

5 Quick Marketing Wins for Recruitment *Agencies*

Simple ways to attract more clients, build your brand and generate better leads.



1

Your Website Should Win Clients (Not Just Candidates)

Most recruitment websites are built purely around jobs. A high-performing recruitment website should also:

- ✓ Clearly explain your sector expertise
- ✓ Showcase client success stories
- ✓ Include testimonials and social proof
- ✓ Make it easy for hiring managers to contact you



Quick Win:

Review your homepage. Is it speaking to hiring managers as well as candidates?



2

Personal Branding Builds Trust

In recruitment, people buy from people. Encouraging consultants to build a professional presence on LinkedIn helps create trust with both clients and candidates.

Effective recruiter content includes:

- ✓ Market insights
- ✓ Hiring trends
- ✓ Candidate success stories
- ✓ Industry commentary



Quick Win:

Encourage consultants to post one piece of insight per week.



3

Diversify Your Marketing Channels

Many recruitment agencies rely on one source of leads. The most successful agencies use a mix of:

- ✓ LinkedIn content
- ✓ Email marketing
- ✓ SEO and website content
- ✓ Paid advertising
- ✓ Events and webinars



Quick Win:

Audit where your last 10 clients came from.



4

Case Studies Win Business

Recruitment agencies rarely promote their success stories. Case studies demonstrate:

- ✓ Sector expertise
- ✓ Delivery capability
- ✓ Proven results

Example:

Placed 8 engineers in 10 weeks for a manufacturing client after a failed retained search.



Quick Win:

Turn your last three successful placements into short **case studies**.

Marketing Should Support Business Development

Marketing should work with BD, not separately.
The strongest agencies align:

- ✓ Marketing builds awareness
- ✓ Content builds trust
- ✓ BD converts opportunities

This creates warmer conversations and stronger inbound leads.

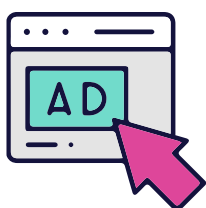


How Prominence Supports Recruitment Agencies

Prominence is a **specialist recruitment** marketing agency supporting recruitment businesses globally.



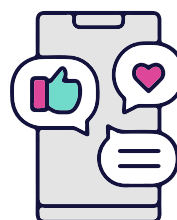
Recruitment
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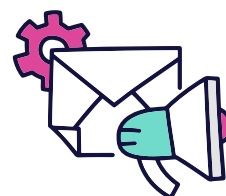
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