

Staffing Marketing Plan

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 marketing plan for a staffing agency — dual audience of clients and candidates, positioning, channels, content and budget. Use it to build demand and talent supply. For BD specifically use the BD & Client Acquisition Strategy.

Purpose of this tool & output

Market your agency to clients and candidates

How the output is used

Use it to market your agency to clients and candidates — a staffing marketing plan across positioning, channels and content.

Important cautions

Staffing marketing serves two audiences — clients and candidates — and needs both. Keep claims honest, avoid fake job posts and misleading offers, and handle candidate data lawfully. Measure leads and placements, not just reach.

Companion documents

- Employer Branding Service Offer
- Agency Digital Presence
- LinkedIn Strategy
- 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.