

# THE RECRUITERS MINI GUIDE TO:

## BRAND & MARKETING CHECKLIST FOR 2025.

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**WE ASSUME  
YOU'RE DOING  
SOME OF THESE  
THINGS  
ALREADY?**

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- **SOCIAL MEDIA**
- **EMAIL MARKETING**
- **OUTBOUND SALES REFERRALS**
- **WORKSHOPS**
- **SEO**
- **PPC**
- **PODCASTS**
- **ACCOUNT BASED MARKETING**
- **CONVERSATIONAL MARKETING/AI**
- **COMMUNITY BUILDING**
- **SOCIAL PROOF**
- **DATA HARVESTING**

**BUT...  
HAVE YOU  
WORKED ON  
PERFECTING  
ALL THESE  
THINGS FIRST?**

- **BUSINESS STRATEGY**
- **BRAND STRATEGY**
- **BRAND MESSAGING**
- **VISUAL BRANDING**
- **WEBSITE**

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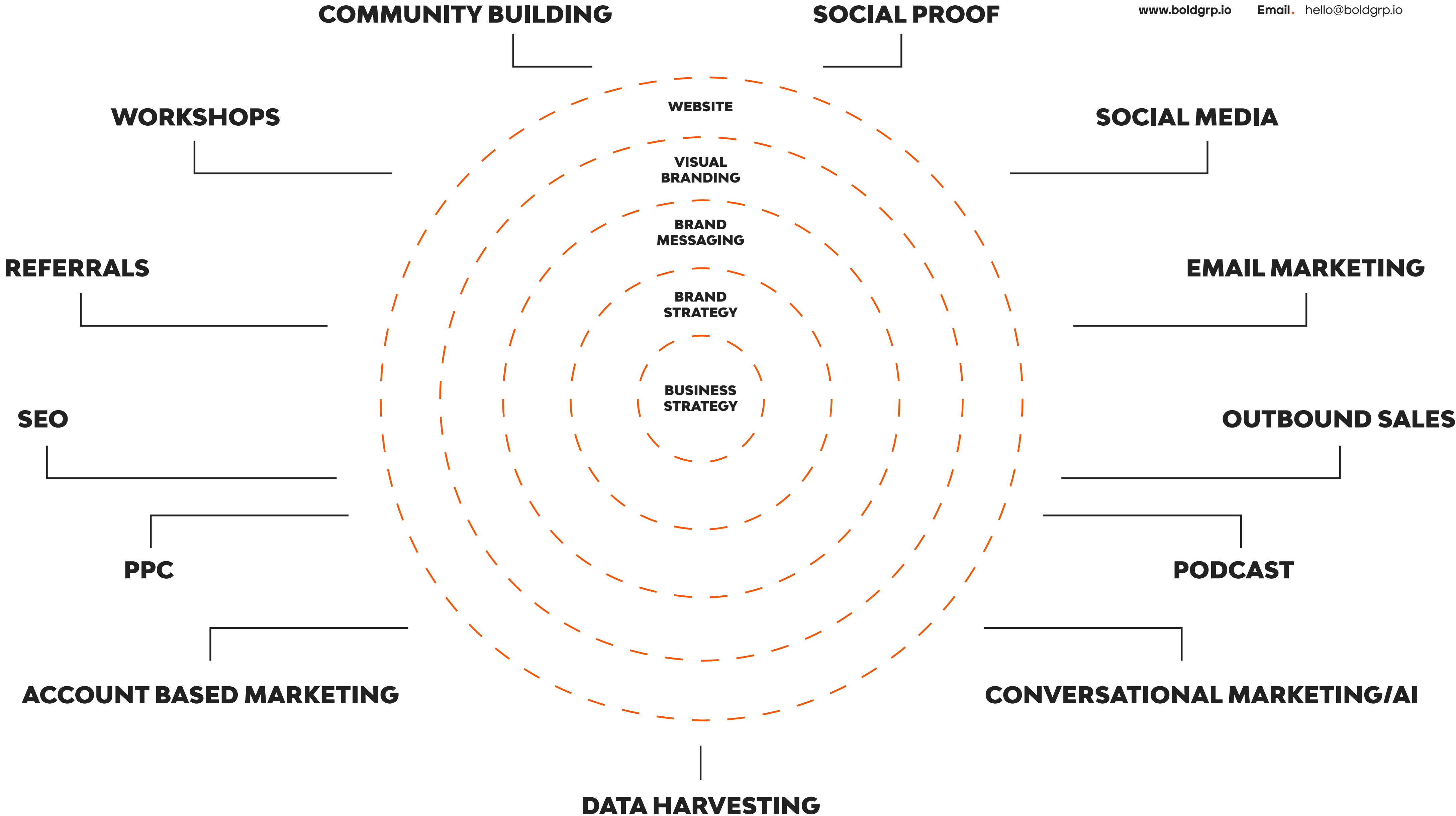
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**IF THE ANSWER IS NO THEN  
THERE'S A GOOD CHANCE  
YOUR NOT GETTING THE  
MOST OUT OF YOUR  
MARKETING EFFORTS.**

**SO...**

**WHAT'S OUR ADVICE?**



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**WE RECOMMEND WORKING  
FROM THE INSIDE OUT.**



**HERE'S WHAT  
WE MEAN.**

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☑ **YOUR BUSINESS STRATEGY POWERS YOUR  
BRAND STRATEGY**

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☑ **YOUR BRAND STRATEGY POWERS YOUR  
BRAND MESSAGING**

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☑ **YOUR BRAND MESSAGING POWERS YOUR  
VISUAL BRANDING**

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☑ **YOUR VISUAL BRANDING POWERS YOUR  
WEBSITE**

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**NOW IT'S TIME FOR  
YOUR MARKETING  
EFFORTS TO KICK IN.**



**GO THROUGH THIS  
CHECKLIST AND GET READY  
TO TRANSFORM YOUR  
BRAND FOR 2025.**

# BRAND STRATEGY.

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- **WHAT IS YOUR STORY?**

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- **WHO IS YOUR IDEAL CUSTOMER?**

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- **WHAT BRANDS DO YOU ADMIRE?**

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- **WHAT ARE YOUR COMPETITORS DOING?**

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- **HOW DO YOU WANT TO MAKE CLIENTS FEEL?**

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- **WHAT ARE YOUR CORE VALUES AND ATTRIBUTES?**

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# BRAND MESSAGING PART 1.

SUBSTANCE.

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- **PURPOSE - WHY DO YOU EXIST?**

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- **VISION & MISSION -  
WHAT IMPACT WILL YOU MAKE?**

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- **DNA & VALUES -  
WHAT WON'T YOU COMPROMISE ON?**

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# BRAND MESSAGING PART 2.

## POSITIONING.

- **DIFFERENTIATION - HOW ARE YOU DIFFERENT?**

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- **BRAND PROMISES - WHAT ARE YOU COMMITTED TO?**

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# BRAND MESSAGING PART 3.

CORE COMMUNICATION.

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- **BRAND CLARITY STATEMENT -  
WHO, WHAT, WHY?**

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- **HOW BRAND TAGLINE -  
PROVOCATIVE? SUPERLATIVE? LEADER?**

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- **BRAND HEADLINES -  
CREATE EMOTIONAL BUY-IN!**

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**LAY DOWN YOUR MARKER  
FOR YOUR TONE OF VOICE  
WITH ALL OF YOUR BRAND  
MESSAGING.**



# VISUAL BRANDING.

- LOGO
- COLOUR SCHEME
- FONT & TYPEFACE
- BRAND IMAGERY
- IMAGE APPLICATION
- BRAND GRAPHICS

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**BUILD A BRAND TOOLKIT TO  
ENSURE ANYONE WHO HAS  
TO BUILD CONTENT AROUND  
YOUR BRAND CAN DO SO  
WITH CONSISTENCY.**



# WEBSITE.

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- **WHAT IS THE PRIMARY OBJECTIVE OF YOUR WEBSITE?**

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- **WHAT IS THE UNIQUE PROPOSITION YOU WANT TO COMMUNICATE ON YOUR WEBSITE?**

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- **HOW DO YOU WANT IT TO LOOK? (STYLE)**

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- **WHAT KEY ELEMENTS NEED TO BE ON YOUR HOME PAGE TO GRAB THE VISITOR?**

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- **WHAT INFORMATION DO YOU CONSIDER TO BE THE STRONGEST & WEAKEST?**

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**NOW YOU HAVE YOUR  
INFORMATION TO PRIORITISE  
STRUCTURE YOU SHOULD BE ABLE  
TO MAP OUT AND WORK TOWARDS  
A DESIGN FOR YOUR WEBSITE.**



**AND ONCE YOU'VE GOT YOUR  
BRANDING CHECKLIST COMPLETED,  
YOU SHOULD NOW BE READY TO  
KNOCK OUT YOUR MARKETING  
EFFORTS WITH MUCH  
MORE SUCCESS.**

**SOCIAL MEDIA**

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**EMAIL MARKETING**

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**OUTBOUND SALES**

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**REFERRALS**

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**WORKSHOPS**

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**SEO**

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**PPC**

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**PODCASTS**

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**ACCOUNT BASED MARKETING**

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**COMMUNITY BUILDING**

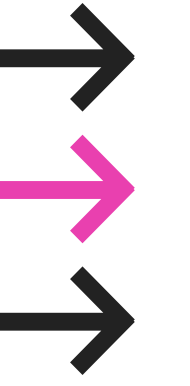
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**SOCIAL PROOF**

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**DATA HARVESTING**

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

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