

RECBOND

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?)



Mission (How wil you act on your purpose?)



Vision (What will the world look like when you've completed your mission?)



Values



Target market



Ideal client



Buyer persona (clients)



Buyer persona (clients)



Goals / objectives



SWOT analysis on competition



Pitch



USPs



Positioning (e.g. price / rebate 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
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	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



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

ANALYTICS

-  Placement source reporting
-  Job advert reporting
-  Interview reporting
-  New client reporting
-  Social media reporting
-  Community reporting
-  Overall 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 all yourself.



**LOOKING FOR HELP
WITH YOUR MARKETING?**

**GET IN
TOUCH
TODAY**

WWW.RECBOUND.COM

