

RECBOUND MARKETING AUDIT CHECKLIST














(only for Recruitment Agencies)


















Looking to overhaul your marketing but you don't know where to start? Go through our checklist and identify areas that you need to focus!

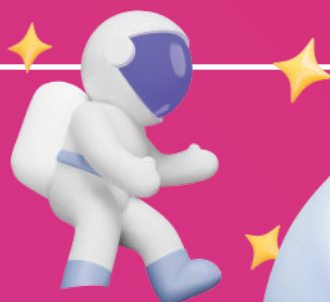
STRATEGY



| | | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
|  Purpose (Why do you exist?) | 1 | 2 | 3 | 4 | 5 |
|  Mission (How will you act on your purpose?) | 1 | 2 | 3 | 4 | 5 |
|  Vision (What will the world look like when you've completed your mission) | 1 | 2 | 3 | 4 | 5 |
|  Values | 1 | 2 | 3 | 4 | 5 |
|  Target market | 1 | 2 | 3 | 4 | 5 |
|  Ideal client | 1 | 2 | 3 | 4 | 5 |
|  Buyer persona (clients) | 1 | 2 | 3 | 4 | 5 |
|  Buyer persona (candidates) | 1 | 2 | 3 | 4 | 5 |
|  Goals/objectives | 1 | 2 | 3 | 4 | 5 |
|  SWOT analysis on competition | 1 | 2 | 3 | 4 | 5 |
|  Pitch | 1 | 2 | 3 | 4 | 5 |
|  USPs | 1 | 2 | 3 | 4 | 5 |
|  Positioning (e.g. price/rebate etc) | 1 | 2 | 3 | 4 | 5 |

BRANDING

| | | | | | |
|-----------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
|  Logo | 1 | 2 | 3 | 4 | 5 |
|  Icons & favicons | 1 | 2 | 3 | 4 | 5 |
|  Fonts | 1 | 2 | 3 | 4 | 5 |
|  Colour palette | 1 | 2 | 3 | 4 | 5 |
|  Tone of voice | 1 | 2 | 3 | 4 | 5 |
|  Business cards | 1 | 2 | 3 | 4 | 5 |
|  Social banners | 1 | 2 | 3 | 4 | 5 |
|  Email signatures | 1 | 2 | 3 | 4 | 5 |
|  CV coversheets | 1 | 2 | 3 | 4 | 5 |
|  Pitch deck / company presentation | 1 | 2 | 3 | 4 | 5 |
|  Letterheads | 1 | 2 | 3 | 4 | 5 |
|  Social images (e.g. job posts) | 1 | 2 | 3 | 4 | 5 |
|  Social carousels | 1 | 2 | 3 | 4 | 5 |
|  Social videos | 1 | 2 | 3 | 4 | 5 |
|  Website | 1 | 2 | 3 | 4 | 5 |

















TECH APPLICATIONS

| | | | | | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------|---|---|---|---|---|
|  | Recruitment database | 1 | 2 | 3 | 4 | 5 |
|  | Marketing database (if ATS is not fit for purpose) | 1 | 2 | 3 | 4 | 5 |
|  | Automation platforms | 1 | 2 | 3 | 4 | 5 |
|  | Design platforms | 1 | 2 | 3 | 4 | 5 |
|  | Outreach tools | 1 | 2 | 3 | 4 | 5 |
|  | Community tools | 1 | 2 | 3 | 4 | 5 |
|  | CMS | 1 | 2 | 3 | 4 | 5 |

TACTICS

| | | | | | | |
|-------------------------------------------------------------------------------------|----------------------------------------------|---|---|---|---|---|
|  | Job adverts | 1 | 2 | 3 | 4 | 5 |
|  | Overall social media strategy (see below) | 1 | 2 | 3 | 4 | 5 |
|  | LinkedIn – company | 1 | 2 | 3 | 4 | 5 |
|  | LinkedIn – individual recruiters | 1 | 2 | 3 | 4 | 5 |
|  | Twitter | 1 | 2 | 3 | 4 | 5 |
|  | Instagram | 1 | 2 | 3 | 4 | 5 |
|  | Others (e.g. Reddit, TikTok, Snapchat etc) | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|-------------------------------------------------------------------------------------|-----------------------------------------------|---|---|---|---|---|
|  | Email marketing (1-2-1) | 1 | 2 | 3 | 4 | 5 |
|  | Email marketing (mass mail) | 1 | 2 | 3 | 4 | 5 |
|  | Content marketing (blogs, whitepapers etc) | 1 | 2 | 3 | 4 | 5 |
|  | Paid advertising | 1 | 2 | 3 | 4 | 5 |
|  | Podcast | 1 | 2 | 3 | 4 | 5 |
|  | Webinars | 1 | 2 | 3 | 4 | 5 |
|  | Referrals | 1 | 2 | 3 | 4 | 5 |
|  | Online events | 1 | 2 | 3 | 4 | 5 |
|  | Offline events | 1 | 2 | 3 | 4 | 5 |
|  | Paid search results | 1 | 2 | 3 | 4 | 5 |
|  | Direct mail | 1 | 2 | 3 | 4 | 5 |
|  | Business development sales process | 1 | 2 | 3 | 4 | 5 |
|  | Candidate headhunt process | 1 | 2 | 3 | 4 | 5 |
|  | Case studies | 1 | 2 | 3 | 4 | 5 |





ANALYTICS

| | | | | | | |
|-------------------------------------------------------------------------------------|------------------------------------|---|---|---|---|---|
|  | Placement source reporting | 1 | 2 | 3 | 4 | 5 |
|  | Job advert reporting | 1 | 2 | 3 | 4 | 5 |
|  | Interview reporting | 1 | 2 | 3 | 4 | 5 |
|  | New client reporting | 1 | 2 | 3 | 4 | 5 |
|  | Social media reporting | 1 | 2 | 3 | 4 | 5 |
|  | Community reporting | 1 | 2 | 3 | 4 | 5 |
|  | Overall tracking of business goals | 1 | 2 | 3 | 4 | 5 |

OUR ADVICE



Only focus on 1-3 areas, instead of improving everything at once.



Don't let pretty colours distract you. You run a recruitment agency... not a marketing agency.



Outsource what you can or bring expertise in house. Try not to do it all yourself.





Looking for help with your marketing?

Get in touch today
www.recbound.com