

The UK Recruitment Agency's

Marketing *Checklist* for Strategic Scaling Successfully into the US



1

Make Your Brand Look **US-Ready**

Perception matters when entering a new market. Many US clients and candidates will judge credibility within seconds of visiting your website or LinkedIn presence.

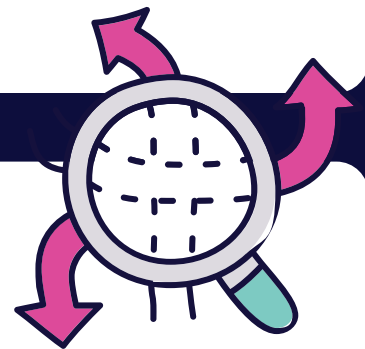
- ✓ **Move from a .co.uk to a .com domain**
A .com instantly creates a more international and US-friendly brand perception, helping avoid the impression that you only operate in the UK market.
- ✓ **Build US-specific website pages**
Create landing pages focused on US recruitment markets, salary insights, and hiring trends to improve relevance and SEO visibility.
- ✓ **Align your brand tone with US audiences**
US recruitment marketing is often more direct, confident, and commercially driven than UK messaging.

2

Build a **US-Ready Go-To-Market Strategy**

Expanding into the US is not simply replicating your UK model overseas. The recruitment market is larger, more fragmented, and significantly more competitive. Agencies need a clear positioning strategy before launching.

- ✓ **Define your niche clearly**
Generalist agencies struggle in the US market. Focus on a specific vertical, geography, or candidate type where you already have credibility and proven outcomes.
- ✓ **Localise your messaging and proposition**
US buyers respond differently to branding, value propositions, and outreach. Your website, sales messaging, and marketing assets should feel US-native rather than UK-exported.
- ✓ **Create a US market entry plan**
Identify your ideal states, target accounts, hiring strategy, and revenue milestones before investing heavily into expansion.



The UK Recruitment Agency's

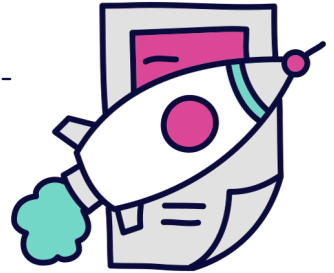
Marketing *Checklist* for Strategic Scaling Successfully into the US

3

Adapt Your Sales & Business Development Approach

The US recruitment market moves faster and often requires a more aggressive commercial strategy than the UK.

- ✓ **Train consultants on US sales culture. Network is key**
American buyers typically expect higher energy outreach, quicker follow-up, and more direct commercial conversations.
- ✓ **Adjust outreach timing and processes**
Time zones, regional holidays, and decision-making structures can impact response rates and pipeline velocity.
- ✓ **Create a scalable outbound marketing engine**
LinkedIn content, email sequences, paid media, and thought leadership should all support consultants in building market awareness quickly.



4

Build Authority Before You Launch

The fastest-growing recruitment agencies entering the US are the ones that establish credibility before opening doors.

- ✓ **Invest in authority-building content**
Produce market reports, hiring guides, podcasts, webinars, and LinkedIn content focused on US hiring challenges.
- ✓ **Develop social proof early**
Testimonials, candidate success stories, and recognisable client logos help reduce buyer hesitation in a new market.
- ✓ **Use founder-led branding and visibility**
Personal brands often outperform corporate branding in US recruitment markets, particularly on LinkedIn.



5

Prepare Your Internal Infrastructure for Scale

Winning business in the US is only half the challenge. Agencies also need operational systems capable of supporting international growth.

- ✓ **Ensure CRM and recruitment tech can support your marketing strategy in the US**
Your ATS, CRM, automation, and reporting systems should support multiple territories, currencies, and workflows.
- ✓ **Hire or marketing partner with US market expertise**
Consider US-based recruiters, advisors, or delivery partners who understand local market dynamics and candidate behaviour.
- ✓ **Set realistic financial and growth expectations**
US expansion often takes longer and costs more than expected. Build cash flow forecasts that account for hiring, travel, marketing, and setup costs.

