



Step 5 - Planning your Recruitment Campaign Checklist

Overview

THINGS YOU NEED TO THINK ABOUT FOR THE BEST MARKETING CAMPAIGN

1. What is the why, who, what, where and how?
 - a. What are the taglines, call to actions and special messages for this campaign?
 - b. What are the goals and tracking success
2. What is the budget for this campaign
3. Which staff do you need to support this and its success - *campaigns fail if they don't get supported*
4. Timeline and schedules



The Plan

Why - Start with the foundations “WHY?”

1. Why are you running this campaign *ie. to attract a new audience and recruit a senior surveyor* and What do you need to achieve? *ie. our ideal persona*
2. What are your campaign goals? *ie. to attract outdoor sporty candidates who like problem solving and reach a new audience*
 - a. How will you measure this? *ie. through a QR code and landing page stats including time on page (this will confirm if it is working or not)*
3. Why does your audience need what you offer? *ie. inspiration for career development and a thirst for new knowledge*
4. What do you solve for them *ie. confusion on what a surveyor is/does and a new option for career and educate a wider audience*
5. Why do they care? *ie. because it answers their career development questions and what they value*

Who - be specific on WHO

1. Who is this audience target to? Be specific?
 - a. What is the job title *ie. Senior Surveyor*
 - b. Where are they located *ie. from home*
 - c. Where are they in their career development? *ie. looking for more flexible working*
 - d. What pain points do they specifically have and what do they care about? *ie. need to be around the family more but a thirst for problem solving and fulfillment in their job*

What - is the message?



1. What is your messaging and how will you compel your audience to act?
 - a. **Campaign tagline** *ie. jobs in surveying ie. Senior River Surveyor* / **slogan** *ie. earth first* / **hashtags** #surveying #recruitment
 - b. **Messaging & spin** (pain points, point of interest and other) *ie. Senior River Surveyor wanted to help continue to protect our earth!*

Tagline vs Slogan

[Indeed](https://www.indeed.com/career-advice/career-development/tagline-vs-slogan) <https://www.indeed.com/career-advice/career-development/tagline-vs-slogan>

Keywords

Use multiple free sources for keywords related to your job offering including [Keyword Tool](#), [Answer the Public](#), www.hashtags.org, <http://ritetag.com>, [SEM Keyword Magic Tool](#) and [Google Keyword Planner](#)

[More can be found here](#)

<https://www.semrush.com/blog/12-free-keyword-research-tools>

Blog and Title Generators

[Portent Idea Generator](https://www.portent.com/tools/title-maker/) <https://www.portent.com/tools/title-maker/>

[Blogabout by IMPACT](https://www.impactplus.com/blog-title-generator/blogabout) <https://www.impactplus.com/blog-title-generator/blogabout>

[Ubersuggest](https://app.neilpatel.com/en/ubersuggest/) <https://app.neilpatel.com/en/ubersuggest/>

Messaging

[How to make sure your marketing messaging always lands](#)

<https://sproutsocial.com/insights/marketing-messaging/>

Where - are all the places you can deliver your message to your audience?



1. Where will you deliver your message to your audience? *ie. local sports club, recruitment fair, own fair, schools, [Class of Your Own](#), social media platforms and on our own website.*
2. Where will your message reach your intended audience most effectively? (*where do they hang out?*)
 - a. How are you leading them through a process? (drip feed)
 - b. Will you be involving multiple platforms to lead them through? *ie. social content > website > blog > webinar or email campaign > in-person event > direct follow up*

How - doing it!

1. How will you engage your audience?
2. How will you deliver these messages? Logistical planning
 - a. Do you need to gather and produce special content?
 - b. What is the schedule?
 - c. Who is involved and do they know the due dates?
 - d. Do you need to register for any events that are key to your campaign
 - e. How will you stay organised



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