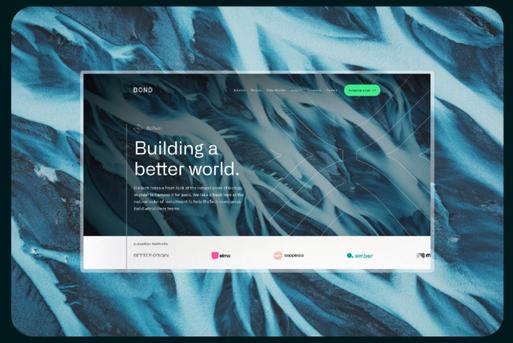
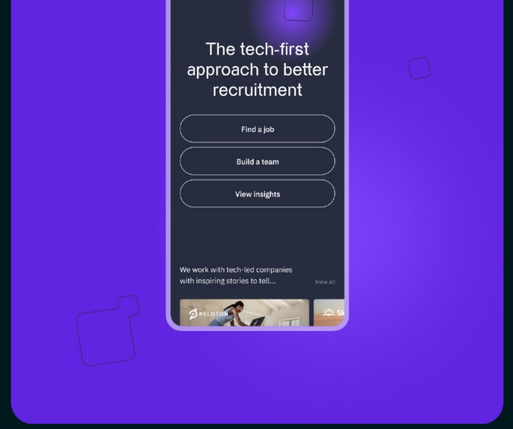
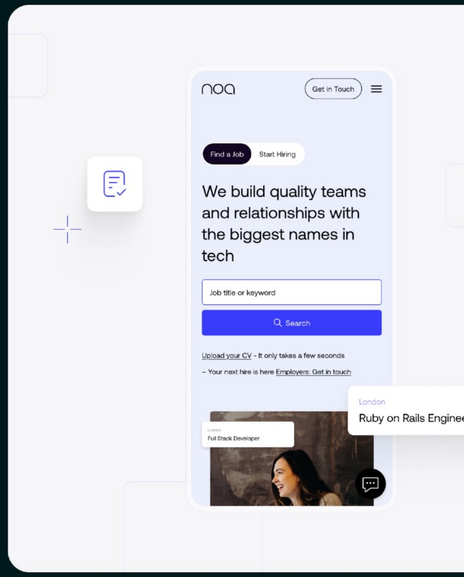
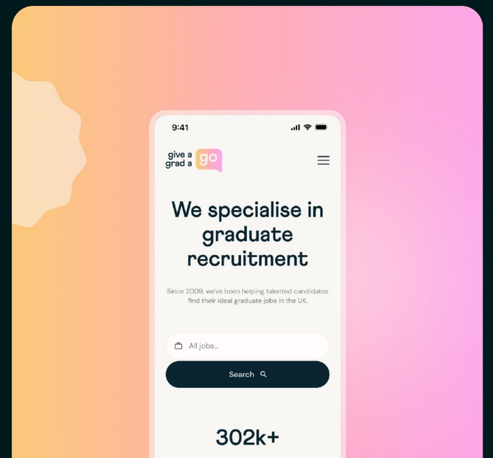
Plug & Play

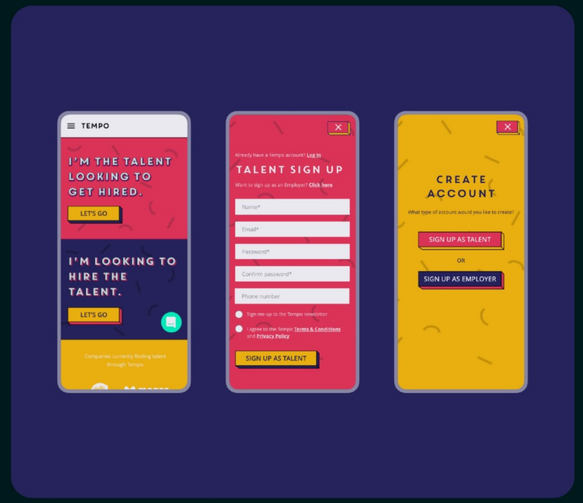




Classic Marketing Strategies to Attract and Convert Clients and Candidates



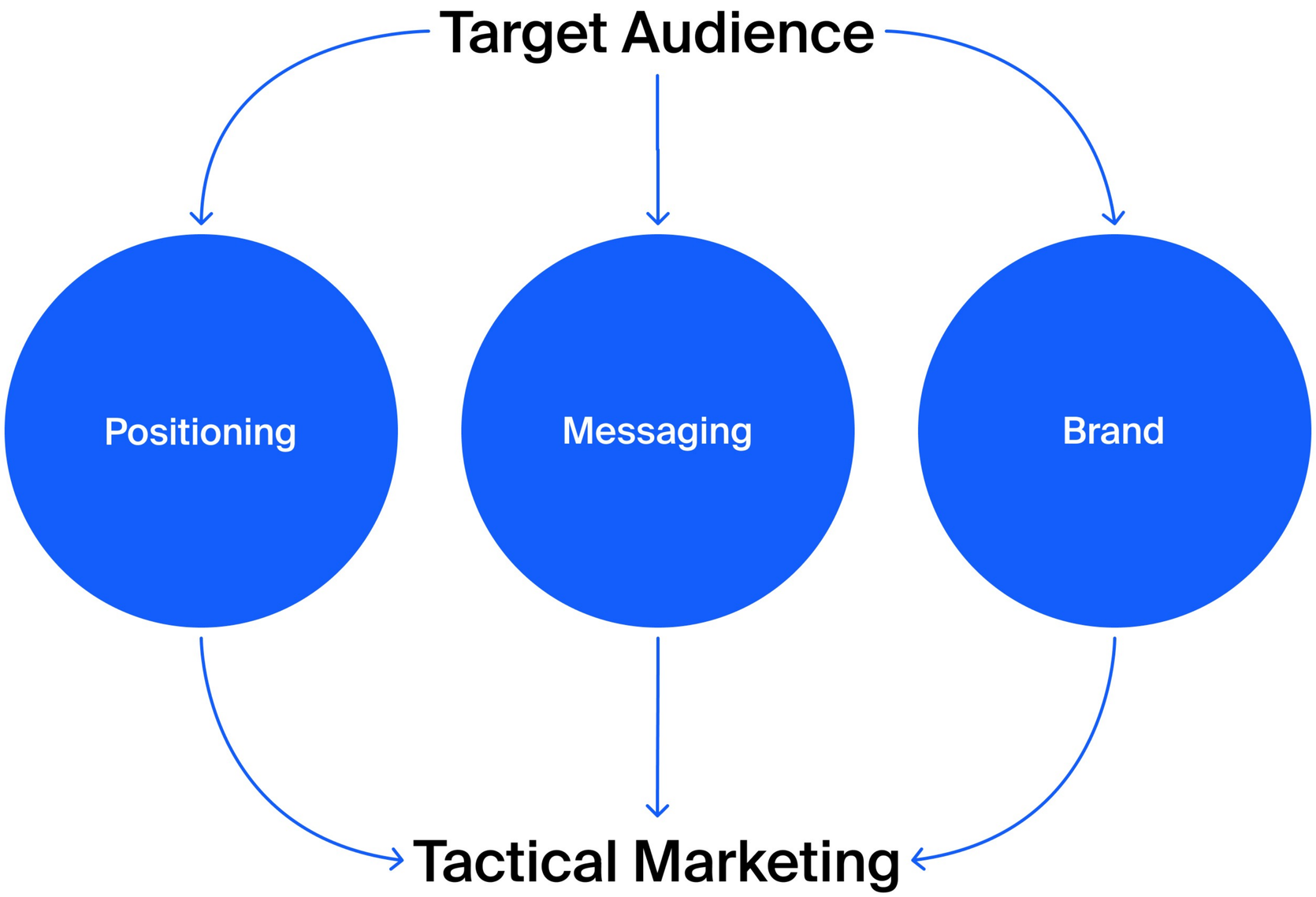




Find us on stand: C29

Classic marketing strategies seek
to create resonance.

Resonance 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

Why do clients and candidates choose you?

Location

Seniority

People

Network

Performance

Reputation

Reviews

Effort of engagement

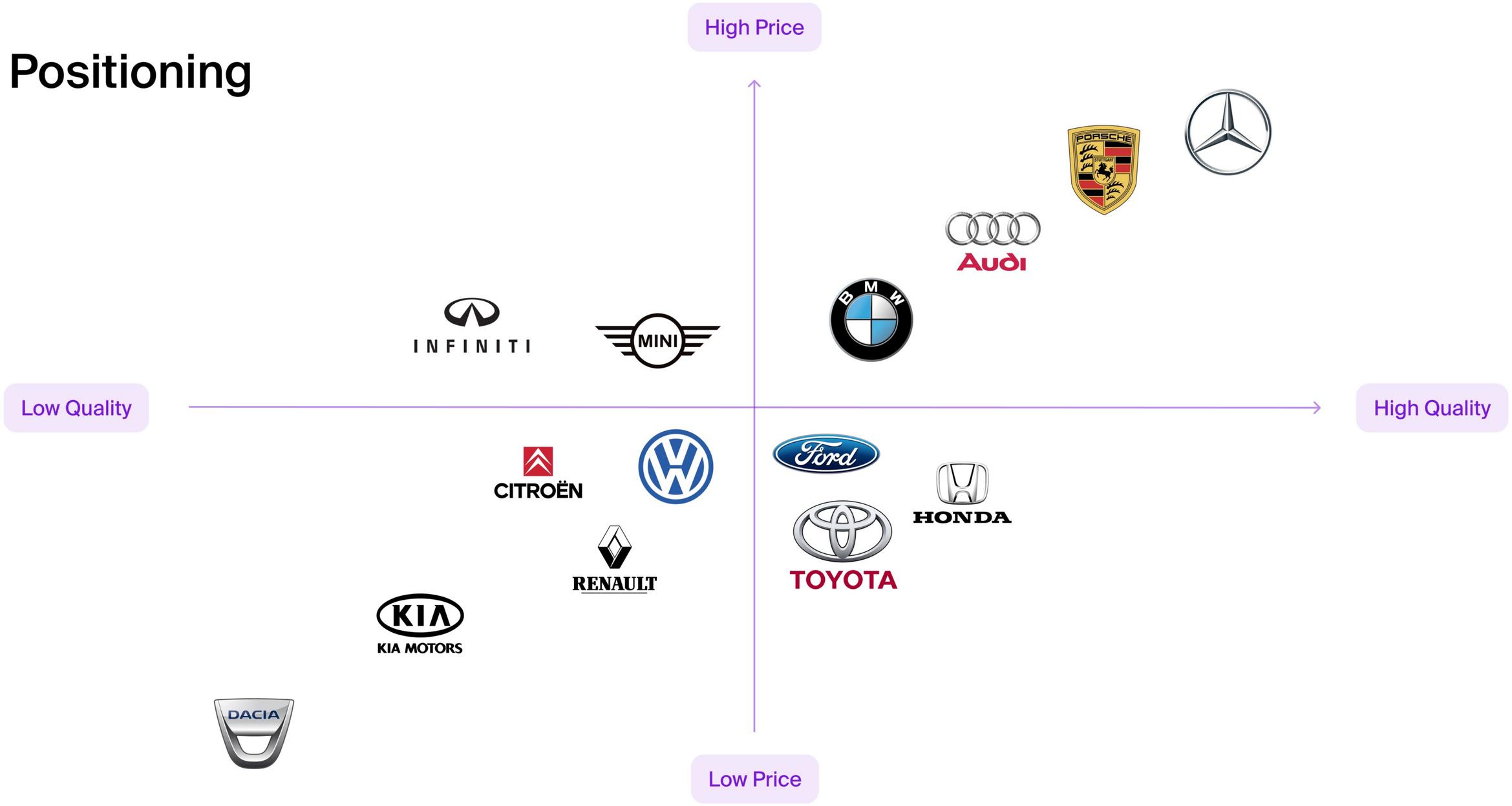
Price

Speed

Experience

Quality of candidates/jobs

Positioning



Messaging

Reflecting your audience

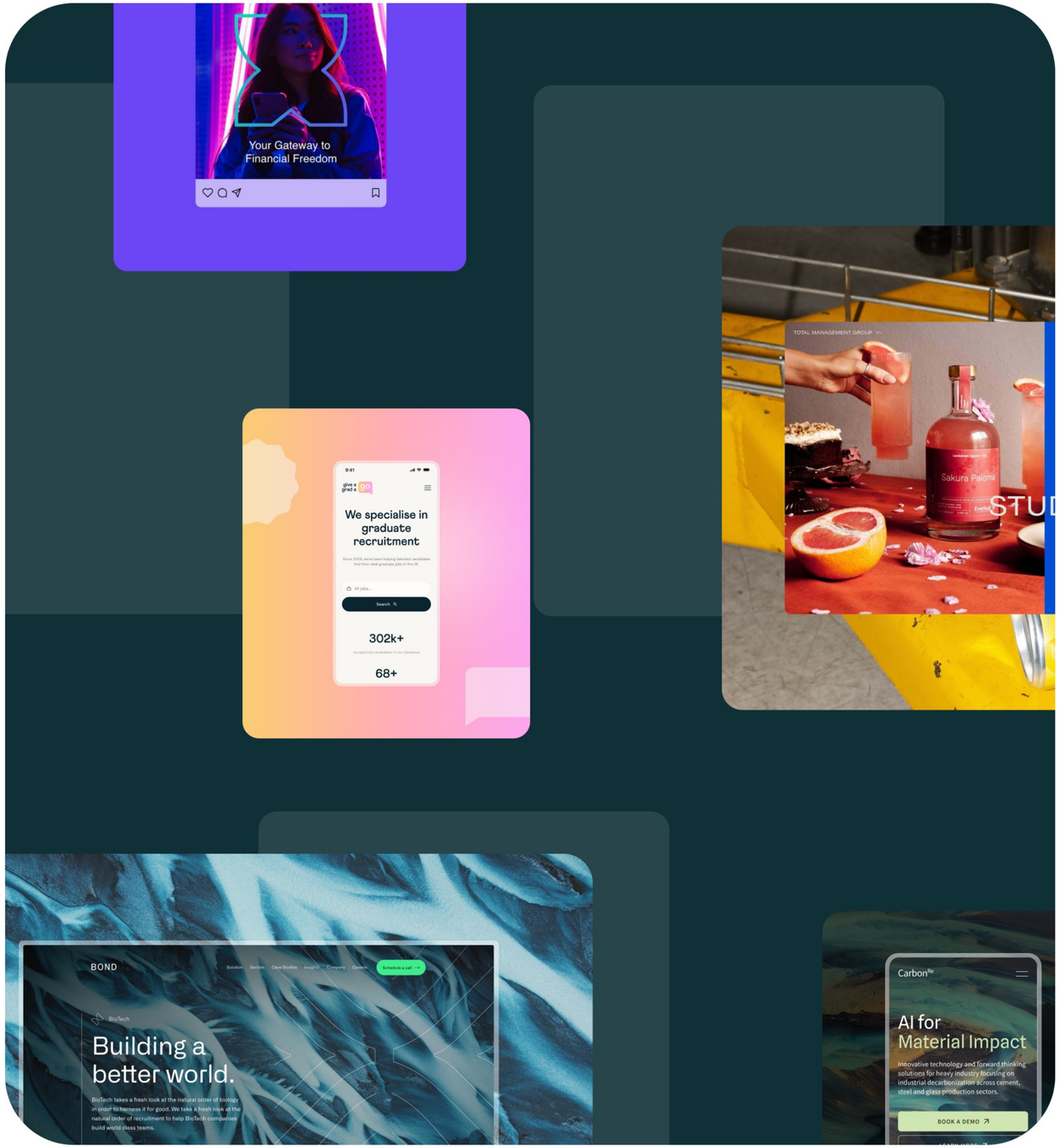
Create resonance by reflecting your target audience and market position in your messaging

“Global Pharma companies choose us because....”

“Our *(insert USP)* uniquely places us to headhunt Executive Leaders for global positions.”

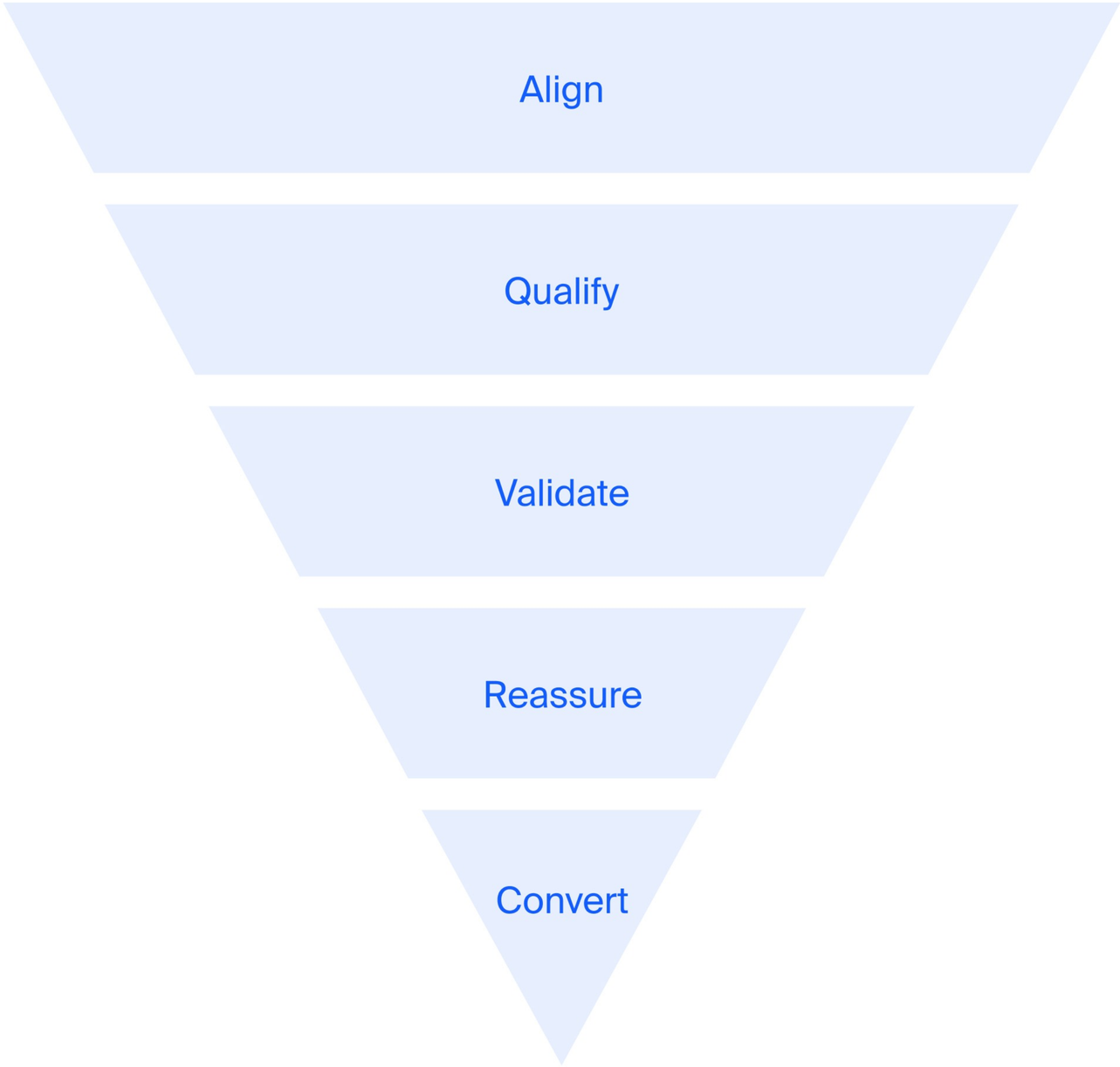
So how do we put this into action?

When do we *show* and when do we *tell*?



How do we implement this thinking in our marketing?

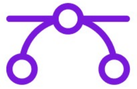
1. The message
2. The visual delivery of the message



Branding

Creating visual resonance

How to leverage brand

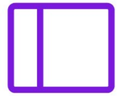


Positioning

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.

BRAND MATURITY

1

•Basic logo, colours and typography.

•Business has an idea of their position in the market but the messaging varies significantly.

•Team struggles to execute marketing deliverables.

2

•Simple brand that encompasses a range of brand elements, including a wider colour palette and image guides.

•Established but undocumented messaging script.

•Marketing deliverables are time consuming and frustrating to produce.

3

•Visual brand is established and has an elevated design system that is documented in brand guidelines.

•Team has an established messaging script and a good idea of their customer personas.

•Marketing Team can quickly deliver familiar assets but experience friction with new asset formats.

4

•Visual brand is unique, deep and flexible. It is documented clearly in the brand guidelines.

•Fully documented customer personas, an accompanying messaging strategy, and strong understanding of why clients and candidates choose you.

•Internal and external teams can consistently utilise the brand in marketing materials.

Give A Grad A Go

Target audience: Graduates and graduate employers

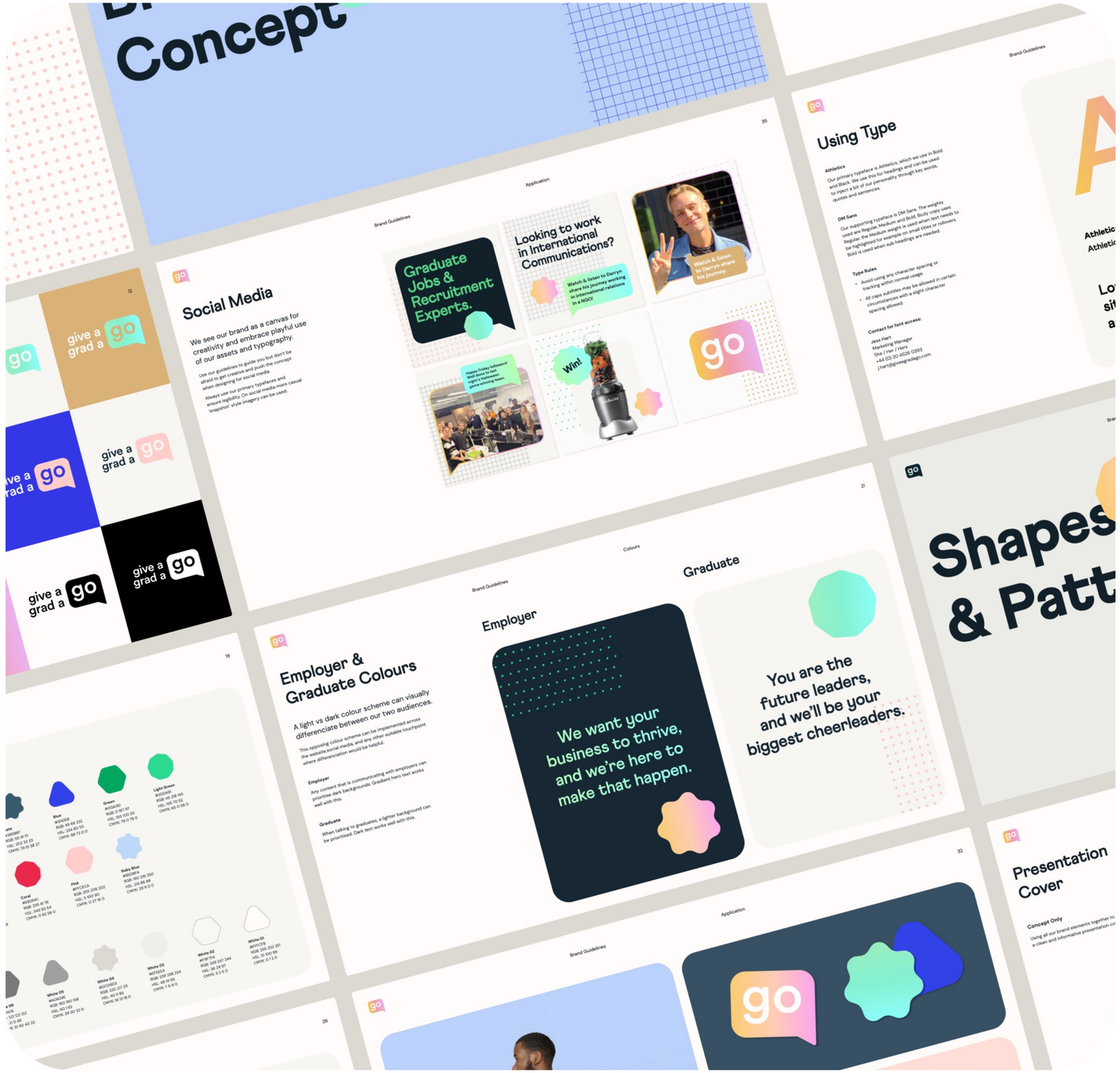
Brand

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

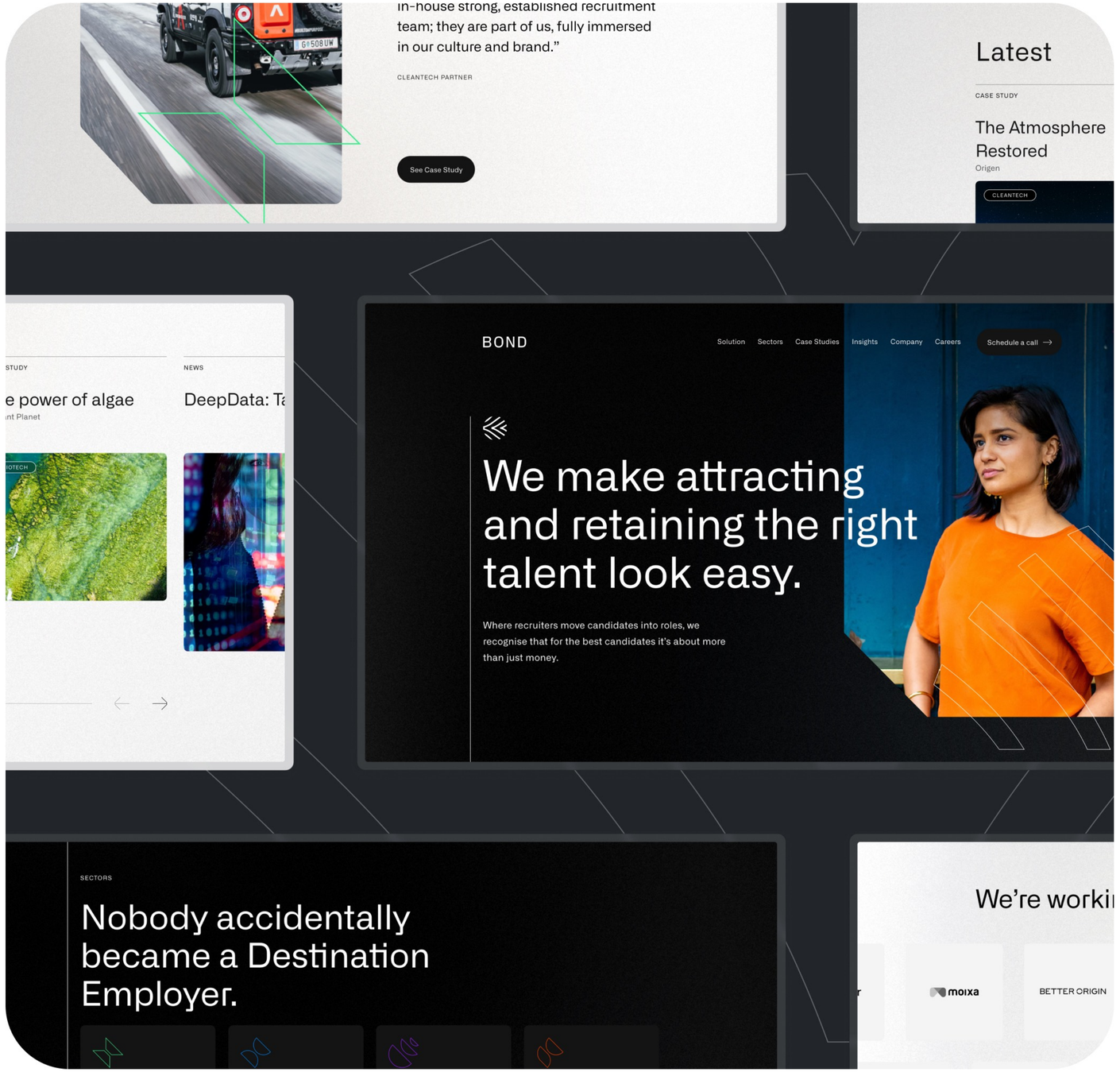
Target audience: Innovative, rapidly scaling tech entrepreneurs

Brand

Futuristic
Tech & Science
Simple
Enviromental
Big Picture

Tone of voice

Provocative
Passionate & Direct



noa

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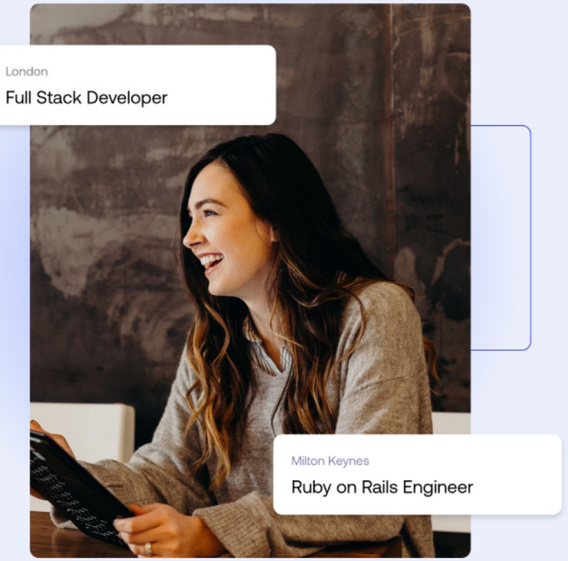

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What are the common branding mistakes?

Not representing your audience

Many brands aren’t representing the clients and companies that they want to target.

Lack of design system

A brand is much more than a logo. It should include a broad set of other brand elements.

Going too big or too small

Right-sizing your brand is the best way to produce a consistent visual brand.

Team enablement

Don’t skip the final step of enabling your team with brand guidelines and templates.

Tactical Brand & Marketing Execution

Tactical Marketing Channels

Social

SEO

Events & Networking

Email Marketing

Paid

Referrals

Website

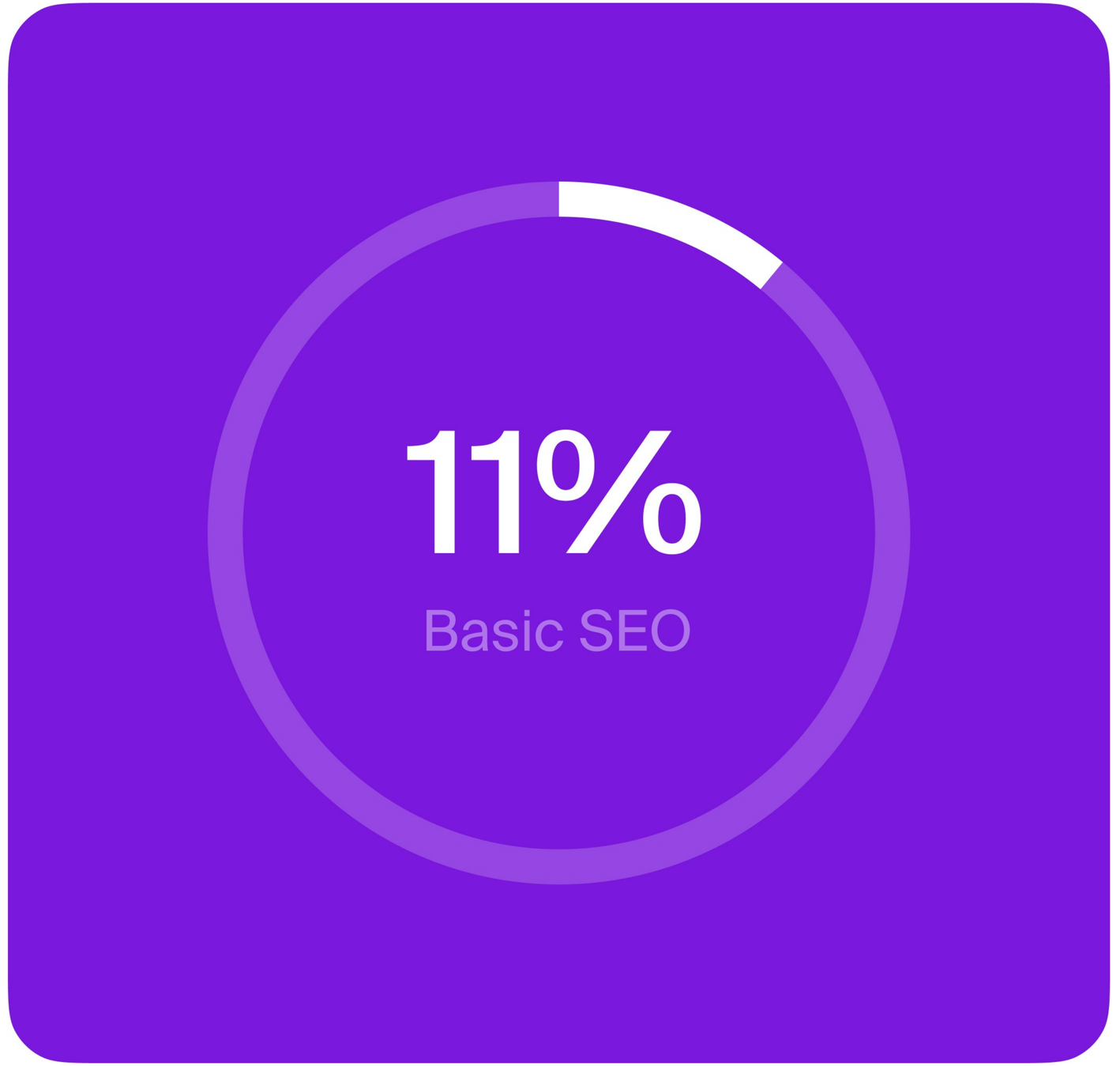
Consistent branding can increase revenue by up to 33%

Lucidpress study

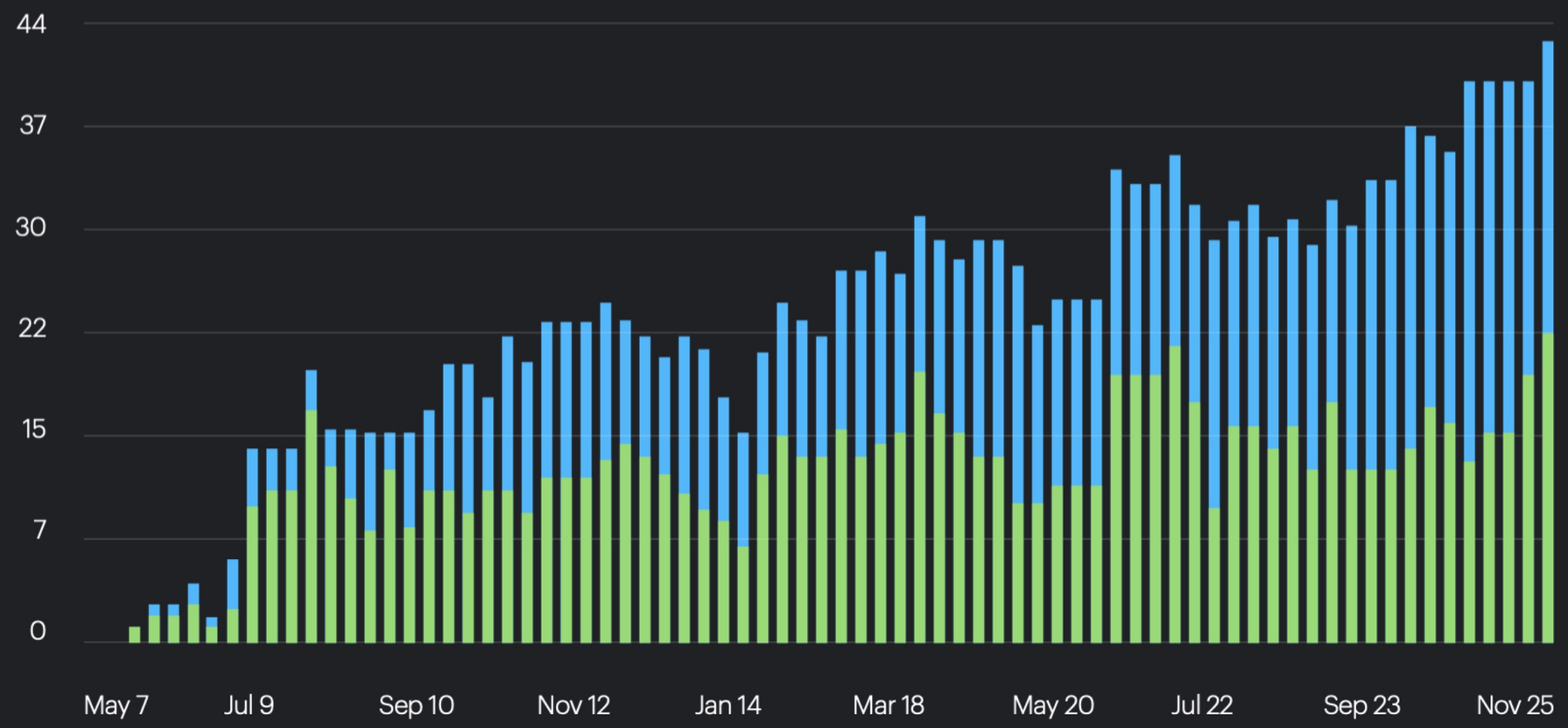
For branding to work,
we need to be visible
and we need to be
found

Only 11%

of recruitment agencies do the basics of SEO



Outcome



Increase visibility

Enter new markets

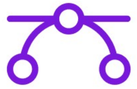
Be found above competitors

Actions following this talk

Review your positioning

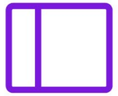
Consider your position in the market & why clients & candidates pick you.

Then create written & visual alignment.



Review your brand maturity

Create a plan to improve your brand maturity with visual and verbal branding.



Consider tactical execution

Think about your marketing channels and where your brand is used.

Bear in mind your company size

A mature brand doesn’t have to mean a large and complex brand. It’s about creating something that can be easily used and rolled out.

Plug & Play

Websites
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Branding
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resources & talks

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