#### RECBOUND

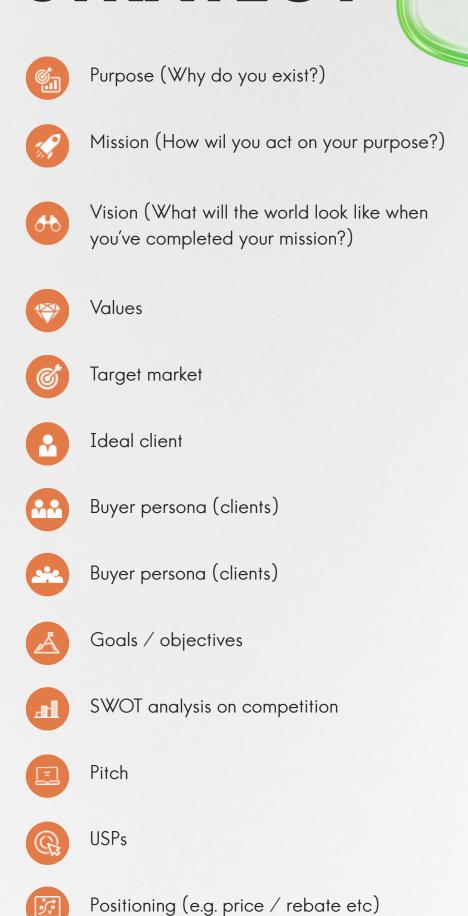
# MARKETING AUDIT CHECKLIST

(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



1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

#### BRANDING



Logo



Icons & favicons



**Fonts** 



Colour palette



Tone of voice



Business cards



Social banners



Email signatures



CV coversheets



Pitch deck / company presentation



Letterheads



Social images (e.g. job posts)



Social carousels



Social videos



Website

	- 1			
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

### **TECH APPLICATIONS**



Recruitment database



Marketing database (if ATS is not fit for purpose)



Automation platforms



Design platforms



Outreach tools



Community tools



**CMS** 

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

#### **TACTICS**



Job adverts



Overall social media strategy (see below)



LinkedIn - company



LinkedIn - individual recruiters



**Twitter** 



Instagram



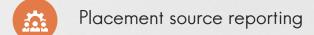
Others (e.g. Reddit, TikTok, Snapchat etc)

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

	Email marketing (1-2-1)
	Email marketing (mass mail)
	Content marketing (blogs, whitepapers etc)
() ()	Paid advertising
	Podcast
	Webinars
<b>%</b>	Referrals
	Online events
	Offline events
	Paid search results
	Direct mail
	Business development sales process
	Candidate headhunt process
	Case studies

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

### ANALYTICS



333	Job	advert	reporting
			, ,

( )	Interview reporting
<b>1.2</b>	Interview reporting

	New client reporting
222	riew chem reporting

Social media reporting

<b>B</b>	Community reporting
	, ,

7	Overal tracking of business goals

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
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 al yourself.





# GET IN TOUCH TODAY

WWW.RECBOUND.COM

