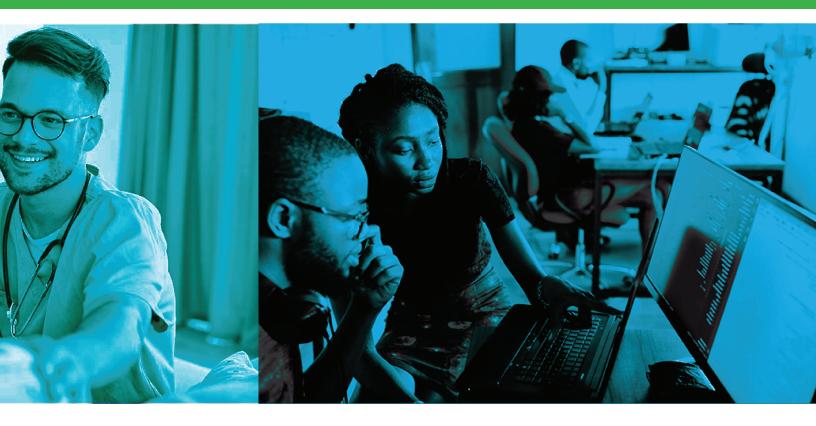


GAC CONXUSNEO

Your Marketing **Strategy for Hiring** 2024



Activity one OUTLINE YOUR CURRENT SITUATION

Successes	Challenges

Key differentiators

Competitors

Strengths- What does your company offer that the competitor does not?	Weaknesses- What are ways your competitors outperform you?
Solutions- How can you address these weaknesses?	



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Activity one (continued)

OUTLINE YOUR CURRENT SITUATION

Competitors

Strengths- What does your company offer that the competitor does not?

Weaknesses- What are ways your competitors outperform you?

Solutions- How can you address these weaknesses?

Competitors

Strengths- What does your company offer that the competitor does not?

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Activity two SET GOALS AND OBJECTIVES

Goal one

Focus areas/objectives

Task	Who is responsible	Due date
1.		
2.		
3.		

Notes



Activity two SET GOALS AND OBJECTIVES

Goal two

Focus areas/objectives

Task	Who is responsible	Due date
1.		
2.		
3.		

Notes



Activity two SET GOALS AND OBJECTIVES

Goal three

Focus areas/objectives

Task	Who is responsible	Due date
1.		
2.		
3.		

Notes



Activity three CHOOSE YOUR MARKETING CHANNELS

Advertising – Paid print (billboards, direct mail, newspaper ads, etc.)

Advertising – Paid digital (Google search, YouTube ads, job website, Spotify, etc.)

Social media – Organic (Instagram, LinkedIn, X, Facebook)

Company website (hiring landing page, general updates, SEO, etc.)

Messaging and content needs (videos, graphics, photography, etc.)

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