

HOW TO ANALYZE YOUR MARKETING NEEDS

for International Recruitment

Here's a breakdown of best practices for analyzing your international recruitment marketing needs! Start your analysis using the SWOTT (strengths, weaknesses, opportunities, threats and trends) method. Apply this evaluation to each of the four categories below. Then, once you've decided on your strategy, use the OODA (observe, orient, decide, act) loop to put it into practice.

BUDGET

- Digital marketing (typically 54% of the total budget)*
- Print spending (long term/ tangible)
- Travel expenses
- Virtual or physical fairs, and marketing materials

GOALS/OUTCOMES

- Define goals for this year and the next 3 years
- What are the outcomes? (Examples: Increase brand, increase leads, increase market share, grow conversion rate, diversify into new markets and/ or new partnerships)
- How are you going to reach these outcomes?

EXECUTION

- Digital marketing (Examples: blogs, emails, social media posts, newsletters, articles)
- Bonus digital marketing: Adding video to campaigns increases organic traffic by 157% and is shared 12x more than print or photos**
- Strategically plan your marketing campaigns and assess pageviews and CVR/conversion to leads

CHANNELS

- What channels will you use to optimize your marketing? (Examples: Digital marketing, print ads, in-person recruitment visits at fairs, high schools, education agents, third party)

*epipheo.com
**wordstream.com

