



Your Marketing Strategy for Hiring 2024



Activity one

OUTLINE YOUR CURRENT SITUATION

Successes

Challenges

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Key differentiators

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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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Competitors

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SET GOALS AND OBJECTIVES

Goal one

Focus areas/objectives

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

Notes

SET GOALS AND OBJECTIVES

Goal two

Focus areas/objectives

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

Notes

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.*)

