

THE RECRUITERS MINI GUIDE TO:

AUDIENCE ANALYSIS FOR YOUR BRAND + WEBSITE.

BOLD.  #1 digital growth partner

Leeds. +44 (0) 113 880 0466 London. +44 (0) 20 3637 0256

www.boldgrp.io Email. hello@boldgrp.io

**YOUR AUDIENCE/TARGET MARKET
ARE YOUR #1 REASON FOR SUCCESS.**

**WHY? BECAUSE THEY ARE YOUR BREAD AND BUTTER.
WITHOUT THEM THERE IS NO BUSINESS.**

**THAT MEANS UNDERSTANDING EVERY SINGLE
GROUP WITHIN YOUR TARGET AUDIENCE TO THE
BEST OF YOUR ABILITY SO YOU CAN CONNECT
WITH THEM ON THE HIGHEST LEVEL, IN ORDER
TO TURN THEM INTO A CANDIDATE YOU PLACE
OR A PAYING CLIENT.**



AND HOW DOES AN AUDIENCE ANALYSIS IMPROVE THE CHANCES OF THIS?

IT PROVIDES INSIGHTS INTO THEIR UNMET NEEDS AND FRUSTRATIONS, AS WELL AS A THOROUGH KNOWLEDGE OF THE ENVIRONMENT IN WHICH YOUR RECRUITMENT SERVICES ARE SOLD.

THIS ALLOWS A BUSINESS TO BETTER DEVELOP YOUR SERVICE OFFERING AND SELLING STRATEGY TO EITHER MEET, OR GO OVER AND ABOVE YOUR AUDIENCE'S DEMANDS WITH A VIEW TO BEING THE #1 CHOICE.



FIRST THINGS FIRST - ANALYSE TO DETERMINE JUST WHO YOUR IDEAL AUDIENCE GROUPS ARE.

ANALYSE YOUR CURRENT CANDIDATE AND CLIENT POOLS

LOOK AT YOUR RANGE OF DEMOGRAPHICS, THEN CROSS REFERENCE ENGAGEMENT IN YOUR CRM WITH THOSE DEMOGRAPHICS TO ESTABLISH WHO ARE THE MOST RELEVANT.

USE YOUR COMPETITOR ANALYSIS TO SEE WHAT TYPE OF CLIENTS AND CANDIDATES THEY ARE TARGETING

ARE THEY TARGETING THE SAME DEMOGRAPHICS? IF NOT, ASK YOURSELF WHY? THERE COULD BE OPPORTUNITIES HERE...

ANALYSE YOUR SERVICES AND LIST YOUR BENEFITS TO BOTH CANDIDATES AND CLIENTS

WHAT WILL THEY SEE AS ESSENTIAL IN YOUR SERVICE? WHAT WILL THEY SEE AS GOING ABOVE AND BEYOND? YOU MIGHT END UP IDENTIFYING A NEGATIVE PROCESS IN YOUR SERVICE AS YOU GO?

RECOGNISE THEIR PAIN POINTS

COMMUNICATE WITH YOUR CANDIDATE AND CLIENT FACING CONSULTANTS ON THIS - THEY WILL BE THE FIRST TO KNOW WHAT THEIR PAIN POINTS ARE WHICH SHOULD LEAD YOU TO NEW OFFERINGS OR IMPROVEMENTS OF YOUR EXISTING PROCESSES.



CONSIDER THE PSYCHOGRAPHICS (PERSONAL CHARACTERISTICS) OF YOUR EXISTING AND IDEAL CANDIDATES & CLIENTS

SET OUT A CRITERIA FOR WHAT WOULD MAKE AN IDEAL CLIENT AND AN IDEAL CANDIDATE. WHO KNOWS IT MIGHT INSPIRE A NEW SALES STRATEGY OR SET OF CAMPAIGNS TARGET THEM MORE ACCURATELY?

UNDERSTAND WHAT YOUR EXISTING AND IDEAL CANDIDATES & CLIENTS AMBITIONS ARE

ONCE YOU UNDERSTAND WHAT THEIR AMBITIONS ARE, YOU CAN TALK TO THEM ON A LEVEL ABOVE, AS YOU CAN DRAW UP RECRUITMENT STRATEGIES OR PROVIDE VALUE FOR EACH THAT WILL HELP THEM GET THERE.

NEXT IT'S TIME TO EVALUATE YOUR AUDIENCE FROM YOUR FINDINGS IN YOUR ANALYSIS...

ARE THERE ENOUGH PEOPLE WHO FIT MY CRITERIA?

IF YOU'VE MADE YOUR CRITERIA TOO NARROW, YOU MAY WANT TO REVISIT AS NO DOUBT YOU'LL OF LEFT A LOT OF MONEY ON THE TABLE BY BEING OVERLY PARTICULAR OF YOUR IDEAL PERSONA.

WILL MY TARGET AUDIENCE REALLY BENEFIT FROM MY SERVICE OVER MY COMPETITORS?

YOU SHOULD HAVE ENOUGH INFORMATION AT HAND TO REVIEW IF YOU'D BE DEEMED THE FIRST OR SECOND CHOICE. IF NOT THEN YOU SHOULD SPOT THE INCONSISTENCIES BETWEEN YOURSELF AND THOSE COMPETITORS TO ESTABLISH WHAT THE DIFFERENCES ARE TO HELP YOU CLOSE THE GAP.



DO I UNDERSTAND WHAT DRIVES MY TARGET AUDIENCE TO MAKE DECISIONS?

CAN YOU HELP THEM SEE WHY THEY NEED (YOUR) RECRUITMENT SERVICES? HELP THEM SEE WHAT THEY ARE MISSING WITHOUT YOU THROUGH YOUR MARKETING CAMPAIGNS AND CONTENT AND, SECOND TO THAT, WHY THEY SHOULD CHOOSE YOU.

CAN THEY AFFORD MY SERVICE?

LOOK AT YOUR COMPETITOR ANALYSIS TO SEE HOW YOU MATCH UP TO COMPETITION AND EVALUATE THAT AGAINST YOUR DIFFERENT PACKAGES AND BRAND STRATEGY. ARE YOU A PREMIUM BRAND SERVICE THAT WARRANTS COSTING MORE? ARE YOU UNDERCUTTING THE COMPETITION TO GAIN BUSINESS IN THE SHORT TERM?



ARE THEY EASILY ACCESSIBLE AND CAN I REACH THEM WITH MY MESSAGE?

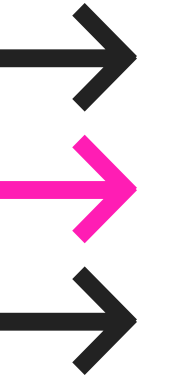
A TARGET AUDIENCE ISN'T VERY TARGETABLE IF YOU'RE NOT SURE HOW YOU'RE GOING TO REACH THEM.

YOUR ANALYSIS OF THE DEMOGRAPHICS SHOULD HELP YOU BEST ESTABLISH WHERE THEY SPEND MOST OF THEIR TIME AND THEN TAILOR A STRATEGY TO THOSE PLATFORMS WITH AN END GOAL OF DRIVING THEM TO YOUR WEBSITE OR GETTING IN TOUCH VIA SAID PLATFORMS.

REMEMBER: YOU CAN HAVE MORE THAN ONE NICHE!

IF YOU'RE READING THIS GUIDE BEFORE THE COMPETITOR ANALYSIS, ENSURE YOU COMPLETE THAT FIRST TO GIVE YOU THE BEST POSSIBLE CHANCE OF IDENTIFYING GAPS IN THE MARKET AND FEED MORE INSIGHT INTO YOUR AUDIENCE ANALYSIS, THAT TOGETHER WILL HELP IMPROVE YOUR OWN SALES, MARKETING AND BRANDING STRATEGIES.





KEEP AN EYE OUT OVER THE COMING MONTHS FOR MORE IN OUR 'THE RECRUITERS MINI GUIDE TO' SERIES.

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