

LinkedIn Strategy

Staffing & Recruitment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a LinkedIn strategy for a staffing agency and its recruiters — profile, content, social selling and sourcing — to generate clients and candidates. Use it to make LinkedIn a channel. For the wider plan use the Staffing Marketing Plan.

Purpose of this tool & output

Win clients and candidates on LinkedIn

How the output is used

Use it to win clients and candidates on LinkedIn — a LinkedIn strategy across content, outreach and personal brand.

Important cautions

LinkedIn rewards consistent, genuine value and engagement, not mass connection requests or spammy InMail. Keep job posts real and messages personalised, and respect platform terms and candidate data norms. Recruiter advocacy amplifies reach.

Companion documents

- Staffing Marketing Plan
- Employer Branding Service Offer
- Agency Digital Presence
- Job Portal & Channel Strategy
- Content Marketing Plan
- Referral Program Design

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.