable information, they keep it in case they need it whether it be an article, webinar, or hard copy. They appreciate real value.

This is where the world class mavens give you that push. Everything we do is focused so there is no chasing on the phone to clients or candidates. There is no hounding. You only speak to those who fit your criteria. Is the client hiring?

Is he the decision maker? Is the candidate high quality? Is she off the general market/job boards?

We do this by using one of our secret weapons, called Agency Conversion Events. This is where we attract our clients and candidates to our conversion event. The conversion event is something of value. Can be a simple three step article, it can be a webinar, or even what we call a SPER email. But in all cases we are adding value. Our customers get access to our templates for the Conversion Events that's positioned as something helpful – and lives in the Agency Marketing Ignition Members area.

Think: when you need to fill 20 roles quickly what systematic steps do you set in motion? Search on job boards where every other agency has access? Send out blanket emails to your database? Wouldn't it be simpler to have a turnkey system you can run like clockwork? A system that once set up removes you from the process. It creates a lot more high quality CV's without any phone calls. And gives you freedom to scale.

So in your case: consider how you can make your marketing, your process to get CV's or to get client leads into not into a systematic set off steps where you know exactly the outcome from running the steps.



Checklist: Implement Agency Ignition Marketing Program Documentation

- ✓ Draft Agency Marketing Program
- ✓ Draft Agency Marketing Templates
- ✓ Review documents to ensure psychology of Agency Marketing is correct
- ✓ Test Agency Marketing Program with Initial Partners
- ✓ Incorporate Feedback & Test Results Into Revisions
- ✓ Distribute Process & Handouts To Network
- ✓ Identify and Test Conversion Events To Get CV's or Client Leads
- ✓ Create a Traffic Source To Ensure The Conversion Event is Fully Populated (100 clients or 100 candidates per conversion event)

Part 3: Agency Ignition Marketing Content That Works

There's a dirty little secret about most agency marketing. And that's that it doesn't work – at all. And it's really not the fault of the Agency Owners. It's actually that the writing skills we use to help our clients are not the skills that help us get them.

In fact, getting clients and candidates using online tools is nearly the opposite skill from selling over the phone or face-to-face. The structures that have become so deeply engrained in the recruiter way of thinking cause clients and candidates to tune out (at best), or even start to associate the recruiter with stress and negative emotions.

How often do you get responses to your emails or in mails?

Exactly my point.

Think about it this way: what would most people rather read, a novel or a job brief?

Then think about most recruiter marketing. It reads like a resume, or like an academic paper. Are those what people like to read? Is your ideal client, candidate or Agency Marketing partner just craving a good recruiting spec or memorandum? Yeah, right.

Recruiters feel they have to write this way because it “shows they're an expert” – but the reality is much different. When readers are bored or confused, which they will be because they weren't trained like recruiters – they tune out or get uncomfortable.

So it's absolutely essential that you understand effective content. Otherwise any time or money you invest in content will be having the opposite effect. Driving clients away, repelling candidates instead of compelling them to engage you.

The delicate balance is this: you must show your expertise through elegant simplicity in your writing, webinars, Conversion Events, combined with story narrative that engages the reader. Both elements are essential to effective recruitment marketing to get clients on board and to go from being the salesman the candidate dreads getting a call from to the trusted advisor celebrity they get excited about (he's famous! She's everywhere!)

What Content To Create To Engage Clients & Candidates

Content creation isn't the perfect word for this, since it's not just "content" in the sense of articles or other traditional marketing text. Content creation as I use it here refers to any material you create for your Agency network on an ongoing basis to remind them of you, establish expertise, orchestrate candidates to send CV's and clients to attend your conversion event, etc.

Below we look at some of the kinds of content creation you can add to your Agency Marketing mix.

"Newsletter" Content

The old standby of many recruiters is the newsletter. Unfortunately, on it's own, not very effective. In terms of the large amount of time and money creating it, it's not the best return on investment.

Newsletters can work, but most of the time recruiters do those more for the feeling that they're doing something than for the actual marketing effectiveness. Again, think about what someone feels when they get a recruitment newsletter filled with citations. Dread, not what we want- a bond with the recruiter.

In our programs we don't use a traditional newsletter, because we find that the readership for something that's billed as a newsletter doesn't justify the hassle of creating a fresh one every month.

Instead, we use (and recommend) two kinds of campaigns. Expertise Campaigns and Personality Campaigns.

Expertise Campaigns

These are campaigns that are designed to position you as an expert – the right way. Again, if done wrong (as most recruitment marketing does), it has the wrong effect of chasing clients away and annoying candidates because it feels intimidating.

The keys to writing (articles, webinars, videos, podcasts etc) effective expertise campaign materials are these:

- Research mavens and world leaders that engage readers with the factual areas they are experts in
- Distill topic issues into expert yet accessible content pieces and lead magnets
- Package the expertise in the context of the narrative and fact pattern such that it's obvious you are an expert without trying to hit them on the head aggressively with it

There is an art to this kind of writing. It's very different from recruiter writing, and it's also not the kind of low-end "SEO" writing that some recruiters are sold by marketing companies.

Make sure that you are following these rules to write effective marketing pieces. Getting the hang of this, and observing what works and what doesn't, is essential otherwise your marketing investment will underperform.

Where do you get article ideas? In our program, we have a library of content templates that we know works in each Agency area – the way we generated the initial ideas for this content was to work closely with successful Agency Owners and identify the patterns (first checkbox above) for the most valuable clients, then look at the most valuable matters, and create templates based on those. You can use the same methodology to generate article ideas from your own client experiences.

Most of the content we recommend you create will not be written at all by you. We have partners whom will write the content for you. These are PHd level authors. Though using the templates and process above you will have a system in place to create the structure of the content and pass to the writers.

Personality Expert Campaign

A successful Agency Marketing program does more than just position the recruiter as an expert. Just because you're an expert doesn't mean you're going to get clients approaching you and hired. Or it does not mean candidates will be falling over you and end up having CV's clogging up your inbox.

You've heard it before, and it's true: "clients don't hire recruitment firms, they hire recruiters who can get the talent."

And what's the distinction? The firm is a brand – which can embody expertise – but it's not a person. In fact, that's why even the larger firms have ineffective marketing programs.

This is where personality campaigns come in. Effective Agency Marketing requires not only positioning as an expert, but as a real human being. This means doing other campaigns to position you as a person – someone who they know, like and trust. And fortunately, this can be done just as much in a marketing campaign as in person.

In our programs, we run expert personality expert campaigns by positioning you alongside the most powerful names in your industry because we find it to be most effective at generating recall of the recruiters name and Agency.

It's proven the quickest way to take a brand new agency from inception to market leader.

The idea is simple. In your potential clients' and candidates lives, they're thinking about their problems even outside of work. When we connect you with that expert, that person they look up to, you suddenly take up more "mindshare" than you did before. Clients and candidates, who previously would forget about you at times, remember you more.

Our member agencies are to select twelve mavens per year (such as biggest names authors, speakers, public figures, etc.) and run marketing campaigns in line with these figures. Those marketing campaigns are explicitly not hard-sell. They're all about showing that you're a real person, with authority. The joy is this though.

When we run a personality expert campaign. If we have on average 200 clients come to our registration page. Minimum of 40% will sign up (80). And 51% will give us the information we need to see if we can help them by completing a survey which includes questions on their hiring needs. That is 41 new leads straight away from our first campaign. (Example on the video).

Now factor in that you can this monthly, every 2 weeks. You can ramp up the registrations. Can you see how an agency can scale extremely quickly?

Doing this connects you with your network at a much deeper level than Agency Owners who are trying to do what they have always been told. This process allows you to create world class content from world class speakers without writing a word of it yourself. Agency Owners who use personality expert marketing tend to have less fee pressure, and more advocates in their network and find CV's coming to them in a systematic fashion when coupled with the implementation tools (see below).

And the double hit is, when done correctly as part of a system you will pick up leads from clients you could only dream of.

Marketing Content Frequency

Most Agencies which hit a ceiling are victim to the “rollercoaster” – when there’s too much work, marketing doesn’t get done. Which means less work later. Up and down months. We’ll give you the essentials for automating your marketing below, but there is one essential marketing fact to understand with respect to content frequency.

And that is, that optimal marketing frequency is much, much more frequent than most recruiters understand.

Leveraging memory research – on how individuals recall other people – is critical to structuring an effective content frequency. If you schedule marketing campaigns too far apart, they are simply ineffective.

For example, a recruiter who does a marketing campaign only once per quarter is getting only a small fraction of the results than a recruiter doing so monthly.

Also, regularity matters. Agency Owners who send their network marketing materials “when they have something interesting to say” get far worse results than those who have scheduled publications on calendared campaigns (i.e. it runs in the background)

The net of it, frequency and consistency matter – a lot. Missing a marketing mailing, even for one month, one week, can have profound effects on your Agency. It doesn’t matter that you’re busy – if you’re not hitting this every month, every week, without fail, you are losing business.

Note – when we talk of marketing materials. We mean our Conversion Events, e.g. webinars, videos, podcast, or it may simply be an email.

We do not mean sales messages, jobs etc.

The good thing is, with automation tools you can make this occur, even without the expense of hiring a director of marketing (again, we'll discuss technology below).

We've tested campaign frequencies, and have found that the following is the optimal schedule for our campaigns:

- Expertise Campaign: twice monthly week, at the same time of the month
- Personality Campaigns: one per month, approximately evenly spread out

While you might think that this varies based on Agency area or geography, interestingly we have not found that this is the case.

Checklist: Agency Ignition Marketing Content That Works

- ✓ Expertise Campaign Subject Selection
- ✓ Expertise Campaign Content Creation
- ✓ Review Process: Ensure Correct Writing Pattern
- ✓ Structure/Sequence Expertise Campaigns
- ✓ Chose Mavens For Personality Campaigns
- ✓ Create Maven Campaigns
- ✓ Create Personality Campaigns
- ✓ Structure/Sequence Personality Campaigns

Total Time to do it yourself: 35 – 45 hours initially; Ongoing 10 - 20 hours/month

Part 4: Agency Ignition Marketing Automation

Getting all this done manually is a huge undertaking. It's also one of the reasons recruiters fail to get their marketing done, because we all have a lot on our plate. But letting today's work get in the way of tomorrow's client is exactly the reason why so many Agency's plateau.

That's why automation plays a key role in creating a supercharged Agency Marketing system. Without automation, you get mired in details and spend time dealing with administration instead of practicing recruitment.

Below are some tools that you can consider.

While many of them may seem technically intimidating for growing Agency's, they should all be evaluated in the context of your overall return on investment. If your average client is worth \$10,000, and after putting in place a program you're generating 50 clients leads each time you run the system, an expenditure in time and investment in setting up makes business sense.

If your average candidate placement fee is worth \$8,000, and after putting in place a CV flood program which will bring in 3-50 high quality CV's each time you run it, and you can run parallel campaigns, an initial expenditure in time and investment in setting up makes financial sense.

Again – all Inbound.

No telephones.

No chasing.

Predictable and repeatable.

The majority of recruiters who don't take advantage of technology miss this point. They look at the cost of the system as an expense, rather than an investment. It's one of the reasons they stay stuck where they are. Regardless of which system you consider, always view it in terms of investment in the future.

In today's market, these investments must be made before the Agency hits significant revenue, not afterwards. In other words, waiting until you have "extra revenue" is backwards. These systems, if properly implemented, help generate the revenue that pays for them.

Disclosure: we are not affiliated with, and do not have any financial relationship with, any of the third party vendors we recommend. We test to the point of being neurotic.

Our interest is in showing you some available options. For comparative purposes the tools we use in our system (Agency Ignition), cost a total of approx. \$100pcm with options going up to \$500+pcm but all the systems on the market can be configured to have similar functionality with some professional IT services.

We make sure the systems used are simple and have 24/7 support.

One To Many Marketing Automations Systems

Managing a large number of Agency Marketing contacts, and the multiple contact points with them can be an administrative nightmare. A marketing automation system makes this easy, by ensuring that follow-up happens each time, every time, without fail.

A well designed marketing automation system can also guide prospects all the way through to being a client, submit a CV, a referral and even help trigger tasks for staff to follow up at the right time.

Important: do not get confused with the technical jargon! All of these systems have implementation teams, or you can hire consultants, to get this configured for you. You should not become an expert in all details

One To Many Lead Generation

Most recruiters never realize they need these tools until they get them, then wonder how they ever made any money without it.

“One To Many Lead Generation” is a way to communicate your message whether it be a direct message to get leads or an invite to one of your conversion events as they progress through stages.

Consider this. If you are going to say it once whether it be on the phone or face to face. Surely it would make sense to speak to 10,100,500,1000's prospects at a time and have a funnel in place to identify

- a) which clients are hiring and have budget
- b) which candidates are of 8/9/10 standard

When you know this, you do not treat all the same. All leads, all candidates are not created equal.

Agency Marketing is simple when you start with the end in mind.

Proper “one to many” systems management will spread your message to thousands of clients and candidates every week to who you need to contact, when, in order to get the maximum amount of business.

If you're ever confused about “who should I call today to make sure I'm getting business tomorrow”, your dashboard in pipeline management (the leads that you have created from your last conversion event) is your guide.

You will have a set of ongoing client leads and candidate CV's. That is your work planned out for you.

Technology Consultants

There are many vendors for these systems, but often Agency Owners need services on top of the platform in order to configure and maintain their Agency Marketing initiatives.

Unfortunately this can add substantially to the cost of your program, as quality consultants charge between \$150.00 - \$180.00/hour, and often require a 10 hour minimum. Average configurations for the above systems (other than those we use in Agency Ignition, which come pre-configured or off the shelf and require zero support and configuration – we have the whole process documented which can be followed by a novice – you should do this too) can be huge.

Again, don't let the expense be deceptive. This work is an investment in your future firm. What we always advocate is it needs to be idiot proof and that's where our templates and procedures come in.

When you set up your systems be sure to have a set of video and step by step instructions and templates so that others can create the one to many and automated systems

Checklist: Technology and Automation

Not all systems make sense for recruitment Agencies. When selecting a one to many system, here are the “must haves”:

- ✓ Date-based triggering of marketing campaigns - required for marketing based on what the client or candidate does or does not do
- ✓ Task Triggering - your system should be able to notify you or your staff when certain events happen (like someone requesting materials; needing a call, etc.). Without this feature, marketing doesn't happen effectively.
- ✓ Segmentation – in order to designate Agency Marketing sources properly, and send the right materials, systems should be able to segment contacts so they can be marketed to appropriately. Primitive “list-based” email vendors are unable to do this and create problems down the road.
- ✓ Scale – ability to grow inline with your business between the marketing automation system and pipeline management system can give your Agency a better dashboard for “exactly what to focus on, when”.
- ✓ Screen Sharing – required to run presentations to candidates and clients sharing what is on your screen. Much like presenting to an auditorium of 1000's live but from your desk.
- ✓ Integration – integration between the marketing automation system and pipeline management system can give your Agency a better dashboard for “exactly what to focus on, when”.

Summary & Next Steps

1

If you're feeling a little intimidated, don't be. Our team will answer your questions and make sure you understand what it takes to put this plan in place.

2

If you follow this Agency Marketing Marketing Fast Action Plan, and stick with it, you will increase the amount of Agency business you are getting significantly.

3

Don't let this plan go to waste. It's very easy to look at this plan and feel overwhelmed because you haven't done something like this before. But—you now have the blueprint for creating a thriving, low-stress, Agency Marketing-based Agency using the same strategies that million-dollar Agencies use, and that few recruitment Agencies even know exist!

Agency Ignition Marketing Campaign “Parts List”

- ✓ Agency Marketing Warm Introduction Strategy Template
- ✓ Cold Introduction Letter Template
- ✓ Cold Introduction Call Scripts (for staff)
- ✓ Agency Marketing Table – top-referring sources for your Agency area
- ✓ Agency Marketing Program: Internal Checklist
- ✓ Agency Marketing Program: External Marketing Program Document
- ✓ Agency Marketing Handouts
- ✓ One to Many Marketing Systems
- ✓ Expertise Campaign Layout & Content (12 months / monthly)
- ✓ Personality Campaign Layout & Content (12 months / 10 campaigns)
- ✓ Marketing Automation System (configured & working)
- ✓ Pipeline & Lead Management System (configured & working)

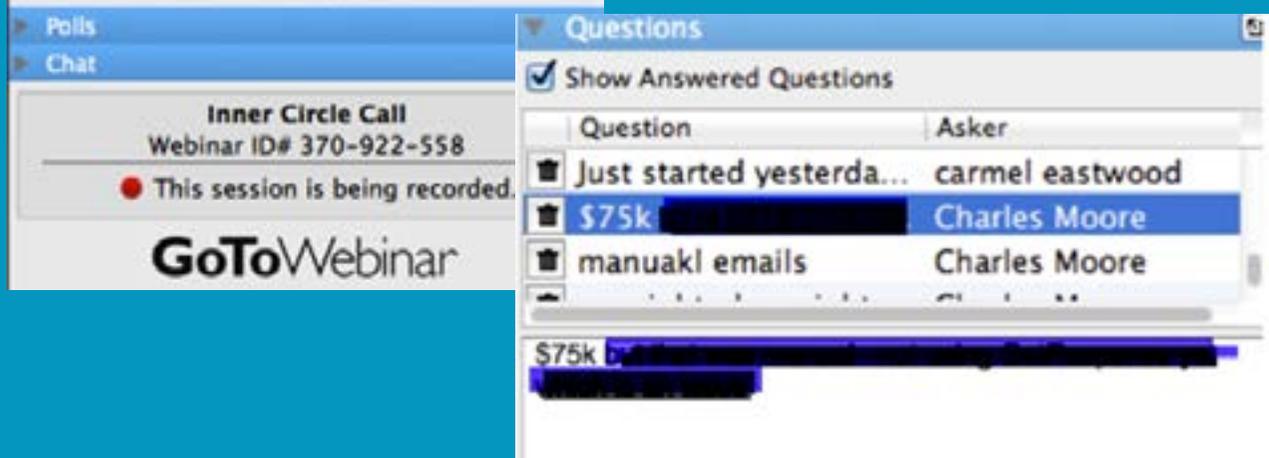
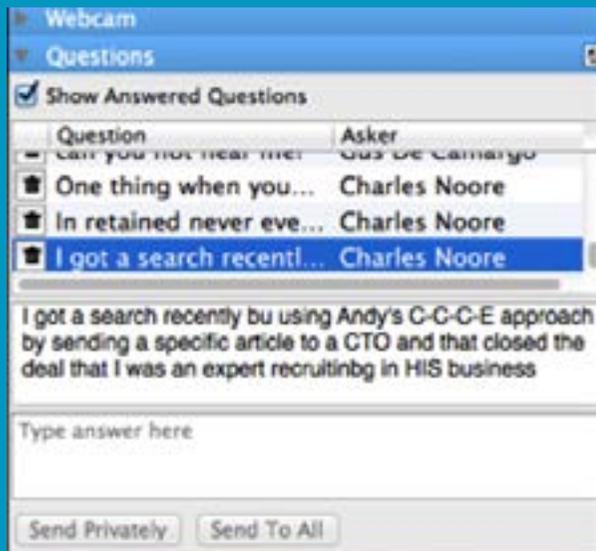
Testimonials

www.recruitmentmarketinginternational.com

Address: 20 - 22 Wenlock Road London N1 7GU
United Kingdom

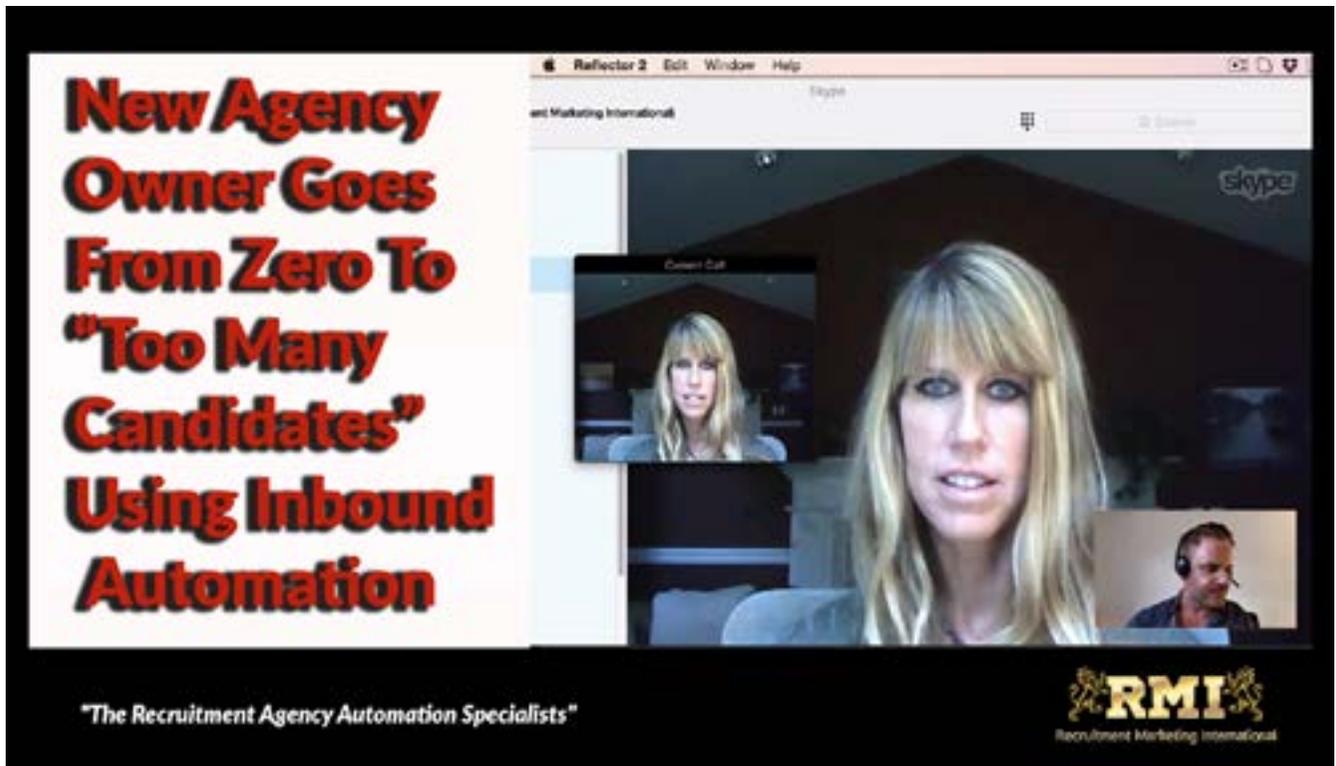
Email: andy@recruitmentmarketinginternational.com

USA Frustrated Agency Owner Get's \$75,000 Search Using Our Inbound Strategy (The Client Came To Him)



- Charles Moore

New Agency Owner Goes From Zero To “Too Many Candidates” Using Inbound Automation.



Diana is a legend. In her own words she was not sure she could set up alone and make this work. All we said was. Follow the process.

Listen to how she got „too awesome many candidates“ coming to her. Even booking into her online diary (no chasing!!!).

Listen to her story here: In 60 days turned it around and did his best billings. Ever.

-Diana Albertson

AGENCY OWNER GETS HIS AGENCY RANKED NUMBER 1 "TWICE!"

Rob Andrews 
To: LinkedInQuestions
RE: Andy's Contact Details

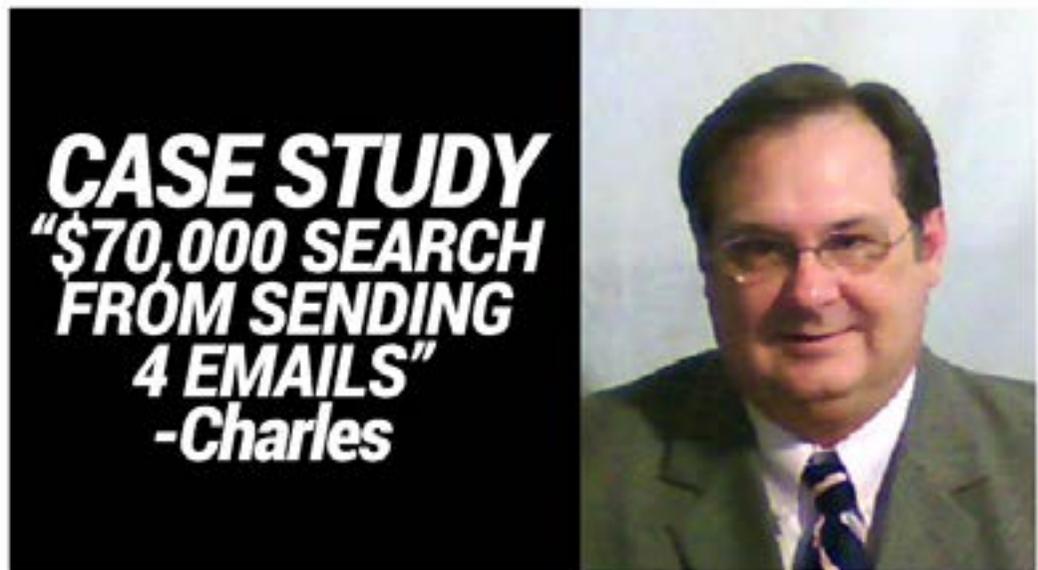
3 July 2014 06:49

6

Hi Andy,

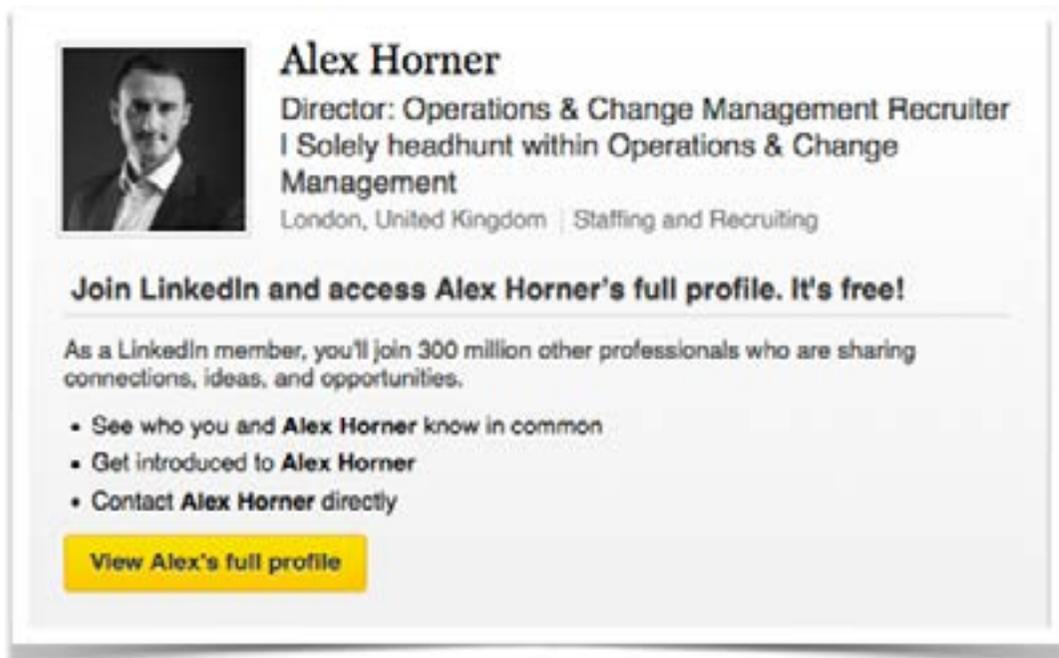
Thanks for this, very useful. I've implemented a number of your suggestion and the following has happened:-

- I'm now top of the rankings for the term IT on its own 😊
- I'm now top of the rankings for the term Sales on its own 😊
- I'm 4th for IT Sales – seems a bit strange as I'm top for both terms on their own?
- I'm 2nd for Lead Generation 😊 - Good but top is better!



- Rob Andrews

Overworked Recruiter Owner Doubles His Business And Goes From 1 Person to 3 In 5 Months



Alex Horner
Director: Operations & Change Management Recruiter
I Solely headhunt within Operations & Change Management
London, United Kingdom | Staffing and Recruiting

Join LinkedIn and access Alex Horner's full profile. It's free!

As a LinkedIn member, you'll join 300 million other professionals who are sharing connections, ideas, and opportunities.

- See who you and **Alex Horner** know in common
- Get introduced to **Alex Horner**
- Contact **Alex Horner** directly

[View Alex's full profile](#)

"To.....Billed more in first 5 months than all of last year"



Alex Horner
To: RM Contact
RE: How are things?

10 July 2014 16:58

hey - billed more in the first 5 months of this year than I did the entire of last year so steps in the right direction.
Looking of taking a Consultant on, just finding a good one is the tricky bit.

Alex Horner
Operations & Change Management Recruiter
Director
44 Featherstone Street, London, EC1Y 8BN
+44 20 7183 2130
+44 79 0513 9183

See More from RM Contact

- Alex Horner

Agency Recruitment

Fast Action Plan

Attract. Convert. Automate