Plug & Play

How classic marketing principles can help you <u>attract and convert</u> the right clients and candidates

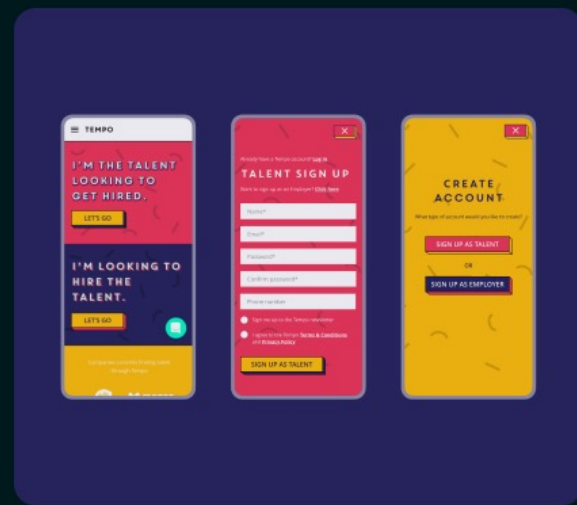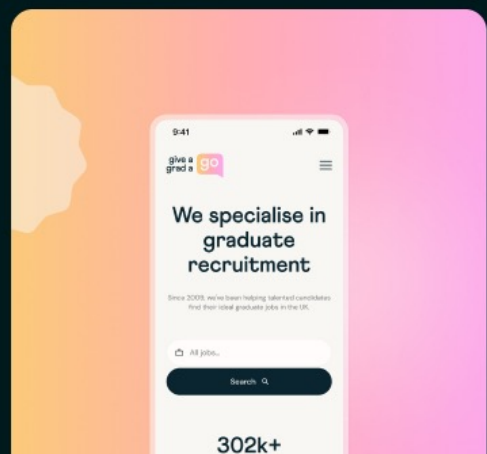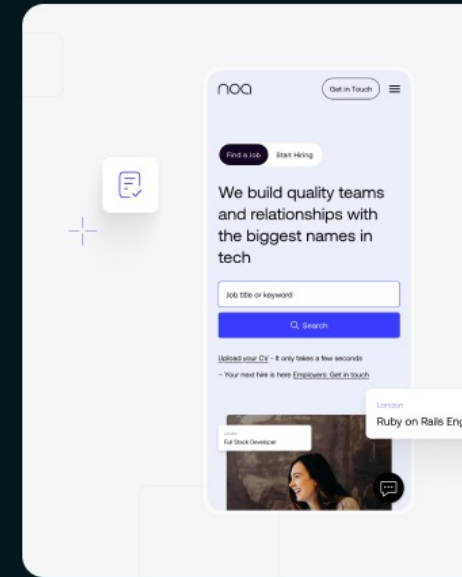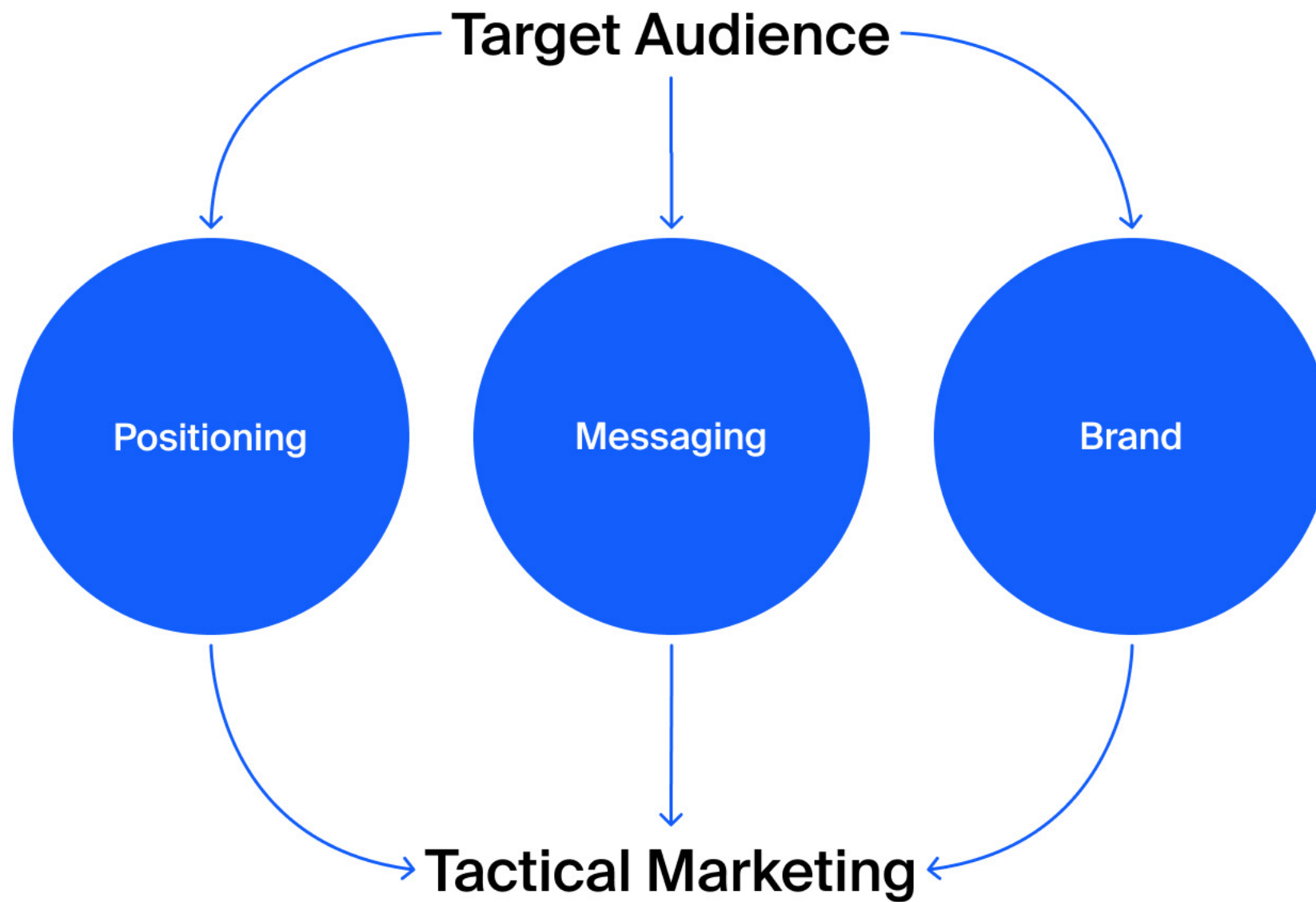Find us on stand: D65

Classic marketing strategies seek
to create <u>resonance</u>.

<u>Resonance</u> creates a feeling that makes
your target audience *want* to choose you

Target Audience

Positioning

Messaging

Brand

Tactical Marketing

Who is your target audience?

What are the common characteristics of the businesses & people that you work with?

The business

Size Needs Budgets Goals Challenges

Decision makers in the organisation

Sign off process

The person

Job title Experience Age Goals

Challenges Purchasing process

The business

Organisation Size:	25 - 50 people
State:	Rapidly scaling
Budgets:	Secured Venture Capital investment
	Recruitment budgets of X
Goals:	Headcount and revenue growth
	Get things done quickly
	Enter US market
Challenges:	To hire the right team
	To maintain efficiency
	Securing next investment

Templates will be available to download

The person

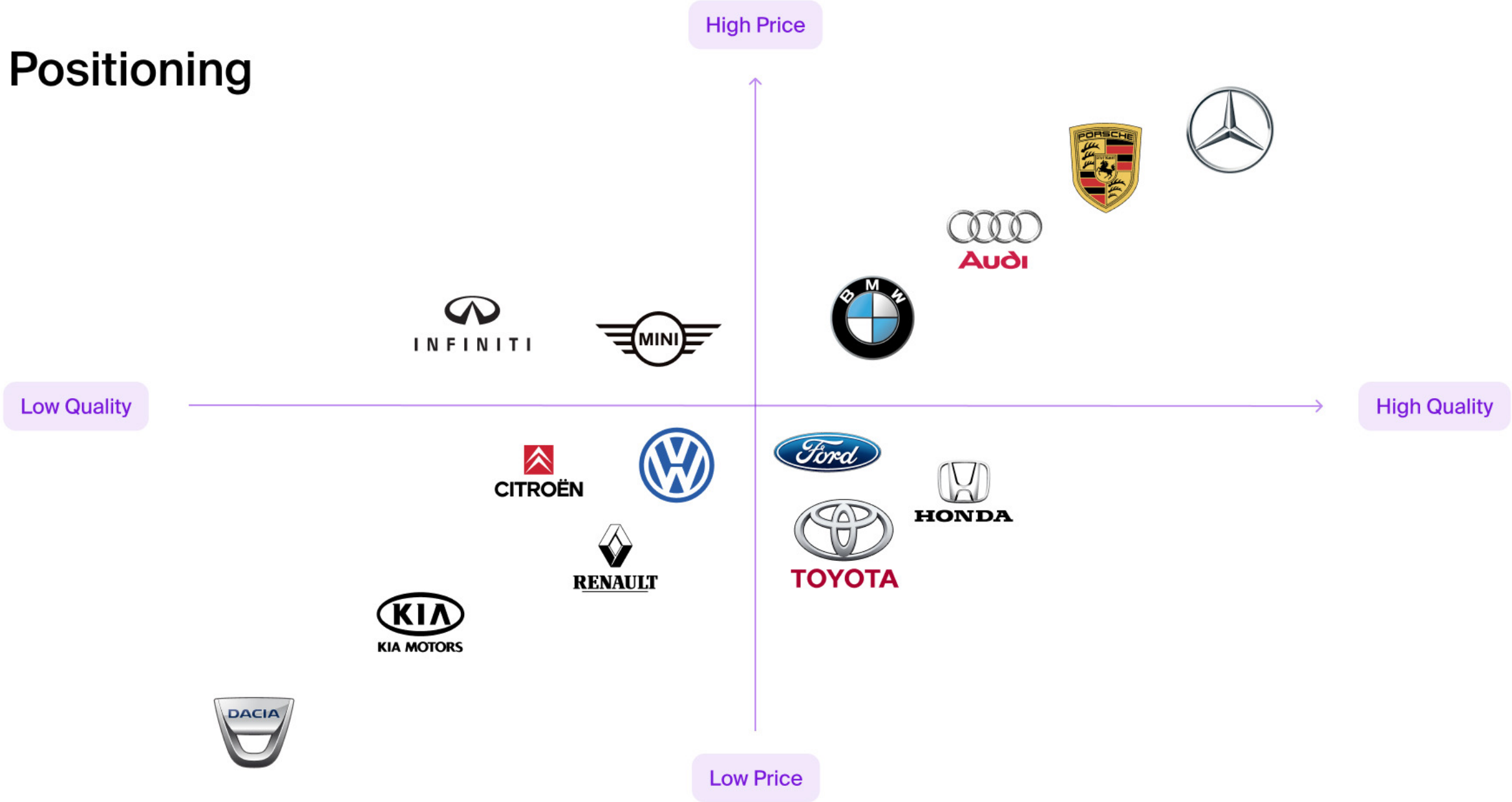|	
Name:	Sam the tech entrepreneur
Job Title:	Founder + CEO
Age Range:	30 - 55
Goals:	To grow the business To reduce cyber crime To retire early To secure investment
Pain Points:	Doesn't have enough time to do everything Doesn't have the connections needed to scale the team Only partially funded - needs to invest wisely in the business
Other:	UK based, reads the FT, always has phone in hand
Needs:	Fast response times - once they've moved on from a task it's hard to get their attention again Clear status reports

Templates will be available to download

Why do clients and candidates choose you?

Location

Seniority

People

Network

Performance

Reputation

Reviews

Effort of engagement

Price

Speed

Experience

Quality of candidates/jobs

Positioning

Messaging

Reflecting your audience

Create resonance by reflecting your target audience and market position in your messaging

"Using our proprietary network of senior leadership capabilities developed over the last 20 years, we are uniquely placed to deliver the best possible candidates to Pharma companies globally."

Branding

Creating visual resonance

Anatomy of a brand

Brand identity

Logo

Colours

Imagery & assets

Patterns, shape & form

Typography

Icons

Give A
Grad A Go

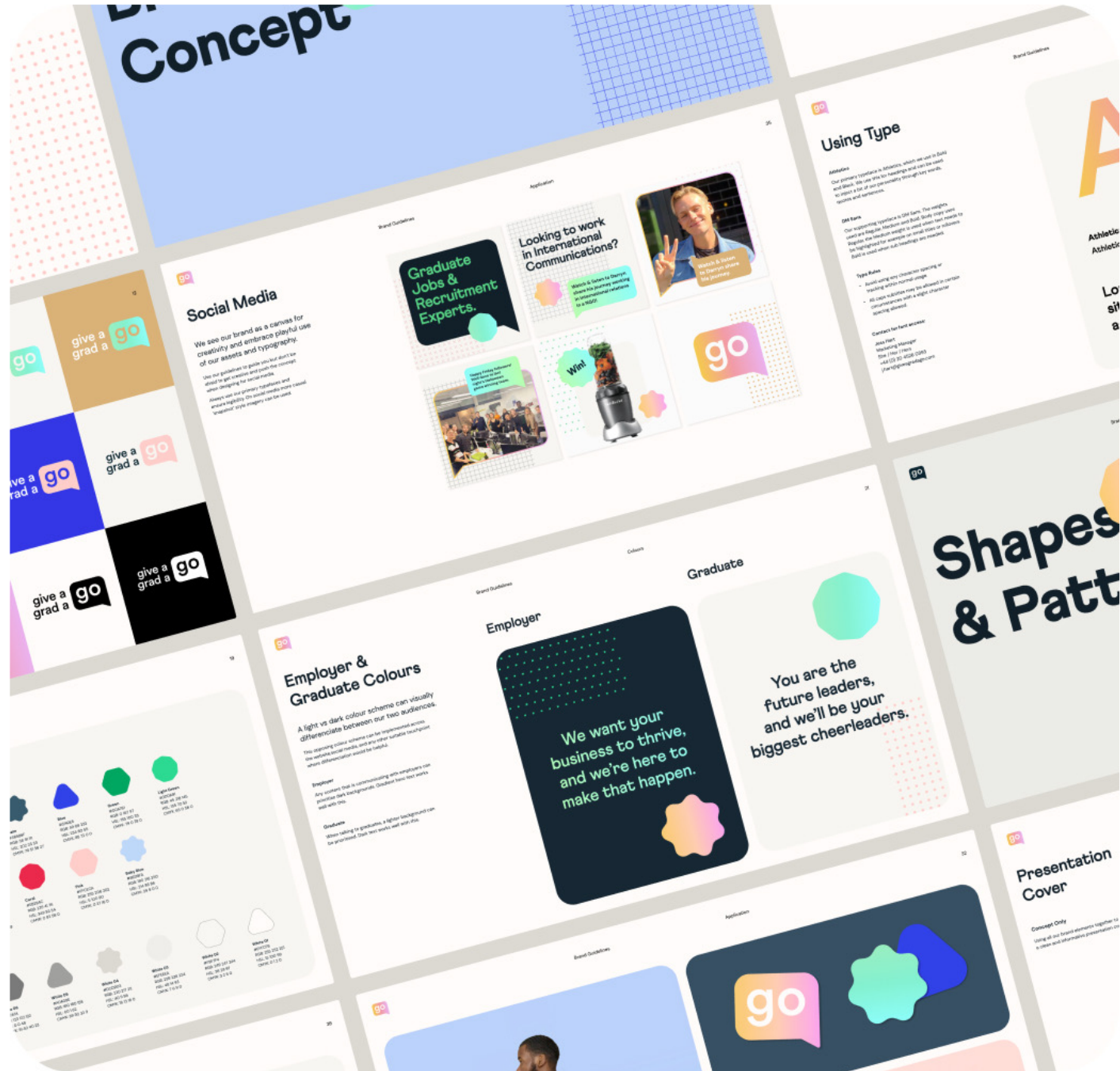Target audience: Graduates and graduate employers

---

✏️ **Brand**

Playful   Nostalgic   Youthful   Fun

Bright   Energetic

🔊 **Tone of voice**

Youthful   Trustworthy   Witty

They have a flexible design system that can be used to create fresh and visually interesting designs and assets quickly.
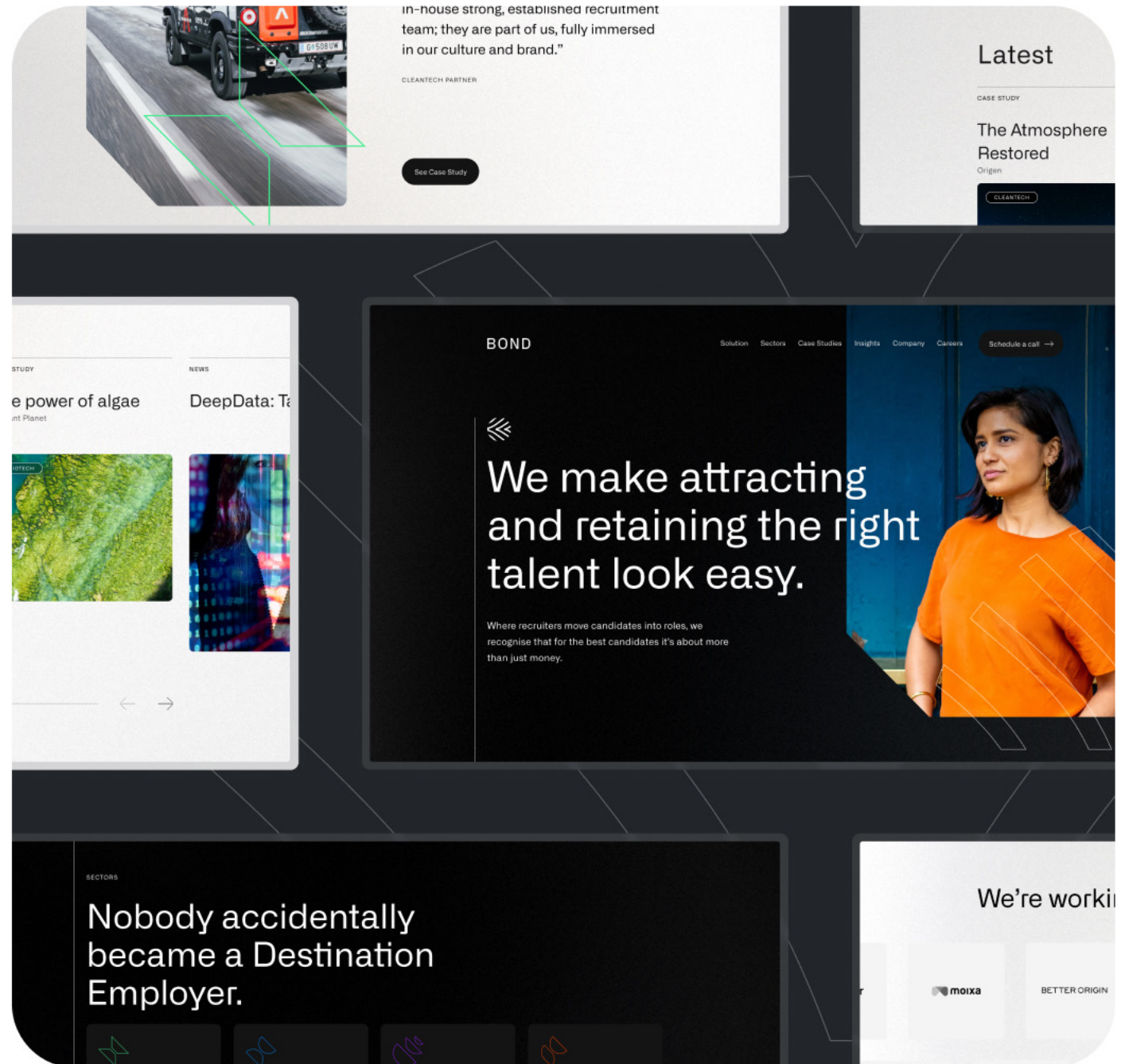
Bond Global

Target audience: Innovative, rapidly scaling tech entrepreneurs

✎ Brand

Futuristic Tech & Science Simple

Enviromental Big Picture

🔊 Tone of voice

Provocative Passionate & Direct

Find a Job   Start Hiring

We build quality teams and relationships with the biggest names in tech
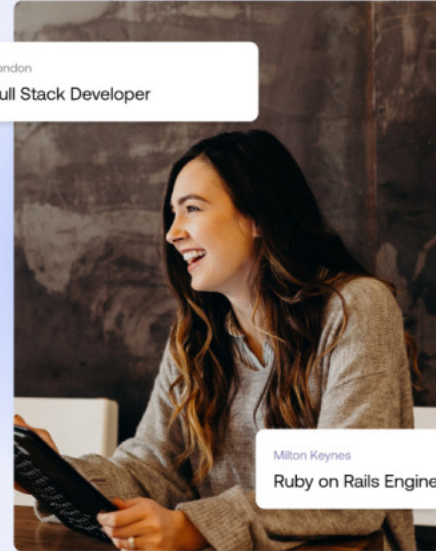
Job title or keyword

🔍 Search

Upload your CV - It only takes a few seconds

– Your next hire is here Employers: Get in touch

London
Full Stack Developer

Milton Keynes
Ruby on Rails Engineer

Trusted by 1,000+ growing companies

Google   Microsoft   trivago   Basecamp   wetransfer   Dropbox   Trello
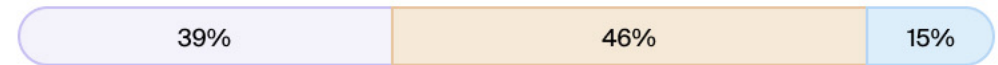
38%

of users will leave a website if they do not like the design

🔍 Source: Adobe

Chart

Legend: 🟣 Stopped Engaging 🟠 Switched Devices 🔵 Unchanged

Images won't load
Stopped Engaging	Switched Devices	Unchanged
39%	46%	15%

Takes too long to load
Stopped Engaging	Switched Devices	Unchanged
39%	44%	17%

The content was unattractive in it's layout or imagery
Stopped Engaging	Switched Devices	Unchanged
38%	35%	28%

Content was too long
Stopped Engaging	Switched Devices	Unchanged
38%	30%	32%
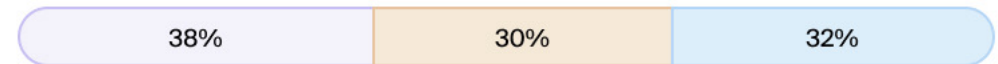
It is not displaying well on the device
Stopped Engaging	Switched Devices	Unchanged
25%	57%	17%
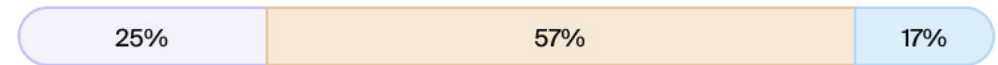
The experience would be improved on a bigger device
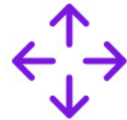| Stopped Engaging	Switched Devices	Unchanged
13%	67%	23%

How to leverage brand

Positioning

Create your brand to reflect your position in the market. This will impact your conversion rate.

Create a feeling

Brand can visually represent traits like trustworthiness, size, capability and sector.

Make marketing happen

Enable your team with a flexible design system so they can create assets quickly.

Being found by target personas

Website strategy

Keyword targets

Find achievable keyword targets that match your niche in the market

Landing pages

Create landing pages that will deliver a highly aligned user experience

Key messaging

Deliver key messaging relevant to your target customers

Content

Support written messaging with brand and visual design
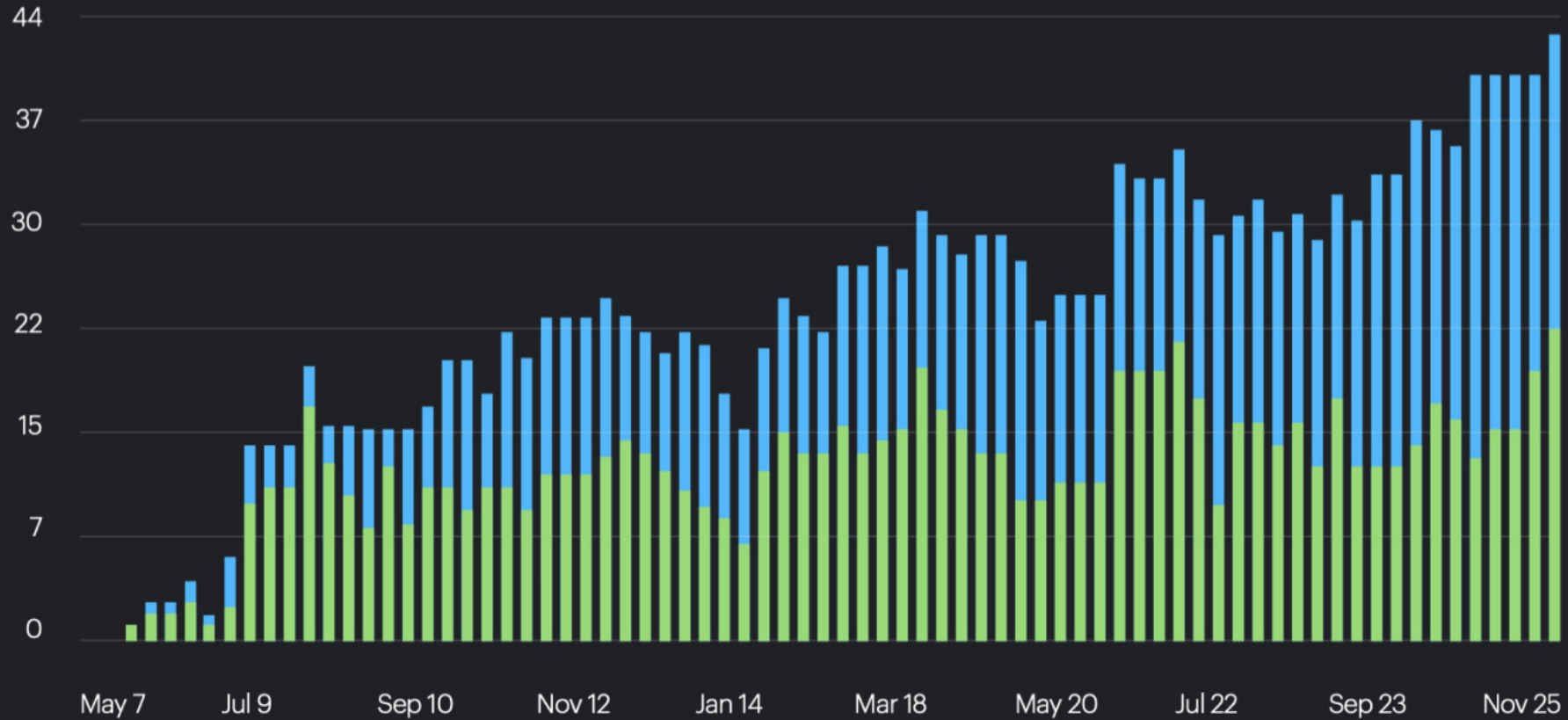
Only 11%
of recruitment agencies do the basics of SEO
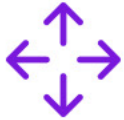
11%

Basic SEO

Outcome

Increase visibility   Enter new markets   Be found above competitors
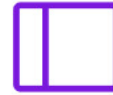
Actions following this talk

Review positioning

Consider your position in the market & why clients & candidates pick you

Create alignment

Create written & visual alignment to reflect these clients & candidates

Define your target audience

Enable your team by documenting your target audiences, messaging & visual brand

Review your SEO strategy

Be found by more of your target audience by implementing the SEO basics

Plug & Play

Websites
Job Portals
Branding
Marketing
Mobile Apps

Access our free resources & talks

Find us on stand: D65